



The Children's Traffic Club

**Report - Scotland**

# Members Survey 2007

January 2008

## **Introduction**

This survey, carried out by **dbda**, targeted parents/carers of Club members receiving Book 6. It is the latest initiative of the ongoing evaluation of The Children's Traffic Club, part of our commitment to the success of the scheme, its effectiveness as an injury prevention initiative as well as its educational value.

The last time a similar survey took place was in 2003.

This is the largest parents survey we have undertaken so far, in terms of numbers invited to participate and sample received. We invited members from all areas where the Club currently operates. This includes the whole of Scotland, the whole of Wales, the whole of Greater London, and small 'pockets' of participating areas throughout England.

We have analysed the sample altogether, to produce a UK-wide benchmark, as well as separately for each region. This way, road safety organisations and practitioners can compare the results of their area with the national benchmark.

In this report, covering exclusively members from Scotland, we have highlighted in **green**, any significant differences between Scotland and the UK average benchmark.

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### Structure of the survey

Parents were asked to complete a 3-page questionnaire on issues relating to membership material and their usage as well as observed changes into their child's road safety habits/ behaviour before and after they became members.

Parents who returned a completed questionnaire were sent a free Traffic Club item as a 'thank you' present.

- A total of **4493** parents/ members from Scotland were sent the questionnaire over a period of 6 weeks.

**12.8% of the parents/carers who had received a questionnaire returned it within the pre-determined period of 3 months.**

This is lower than the national average.

**Sample: 573 = 100%** unless stated otherwise.

Note:

Although we did not include in the analysis any completed questionnaires received after the closing date, we've sent the 'thank you' present to members, as promised.

## **An overview of the survey results**

The survey confirmed that The Children's Traffic Club (CTC) is one of the most effective ways to develop awareness of traffic dangers and road safety skills to young children.

- The overall satisfaction level of parents/carers is very high.
- The overwhelming majority of parents are very impressed with the quality of the material and very appreciative that the scheme is free.
- Suitability of material for the age group is also very high – some exceptions exist and are of concern although a number of them are due to using the CTC material outside the recommended age bracket of 3-4 years of age.
- We are very pleased to see the positive influence of CTC spreading well beyond the member child, to other children in the family and the parents/carers themselves.
- A large number of children attend a nursery and many parents/carers wish to have nurseries reinforcing/ complementing the work they do at home.
- The reported behaviour of children 'before' and 'after' becoming members of CTC, in some crucial safety indicators like Holding Hands and Being Restrained in the Car, is very encouraging – even allowing for a margin of over-claim by the parents/ carers.
- Regarding the CTC members material, the balloon stickers remain extremely popular and they provide a 'hook' for children to get involved. We have also noticed that most parents/ carers are able to use the stickers as a 'reward' tool – not an easy task with this age group.
- The balloon characters in general are very well received by children and parents alike and most children make the connection between the safety message they represent and the actual character – many parents/ carers have reported using the balloon names as a quick way to remind the child what to do, when outside.
- Parents/carers have also commended positively on the fact that the same 6 child characters appear throughout the books and that they represent different ethnic groups.
- A very strong point of the CTC remains the fact that it is delivered at home, with the child's name on the address label. This helps tremendously to get children engaged with the scheme and increases 'ownership' of the material.
- Many Scottish members commended favourably on the usefulness of the yellow wallet provided with Book1 (the wallet is exclusive for Scottish members).
- There is strong evidence that parents/ carers 'practise outside' what children learn from the books at home. This is very encouraging as practice in real life situations is the most important aspect of road safety training.
- Usage of the CTC books is also better defined than previous surveys, with a clear pattern emerging: the majority of members will use a book intensely

during the first two weeks of receiving it, then 'dip in' as needed. A high revision rate is reported.

- In general, the CTC books are very valued in members' households, often passed on from one child to another. One exception has been a parent reporting that they recycle each book as they finish it!
- We had a large number of members whose older children had also been members of the CTC in Scotland. Working with the CTC books for the younger child, has served as a reminder to the older ones. This is a real bonus as older children are more exposed to risk from traffic. There is a strong possibility, however, that parents who have kept the books from their first child will not bother re-registering for the second.
- The issue of language with non-UK parents/carers does not appear to be a significant problem among the sample – indeed, some have commended on how the CTC books have helped them with the learning of English. We must consider however, that those with problems perhaps were unable to respond to the survey, in the first place.
- We received a very large number of comments from parents/ carers. This is a very good indication of how members have been engaged with the project. It is encouraging to read how important the CTC has been for many parents in teaching their children how to stay safe.
- We had a large number of suggestions from parents/ cares. Some of them are definitely worth considering for future extensions to the CTC.
- Unavoidably, we also had a small number of negative comments. In Scotland, it was just one parent/ carer who seem to prefer 'Tuffty' to the CTC.
- Finally, for the first time in our CTC surveys, parents/ carers report of children using the CTC website for games and activities. This of course reflects the spread of the internet during the last few years, throughout the country. It also provides us new opportunities to further reinforce the road safety messages.

## Survey analysis

### About the parents/carers who took part in the survey

**It was asked that the parent or carer most involved with The Children's Traffic Club, completes the questionnaire.**

- 91% of the respondents were the mother of the member child
- 7% were the father
- 2% were a grandparent

**Parents/carers were asked if any other languages were spoken in the household, except English.**

- 9% of the Scottish sample was speaking another language at home, except English.

This is much lower than the UK average and it was the lowest overall.

A full breakdown of the languages spoken is shown in Appendix A.

### Children attending a nursery

- 98% of the CTC members were attending a nursery.

From the above [sample of 1395 = 100%] when asked if their child's nursery was promoting The Children's Traffic Club:

- 34% said Yes
- 14% said No
- The rest did not know.

This is above average and the highest overall.

### The Children's Traffic Club as a road safety tool for parents/carers

**98% of the parents/carers said that the Club had helped them teach their child road safety skills**

- 49% said it helped very much
- 49% said quite a lot
- 2% said very little

This is slightly higher than the average.

**80% said the Club had helped them *personally* to become more road safety aware**

- 28% said it helped very much
- 52% said quite a lot
- 17% said very little
- 3% said not at all

This is slightly higher than the average.

**85% of those parents/carers who had other children in the household [sample of 340 = 100%] said the Club had also helped them teach road safety to their other children.**

- 37% said very much
- 48% said quite a lot
- 9% said very little
- 6% said not at all

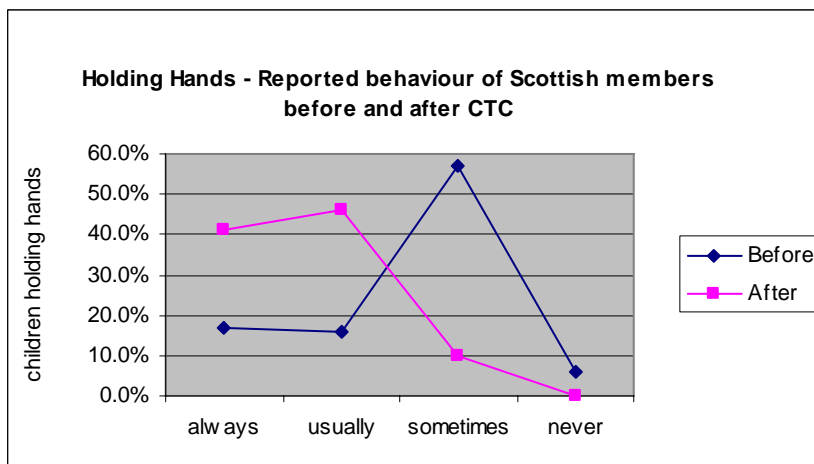
This is substantially higher than the average.

