

The Children's Traffic Club



Increasing road safety awareness in preparation for independent travel since 2003

CTC member regions had 18% fewer road casualties than non-members

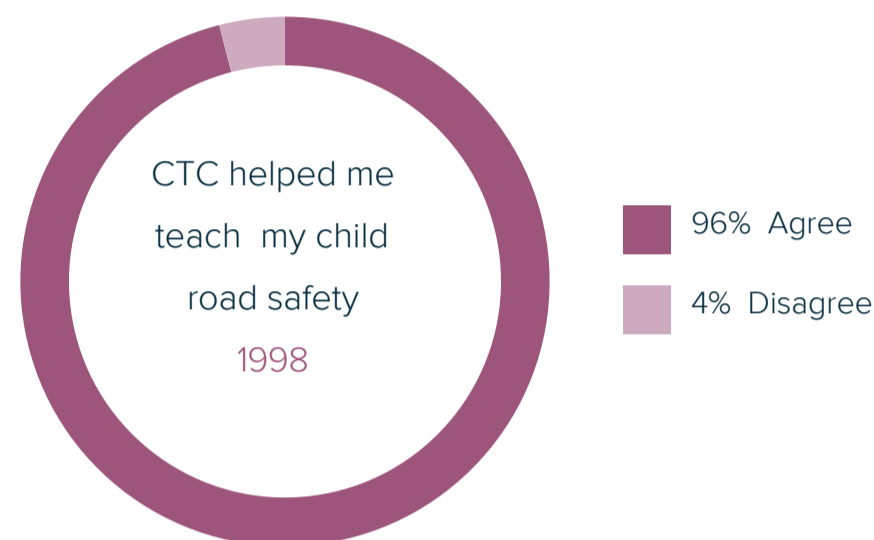
Transport Research Laboratory, 1994

Mission

The Children's Traffic Club provides a structured road safety scheme for parents, carers and nursery workers to teach road safety to **pre-school children**. It is the most researched, monitored and evaluated road safety education programme in the UK.

It aims to influence the long-term behaviour of children and their parents and carers by increasing their road safety awareness, contributing to the **reduction of child road user casualties**.

Members say



CTC works by:

- Increasing children's road safety **knowledge** (18% increase)
- Helping children to identify **safe routes to walk** and safe places to play (9% increase)
- Increasing the number of children who know to **stop** and wait for grown up (15% increase)
- Increasing the number of children who know to **hold hands** when out (10% increase)

Traffic Research Laboratory, 1993

Stat19 Data

Road accident casualty data for children aged 3-6

- 20% reduction** in casualties involving a child emerging from behind a vehicle following introduction of CTC
- 12% reduction** in child road casualties after CTC scheme introduced
- 4% reduction** in pedestrian road casualties for CTC member regions
- 338 fewer child road injuries** if CTC were operating across the UK 1990-93
- Casualty cost saving of £9.2 million** if CTC were operating across every region in Great Britain in 1990-93

Eastern Region Pilot, 1990-93 (Transport Research Laboratory, 1994)

Members say

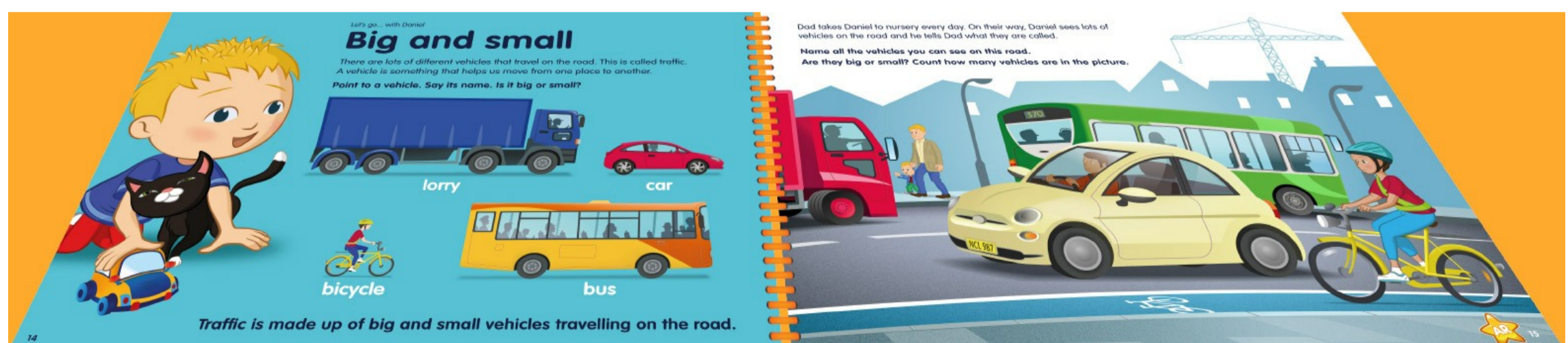
CTC has helped my **child** become more road safety aware (100%)

CTC has helped me **personally** become more road safety aware (95%)

Behaviour change

- 47% reduction** in children playing in the street
- 18% increase** in child always stopping when told
- 20% increase** in children holding hands when out

Parent surveys, 2003-2010



"As a known "brand", the Children's Traffic Club has considerable value in the road safety community."

Road Safety Officer focus group, The Gifford Partnership, 2014