

Lets talk about...

ROAD
SAFETY
WEEK 

19-25
November
2023

SPEED

Toolkit for participants

5 people die on UK roads every day, so why do we still think it's ok to speed?

Whoever you are, however you travel, we need to talk about speed.

Join the conversation www.brake.org.uk/RoadSafetyWeek #RoadSafetyWeek

ROAD **S**AFETY WEEK 

Organised by

 **Brake**
the road safety charity

Sponsored by

 **ARVAL**
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“
We're hoping to create as much noise as possible to raise awareness of the shocking statistic that five people are dying on UK roads every single day. We're calling for solutions that we know can bring an end to the carnage.”

Thank you for signing up to take part in Road Safety Week 2023 - we're delighted you're joining us to do something amazing for road safety!

Every year we see a totally unacceptable number of people killed and seriously injured on our roads. In 2022, 1695 people died and a further 29,795 were seriously injured on roads in Britain.* This has to stop.

Road crashes are devastating events for the families involved. They hit at the heart of communities and send shock waves across our schools, and the places we live and work.

At Brake, we see this first-hand through our National Road Victim Service, which provides urgent and ongoing support to families affected by road crashes. In 2023 we have supported more than a thousand families whose worlds have been torn apart by road death and injury, sadly we know that there are many more people who need our help.

This is why we continue to shout loudly for everyone's right to make safe and healthy journeys through campaigns like Road Safety Week, calling for the solutions that we know can bring an end to the carnage.

This year, I invite you to join a national conversation about speed - one of the biggest killers on our roads - and challenge why so many of us still consider it acceptable to break the speed limit. Every year, drivers breaking the speed limit or driving too fast for the road conditions cause 345 deaths and 3388 serious injuries. Whoever you are and however you travel, let's talk about speed!

Ross Moorlock

Interim CEO, Brake, the road safety charity

*Department for Transport (2023) Reported road casualties Great Britain, provisional results: 2022



Use this simple toolkit to take part in Road Safety Week and talk about why it is important

- Tell people why you are taking part in Road Safety Week 2023.
- Join the conversation to talk about why speed is a critical factor for the safety of our roads.
- Encourage others to take part.
- Raise vital funds to support families affected by road crashes.

Contents

About Road Safety Week	3
Taking part - Join a national conversation about speed	4
Some facts about speed	5
Get people talking	7
What else can I do?	10
Shout out on social media	12
Share your photos	17
Press releases	18

About Road Safety Week

What is Road Safety Week?

Road Safety Week is an annual campaign, organised by Brake, the road safety charity. Every year, thousands of communities, schools and companies get involved to shout out for road safety where they live and work.



Why is Road Safety Week important?

- Five people die on UK roads every day
- Every day, six children are killed or seriously injured on UK roads
- Every year, more than 1500 people are killed on UK roads and more than 25,000 people suffer serious injuries
- Road crashes are devastating events for families, friends and communities.
- Road Safety Week gives us all the opportunity to remember people killed or injured on UK roads, and raise funds to help Brake care for road victims and campaign for safe roads for all.

Let's talk about speed!

The theme for Road Safety Week 2023 is Let's talk about SPEED.

Five people die on UK roads every day. 1 in 4 fatal crashes involve someone driving too fast.

We want to start a national conversation to challenge why so many of us still think it's ok to speed, and talk about solutions that we know can make roads safer for everyone.

Whoever you are, however you travel, we need to talk about speed.

Taking part in Road Safety Week

1 Let people know you're taking part

Use our posters, pictures and social media posts to tell other people that you're taking part in Road Safety Week. Ask them to join you and sign up themselves. Let's get as many people as possible talking about speed. Go to www.brake.org.uk/RoadSafetyWeek for posters and pictures to share

2 Order banners, stickers and selfie props

Our Let's talk about SPEED banners, selfie props and stickers are a great way to bring attention to your Road Safety Week activity and get people talking.

Order today from the Brake shop.