### Reported members' behaviour before and after membership to the Club

This section aimed to establish the extent of the Club's influence on members in some key 'road safety' areas.

#### *Holding Hands*

- 24% more children were reported to 'always' hold hands with a grown up when outside, and
- 30% more children were reported to 'usually' hold hands with a grown up when outside.
- The number of children who 'never' held their parent's hand when outside, dropped to zero.



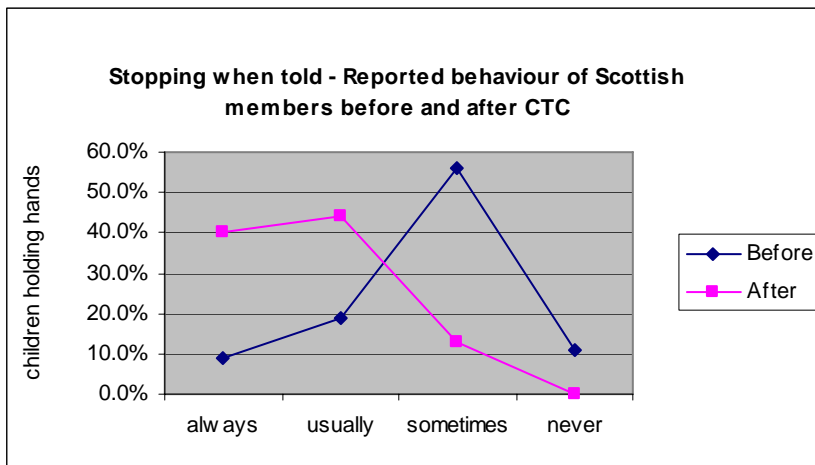
This is a significant result, especially when considering that as children get older, they may be less inclined to 'hold hands' with a grown-up. Many parents have also commended on how their child reminds them to hold their hand when they are out.

#### *Stopping when told to*

- 31% more children would 'always' stop when asked to by their parent or carer.
- 25% more children would 'usually' stop when asked to.
- The number of children who would 'never' stop when asked to, dropped again to zero.

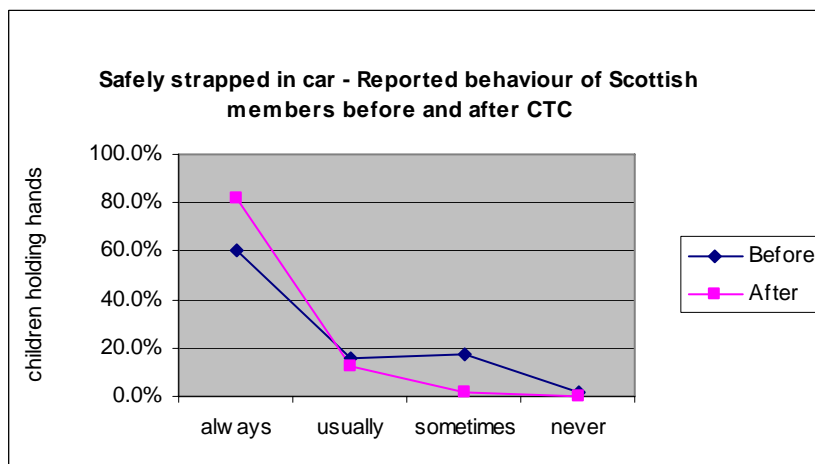
This is higher than the average.

Another significant improvement in children's behaviour when outside, near traffic.



### ***Travelling safely strapped in the car***

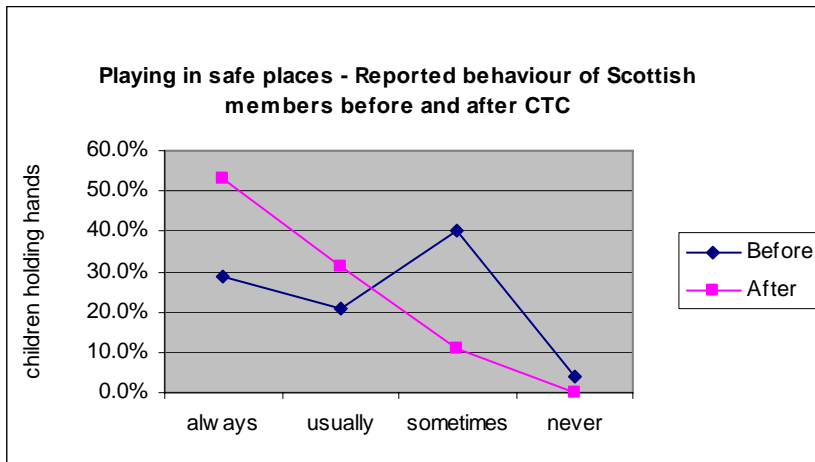
- 22% more children were reported to 'always' travel safely strapped in the car.
- Those that reported to 'usually' have their child strapped in the car, remained roughly the same.



Several parents commended on either how much easier is to keep their child strapped in the car, or how the child him/herself reminds them to strap them in.

### ***Playing in safe places***

- 24% more children were reported to 'always' play in a safe place, away from traffic.
- 10% more children were reported to 'usually' play in safe places.
- The number of those who only 'sometimes' play in safe places dropped by 30% and those who 'never' play in safe places dropped to zero.



### Satisfaction with/ suitability of Club material for children

**99% of parents said that their child liked the pictures, stories and activities in the Traffic Club books**

- 80% very much
- 19% quite a lot

This is slightly lower than the average.

**99% of parents said that their child liked the balloon characters**

- 82% very much
- 17% quite a lot

This is slightly higher than the average.

**100% of parents said that their child liked the stickers**

- 96% very much,
- 4% quite a lot

**98% of parents said that the books were suited to their child's abilities at the time**

- 53% very suited
- 45% quite a lot suited

**97% of parents said that their child stayed interested in the Club since they joined**

- 56% very much
- 41% quite a lot

Although the total of the above 3 topics is the same as the average, Scotland's 'very much' answers were higher than average.

### **Ease of use/ usefulness of Club material for parents**

#### **99% of parents said that they found the books easy to use**

- 82% very easy
- 17% quite easy

#### **97% of parents said that the amount of guidance was 'just right' for them**

- 3% thought there was too much guidance

This is slightly higher than the average.

#### **97% of parents said that they found the 'Checklists' useful**

- 45% very useful
- 52% quite useful

This is higher than the average.

### **Frequency of Club material usage by parents/children**

#### **91% of parents had worked through all or most topics with their child**

- 47% all
- 44% most

This is higher than the average.

