



News

Communications Unit

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The Children's Traffic Club is adopted in North Yorkshire

Young children in North Yorkshire are being offered the chance to become members of a traffic club that will teach them lessons that could save their lives.

On their third birthday all children living in the County are being invited to join The Children's Traffic Club. Parents are encouraged to sign their children up, through a scheme run by North Yorkshire County Council working with 95 Alive the York and North Yorkshire Road Safety Partnership.

It's being organised through a national company DBDA which promotes Road Safety throughout Britain and Bounty the pregnancy and parenting club. Over 300 invitations have been sent to Nurseries across the County and play groups are also being asked to join. To become members, they will need to contact the Traffic Club for the information. The cost is free to children, parents and carers and will be paid for through the Government Road Safety Grant.

The Club helps parents and carers teach children how to keep safe when out and about, in a fun way but in a way that they will remember. There are already two million members around the country.

Information is sent to the children's homes at staggered intervals, with simple story books, cards and stickers and these vital road safety messages are reinforced through educational and child care centres.

95 Alive the York and North Yorkshire Road Safety Partnership is working towards the target of saving 95 lives between 2005 and the end of 2010, so far ninety one people are alive today who may otherwise have died if casualties had carried on at the rate of four years ago.

However, 47 people died on the roads in 2009 and 491 were seriously injured. The hope is that by working with North Yorkshire County Council, The Children's Traffic Club will help contribute to changing behaviour, by building risk awareness, delivering key messages and encouraging all road users to think safety first, from a very young age.



Assistant Director of Highways for North Yorkshire County Council David Bowe, Chair of 95 Alive said: "If we can start getting road safety messages across to children at this age that's a real bonus. It's planting a seed and with follow on education in schools the aim is to get children to put road safety first, these are crucial lessons that can keep them safe throughout their life. The Children's Traffic club is a welcome and valuable new development in road safety in North Yorkshire. "

Bill Smith, Senior Business Development Manager for DBDA added: "We are constantly working to ensure that every 3 year old in the UK in conjunction with parents and carers are provided with the opportunity to join The Children's Traffic Club. We believe this is the best start to becoming a safe road user. We hope this programme can help contribute to long term casualty reduction on North Yorkshire roads"

Photograph – Children at Looby Lou's Nursery in Northallerton learn about the Children's Traffic Club with Assistant Sheli Johnson.

To find out more about the Children's Traffic Club they can be contacted by email at info@TrafficClub.org or ring the Traffic Club on 0870 010 4440

For more information on this press release contact Janet Gleeson 95 Alive Campaign Coordinator on 01609 798304.