



safety guide

**CHILD SAFETY AWARENESS GUIDE**  
**ROAD SAFETY - BULLYING - STAYING SAFE ONLINE**

# safetyguide

Children learn about safety by talking to people, observing the world around them and practising for themselves.

So linking safety to families real lives and embedding safety messages into the advice and support you already offer, helps them to learn and change.

Our aim is to secure a safer environment for children of all ages, so they can live life to the full while protected from serious injury or death.

These booklets enable us to do this by bringing together individuals and organisations around the country to promote safety messages to families in a fun and engaging way.

Why do we do it?

Accidents are a leading cause of death, serious injury and acquired disability for children and young people in the UK. They account for three deaths every week and over 2,000 hospital admissions.

It's not that accidents can't be prevented. But accidents, by nature, often come out of nowhere when we are least prepared for them. We try to help families understand the risks, as well as the consequences – but most importantly, the simple ways that accidents can be prevented.

Parents can't prevent accidents as an isolated part of parenting. They need safety advice within context and from trusted professionals who they come into contact with in their daily lives. Children and young people learn from their parents, carers, clubs and schools about keeping themselves safe.

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**Thank you to all businesses who help us continue on our mission and to assist those in your Community and Schools.**

The generous support of individuals and businesses make it possible for our organisation to exist. Working together to make our Community a great place to live and our Schools a safer place to learn.

## ROAD SAFETY

Roads are essential to our everyday lives. We all use them in some way, by driving, riding, walking or travelling as a passenger and we depend on them to obtain goods and services.

Unfortunately, this comes at a price, which includes people being killed and injured. However, road deaths and injuries are not inevitable. The last few decades have demonstrated that effective and comprehensive road safety strategies can reduce the number of people killed or injured on the road, despite increasing traffic levels.

## DANGER!!!

**FAILURE TO LOOK PROPERLY IS THE MOST FREQUENTLY REPORTED FACTOR**

**Child road injuries peak between 3pm & 7pm. There are more serious and fatal injuries to school-age pedestrians in the afternoon and early evening than at any other time.**

### **Be Bright, Be Seen**

This message isn't only for children: make sure you wear bright clothing too.

**Children are more likely to die in a road collision than from any other accidental cause.**

**Research shows that young children can't judge how fast vehicles are going or how far away they are.**

### **Pedestrians**

Children have difficulty judging speed and distance until they are at least eight, and older children are still at risk: the number of children injured as pedestrians peaks at 12 when many children start travelling to and from school on their own.

- Make sure young children know to hold your hand or use walking reins.
- Start to teach the Green Cross Code from around the age of five.
- Set a good example and avoid dashing across the road.
- Remind children not to talk or text on mobile phones or listen to music when crossing the road.

### **Cycling**

Almost one quarter of cyclists killed or injured are children.

Cycling accidents increase as children grow older, with 10 to 15 year-old riders at greater risk than other age groups.

- Get your child into the habit of always wearing a helmet when cycling.

# Activity Ideas

- Teach children the steps in the Green Cross Code by building your own road using chairs for cars, boxes for buildings and using masking tape to draw out road markings and crossings.
- Ask children to design a road safety mascot and list the safety points he or she would be championing.
- Run a car seat safety check session. Your local road safety, trading standards or community police team may be able to help you with this.
- Demonstrate to older children how easy it is to become distracted. Get them to do something simple like copy text out from a book whilst their friends walk round and round the table talking to them.

**Then get them to do it without the distraction.**

**Start discussions with parents and find out if their children have experienced accidents or near misses when distracted by their phones.**

## WORD QUIZ

Try and solve the..

R\_\_\_\_\_

S\_\_\_\_\_

W\_\_\_\_\_

Q\_\_\_\_\_

**First find a s\_f\_r place to cross, then s\_ \_ \_.**

**S\_ \_ \_d on the pavement, but not too close to the edge of the kerb**

**Keep l\_\_\_\_\_g and \_\_\_\_\_ing for traffic as you cross the road.  
\_\_\_k straight across the road. Do not run.**

**C\_\_\_s when there is no traffic and there is enough \_\_\_e to get to the other side without running. If you are unsure don't cross.**

**L\_\_\_ and l\_\_t\_n in all directions for any traffic and t\_\_n\_ about what you are doing.**

## SAFETY SEARCH



## SAFETY SEARCH

- (1) SAFETY
- (2) LOOK
- (3) LISTEN
- (4) STOP
- (5) ROAD
- (6) CROSS
- (7) CAR
- (8) HELMET
- (9) SEATBELT
- (10) TRAFFIC

Colour in the picture, then have a think about the questions below.