3 Start talking

By taking part in Road Safety Week 2023 you are joining a national conversation about why speed is such a critical factor for road safety. Now it's time to get as many people involved as possible – together we can make our campaigns louder. Together we can make roads safer for everyone.

There are lots of ways to get people talking about speed. During Road Safety Week, Brake will be talking to the media, decision-makers, road safety professionals, fleets, emergency services, and schools. We'll be sharing new data and campaigning for the default speed limit to be lowered to 20mph on streets where people live.

Brake's campaign for 20mph speed limits

Brake is calling for 20mph to be the default speed limit on roads in residential and built-up areas throughout the UK. A number of areas have begun to adopt this as a standard (Wales, Scotland, Portsmouth and Bristol are examples) after trials showed that lowering the speed limit also reduced the number of casualties and collisions, without dramatically reducing journey times. We are pushing for the rest of the UK to take action and make roads safer for everyone by introducing 20mph limits in the places where we live, work and play.

Read on for ideas for how you can get people talking...

Some facts about speed

When it comes to road safety, speed matters. In a crash, 1mph can mean the difference between life and death, but we know that people still regularly break speed limits or travel too fast for the conditions of the road.

The formula is simple: the higher the speed, the longer the stopping distance, the harder the crash, and the greater the risk of death and injury.

The higher the speed, the longer the stopping distance

The faster a vehicle is travelling, the longer it takes to stop, and the greater the risk of a crash. Speed and stopping distances don't increase at the same rate. Small increases in speed result in bigger increases in stopping distances.

At higher speeds a driver has less time to react to a hazard on the road ahead of them. A vehicle can travel a long way in the few seconds it takes a driver to notice and react to any danger. Slowing down gives the driver more time to avoid a crash.



Test your knowledge with our [stopping distances calculator](#)

At higher speeds, vehicles crash with greater force*



* Finch et al. (1994) TRL Project Report 58: Speed, Speed Limits and Accidents

The higher the speed, the harder the crash

At higher speeds, vehicles crash with greater force. When a vehicle crashes, it's the amount of kinetic energy that the car has which determines the force of impact. Kinetic energy is the energy of motion. Small increases in speed lead to much higher increases in kinetic energy.

A crash at 30mph has twice as much energy and destructive potential as a crash at 20mph.



Some facts about speed

The higher the speed, the greater the risk of death and injury

The higher the speed a vehicle travels, the greater the likelihood of serious injury or death if there is a crash. The risk of injury increases exponentially with impact speed. A vehicle travelling at 20mph would stop in time to avoid a child running out three car-lengths in front. The same vehicle travelling at 25mph would not be able to stop in time, and would hit the child at 18mph. This is roughly the same impact as a child falling from an upstairs window.

A pedestrian hit at 30mph has a very significant (one in five) chance of being killed. This rises significantly to a one in three chance if they are hit at 35mph.*



Watch a short film to find out more about speed and risk of injury

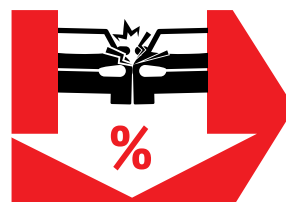
Limits not targets

Speed limits are limits, not targets. They are set as the top speed for any particular road, and should never be exceeded – a safe speed is often far below the posted limit.

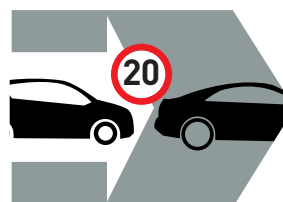


Watch a short film about speed limits for different types of roads

Benefits of safe speeds



Fewer crashes



Less impact if a crash happens



Prevents death and injury



More people walk and cycle

Speed matters for our health and wellbeing

Slower traffic makes places feel more welcoming for the people who live, work and play in them. This can mean more people choosing to walk and cycle to get around, and more people interacting with each other on the street, creating fitter, healthier and happier communities.

Slow traffic is an essential part of the Safe System to road safety, a shared approach to prevent road death and serious injury. Put simply, this means that all elements of the road system - vehicles, infrastructure, speed limits, road users, and post-crash care - work together as one to minimise the chance of a crash, or, if a crash does take place, to prevent death or serious injury from occurring.