#### **51% of parents had used each book with their child at least once a week**

- 3% every day
- 21% every few days
- 27% once a week

This is slightly higher than the average.

#### **93% of parents had practised what was learned outside, with their child, at least once a week**

- 59% every day
- 29% every few days
- 5% once a week

Overall same as average but more members in Scotland practise every day.

#### **94% of parents had gone back to look at previous books with their child**

- 34% often
- 60% sometimes

This is higher than the average.

### **Parents' overall impression of The Children's Traffic Club**

#### **99% of parents said their child had enjoyed being a Club member**

- 79% very much
- 20% quite a lot

**99% of parents rated very highly The Children's Traffic Club as a road safety programme**

- 72% thought it was excellent
- 27% very good

This is slightly higher than the average.

**99% would recommend the Club to other parents**

- 79% would 'strongly' recommend the Club

**Appendix A: Languages spoken at home other than English**

<b>Language</b>	<b>No. of people</b>	<b>Area</b>
A little French and Spanish	1	Scotland
AFRIKAANS	1	Scotland
ARABIC	2	Scotland
BENGALI	1	Scotland
Bulgarian	1	Scotland
CANTONESE	1	Scotland
Catalan	1	Scotland
CATALAND AND SPANISH	1	Scotland
CHINESE	4	Scotland
Crio (Sierra-Leonne)	1	Scotland
FARSI	1	Scotland
SHONA (ZIMBABWEAN)	1	Scotland
Filipino	1	Scotland
FRENCH	4	Scotland
GAELIC	8	Scotland
GERMAN	1	Scotland
Greek	1	Scotland
HINKO	1	Scotland
Icelandic	1	Scotland
Irish	1	Scotland
Malay	1	Scotland
NAPALI	1	Scotland
PUNJABI	2	Scotland
PUNJABI & URDU	1	Scotland
SLOVAK	1	Scotland
SOME GERMAN	1	Scotland
SPANISH	2	Scotland
SPANISH & FRENCH	1	Scotland
Swedish	1	Scotland
Swiss German	1	Scotland
Urdu	2	Scotland
Urdu / Punjabi / Arabic	1	Scotland
URDU, PUNJABI	1	Scotland
Yes	1	Scotland
	<b>51</b>	

## Appendix B: Comments received

A very large number of comments were received, mostly just complimentary to the Club and saying thank you. Below, we have listed the most interesting comments grouped in categories for easier reading.

- We had just one negative comment.
- The text on all comments received has been left unedited as an indication of the parents' background.
- We have highlighted in bold any comments of particular interest.
- **We have included some additional comments here, than those appearing in the national report. For easy identification, the word (Scotland) is highlighted in red.**
- A full list of comments is available upon request.

### Comments on usage of the material

Both of my boys look forward to getting the books they love the stickers and the pictures to colour in. Thank you for the great books they have helped my boys so much along the road, they won't cross the road unless there is a lollipop or pelican crossing / traffic lights, which is a good thing. *(Scotland)*

Overall we have thoroughly enjoyed the CTC and it has reinforced behaviour that I have tried to teach my children. It obviously works and my older daughter now eight still remembers the balloon characters names. *(Scotland)*

**I actually held back the books from David until he was 4 years old. I felt when we first received the books he was still too young to fully understand. Since we started the book he has thoroughly enjoyed it and if he is having fun he learns more and wants to do more. The stickers are a super idea, as children this age love positive praise and rewards. I am very pleased that David became a member and because of the great carry case we can store the books safely and use them over and over. Thank you.** *(Scotland)*

I have 3 children and used to work through books systematically with my eldest. As a parent I have definitely used books and format less with my 3rd - difficult to find the "right time" with pressures of homework for others etc. poor excuse, but reality of life. *(Scotland)*

I have an older child who is now ten, she has also had the Traffic Club books and can also work with her little brother to learn things. They discuss it together then we all discuss it. This means it's on going for my daughter too. I have a nine month old boy who will also benefit from the books and I am pregnant with my 4th son, and at least when we are all out together I know they will be sensible at the road side and out and about. Many thanks. *(Scotland)*

I would say that these books started arriving too early for my daughter. She is starting to show a real interest in them now (aged 4). The bits about choosing safe places to play are not applicable to her because she is never playing anywhere without my supervision. I think

my children would have benefited more by starting later and finishing after they started school. I don't expect them to be crossing roads alone for a few years yet. *(Scotland)*

**My 6 year old son Aaron was also a member of the children's traffic club every time his sisters receive their books he still enjoys looking at his collection of books and joining in with the activities. My older daughter (age 9) enjoyed looking at the book too, she remembered getting them when she was pre-school age, it was useful for her to recap on some of the road safety as she is out playing more with her friends.** *(Scotland)*

My son always looks forward to a new book arriving through the post for him. He insists that we read through it from start to finish straight away. *(Scotland)*

My son really enjoyed reading this material and was always keen to go over and over them. He has become much more aware of dangers around him when out and will constantly converse with us about things he sees i.e. when safe to cross with green man. It has also benefited my older son as occasionally he went through the books with Callum, making him think about the dangers of the road too. *(Scotland)*

We sit down with a new book when it arrives, then work our way through in one go. I refer to what we have learned when we are out and about. *(Scotland)*

Although we were always road safety aware, the fact that we got the books and actually sat down with them and the stickers made my daughter very conscious of road safety. She even corrects me when I forget to put on my seatbelt before driving off or when I have her walking nearest the kerb. *(Scotland)*

**I have found the books particularly useful to re-enforce the things I have been teaching them on road safety and any time we're having problems we can turn to that particular page and go over it again.** *(Scotland)*

He was so excited about the stickers, he had taken them out before I could show him how to use them. He didn't concentrate for very long, being 3-4 years, so used books in short spells. Books need to be a bit simpler for this age group. Maybe more encouragement to look for signs (evidence) when they are out and about. Looked forward to pack arriving, felt proud he had post of his very own and a special folder to put them in. Used stories as a base for conversation exploring around the issue. *(Scotland)*

**I think that my son has become more aware of car safety, although we always strapped him in the car since he was a baby, he used to unstrap himself when he became able but now he is a lot more aware of why he shouldn't do it. We had a lot of fun with the pictures where you had to predict what would happen next. He doesn't like colouring in very much and we don't always do all the activities but we always read the stories and discuss all the things that are covered on each page.** *(Scotland)*

I thought the traffic club was excellent. We would read the new book every night for a week, I would then discuss the topics when we were out and about. I would then 'rest' the book and go back to it every so often. Excellent learning tool for road safety, would recommend to other parents. I will also use on my other child at the appropriate age. *(Scotland)*

**Josef is quite young for his age and showed little interest in books 1 and 2. By book 3 he was 'hooked' and went back to 1 and 2 and over again!** *(Scotland)*

Kirsty loved the books and was very keen to use what she learnt, I thought it was excellent and had more impact than boring old mum banging on about it. She accepted the stories as true and loved the stickers. She keeps all the magazines in the folder and reads them a lot. Thank you *(Scotland)*