Can you spot the danger?  
How could the little boy be safer?  
How do you stay safe near roads?



# Safety Quiz

1) How do you stop traffic at a pelican crossing?

- a) Let drivers see you and wait
- b) Push the button and wait for the green man signal
- c) Stand at the kerb until the traffic stops

1) You need to use an appropriate car seat if you're under 12, and shorter than what height?

- a) 120cm
- b) 135cm
- c) 150cm

3) The Green Cross Code is a guide to help you cross the road safely. The steps for crossing safely are;

- a) Find a safer place to cross. Stop, look, listen and think! Cross when there is no traffic coming and there is enough time to walk across the road. Keep looking and listening for traffic while you cross.
- b) Find a safer place to cross. Look and listen, stop. Cross when there is enough time. Look listen then run.
- c) Stop. Find a place to cross. Look and listen. Cross when there is enough time. Look to the left, then walk do not run.

4) If there is no pavement or footpath you should:

- a) Walk on the road in the same direction of the traffic.
- b) Walk on the side of the road, so that you're facing the traffic coming towards you.
- c) Walk on the road, and move in and out of traffic.

6) This sign means

- a) No Cycling
- b) Cycling allowed
- c) Give way to cycles



5) When riding in cars always;

- a) Distract the driver
- b) Throw rubbish out of the window
- c) Wear a Seatbelt

7) Walking at night it's safest to wear:

- a) Warm Clothes
- b) Waterproof clothes
- c) Reflective clothes

# FIRE SAFETY

## What does “fire safety” mean?

Some think that fire safety is simply knowing what to do if your clothes catch on fire. Well, that is part of it. Learn how to be safe, to make your home safe, and knowing what to do if ever a fire starts in your home.

## Regular Fire Safety Practice With Children, Keeps Them Safe & Aware

## Plan Your Escape

It's so important to know what to do if ever a fire starts in your home!

By knowing what to do, you and your family can react quickly and increase the chances that everyone escapes safely.

## Practice Safety

Everyone knows that if you want to be good at something, you have to practice! Well, fire safety is no different.

Take time to practice what you'll do if ever you see or smell smoke, or if your smoke detector sounds.

Remember these important tips:

React fast! The faster you act, the safer you'll be.

Get out and stay out. Never go back in for any reason. If you see or smell smoke, “Stay Low and Go!”

## Prevent Injury

There are also things you can do to protect yourself from getting hurt from fire.

- Avoid burns by never playing around a oven, fireplace or heater.
- Make sure you have a working smoke detector in every bedroom.
- Have your parents test smoke detectors once every month.
- Remind your parents to change batteries in smoke detectors twice a year.
- Smoke detectors save lives, and by following these three easy steps, your family will be alerted quickly to the danger of a fire, helping you to get out quickly and unharmed.



## Escape Plan Tip

One of the most important things to do is to create a family escape plan.

On it, make sure to include the following:

- Two escape routes from every room.
- A safe meeting place for your family to gather once outside the home.



# BULLYING

**When a child is being bullied at school, it can be very stressful and confusing on what steps to take to get the bullying to stop.**

## **What to do if the bullies have taken your friends away?**

Often friends are afraid they'll also be bullied if they hang around with you. It's always very upsetting when friends turn against you which is a good reason to try to make as many friends as you can, even those in different years.

If the bully has taken your friends away you could have a word with each of your friends individually. Try and do this when no-one else is around and then try to get them talking, maybe about a film, music or what they did at the weekend or anything you used to laugh about. Say that you used to be friends and your not sure why its changed. Tell them you'd really like their support and to be friends again.

You are probably not the only one being bullied who has to spend break and lunch times on your own.

Keep your eyes open. If you see someone else on their own try to start a conversation, about anything, maybe schoolwork or what you enjoy doing, if you think you know their sister or brother, if you think they might live near you, anything at all.

## **BULLYING**

**The repetitive/ongoing, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power.**

## **How to make new friends ?**

To have friends you also need to be a friend and you can do that by trying to be open and friendly with people and asking how they are and making conversation and include them within your group.

This isn't always easy because sometimes the people you are nice to aren't nice back, but if you just ask someone if they had a nice weekend then it gives them the chance to say something back and then you can try to continue the conversation.

People love talking about themselves and if you come across as a good listener then people will enjoy your company and you'll find you have the same interests as some of these people which is the first step towards real friendship.

## **Taking time off school because you are being bullied?**

Sometimes, when you're very unhappy, you might want to stay at home to avoid the bullies because you're afraid of what they might do to you.

