

The Children's Traffic Club continues to thrive in many areas of the U.K. - some running it totally free to parents, others using the material in a whole variety of ways...

Out and about

- Ian Procter has proposed funding continuation to Kent Council for the Traffic Club, which has been running for the last 3 years in several areas of the county.
- In Bedfordshire, Bill Brady has incorporated the Club into the Councils "Passport for Life", a comprehensive scheme that not only provides road safety material but, most importantly, "records" every child's receipt of and involvement in road safety messages, right up to the end of their compulsory education.
- A number of Sure Start schemes have found Club material very useful with their groups. Sue Degnan from Halifax found the material particularly popular with young families, as have the two schemes in Sefton run by Lesley Greenwood and Amanda O'Brien.
- Northern Ireland's Harry Green is still persevering to get the Club established there as early as possible.
- Penny McCart of Northamptonshire has been working hard with local Sure Starts to get the Club up and running in her area shortly.



Whilst our website continues to give support and information, it is currently under re-development. So don't forget to visit, both now and in May, when our updated site will be live.

Look out in coming months

A new range of materials will be launched for Early Years Development Teams and Sure Starts around the country, to coincide with Sure Start month in June. The materials will include new, pictorial story books centred around six balloons and their road safety messages, a new song and story tape, sticker books, a detailed leaders guide of family interaction ideas and parents information sheets in 5 main languages.

Further new exciting range of promotional items will also shortly be available, including games, stencils, glove puppets, fluorescent umbrellas and painting overalls - and in September a new tool for professionals - an animated video!

Watch this space!

Forging partnerships - key to success

Throughout the life of the Club the real strength and essence of its success has been the partnerships that have been formed between Local Authorities and the NHS.

In Scotland, the SRSC were able to contact the NHS centrally and to forge the necessary partnership between Health Boards, Data Centres and Road Safety Units. It proved an ideal model and has been very successful.

In Wales, the Welsh Assembly Government and RoSCOW managed to provide the resource in Welsh as well as in English, thus allowing the local authorities free reign to work with their local Primary Care Trusts (PCTs).

More recently, in London TfL, with assistance from the CTC, coordinated the involvement of 32 Boroughs, the City of London Corporation and 31 PCTs organised under five newly developed London Strategic Health Authorities. This was achieved through a communications and information strategy that involved presentations and discussions with hundreds of people across the capital. Now Borough RSOs are working closely with their own PCTs in arranging 'local' launches to maximise the publicity for their own areas.

Look out for Sure Start month in June. Lots of activities all over the country.

When children become teachers...

We regularly receive a good bundle of letters and emails from happy parents. The comment shown here from a parent in Aberdeen, is typical of many.



"Ben has a greater awareness of road safety. He will not let us drive off without ensuring we all have our seatbelts in place (which before was a struggle to get him to sit well wearing his) and understands how important it is to hold hands when crossing the road. The books are an excellent way of communicating the potential dangers of the road to children where nagging has failed before."

This comment fully illustrates the effect of The Children's Traffic Club - on children and families alike. What better way to convert those hard-to-reach adult drivers than having a CTC member in the car with them!



Sure Start - a partner scheme

RSOs have partnered with Sure Start schemes for some time, to reach families that would have been difficult to reach otherwise. We have also had Sure Start schemes joining the Traffic Club directly, ensuring that families visiting their centres were receiving all the benefits of road safety training. Working closely with Sure Start staff around the country, we are looking into new ways of strengthening the partnership. Watch this space and the web site for details of new material for use by Sure Start, as well as Early Years Development teams and Child Information Centres.

Traffic Club NEWS

Issue 2 - February 2004



The Heart of The Children's Traffic Club

To all of you out there who are as concerned as we are to save lives and injuries to our young children, welcome to the second edition of our national newsletter!

The Children's Traffic Club was designed, written, developed and now managed by us (dbda) from our base in Harrow, NW London. We are specialists in community, safety and education, and behind every despatch of material to children all over the country, is a great dedicated team, working constantly to help keep young children safe.

Production, studio, management, administration and distribution staff form the core team dealing with hundreds of registrations, contacts with parents, road safety officers, health officials and educationalists - every single day!

Each member of staff is passionate about The Children's Traffic Club, knowing that they are part of a whole network of people right across the country, all trying to achieve the same results... less injury to young children on our roads.

The latest addition to the team is Bharti Bhikha.

Although she has been with dbda for seven years, she has just been promoted to Account Manager of CTC and is now responsible for all aspects of the smooth running of the Club.



Keeping children safe on the roads

In this issue:

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In London...

The Club comes to London

In September 2003 the whole of London joined The Children's Traffic Club. Funded by Transport for London (TfL), working in partnership with the London NHS, the Club is now available free of charge to all London 3 year olds.

