



Making Roads Safer

University College London – Parent Road Safety Education

Road Safety Trust
Funding Showcase



The Road Safety Trust is dedicated to making the UK's roads the safest in the world. As an independent grant-giving charity, the Road Safety Trust funds vital research and practical interventions committed to reducing the number of people killed or injured on our roads.



In 2019, the University College London (UCL) completed a two-year project to explore road safety education programmes for parents of children aged under 11 years using a grant of £105k from the Road Safety Trust.

UCL conducted research to identify effective methods of engaging with parents, especially those from deprived and ethnic minority backgrounds.

Firstly, research was conducted online with Local Authorities throughout England to gain insight into current practices into road safety. Secondly, UCL evaluated three initiatives providing road safety education courses to parents and children.

Road safety is a vital life skill for children as they are highly vulnerable on the roads. According to the Department for Transport in 2018 there were 48 children killed and 2,315 children seriously injured. Additionally, a 2019 survey by the Royal Society for the Prevention of Accidents (RoSPA) found that less than half of all primary school children have received road safety education.



The research concluded that road safety education involving parents is essential because:

- Children are vulnerable
- Parents have the greatest opportunity to teach children
- Children need consistent teaching
- of correct road safety messages
- Parents are role models
- Road safety education targeting parents has a positive effect on parent and child knowledge and behaviour

To address the concerns, University College London created a guide for local authorities, schools, children centres, road safety partnerships and charities looking to engage with parents of children aged under 11 years with road safety education.

The aim of the free electronic guide is to provide a starting point for developing and adapting road safety education initiatives that engage with parents. It provides advice on and examples of how to effectively recruit, engage and support parents' road safety education for their children. It also provides advice and support to help engage parents of children with special educational needs (SEN) who may be especially vulnerable on the roads.

It is hoped that the guide will help educate parents and provide much needed advice to them on how to keep their children safe on the roads. The guide is available on the [Road Safety Trust website](#) for download.





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The Road Safety Trust

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