Always tell your parent/guardian how upset you are so that they can help you. You need their support. Every day you go in to school is a triumph over the bullies because you're showing them that you are strong and have every right to be there and that their behaviour hasn't upset you as they'd hoped it would do.

Staying off school can make things more difficult the problem is that if you start taking days off then you can quickly fall behind with work and that makes life more stressful as well as possibly affecting your exam results and your future.

**Cyber bullying is rife on the internet and most young people will experience it or see it at some time.**

## **Being bullied online and advice on what to do ?**

Cyber bullying is any form of bullying which takes place online or through smartphones and tablets. Social networking sites, messaging apps, gaming sites and chat rooms such as Facebook, Xbox Live, Instagram, YouTube, Snapchat and other chat rooms can be great fun and a positive experience. But what do you do when things go wrong?

## **Types of Cyberbullying**

There are many ways of bullying someone online and for some it can take shape in more ways than one. Some of the types of cyber bullying are:

- **Harassment** - This is the act of sending offensive, rude and insulting messages and being abusive. Nasty or humiliating comments on posts, photos and in chat rooms. Being explicitly offensive on gaming sites.
- **Denigration** - This is when someone may send information about another person that is fake, damaging and untrue. Sharing photos of someone for the purpose to ridicule, spreading fake rumours and gossip. This can be on any site online or on apps. We even hear about people altering photos of others and posting online for the purpose of bullying.
- **Flaming** - This is when someone is purposely using really extreme and offensive language and getting into online arguments and fights. They do this to cause reactions and enjoy the fact it causes someone to get distressed.
- **Impersonation** - This is when someone will hack into someone's email or social networking account and use the person's online identity to send or post vicious or embarrassing material to/about others. The making up of fake profiles on social network sites, apps and online are common place and it can be really difficult to get them closed down.
- **Outing and Trickery** - This is when someone may share personal information about another or trick someone into revealing secrets and forward it to others. They may also do this with private images and videos too.
- **Cyber Stalking** - This is the act of repeatedly sending messages that include threats of harm, harassment, intimidating messages, or engaging in other online activities that make a person afraid for his or her safety. The actions may be illegal too depending on what they are doing.
- **Exclusion** - This is when others intentionally leave someone out of a group such as group messages, online apps, gaming sites and other online engagement. This is also a form of social bullying and is very common.

## **Bullying by Spreading Rumours and Gossip**

The worst thing about social networking sites and messaging apps is that anything nasty posted about you can be seen by lots of people and these posts can go viral very fast and be shared by so many people within minutes in some cases.

From what we have heard from people who have been bullied online, the most vicious gossip and rumours are often spread by people who were once your best friends so it's best to keep secrets and personal information to yourself. Only tell people things if it wouldn't embarrass you if other people found out about them. Posting false and malicious things about people on the internet can be classed as harassment.

## **Threatening Behaviour**

Anyone who makes threats to you on the internet could be committing a criminal offence. It's against the law in the UK to use the phone system, which includes the internet, to cause alarm or distress. It could also be against the 1997 Harassment Act. If threats are made against you then it's essential you confide in your parent/guardian, or someone you trust so that they can make a complaint to the police. If you can't print out the threats use the "print screen" button or snipping tool to take a snapshot of the computer screen and then save that somewhere safe.

**Cyber bullying  
can happen 24  
hours a day, 7  
days a week and  
it can go viral  
very fast.**

## **Blackmail and Grooming**

We have had many complaints from young people that new "friends" online have tried to pressure them into taking their clothes off and filming or taking images of themselves. Threats have been made that their parent/guardian will be told embarrassing things if they don't take part or they will send the images to everyone they know if they do not do it.

This is an offence called "grooming" in the UK and people who have been found guilty of "grooming" have been jailed. Remember: everyone you meet on the internet is a stranger and you need to keep personal things personal to you, don't share your secrets with other people and if anyone asks you to do anything that makes you feel uncomfortable then don't do it.

We often hear of people in relationships trying to make their boyfriend or girlfriend send sexting images of themselves to prove they love them or want to be with them. It is against the law for anyone under the age of 18 to take, send or redistribute pictures of anyone under the age of 18.

## **Inappropriate Images**

It's easy to save any pictures of anyone on any site and upload them to the internet. Make sure that you have the person's permission to take a picture and that they're happy for thousands of people to see it on the internet. Be wary of tagging and hashtags as this will send the picture out to a wider audience than you may have originally intended.

