



# safe on the street



[www.bmweducation.co.uk](http://www.bmweducation.co.uk)

Dear Parent / Guardian,

Each year around 10,131 child pedestrians and cyclists are killed or injured in the UK, and many more are hurt as passengers. Educating young children about road safety is one of the most effective ways to save lives and avoid the injuries caused on our roads.

To assist in teaching these valuable road safety messages, the BMW Education Programme developed the web-based resource Safe on the Street ([www.bmweducation.co.uk](http://www.bmweducation.co.uk)) to teach road safety through ICT and other curricula-linked subjects. An interactive, animated resource for 7-11 year olds, it teaches safe road user behaviour through tips, activities and quizzes.

Your child is working on the Safe on the Street website at school, and using a 'Record of Achievement' checklist as he/she works their way through the site and its valuable road safety lessons.

On the next page are some key messages about the four road safety topic areas your child is learning, to help you keep your child safe and reinforce the lessons they are learning at school.

**REMEMBER - CHILDREN LEARN BEST BY EXAMPLE!**

Yours sincerely,

**BMW Education Programme**

For more information on the BMW Education Programme: visit [www.bmweducation.co.uk](http://www.bmweducation.co.uk)

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