Watch a short film about the safe system approach to road safety

*AAA Foundation for Traffic Safety (2011) Impact speed and a pedestrian's risk of severe injury or death. <https://aaafoundation.org/wp-content/uploads/2018/02/2011PedestrianRiskVsSpeedReport.pdf>

Get people talking

Vehicle technology can help us keep within speed limits

The technology in our vehicles can play a huge part in the safety of our roads. Most modern cars (and other vehicles) are fitted with a range of safety features designed to prevent crashes and reduce the risk of death and injury if a crash happens.¹

Intelligent Speed Assistance (ISA) can help a driver keep within speed limits by warning when the limit is exceeded or by automatically braking to reduce the vehicle's speed. Road safety experts have estimated that fitting ISA as standard on all new vehicles could prevent a fifth of all road deaths.¹

Speed in numbers

Every year, drivers who speed or travel too fast for the road conditions² contribute to:



10,093
crashes



345
deaths



3,388
serious injuries

1 in 4  fatal crashes involve someone driving too fast.

- ▶ **Download our speed infographic** and share with your community
- ▶ Go to **www.brake.org.uk/RoadSafetyWeek** for films and games
- ▶ Read more about speed, stopping distances, injury risk and enforcement on the Brake website at **www.brake.org.uk/speed**.

1. PACTS (2022) Vaccine for vehicles: Preventing death and injury on UK roads. <https://www.pacts.org.uk/wp-content/uploads/Vaccine-for-Vehicles.-Final-1.pdf>

2. Department for Transport (2022) RAS0704: Reported road collisions, casualties and vehicles where speed was a contributory factor by severity, Great Britain, ten years up to 2021

Get people talking

Conversation starters

If you want to start a conversation about speed but you're not sure where to begin, here are some ideas to get you started...

We all drive too fast sometimes... perhaps because we're in a rush to get somewhere, or we're unaware of the speed limit. Maybe we didn't notice that our speed had crept up. Sometimes people speed because they enjoy driving fast or because there aren't many other vehicles on the road.

Across your community, you can explore why we speed, whether we consider it a crime and what would stop us from doing so.



Here are some questions you can ask

- **Have you ever driven above the speed limit?** Did you get caught? If so, what were the consequences? What advice would you give yourself as a driver now?
- **Why do we speed?** Why do we think it's ok just this one time? Or on this road? What would you say to someone who crashed into you while speeding?
- **What stops us from speeding?** Think of the times when you've found yourself speeding, what made you slow down?
- **What do we mean by speeding?** Is it just over the limit? Or driving too fast for the road conditions?
- If we speed because we want to get somewhere faster, **is the increased risk worth it** for the amount of time we actually save?
- **Do you see speeding as a crime?** Do you think of yourself as a law-breaking criminal? How about if you consider that five people die on roads every day and one in four fatal crashes is caused by speed?
- **Would you ask someone to slow down if they were going faster than the speed limit?** How about if they were within the speed limit but you still felt they were going too fast? If not, why not?
- **What are roads like where you live?** Does traffic move too fast? Would you like the speed limit on your local roads to be lower? Would slower traffic encourage you to walk or cycle more?
- **How does fast traffic make you feel?** Is it noisy or smelly? Does it make you feel unsafe?
- **Do you understand the science of speed?** Did you know that speed, stopping distances and risk of injury are all related?
- **Does your vehicle have safety features that can help you keep within speed limits?**
- **Is it ok to glorify speed and road crashes in films and games?** Would you like to see popular culture take a different approach?
- **How can we help each other to keep to the speed limits?**

Get people talking

Brake's top tips for a good conversation

- 1 **Be inclusive** – we all speed sometimes, even when we try really hard not to.
- 2 **Ask open questions** – what do you think about 20 mph speed limits. How does fast traffic make you feel?
- 3 **Focus on the positives** – everyone can do something that will make a difference.
- 4 **Don't blame or shame** – instead ask how we might be able to do things differently.
- 5 **Listen and be respectful** – everyone is entitled to have an opinion, even if you don't agree with it.
- 6 **Keep it simple** – Avoid jargon, acronyms and unnecessary technical language. If we drive fast, it takes longer to stop. We are more likely to hurt or even kill someone if we hit them.
- 7 **Teach someone something new** – Use some road safety facts.
Many new cars can help you keep within speed limits – can your car do this?