My daughter would look at the booklet every day for the first week and then regularly every couple of weeks after that. I found the traffic club an excellent way to teach my child about road safety. *(Scotland)*

My son really enjoyed the books and looked forward to them coming through the letter box. He always tries to get out of the car on the 'safe side' and always walks on the inside away from the traffic. He sometimes picks a TC book as his bedtime story. *(Scotland)*

**If we are out we always think of what the book would say in what ever the situation is at the time.** *(Scotland)*

Samuel liked the child's traffic club so much he even went on the computer to access the web site. He liked this because the music was easy to follow for the traffic song and he liked the interaction better. I will probably miss not having the books and Samuel looked forward to opening them and reading them. Sam liked the fact they came for him with the normal post. Thank you for bringing memories back of the Tuffty club which would be equivalent of the traffic club today which I had enjoyed very much, like Sam. *(Scotland)*

**The booklets have been very useful for highlighting road safety issues. We always go through each booklet when it comes doing a page a day then revisiting the appropriate page if an incident occurs when we are out. We found the stickers very good for using as star chart and rewards for good road safety behaviour. All in all we have enjoyed the booklets and have found them very useful. We look forward to referring to them for a time to come.** *(Scotland)*

We live in a remote country area so do not use busy roads every day. The Children's Traffic Club has therefore been a really useful and positive extra way to reach my daughter road safety skills. She enjoys practising these when we go into town. The activities were varied and enjoyable and she enjoyed the storylines. The activities also promoted success and this was reinforced by the whole experience was positive. She enjoyed working with me (Mum) on the books and then showing off what she had learnt to her dad. It is, of course, an on-going process and I would welcome any other ways of helping my children to learn and reinforce their road safety knowledge. *(Scotland)*

My son Brandon love reading all the books you've sent, he loves the stickers and activities he has with them, he really enjoys looking at the pictures, telling his dad and myself all the good and bad things that are happening and what you should and shouldn't do in the pictures. I have recommended you to all my friends, family whom also have young children to start road safety with you. You have really made a great impact so far. So thank you very much and keep up the good work. *(Scotland)*

### Comments on actual material and structure of scheme

Find it very easy to teach my daughter road safety skills because of cartoon characters in book, she seems more interested to listen and learn and remember because using stickers makes it more fun. *(Scotland)*

I think this is a great scheme. Good way to talk about safety to a young child. My son loves the pictures and characters. It's really well designed and appealing to wee ones. Also they love getting something through the post just for them - it makes it special right away. *(Scotland)*

**My son really enjoyed these books. He loved using all the stickers. The books are easy to understand for younger children and keeps them interested. The books approach the aspect of safety in a very fun way and has certainly helped my little boy to be more aware of cars etc. when out and about. Well Done!** *(Scotland)*

My son really loved the fact he could put a sticker in when he completed a section. Some of the pages in the books were a little hard for my son to colour in. Sticker option was very helpful for awarding my son going through the book, with each book he was looking for each new character. *(Scotland)*

The books have been excellent with all the bright colours, stickers, characters and stories. They really help my daughter remember the messages. I did have to save the books up as my daughter wasn't ready for them until she was never 4 years old but its been fun doing them all one after another. Just a pity there aren't any more! *(Scotland)*

We must congratulate the illustratotor(s) of all the club books. The children responded well to the pictures and the activities involving stickers were quite enjoyable. All three of our children enjoyed the books. *(Scotland)*

Both my children thoroughly enjoyed receiving the packages, which are fun (colouring, stickers) as well as being extremely educational and highlighting the importance of road safety. *(Scotland)*

I feel that the TC is excellent resource, using the balloon characters assists in helping to relay the important messages contained in the booklet regarding road safety. My daughter loved the stickers and always laughed at the names, through the use of the booklets I feel she is now more aware of the dangers on the road. *(Scotland)*

Books and stickers are very bright and colourful, plenty of pictures to keep children interested. Both my boys love it when they see their TC books arriving in the post and want to have them read to them straight away. *(Scotland)*

Yellow box useful and child knows where books are kept. *(Scotland)*

**Even though I teach my child road sense, having the words and pictures in front of us makes it so much more easily done for me, and much more interesting for Brodie. Strong colours keep him interested, and the stickers are an excellent reward for keeping to 'Road Safety' rules.** *(Scotland)*

I think the books have become more relevant as my daughter has got older, initially the activities etc. were a bit complicated, but she has always loved the stickers. As we live in the country and have only occasionally visited a city, a lot of the stories are not immediately relevant. My daughters nursery had a road safety week, which she really enjoyed, they used the characters out of the road safety book too. *(Scotland)*

**I have found these books extraordinarily well researched and effective in putting messages across to my child. She loves them and there is a noticeable change in behaviour after we have read a booklet. Thank you for my books.** *(Scotland)*

My daughter looked forward to receiving her own post and having a folder to keep everything in. The folder encourages looking back to previous copies. She remembers points from the books on our daily walk to & from nursery and the revision has been good for her big brother (now 7). *(Scotland)*

**My son Jack has had lots of fun with the books - they are bright and colourful - loved the stickers and the information is excellent. Also the children are multi-cultural and interesting characters with good stories. Very good - keep it going there is very little that is more important than road safety for young children.** *(Scotland)*

I think the stickers and balloon characters could have better names and they could be characters rather than balloons maybe hedge hogs or something I have fond memories of the "Tufty" club as a child. I realise everything has to be multi cultural these days, I am in full support of that, but maybe my child could see more people that look like him, white-Caucasian-British. I think other cultures have been over represented a little e.g. 'books 6 my son is asking why the lollypop lady has her eyes closed, she won't see the traffic'. The colouring competition is excellent he really enjoys that part. The stickers are a real incentive to keep listening and sticking through the stories. Well done for producing a great recourse and keeping it FREE! *(Scotland)*

**The stickers were a big hit in our house! An excellent programme for children, with just enough info each time to keep them amused, and not saturated. We enjoyed colouring pages and the kids often take the books with them in the car to read and play games with.** *(Scotland)*

Totally impressed with the content and format of these books. My little girl really enjoys them. The stickers are a huge incentive to her too. The books really help you to teach your child in manageable stages and review what they've already learned. Many thanks. *(Scotland)*

**Excellent resource great pitch, not too complex, clear simple messages. Thank you for providing this, please don't stop it, pull funding whatever.** *(Scotland)*

I felt the first two books were not suited to my child's age when he received them. Now at age 4, he understands more, and takes more in. Sometimes less is more in the first two books. But the rest were right for his age. Overall it is a great idea for parents to support their children in road safety. *(Scotland)*

The illustrations are my son's favourite part of traffic club. He sometimes looks at them

himself and tells the story of what to do etc. *(Scotland)*

My daughter reminds me she hasn't had a Traffic Club book for a while and is excited when there is one in the post especially for her. The safety in cars points (seatbelts etc) and pictures for children to spot the dangers good learning. The teaching of that cars are hard and we are soft is a good point e.g. they can hurt us. I'm glad we joined the club and children need to be reminded every day until they understand or are old enough to cross alone. *(Scotland)*