Janet Kirrage, TfL's road safety education manager, explained to a gathering of London Borough RSOs and London PCT representatives, that over 100,000 London children would benefit from the Club every year. *"The Children's Traffic Club is our foundation educational programme that will be part of our coordinated approach to achieving our 2010 casualty targets."*

When approached by TfL about introducing The Children's Traffic Club all across London, the response from Dr Sue Atkinson and her team of Public Health Directors was enthusiastic. This was the start of the first ever London-wide collaboration between the NHS and the GLA in an effort to reduce road casualties to children.

Dr Catherine Brogan, Director of Public Health, North Central SHA, said: *"This unique partnership addresses objectives that Local Authorities and the NHS have in common, the reduction of child accidents."*

We are delighted to be working together towards our common goal and look forward to each Local Borough and Primary Care Trust forging strong and productive relationships."



From the left: Ray Andrews (DBDA), Dr Catherine Brogan (NHS), Chris Lines (TfL) and Janet Kirrage (TfL) with some of the children from Westminster who attended the launch of The Children's Traffic Club in London.



The recent launch at Haringey saw the Lady Mayor and local Road Safety officer John Lapping in party mood with the children.

Local Launches

As we are going to press there are a number of Local Boroughs launching the Club, Wandsworth, Harrow, Kingston, and seen here, Haringey in North London.

Assistance is being given to any Borough that requires it from TfL in the shape of displays, club material and PR support. Over 20 such launches are expected in the next few months.

A success story

Since TfL appointed Christine Fitzgerald as The Children's Traffic Club in London

Co-ordinator, she has been busy visiting all road safety officers and PCT's to individually launch and promote the Club in their areas. Besides funding for the material to be free to all parents of three year olds, TfL are providing nursery packs for all nurseries and playgroups, health visitor packs for health visitors, guides for professionals including presentations, exhibitions and displays, as well as a range of support promotional material.



In Scotland...

Continuing trend of casualty reductions, in Scotland

Funded by the Scottish Executive, The Children's Traffic Club has been running in Scotland for seven years, as part of their integrated Road Safety Education and Accident reduction plan.

Latest figures show a 32% fall in child casualties between 1992 and 2002 and, compared to the '94/'98 baseline targets, there has been a 38% reduction in the KSI figures – a greater reduction than would be needed to achieve the 2010 target fall of 50%.

Scotland is moving up the European League tables and the total number of casualties is the lowest since 1954. **Well done to all involved!**

Continuing their analytical approach to road safety, the Scottish Road Safety Campaign have carried out further research to ensure that the Nursery and Playgroup Packs provide not only good road safety teaching, but are also responding to the Foundation level of the Scottish Curriculum. Research results, as well as guidelines on good practice, can be found on their web site www.srsc.org.uk



Anne Diack

SRSC Assistant Director Anne Diack, committed personally to The Children's Traffic Club, has become a reading champion herself in the Read Together scheme. Utilising The Children's Traffic Club materials Anne, and the scheme, not only stimulate and help children read, but also encourage and develop vital road safety skills.



Nurseries and Playgroups help drive the message home

Linking other road safety initiatives to the Club, not only enhances the recognition of the Club but adds impetus to those initiatives. This was fully explored by SRSC with their recent 'In car child safety campaign' which was run through nurseries and playgroups in Scotland. The campaign was designed to encourage children to wear their restraints in the car and to increase parents' awareness of the safety issues involved. Nurseries and playgroups had to create an eye catching display on the theme, using the Traffic Club Sammy Seatbelt balloon character, and to send photographs for entry into a competition.



The winning entry by Craigsbank Playschool, Edinburgh

In Wales...

Bilingual material increases Welsh participation

Following funding from the Welsh Assembly Government for the translation into Welsh of the Club material last year, many more Welsh local authorities have been actively promoting the Club. New fully participating members include Blaenau Gwent, Caerphilly, Cardiff, Carmarthenshire, Monmouthshire, Newport, Pembrokeshire and Torfaen, making the Club available to members either in Welsh or English.



Presentations in Wales

Members of the Club team are always delighted to visit you and explain how things work. A recent visit to Powys stimulated great interest from Sure Start establishments and health workers in that region, whilst a contribution to a RoSCOW meeting, held by Steve Baker, was able to spread the word and encouragement to a large number of local authorities at the same time.

- In Denbighshire, where they have been running the Club for nearly 2 years, membership continues to rise. To promote the Club, RSOs hold regular CTC birthday parties around the county. Parents are invited along to the party too, where balloons, snack card games and cakes, all contribute to making it a fun and informative day, as well as helping to enrol more children. Stephanie Brown, RSO, says "these are so straightforward to set up, cost effective, not very time consuming and provide lots of publicity opportunities".

- The Traffic Club Health Visitor Packs are now available as a bilingual Welsh/English edition. They are already being used to promote the Club through Health Visitors in many areas throughout Wales.



Children in Gwent visit Newport Transport Depot.