What else can I do?

Everyone

- Share facts about speed on your social media channels
- Set up a petition in your local authority area calling for the default speed limit to be lowered to 20mph on roads in built-up areas
- Find out if your vehicle has technology like intelligent speed assistance that can help you keep within speed limits. If you do have it, we urge you to use it
- ▶ Resources for everyone at www.brake.org.uk/RoadSafetyWeek

Road victims

- Share your experience and help people understand how road crashes have affected your life.
- ▶ If you'd like to talk about your experience, please email roadsafetyweek@brake.org.uk

Fundraise for Brake during Road Safety Week

Take the **#Brake5** Challenge



Fundraising is a fantastic way to take part in Road Safety Week, raise awareness of the campaign and raise vital funds to support Brake.

The #Brake5 Challenge for Road Safety Week is a fun fundraiser based around the number 5 to raise awareness that five people die on UK roads every day.

You can create your own active challenge centred around the number 5 – run, walk, cycle or swim any distance from five to 555 miles, depending on your ability and ambitions! All money raised through the #Brake5 Challenge will help fund Brake's campaign work and National Road Victim Service, which every year supports more than a thousand families affected by road death and injury.

Brake's Interim CEO Ross Moorlock is taking part as an ambassador for the #Brake5 Challenge. Ross has pledged to run and cycle 555 miles during Road Safety Week, to raise at least £555 for Brake. Ross plans to complete his challenge by running a full marathon on the final day of Road Safety Week where he will be joined by members of the Brake team for some of the distance!



- ▶ Find out more at www.brake.org.uk/Brake5
- ▶ [Click here to sign up](#)

What else can I do?

Educators

- Use lesson plans, assemblies, activity sheets and films to help children, young people and parents learn why traffic speed matters for safe and healthy journeys, and enable them to speak up for safe and healthy journeys.
 - Send information home to parents explaining what children have learnt and asking them to keep children safe.
 - Use Brake's 'Manifesto for safe and healthy journeys' to ask local and national decision-makers to implement 20mph speed limits on all roads near your school.
- More ideas and resources for educators at www.brake.org.uk/RoadSafetyWeek

Employers, including fleets

- Show you are a responsible employer that puts people first and cares about their safety – help your drivers understand the risks associated with driving too fast and take action to protect themselves and others.
 - Review your vehicle procurement policies – are you buying the safest vehicles with lifesaving features to help drivers keep within speed limits. Do your drivers understand the technology their vehicles are fitted with.
 - Review schedules and routes – make sure your drivers aren't being encouraged to speed, and where possible plan routes that avoid places where people walk and cycle.
- More ideas and resources for employers at www.brake.org.uk/RoadSafetyWeek

Emergency services

- Highlight the work you do to reduce casualties and care for people affected by crashes.
 - Write a blog or film yourself talking about the work you do attending the scene of collision or investigating what has happened.
 - Run a week-long anti-speeding campaign and share results.
 - Talk about how you have supported someone after a crash caused a speeding vehicle.
 - Talk about injuries caused by road crashes, the effect of excessive speed and the complications this causes to treatment and recovery.
- More ideas and resources for emergency services at www.brake.org.uk/RoadSafetyWeek

Shout out on social media

One of the simplest ways to take part in Road Safety Week and get people talking about speed is to start or join a conversation on social media.

Here are some images you can download and share with friends, family, colleagues, customers, pupils, parents and carers. They will work on social media, in emails and in print. English and Welsh versions are available.