I loved the way my son Jake (age 4) got excited at the stories and looking at the pictures, also recognising the different topics and things he had to find in the pictures. Picks things up quite quickly, loves picking out the correct stickers after completing the page. I also enjoyed the stories and the layout was good and easily explained. *(Scotland)*

My daughter loves the Traffic Club series she identifies each of the characters in the books and stories. She loves the stickers and when each book is completed she likes the fact that there are extra stickers left over to use as 'badges' and on other pictures. She is so excited when each book comes through the letterbox and was rather disappointed when I told her this was the last one! I think it is a great mix of fun and education well done!! *(Scotland)*

I found the books colourful and very easy to use. The different characters were excellent, with different names representing different things made it easy for Avia to understand and kept her interest. She often coloured the pictures but I always forget to post them (sorry). The stories were simple but to the point. It's an excellent club and I would recommend it to other parents but also to other clubs e.g. after school clubs, schools etc. Thank you for doing a good job. *(Scotland)*

The books really captured my child's interest. She became much more aware of traffic danger after just the first couple of books. I think the books are very well presented and it is obvious that a lot of work has gone into them. Well done!! *(Scotland)*

The stories and tasks were excellent my daughter particularly enjoyed receiving the booklets through the post at different times. Many thanks! *(Scotland)*

**My son enjoyed the characters in the book, felt they were friends as they were young and it wasn't an adult telling the stories. He also enjoyed the colouring competition but unfortunately couldn't talk him into sending them in! they are on our art wall at home. These books are a good quality time together that children can learn and enjoy time and time again.** *(Scotland)*

### Comments with suggestions

I think the club is a nice idea. It is a good way to reinforce road safety which should be taught by parents to their children however I feel a hands on approach in nurseries and schools by police teachers etc, is most effective as most kids listen to some of what parents say but are more attentive to authority figures. I suggest more stickers more colouring in! *(Scotland)*

My grandchild was too young at the beginning of the series but we will revisit the early

editions. Each time another booklet came in the post my grandson's enthusiasm was renewed. **If the odd traffic club letter or perhaps a postcard still arrived I'm sure this would encourage him to look at the booklets again.** *(Scotland)*

A section encouraging parents to consider regularly walking with children to and from nursery and school would be an excellent addition. *(Scotland)*

Should be a place for each sticker. 2nd child using thrilled to get own mail. Enjoy books. *(Scotland)*

My daughter really liked receiving the booklets and loved going through them. It would be good if there were more booklets on other topics which would help her to learn the dangers of things she might come into contact with on a day to day basis. *(Scotland)*

I think a reward or like devise would be helpful each time the book arrives, would keep the child interest while waiting for next one and also would enable parents to keep track of kids behaviour while out on road, kids love rewards and would keep them interested more eager to learn. *(Scotland)*

I think the traffic club should maybe introduce more characters for safety in the car other than car seats and seat belts. Introducing window and distractions to the drivers. And also introduce public transport safety. *(Scotland)*

I would like to see a DVD Disc if possible, it would give you more members, and teach more children, pre-school the meanings of danger on the roads today. *(Scotland)*

**It is the stickers that hold her interest and matching them with the balloon characters. This gives me time to explain the safety points for each one. It may be helpful to include a reward chart of some sort along with the book. If the child holds hand with an adult they get a sticker on the wall chart.** *(Scotland)*

The CTC has been an excellent way for us to teach road safety to our youngest child. He has loved using every book and also the way they have come through the post addressed to him, this makes him feel very special and important. His older brother and sister - ages 9 and 10 can also read the stories to him and this has been reminding them about road safety too. They want to go out on their bicycles now though, and I think that maybe a booklet on cycle safety would be good for them first. *(Scotland)*

Only improvement I would recommend is an inclusion of what to do on rural single track roads, and have a bit more focus on wearing reflective clothes etc. at night. *(Scotland)*

**Maybe you could have a portable Childs' checklist that we could take out with us when we are out for the day. Then every time my child does the correct thing he could get a sticker on the spot. He loves the stickers. This would bridge the gap between theory and practice.** *(Scotland)*

Overall good. Maybe too much emphasis on the danger! Anything on cycling? Anything on travelling in bike seats and wearing cycle helmets? Anything on travelling on trailer (tag along) bikes. Bicycles are transport too. In book 6 at the end there is a general traffic scene (out and about) with cars, motorbikes, vans and pedestrians but not a single bike. Why the

bike exclusion? Are bikes not part of traffic? *(Scotland)*

**The nursery which I work at as a nursery nurse had a traffic club card game with words and pictures (balloon characters and vehicles) which can be used as a snap game or a memory game these would be good and useful to have as a parent if they are available or could be made available to parents even at an extra cost. Other games may be useful to parents as well.** *(Scotland)*

A follow up when children are 8 to encourage independent walking to school would be useful (I'm considering sending my son his own next year to and from school). *(Scotland)*

### About nurseries and childminders

Excellent for parents/carers to do with there child/children. Strongly recommend it in all nurseries and primary schools. *(Scotland)*

I am going to tell the nursery about the TC. Thank you very much. *(Scotland)*

Thank you for an excellent content of the books. As a registered childminder and mother to 4, these books have been great. The only problem is there isn't enough to go round when using the resources, so I have to photocopy and find other alternatives. *(Scotland)*

Do you do school and nursery visits/workshops? If not its something to think about, would be a good idea. *(Scotland)*

I find these booklets very helpful I would like to find out more about prompting this in my child's nursery and school as I don't think that most parents and children know about road safety, if you could send me a poster I would be grateful and we could place in my child's nursery. *(Scotland)*

**I just became a childminder and your books have not only helped me teach my child but also the children in my care about road safety. I think they have been excellent, easy, fun and enjoyable. P.S. The stickers were brilliant.** *(Scotland)*

I would suggest that traffic club would be introduced to nurseries as part of story readings. Our daughter 4 years is at nursery and I don't think that they have any traffic related education. She found the books quite interesting and we noticed that she was more aware of street lights, how to cross the road etc. Thank you. *(Scotland)*

I run a playgroup and would love more info. And books to promote to the group, x 10 children to start with. *(Scotland)*

### General positive comments

All four of my children have been a member of the traffic club the books made it so much easier to teach the children the safe way to play and use the roads. *(Scotland)*

An excellent club which has been of great help in teaching my twins, road safety. *(Scotland)*

Child enjoyed receiving his own post - initiated an interest in the book immediately. Was road and street aware, and sensible, in the first place but series emphasised safety. Of more use to younger sister who does not behave so well. *(Scotland)*

**Children learn better when it is fun. The TC teaches road safety in a fun way. My kids both loved it and learned a lot from it.** *(Scotland)*

Excellent - my child knows when what to look for when the postman comes and recognises his book. It was slow at first, however he enjoys them. We have to visit it a few times due to his attention levels for his ages. *(Scotland)*

