

# A quick guide to taking part

14-20  
November  
2022

## 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.

The theme of Road Safety Week 2022 is **SAFE ROADS FOR ALL**. Every life on our roads matters, and every death and injury is preventable.

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.

### What can I do?

Across the week, we'll be giving you ideas for how you can **MOVE, THINK, WATCH, TEACH, SAVE** lives and **SUPPORT** people affected by road crashes, all while imagining a **FUTURE** where no one is killed or injured on a road. We'll help you understand why we need **SAFE ROADS FOR ALL** and draw attention to key areas of road safety, including safe roads, safe vehicles and speeds, the new hierarchy of road users, and the importance of inclusivity to keep us all safe on the roads.

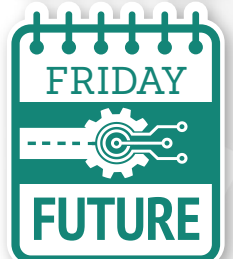
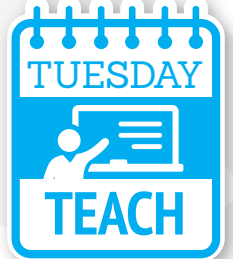
### Shout out for SAFE ROADS FOR ALL

Use our Road Safety Week banners, stickers and selfie props to shout out that everyone's life matters on roads and we all have the right to make safe and healthy journeys, wherever we go. It's a great way to draw attention to your fundraising and campaign activity. Order now from the

**Brake shop**. Share your photos on social media.

Don't forget to tag us **@brakecharity**

[shop.brake.org.uk](http://shop.brake.org.uk)



[www.brake.org.uk/RSW](http://www.brake.org.uk/RSW)

[#RoadSafetyWeek](https://twitter.com/brakecharity)

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## Tell people that 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 and ask them to sign up too. Let's get as many people as possible joining the campaign for **SAFE ROADS FOR ALL**. Get your free campaign and media toolkit at [www.brake.org.uk/road-safety-week/action-pack](http://www.brake.org.uk/road-safety-week/action-pack)



## Raise vital funds to help the victims of road crashes and their families

Road crashes are devastating events for families, friends and communities. Brake runs the National Road Victim Service, providing emotional and practical support for families who have been bereaved or suffered horrendous injuries due to road crashes.

We are currently only able to support about one in four of the families who need our help. All money raised during Road Safety Week 2022 helps us to support more families and campaign for **SAFE ROADS FOR ALL**. For free resources to make your fundraising really special, email [fundraise@brake.org.uk](mailto:fundraise@brake.org.uk). Find out more at [www.brake.org.uk/road-safety-week/fundraise](http://www.brake.org.uk/road-safety-week/fundraise)



## Get your FREE action pack

Your FREE Road Safety Week action pack is full of resources to help you run fun, engaging activities to help everyone understand why **SAFE ROADS FOR ALL** matters. Get your action pack at [www.brake.org.uk/road-safety-week/action-pack](http://www.brake.org.uk/road-safety-week/action-pack)

## Brake Bright

A dress-down day with a difference! Wear your brightest clothes to remind drivers to look out for people who walk and cycle. Raise vital funds to help families affected by road crashes. Make a donation, share photos and nominate friends to be Brake Bright.



[www.brake.org.uk/RSW](http://www.brake.org.uk/RSW)

[@brakecharity](https://twitter.com/brakecharity) [#RoadSafetyWeek](https://twitter.com/RoadSafetyWeek)

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