Don't upset people and then upload their pictures for other people to have a laugh. That could be harassment. Don't digitally alter pictures of people either, because what you think is funny may be offensive to other people. Don't let anyone take pictures of you that might embarrass you.

## Tips and Advice

If you post abuse about anyone else online or if you send threats, you can be traced by the police without any difficulty. Every time you visit a website or make a posting, your internet service provider, Sky, BT or Virgin, has an electronic note of your activity. Even if you create an anonymous email address like Gmail, Hotmail or Yahoo, you can still be traced.

Keep safe by using unusual passwords. Use a combination of letters, lowercase, uppercase, symbols and numbers. Don't use any part of your name or email address and don't use your birth date either because that's easy for people who know you to guess. Don't let anyone see you signing in and if they do, change the password as soon as you can.

If you are using a public computer such as one in a library, computer shop, or even a shared family computer, be sure to sign out of any web service you are using before leaving the computer so that you can protect your privacy.

Being bullied online can affect someone enormously. Being bullied can impact on a person's self-esteem, confidence and social skills. We have supported people affected by this type of bullying, and in many cases they have had to leave school, work and social networks to escape bullying. Try to consider the impact your words may have and think twice before posting.

Think twice before you post anything online because once it's out there you can't take it back. It is easy for any comments or posts you make online to be taken out of context and these could be damaging to you in the long term. Read more about digital footprints and how this can affect your life both online and offline

## Signs to watch out for if you think your child may be being bullied

You may be unsure if your child is involved in a bullying incident. He or she could be acting as a bully, being bullied or upset because they have seen others behaving badly. If you suspect that your child is involved in bullying then look out for these signs:

- Bruises
- Broken or missing possessions
- Becoming withdrawn – not talking, or spending more time alone
- Changes in eating habits
- Changes in behaviour – becoming aggressive at home
- Sleeping badly
- Complaining of headaches or stomach aches
- Wetting the bed
- Worrying about going to school
- Suddenly doing less well at school

But there could be other reasons for these signs, so try to avoid jumping to conclusions. Ask yourself the following questions:

Is there anything else bothering my child?

Have there been changes at home like a new baby, illness, or divorce or separation?

If there has not been any other changes and you suspect bullying may be the cause of the distress and anxiety, it is important to try and act as early as you can.

## Empowering Families

### Learning From Others

Sharing experiences can be really motivating. Hearing about familiar problems from other parents and how they found solutions. Means parents can build their knowledge of child safety and see that they too have the skills to be effective.

Parents can feel overwhelmed by the ever-mounting pressure of demands for their time and attention. Motivating parents to make changes to improve child safety and empowering them to sustain those changes can be challenging.

#### So what helps parents incorporate changes into their daily lives?

Anticipate problems – many accidents happen when parents are taken by surprise by the next stage of their child's development, whether that's a baby grabbing their mug of coffee or a small child copying what they do. So the first step is helping parents make the link between childhood accidents and child development, so they can anticipate problems and stay one step ahead.

Build confidence – some parents may lack confidence in their ability to change things. You can help to build their sense of control, so they realise that they can identify problems and then make choices that help keep their children safe.

Keep it small and simple – keeping a child safe from serious accidents can seem overwhelming and demotivating for some parents. So breaking the issue down into manageable nuggets of advice, like "Find a safe place in the kitchen where you always put your hot drink down" given in context in a conversation will help parents feel empowered to make changes.

## Engaging Families

### INTRODUCING SURPRISING FACTS HELPS TO GET PEOPLE'S ATTENTION

Children learn about safety by talking to people, observing the world around them and practising for themselves. So linking safety to families real lives and embedding safety messages into the advice and support you already offer helps them to learn and change. Many organisers then incorporate follow-up activities on different safety issues throughout the year, to build awareness and help make safety a part of everyday behaviour, week in and week out.

Shared experiences can be the best learning tool. Encouraging parents to speak up about near misses or accidents – and the everyday pressures that mean safety slipped from their minds at a crucial moment – can be an excellent way to create an engaging session. And what tips and advice can they share?

Anything that reinforces the information you're giving will help get your messages across. Visual displays, demonstrations, real-life stories and food are just a few ideas. You could bake cakes or biscuits and decorate them with traffic light colours and give children a healthy snack to keep them going!

#### Out Into Your Community

Finding places where families meet, or holding activities in venues that form part of families daily routines, will help you reach new people and target parents and carers where they feel at ease.

#### Reward Your Participants

Whether it's a Safety Hero Certificate, a lollipop or a goody bag, freebies and rewards will draw attention to your event and attract participants to it.

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