

IN A CITY NEAR YOU...



ARE SAVING THE WORLD ONE

ROAD HERO

AT A TIME!

INJURY PREVENTION



RIGHT ACROSS THE UK ROAD ACCIDENTS KILL MORE OF OUR CHILDREN THAN ANY OTHER CAUSE. BUT WHAT ARE WE DOING ABOUT IT...?

A FEW YEARS AGO TRAUMA CARE WAS REORGANISED AND IMPROVED. SURVIVAL FROM TRAUMA HAS SIGNIFICANTLY INCREASED but...



...not another one...



...CHILDREN ARE STILL DYING BEFORE HELP CAN GET TO THEM

Who SHOULD be doing this?



WHAT CAN WE DO TO CHANGE THINGS AND HOW CAN WE PROVE IT IS EFFECTIVE?

Let's all work together to inspire the next generation of...



We need to engage everyone!

A NATIONAL ROAD SAFETY EDUCATION CAMPAIGN FOR PRIMARY SCHOOL CHILDREN COULD BE THE NEXT STEP...



WE NEED A MULTI-AGENCY APPROACH TO TACKLE THIS! LET'S TEACH ALL CHILDREN HOW TO BE ROAD HEROES!

CHILDREN!
TEENAGERS!
PARENTS!
SCHOOLS!
COMMUNITIES!
DRIVERS!



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