**Excellent book for both parents and children.** *(Scotland)*

I am fairly - no, very - responsible in terms of road safety and my children. Therefore, the books was an 'extra' - a mostly useful one, to occasionally use as a reinforcement. We walk every day, at least 3 miles out of necessity and so you will appreciate the care I take anyway. Good luck reaching those parents/carers who do not walk with their children, I see many. These are the parents who need the targeting! Thanks for trying! *(Scotland)*

**It is a great club you run and it really benefits parents as well as children.** *(Scotland)*

I personally value the books you have sent to me because it's training for kids at an early age invaluable! *(Scotland)*

I think the TC could prove very useful to others, however we live in a busy urban area where we walk everyday, hence my children are very traffic aware. I feel the club could also have been beneficial from an earlier age. Finally, although the club has not been that useful to us my three children have all thoroughly enjoyed receiving and using it. *(Scotland)*

I used this book with my older child and he has really good road sense now. It has helped explained things very easily to the children and helped me too. Thank you. *(Scotland)*

If it wasn't for traffic club I don't think my children would have learnt about safety so quick and easily. *(Scotland)*

Invaluable and develops an age awareness to safety. Initially I thought my son was too young to understand. He has only really grasped things in the past year. *(Scotland)*

Iona being the second child after getting her books my 10 year old boy reads them too, which teaches him again about road safety. *(Scotland)*

It is a delight receiving these books through the post. My child got so excited that she received something from the postman. She enjoyed going through the books and applying the stickers. *(Scotland)*

Just to say thank you for all your help in teaching my children road safety and being aware of their surroundings. Emily is thrilled when the postman delivers 'her' books. *(Scotland)*

Learnt a lot about teaching road safety when my older child was a member. This is probably

why I haven't devoted as much time to the books with my second child. Sometimes seemed a little advanced (not so with older child) for her age. Not as interested in colouring, sticking as older child, so sometimes hard to keep her focussed on books' activities. Still, the CTC is a very useful important tool. *(Scotland)*

Me, my father, mother and our child enjoyed every book and activity with the Road Safety TC excellent and useful information also my partner drives a car anyway so that encouraged our child with car safety, but road safety and safe areas to play the books were excellent for more information. Also our child is ready to start school this year so she is more wiser for road safety, shopping and safety issues. Thank you very much from all my family for the useful information for us and our child for road traffic safety, hope you keep up the good work. Thank you. *(Scotland)*

My 4 year old son plus 9 year old daughter are more road safety now than they were before my son joined the club, I will be using the books on my twin daughters when there old enough to start learning about road safety. *(Scotland)*

My 4 year old son, Matthew really enjoys his Traffic Club books. I find them really useful and often remind Matthew of 'Handy hold' when out together. My child also enjoyed the fact that the postman delivered his books, he felt very important to be getting his own 'important' mail. *(Scotland)*

My daughter enjoys getting her traffic club magazine and loves going through it with her dad or myself it has very much improved her awareness to road safety. *(Scotland)*

My daughter liked Rhanda red because that is the name of her mum and she has red hair. So I am always telling her to stop. *(Scotland)*

My daughter loves to receive her book each time and it makes her feel grown up with it coming through the door with her name on it! *(Scotland)*

My little girl corrects other children her age when walking backwards and forwards to nursery. She certainly remembers the points made in the books which I think is great and very worthwhile. *(Scotland)*

My son and I were surprised to learn this was the last book, but as my son has great road sense, he has no more to learn, and that's thanks to the TC. And I owe a thank you too, as I found it easier to teach him road sense. *(Scotland)*

My son everyday on the way home from nursery has to play the STOP and GO game. Just found the overall book excellent from keeping kids interested with stickers and colouring pictures. Really good!! *(Scotland)*

My son has just turned 4 years old, he loves and has kept all his books, thank you everyone at the children's TC for making it easier for my young son to learn all about the dangers of the road. Thanks again. *(Scotland)*

My son has thoroughly enjoyed this series of books, was very excited when the next one arrived. He listened carefully to the stories and loved the balloon characters and stickers. He often points out 'Rhonda Red' and 'Gary Green' when at traffic lights, as well as all other

crossings etc. *(Scotland)*

My son loved the stickers! He always reminds me to strap his seatbelt in the car. *(Scotland)*

My son loves the Traffic Club books, the first thing he looks for is the stickers on the day a new book arrives, I must go through it right away, Lewis was quite sad to hear that book 6 was the last one. We will continue to use the books regularly. The nursery Lewis attends really do promote the children's Traffic Club and they even sing a song 'we're all in the children's Traffic Club, keeping safe each day!' *(Scotland)*

My son loves when a new book arrives he gets all excited and he enjoys opening it and looking at the new activities, it's a great way of learning and I enjoy them myself. *(Scotland)*

**Very helpful, informative and fun for the whole family.** *(Scotland)*

With everything having a special name, as a parent it helped me very much. Thank you. Myself and my little girl have really loved the Traffic Club books. She loved them that much that we often look at the books again and read all the stories. Also she really liked them being her own mail and looked for the postman coming with them a really good thing for all children. Thank you very much. *(Scotland)*

Rebecca and I enjoyed the books very much and last night when I told her this was the end of the books she was sad as she has enjoyed all the books she has received. Rebecca says your books are brilliant and she is sad she is not going to get anymore. *(Scotland)*

Recently at my daughter's nursery they have been learning about road safety, meeting a lollipop lady and practicing their skills in the playground. Also they've been learning about traffic lights with sandwiches, sweets and exercise. I have found the books very helpful in helping her understand good sense and safety. *(Scotland)*

Since my child has joined the TC I find both by children are enjoying both the books and the fun learning, my children are more aware of road safety and the importance of staying safe and having fun in bright clothing in play areas. *(Scotland)*

Stickers were the best part for my son, can't wait till my daughter is 3 as she loved the stickers too (and big brother wouldn't share!!). *(Scotland)*

That is all 3 of my children that have enjoyed the Traffic Club books very much. They have helped immensely the importance of road safety so than you very much. *(Scotland)*

The books have been very useful and have made learning about road safety fun and enjoyable. Both my daughters have now used. The books and constantly refer back to the characters when we are out and about. Keep up the good work. *(Scotland)*

**The CTC makes parents more aware of the danger of traffic. We all become lazy about this so it is great to be made to think about how to cross a road correctly.** *(Scotland)*

The TC is an excellent learning tool. My son enjoys our talks when we sit and use it. We love all the books and will continue to use all of them. *(Scotland)*

The traffic club is a very good way to teach children road safety, I have an older child there is a good few years between my first and second child, what I am trying to say is when I had my first child she never got anything like the traffic club through the door so it was harder to teach my first child and it took longer to teach, so I am very much in favour of the traffic club, and I will tell lots of parents about it, it made teaching the child more fun. *(Scotland)*

Very well presented and thought out, my child really enjoys stickers. Helpful tool for all parents. Thank you. *(Scotland)*

We enjoyed doing the books together and discussing them. Very informative. Keep up the good work. *(Scotland)*

We found the books very useful but Ben doesn't get traffic training until primary school - it would have been reinforced more if it was linked to discussions/practice in nursery. *(Scotland)*

