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WATCH OUT CHILDREN ABOUT

Did you know most children under the age of 9 cannot judge how fast a vehicle is travelling or how far away it is? The risk of a child pedestrian being involved in a road accident rises when they start school and rises again when they start secondary school?

In a new initiative South Ayrshire Council is taking positive steps to highlight to motorists, parents and children the importance of road safety particularly at this time of year.

The most recent National Statistics publication for Scotland 'Reported Road Casualties Scotland 2008' takes into account reported road casualties. In 2008 there were 1,689 child road casualties - 297 were either killed or seriously injured, there were 830 child pedestrian casualties – 197 were killed or seriously injured.

The Scottish Government set a target to reduce the number of children killed or seriously injured on our roads by 50% before 2010 compared to the average number from 1994 to 1998. By 2007 this figure had fallen by 55%.

The majority of road accidents involving children happen in the months of May to August with 50% of the children being injured less than one mile from their home.

Councillor Peter Convery, Sustainability and Environment Portfolio Holder for the Council said: "We are determined to continue working to further reduce the number of children injured on our roads.

"When parents and residents from the Fort area of Ayr who wanted to work in partnership with the Council to highlight the importance of road safety approached us, we were delighted to support them.

"Using colourful eye catching '**watch out children about**' leaflets that contain important road safety messages for children, parents and motorists, we are aiming to keep children safe when they are out and about .

"We all have a responsibility to drive carefully. Young children follow our example, so always cross roads safely and use designated crossing places when they are available."

Jonathan Little who lives in Montgomery Terrace and is supporting the campaign said: "Any campaign which promotes or raises awareness of road safety is in everyone's interest."

For more information on Road Safety issues contact us on 01292 616371 or log on to www.roadsafety@south-ayrshire.gov.uk

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“Working to establish South Ayrshire as the most dynamic, inclusive and sustainable community in Scotland.”



Residents, Councillors, local children and those who play in the area joined together to promote the ‘watch out children about’ posters in the Fort area of Ayr.

watch out children about



Children –
May to August
is the worst time
of the year for
accidents involving
children.

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WATCH OUT FOR
CHILDREN ESPECIALLY
IN RESIDENTIAL AREAS
AS AROUND HALF OF ALL
CHILD CASUALTIES
HAPPEN WITHIN ONE
MILE OF HOME.

The first rule
of road safety is to
teach by example –
'whatever you do, your
children will copy. Ask
yourself – are you setting
a good example?'

watch out children about



Cars or bikes cannot stop instantly – so give drivers and riders time to see you and stop if necessary.

Many of these accidents happen in their own street often outside their own house.

Due to their limited height children will have a different view of their surroundings to that of adults.

Drivers Slow Down in Town – just a few miles per hour can make the difference between life and death.

For further road safety advice:
Tel 01292 616371
or email
road.safety@south-ayrshire.gov.uk