Taking part in the #Brake5 Challenge?
Share the images in your toolkit or at
www.brake.org.uk/brake5

Want to reach more people? Here are our top tips

- Use **#RoadSafetyWeek** in your posts
- Tag us in your posts:
@brakecharity on Twitter and Instagram
Brake, the road safety charity on LinkedIn and Facebook
- Follow Brake on social media and share our messages, videos and infographics:



@Brakecharity



Brake, the road safety charity



@Brakecharity



Brake, the road safety charity

Shout out on social media

Images to share

Click on the images to highlight and copy or download from the Brake website at www.brake.org.uk/RoadSafetyWeek



Download



Download



Download



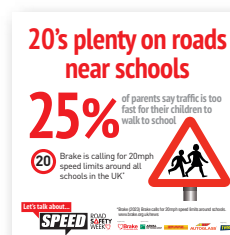
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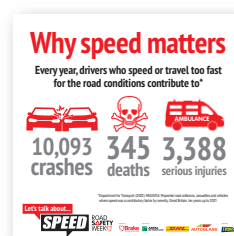
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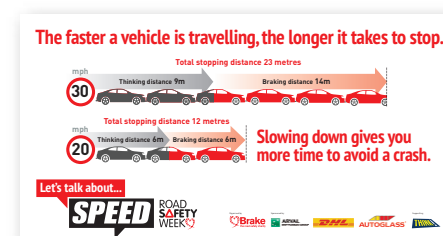
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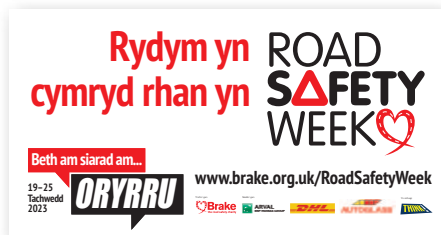
Shout out on social media

Images to share

Click on the images to highlight and copy or download from the Brake website at www.brake.org.uk/RoadSafetyWeek



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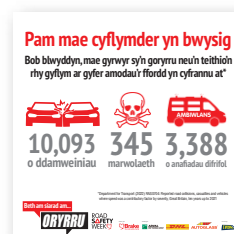
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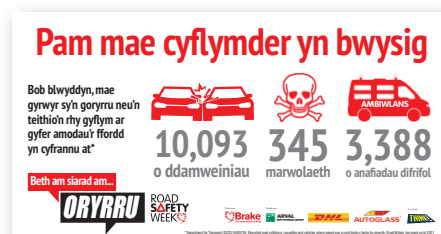
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Shout out on social media

Social media posts

Here are some words you can use to tell people about Road Safety Week. These are short enough for Twitter, but you can use more words on other platforms to say why road safety is important to you, and share your thoughts about the theme of speed.

For schools

-  We are proud to take part in @brakecharity #RoadSafetyWeek this November to learn more about staying safe on our roads and why speed matters www.brake.org.uk/road-safety-week
-  It's vital we teach our children how to stay safe on roads. This #RoadSafetyWeek we'll be talking about speed and sharing what we've learned with parents, carers and our community. @brakecharity www.brake.org.uk/road-safety-week

For campaigners

-  Five people die on UK roads every day. Why do we still think it's ok to speed? We're taking part in #RoadSafetyWeek with @brakecharity to campaign to end the carnage www.brake.org.uk/road-safety-week
-  The theme of #RoadSafetyWeek 2023 is Let's talk about SPEED. Every life on our roads matters and every death or injury is preventable! We must work together to end the carnage on our roads. www.brake.org.uk/road-safety-week

For organisations

-  We're passionate about getting everyone home safely and we'll be taking part in #RoadSafetyWeek with @brakecharity this November to learn more about why speed matters and what we can do keep everyone safe www.brake.org.uk/road-safety-week
-  Let's talk about speed! We support #RoadSafetyWeek with @brakecharity and will be joining in the conversation this November to learn more about how to stay safe on our roads www.brake.org.uk/road-safety-week