We have found 'Traffic Club' really helpful in teaching road safety to both our children. It has also raised my awareness of potential dangers e.g. teaching about the possibility of cars reversing out of driveways. As we are walking to nursery everyday I have found it easy to reinforce what we learned by practising. *(Scotland)*

We have used the characters names to get our children's attention at times during walks where there is traffic - "Handy Hold" especially. Stickers are brilliant too. *(Scotland)*

Where we live, there are a lot of parked cars along the road, plus lanes. It is not always easy to get a safe place to cross. Sometimes we have to "peek peek" out from behind cars to check its safe. If available, we always use pedestrian crossing and other safe places but its not always possible. *(Scotland)*

We're just sorry that's the last book, we've enjoyed getting the new issues and going through them together. I now have a new baby and will use the books with him too. *(Scotland)*

When it started thought Callum was still to young to understand, but he looks forward to looking at the books when they come in. We will go over the books again and again. Thanks, and soon with his younger brother. Callum enjoyed their being a boy called Callum in the stories and thought it was him. *(Scotland)*

Would just like to say thanks, your Children's Traffic Club books helped me a lot in teaching my son road safety. Thank you. *(Scotland)*

As we live on a main road I have found these books to be very useful since my daughter was young as she has always been aware of keeping safe near roads and traffic. She also knows how important it is to sit safely in the car and bus with the help of these books. My daughter also mentions when she see other children not sitting nice on buses and trains that they must not be in the traffic club as she knows that you have to keep safe. These books have been very worthwhile to read and keep. Kind regards. *(Scotland)*

Great way of interacting with my family about road safety, we're all really pleased with it and thank you. *(Scotland)*

Excellent programme! It is something I will continue to use until I feel confident my son understands fully about road safety. His skills are steadily increasing, it has been a great learning tool for my son and very easy for me to teach in a fun and educational way. Thank you. *(Scotland)*

All 3 of my children have enjoyed using the Traffic Club, they have enjoyed using the books and stickers, and it has helped to re-enforce in a fun way all of the road safety they have been taught at home previously. *(Scotland)*

Although we are careful on roads, the fact that you send regular books is always a welcome reminder of how much emphasis is needed to reinforce the messages in a child's mind. Thanks. *(Scotland)*

**Excellent - Informative but fun!** *(Scotland)*

Both my children have enjoyed the Traffic Club books. It is a fun way to teach a serious message. Many thanks! *(Scotland)*

Bright and colourful, makes the child feel important as it is addressed to them. *(Scotland)*

Excellent idea. There is no help like this on TV for children. *(Scotland)*

Excellent Resource, Orla loves the stickers and reprimands me if I forget to put on her or my seatbelt or hold her hand crossing the road. *(Scotland)*

**I have found that it helps remember my two older children road dangers and to be more aware of being careful and setting an example to their younger sister and other children out and about.** *(Scotland)*

I have enjoyed doing this programme with my son because he is my only child, but by letting him tell me what we have to do at a road he has learnt more. I sometimes forget about the green man but he always reminds me that we have to wait. When he sees adults walking across the road before the green man appears he says 'them people will get knocked down and should wait'. *(Scotland)*

**I have found the Traffic Club very useful. This is the second time I have used the programme as my eldest boy is 6 years old. Due to the material being sent to them personally I feel that they take great pride in looking after it. I also feel that it is a benefit having different cultures, cities, stickers, types of transports as it opens up discussions on a variety of issues as we live in a small rural area. Our nursery also does topics from the traffic club which reinforces what we do at home. My youngest boy is almost 3 years old and am looking forward to doing programme again! Also feel that the stickers on safety are excellent as they are good to use as a reminder when you are struggling on safety issues rather than saying mum says I can say Lucy listen says...** *(Scotland)*

I am very pleased that my daughter experienced the traffic club as it is great and so much easier going out for walks now. Adele is aware of traffic, as before she didn't and would head straight on to the roads, now it is so much enjoyable. Thank you. *(Scotland)*

I think the book is excellent its hard to get through to children the importance of road safety, but with the books my child has taken in the need to be extra careful when out. He really enjoys all the names of the stickers and gets excited when the new one arrives he's learn so much with these books and you have made it an easier task for us parents to get through to our children. *(Scotland)*

**I think the traffic club is fantastic. My son talks about the characters in the book all the time, when we walk with friends he tells the other children how to cross the road just like the characters in the book.** *(Scotland)*

I think your books are excellent for teaching kids road safety. My daughter uses what she has learned from these books on a daily basis. The colour characters are a great way for kids to remember. She's actually quite sad that the book she received was her last. *(Scotland)*

I was brought up to be very road safe so always passed it on to Keira. Being little she sometimes didn't want to listen to Mum or Dad but since she joined the club it has helped her to understand more about why she has to hold hands, stop at the kerb, etc. and to realise that Mum and Dad were right about the dangers of cars and roads! So thank you! *(Scotland)*

**I would like to say thank you very much for your help in teaching me and my children more about road safety. These booklets make teaching my children about road safety much more fun and we get to use what we learn from the booklets when we are out and about putting into practice what we have learned at home with the help from The Children's Traffic Club. I always recommend that anybody with small children join the club. Thank You.** *(Scotland)*

I would like to thank you very much for your very interesting programme. I think it is very beneficial and it helped me personally to be aware of many safety rules which I am trying to teach my children gradually. *(Scotland)*

**My daughter has loved all of the books and I've found them very useful in teaching her about road safety. More importantly, it has made the subject fun for her. She especially loved the fact that the books were posted to her.** *(Scotland)*

These books have been an inspiration to my children and have been very informative. This allows us as a family to focus on road safety issues and promotes a structured way forward. *(Scotland)*

Before using the traffic books I found it quite difficult to get my daughter to take road safety seriously i.e. taking my hand outside etc. but now with reading you're books she has extremely better understanding of the dangers outside and knows how to be safer. Thank you so very much. *(Scotland)*

My son gets very excited when the new book arrives he has always been very sensible in road safety but you can never be too safety! My son has slight hearing problems but he never crosses the road on his own and always waits at the kerb for my hand to cross safety although he can do this safety I prefer to always hold his hand although he tells me if it is safe to cross or not. This book is fun for him to learn! And he really enjoys the stories, stickers and colouring that comes with it! *(Scotland)*

**The books have been fantastic. Before we got the books I was mostly doing on the spot teaching (when we came across certain situations outside). Now that we have the books I am able to teach my son about situations that are likely to arise before we go out. I think that the CTC is one of the best things that has ever been done to make pre school children more road safety conscious.** (Scotland)

There are so many issues that have helped on a day to day basis. As a non driver, Sammy Seatbelt has been excellent when in taxis or friends cars for short journeys (i.e. 5 minutes). Also we have to walk every morning to nursery along a main road with lots of cars and buses, so the traffic club has helped Mia to understand road safety. (Scotland)

This is my third and last lot of books. I have 3 children (8,6,4) who have all loved these books - well done to the CTC team. The children loved receiving the books in the post specially just for them. Our local road safety officer visited nursery just this week and my son recognised the balloon people puppets she brought with her. I hope every parent uses the opportunity to sit with their child and use the excellent material provided. (Scotland)

