

## Road Safety Competition

Wiltshire & Swindon Road Safety Partnership are running a competition for young people in Key Stage 2 (years 3-6), Key Stage 3 (years 7-9) and Key Stage 4 (years 10-11) to **design a poster, social media image, short video or animation that we can use to spread awareness of the risks of pedestrian distraction.**

### Education made for young people by young people!

The best designs will be shared on our social media channels and on posters around the County. **The winner of each age category will also receive a prize.**



Sadly, there were over 100 people who were seriously injured as pedestrians on the roads in Wiltshire & Swindon last year. The number one cause of these collisions was the pedestrian failing to look properly before crossing the road. The second highest cause was the driver failing to see the pedestrian.

With this in mind, the campaign we are running is called **'See you on the road'** as we want everyone to be alert to other road users, not to be distracted and to look out for each other on the road.



#### **How to enter:**

**Step 1:** Design a poster, social media image, animation or short film (30 seconds maximum) with the message **'See you on the road'** - the key theme being 'to look out for other road users and not to be distracted'. This can be hand drawn, or using digital graphic – but the content must be your own.

**Step 2:** Complete the form [Contact detail & permission](#) (so we can let you know if you have won a prize) and send your image to [roadsafety@dwfire.org.uk](mailto:roadsafety@dwfire.org.uk) by 23<sup>rd</sup> December 2024.

**Step 3:** Look out for the finalist's designs that will be shared on social media #seeyouontheroad, throughout January. Like, share and promote your favourite images.



**Winners will be chosen by the panel of judges from the Road Safety Partnership. Winners will be announced on 31<sup>st</sup> January 2025.**

Each group winner will receive a £20 Amazon voucher AND books to the value of £20 will be awarded to their school.

**We look forward to seeing your designs!**

**See next page for top tips to include in your design:**

## Top tips to include in your design:



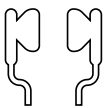
Look out for vehicles on the road, especially when crossing. Making eye contact with a driver is a good way of ensuring they have seen you before you step into the road.



When walking with friends, make sure you are all paying attention to the roads you cross and you aren't distracting each other - friends look after friends!



If you're on your phone, make sure that doesn't take your attention away from the road. Eyes up, phone down.



Listening is key – if you've got headphones on, mute your playlist to cross the road, or keep one ear on traffic at all times.



If you are riding a bike, don't use headphones at all, it just isn't safe.



Remember the Green Cross Code when you cross: Stop, Look & Listen, before crossing.



Find a safe place to cross where you can clearly see the road and where drivers can see you.



Be bright, be seen – dress to be seen, especially in the dark or in poor weather conditions.

**#SeeYouOnTheRoad**

**#SeeYouOnTheRoad**



**DORSET & WILTSHIRE  
FIRE AND RESCUE**



**Wiltshire and Swindon**

**ROAD SAFETY  
PARTNERSHIP**