

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 and active travel scheme** for pre-school children and their parents and carers. It is the most researched, monitored and evaluated road safety education programme in the UK.

Developmental psychologists tell us that **by the age of 5**, lifelong habits are set. The Children's Traffic Club aims to influence the long-term road safety behaviour of children and their parents and carers.

"As a known "brand", the CTC has considerable value in the road safety community"

Road Safety Officer; The Gifford Partnership, 2014

Members say

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

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

CTC has helped me teach road safety to **additional children** in the household (82%)

CTC works by:

- Increasing children's road safety **knowledge and skills**
- Helping children to identify **safe routes to walk** and safe places to play
- Increasing the number of children who always **stop** when told
- Increasing the level of **handholding** with a parent when out

Traffic Research Laboratory, 1993

Headline Figures

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 child pedestrian casualties for CTC member regions

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)

Road Safety Officers say

The Children's Traffic Club has considerable **value in the road safety community**

The CTC materials offer a **quality learning resource** that reflects the culture and ethnicity of different areas within the UK

The Gifford Partnership, 2014

BAME & high deprivation areas

The impact of CTC materials is **greater** in high BAME and high deprivation boroughs

In households where **English is not a first language**, the pictorial nature of the pack is considered vital

Independent research, 2015; Lancashire Country Council Focus Groups, 2015



"It helps me working with the high risk areas in my borough, the material is just what's needed"

Road Safety Officer Focus Group