Negeseuon i'r cyfryngau cymdeithasol

Ysgolion



Rydym yn falch o gymryd rhan yn #WythnosFfyrddDiogel @brakecharity ym mis Tachwedd i ddysgu mwy am gadw'n ddiogel ar ein ffyrdd a pham mae cyflymder yn bwysig www.brake.org.uk/road-safety-week



Mae'n hanfodol dysgu'n plant sut i gadw'n ddiogel ar y ffyrdd. Mae #WythnosFfyrddDiogel yn gyfle i siarad am oryrru a rhannu'r hyn rydym wedi'i ddysgu gyda rhieni, gofalcwyr a'n cymuned. @brakecharity www.brake.org.uk/road-safety-week

Ymgyrchwyr



Mae pump o bobl yn marw bob dydd ar ffyrdd Prydain. Pam rydyn ni'n dal i feddwl bod goryrru yn dderbyniol? Rydym yn cymryd rhan yn #WythnosFfyrddDiogel gyda @brakecharity i ymgyrchu i ddod â'r lladdfa i ben. www.brake.org.uk/road-safety-week



Thema #WythnosFfyrddDiogel 2023 yw Beth am siarad am ORYRRU. Mae pob bywyd ar ein ffyrdd yn bwysig a gallai pob marwolaeth neu anaf gael ei atal! Rhaid gweithio gyda'n gilydd i ddod â'r lladdfa ar ein ffyrdd i ben. www.brake.org.uk/road-safety-week

Sefydliadau



Rydym yn angerddol dros sicrhau bod pawb yn cyrraedd adref yn ddiogel a byddwn yn cymryd rhan yn #WythnosFfyrddDiogel gyda @brakecharity ym mis Tachwedd i ddysgu mwy am pam mae cyflymder yn bwysig a beth allwn ni ei wneud i gadw pawb yn ddiogel www.brake.org.uk/road-safety-week



Beth am siarad am oryrru! Rydym yn cefnogi #WythnosFfyrddDiogel gyda @brakecharity a byddwn yn ymuno yn y sgwrs ym mis Tachwedd i ddysgu mwy am sut i gadw'n ddiogel ar ein ffyrdd www.brake.org.uk/road-safety-week

Share your photos!

We'd love to use your photos from Road Safety Week on our website and social media channels to encourage others to take part in future events.

We would also like to be able to use your photos in our proposals and reports for organisations who help fund our projects – it's a great way to illustrate how people can get involved with road safety activities.

In accordance with our data protection policy, Brake will ensure all images are kept securely and will not pass these onto any third parties without written consent.

We need your written permission to be able to use your photos. To give us permission, please email your photos to roadsafetyweek@brake.org.uk with the following information:

- I confirm that I own the copyright for the photos supplied and have permission from any people shown to share their image.
- I have permission from the parent/carer of children aged under 16 to share their image.
- I give permission for Brake to use the photos I have provided on its website and social media channels and in other publications as an example of how people get involved with road safety activities.

Name:

Job title:

Name of school or organisation:

Date:



Press releases

Share your plans for Road Safety Week with local media.

If you're running an event – whether that's campaigning in your neighbourhood, a #Brake5 fundraising challenge, an educational event or a simple poster competition – share a press release with your local newspaper, radio or TV news programme to help spread the message of Road Safety Week.

Our press release templates have all the information you need, simply add your own details, your story and why road safety matters to you.

► For press release templates, go to www.brake.org.uk/RoadSafetyWeek

Share your story in Brake's local press releases

We'll be sending out Road Safety Week press releases to every corner of the UK. If you're running a local event, campaigning, taking on a fundraising challenge or want to share your experience about how you've been affected by a road crash, please get in touch with us at roadsafetyweek@brake.org.uk.



Tweet

Durham PCC @DurhamPCC

Our team have been raising awareness of safer road practices at Barna Castle market today, as part of #brakeroadsafetyweek. It was great to see you all there and test your knowledge on speed limits in our area! 🚗🚚

#SaferRoadsForAll #DurhamPCC @Brakecharity



Thank you for signing up to take part in Road Safety Week.
Together we can make roads safer for everyone