Very enjoyable and interesting - as I said before my son James 4 chooses the TC magazines instead of story some nights! (Scotland)

We are very sad this is now come to an end, but have enjoyed all the books that both my sons have had over the years. **It is not often you get something free that is so enjoyable.** Thanks from all of us. (Scotland)

Fantastic! Wish it would go on for longer. Daughter always got excited when it came through the post. She now tells everyone how to cross the road and to always put their seat belt on! Have enjoyed receiving these books and working through them with my daughter. It has made teaching her road safety a lot of fun. She is disappointed that this is the last one, as she looked forward to receiving each magazine. Thank you. (Scotland)

As well as learning about road safety it made my daughter feel important getting mail delivered to her. She was delighted each time she received a book. She chatted to her friends about traffic club too. Before I had my daughter I had never heard of the TC, but my daughter and I and my husband have enjoyed working through the books. (Scotland)

**The whole concept is very good - as an adult you take a lot of the topics as second nature and you forget that children don't know these things yet!** (Scotland)

My daughter has so much fun reading the books with me, she especially like the stickers (although most are stuck to my fridge) she has stopped running ahead of me when we are out and doesn't go anywhere near the road without my hand. (Scotland)

My child enjoyed receiving each book in the post and loved the stickers and activities. However the concepts being taught were already well understood before getting books. My child gets very excited when a new book pops through the letter box. She loves the stickers and on her own she sometimes looks through previous books to look at the pictures. My child will now not cross a road unless she knows for certain that no motors are coming. Teaches her not to run which was a bit of a problem for me but now I would say she knows her green cross code and really loves and looks forward to her traffic books coming through the post. (Scotland)

My daughter loved the books and the stickers kept her interested whilst learning safety. My daughter loves the fact that it arrives through the post to her - its an event! She is getting her own letters! The stickers are great, characters excellent. Have recommended it to other parents. *(Scotland)*

**Very impressed with use of real life every day activities. Felt able to relate easily with child over friendly sensible advice, which fitted easily into daily routines.**  
*(Scotland)*

**My daughter Rebecca has learned greatly from the children's traffic club and sometimes when we are out even picks me up on things we might forget to do when crossing the road.** My daughter wanted to say that she really enjoyed looking at the safety books, and loved all the stories and pictures. *(Scotland)*

At 4 years 3 months he hasn't grown out of them and I'm sure he will love looking back at them for some time yet. Thank you. *(Scotland)*

Thanks to TC for helping me to develop in my children confidence and safety every time we are going outside or at school. We really learned on all topics. Thank you. *(Scotland)*

My grandson loved the TC books very much. He is 4 years old and very interested in them. He always stops at the kerb. He never runs across the road himself. He always takes my hand, he also likes to press the buttons on the traffic lights. I think the books have helped him to become a lot more road safety. I am sorry to see that they have finished but thank you for sending them to us. *(Scotland)*

## **Negative comment**

Bring back the Tuffty Club please! *(Scotland)*

## **Comments of some concern (words in bold)**

I am disappointed to learn that **these booklets are not being issued automatically when a child turns 3** - as the policy was when my daughter had her 3rd birthday. This will mean that unless parents learn about the club from others or nursery, some children may miss out. That would be a shame. *(Scotland)*

I think the CTC is everything positive, and can only produce positive results. Also because the club includes all cultures of people it teaches children that everyone is equal. **Now please remind me why I receive the TC, as I thought the government sent it to children as a matter of course!** Some of my friends have kids but don't receive the books. *(Scotland)*

I have many friends with **children that did not receive the CTC** which I suggest all family with children should. Thank you. *(Scotland)*

Children found it difficult to understand that sometimes they had to stick a balloon character on and sometimes they didn't. The **colouring sheets** were liked but maybe aimed at

children a little older. My children have both had difficulty in staying within the lines at age. *(Scotland)*

Competition **prizes** are a bit cheap! *(Scotland)*

I think the books are a great idea and do provide a reminder to talk to children about traffic. That said, we really try to make sure our children are sensible around traffic and therefore found some of the guidance for parents unnecessary (but I guess some parents won't think of these things?!). We found the cartoon stories a bit blunt and boring and if it weren't for the stickers and characters, I suspect the books would not have been of much interest to our children. They also enjoyed colouring in bits of the books. So, in conclusion, a good idea that I hope will be continued but **made a bit more interesting in terms of stories and drawings.** *(Scotland)*

I think some of the advice is unrealistic if you have more than one child. I take 4 children to school and nursery in the morning and I feel it is easier for me to keep them safe if I have rules about staying close to me and away from the edge of the road. **Holding hands makes it harder to react if the ones not holding your hand need you.** We do all hold hands while actually crossing the road though. *(Scotland)*

We have very much enjoyed using the books and sticker activities. I did however find the "story" accompanying each picture/safety concept rather short and often found myself adding bits to emphasise points that may have been included elsewhere in checklists or bullet points but not in the stories themselves. **We turned to avoid the activities to the far left hand side of each section as I find it difficult to engage my child with these.** On the whole though the books have been highly useful and my child has eagerly awaited the arrival of each new book. Many thanks. *(Scotland)*

**We live in Shetland a very rural setting.** My daughter's experience of outdoor dangers is very different from the stories in your books, no traffic lights, no busy road in front of the house, no pavements (very often) so we don't go out practising what we've learned from the books (Q19). It's still interesting to ask her "why would it be dangerous to do this or what should she do?" *(Scotland)*

This is an excellent project. My daughter especially liked getting her own post regularly. She often refers to some of the balloon characters when we're out crossing roads. One small point: Not as much attention is paid to **correct punctuation** as in other materials produced for children. This may not seem particularly relevant to pre-school children, but my daughter likes the Traffic Club books so much that she may well look at them again after learning to read and write. *(Scotland)*

## **Recommended follow up**

The recommendations appearing in the 'national' report, of course apply to Scotland as well, except that many of the proposals have already been instigated such as promoting in nurseries, playgroups, childminders, etc.

From all areas in the UK where the CTC operates, Scotland has the strongest partnership between Road Safety and Health professionals/ organisations. There are, however, some slightly worrying comments from parents regarding availability and references to friends/ neighbours that have not received an invitation to join. Perhaps some fresh initiatives to strengthen communication with health professionals – especially those involved in the distribution of the invitation packs – will have a positive effect. We know from experience that the invitation via Health Boards route is undoubtedly the most effective, as well as the most cost-effective.

Another area of improvement, particularly for Scotland, is the need to give parents/ carers a second chance to join via alternative routes. We believe that distribution of posters to any willing partners (nurseries, playgroups, childminders, libraries, doctors, hospitals, supermarkets, retailers, etc) with a few bullet points on how to join, will definitely produce results.

*Lastly, there has been a great demand from parents to continue with the CTC after the 6th book and/ or to receive additional material on other road safety topics, especially cycling. **We suggest that you capitalise on this captive audience, and utilise Book 6 to include a communication to parents about what else is available to them and whom to contact.** There is a wealth of excellent material already produced in Scotland and this will be the perfect way to deliver them to the target audience.*