

The Children's Traffic Club



Increasing road safety and active travel awareness in preparation for independent travel since 1992

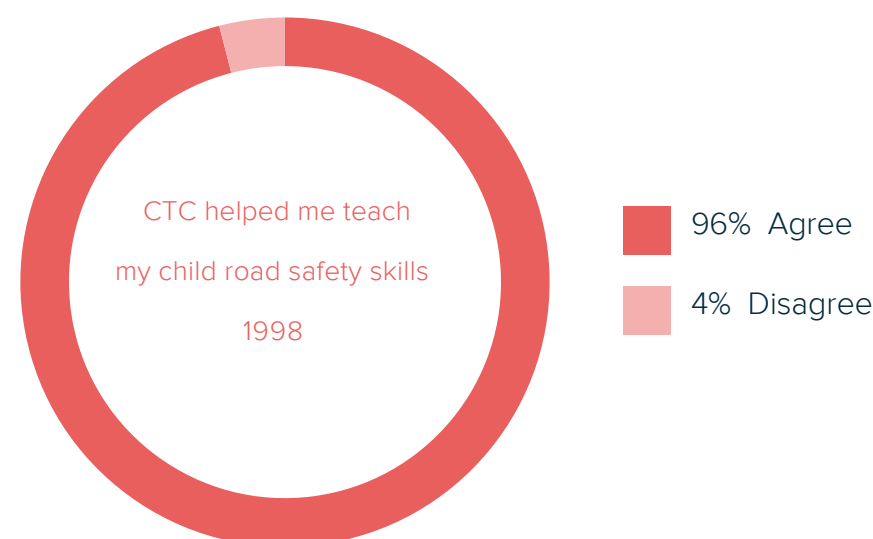
CTC member regions had 18% fewer road casualties than non-members

Transport Research Laboratory, 1994

Mission

The Children's Traffic Club (CTC) is a road safety and active travel programme for pre-school children and their parents and carers. It is the most researched, monitored and evaluated road safety scheme in the UK. Developmental psychologists tell us that by the age of 5, lifelong habits are set. The Children's Traffic Club influences the long-term road safety behaviour of children and their parent and carers, with a mission to **reduce road casualties**.

Parents say



Facts and figures

20% increase in children holding hands when out
18% increase in child stopping when told
12% reduction in child casualties after scheme introduced
4% reduction in pedestrian casualties for CTC members

Parent surveys, 2003-2010; Transport Research Laboratory, 1994



"I like to sit and read the book with my daughter, it means we get to spend some time together and I can help her learn"

Parent quote, Transport for London research, 2017

"It helps to remind me that I am my child's role model"

Transport Research Laboratory, 1994

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

"I think The Traffic Club is an excellent initiative to remind parents to actively teach road safety"

Parent Focus Group

"My son enjoys looking at and understanding the pictures while I read out explanations for each page"

Parent Focus Group

Parents say

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



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



My child **enjoys** being a CTC member (82%)

