Employers – especially those with staff who drive for work – can make a huge difference to road safety, and improve their reputation, staff morale and reduce costs at the same time.

Organising or taking part in a Road Safety Week is an ideal opportunity for companies to promote life-saving messages and show their commitment to road safety to employees and their families, customers, suppliers and local communities. Whether you are organising your own Road Safety Week or participating in an existing Week, there are lots of ways your company can get involved and benefit as a result.

If you have staff who drive for work, Road Safety Week can help you fulfil your responsibility for the safety of your staff and people around them, reduce costly crashes involving company drivers and vehicles, and contribute to safer roads. It can be a springboard to launch year-round road safety programs and a good way to develop and reinforce a safe driving culture among employees.

By engaging the general public in Road Safety Week you can help get important road safety messages across more widely, reinforce internal awareness-raising, and get positive exposure and enhance your reputation.

STEP ONE: Check if there’s a Road Safety Week where you are

Check out our map of Road Safety Weeks to see if there is a Road Safety Week you can take part in in your country or region, or contact your local or national authority. You can also use the map to browse case studies for ideas from existing Road Safety Weeks around the world.

If there is already a Road Safety Week in your country or region, put the date in your diary and plan how you can take part. Use the ideas below, plus any guidance provided by your national/regional organisers, to help you get involved.

If you don’t have an existing Road Safety Week where you are, don’t worry – you can organise your own using the advice below, on a week of your choice. We suggest planning your event at least two months in advance, ideally more, at a time of year that is less busy for your organisation. You could contact local or national government officials and/or emergency services to see if they can help. You could even encourage them to organise a regional or national Road Safety Week and promote it to other companies, schools and local community groups.
STEP TWO: Choose a topic

Whether you’re taking part in an existing Road Safety Week or organising your own, it’s a good idea to consider in advance what road safety issue(s) you will focus on, what you’re aiming to achieve and therefore what messages you want to promote and to whom. If you’re taking part in an existing Road Safety Week, find out if there is a theme that might be relevant for you to address.

You could focus on a road safety issue that affects your company or something that affects the wider community your company operates in. You could consult staff, customers, business contacts or local people to find out their views and concerns about road safety in advance. If you have staff who drive for work, collecting and analysing data on the crashes and incidents they are involved in will help you identify the main risk factors and key messages to promote to staff about safe driving.

You could also explore the resources available on this site or the facts and information on Brake’s UK website for ideas, or consider using the Brake Pledge a six point pledge covering major road safety topics, promoting one or more of the Pledge points. The Pledge is designed to promote important road safety messages for everyone, so it’s a great tool to use to focus attention on key issues.

STEP THREE: Plan activities

Whether you’re taking part in an existing Road Safety Week or organising your own, here are some ways you can do it, with links to resources and extra information:

Raise awareness among staff and customers

There are some simple, effective ways to get life-saving messages to your staff, customers and contacts. You could:

- Include a road safety feature in your newsletter, magazine, intranet or website. You could include staff/customer views on how safe local roads are and facts and figures from your area. You could also use it to promote the Brake Pledge and ask all staff to make the Pledge.
- Print, distribute and put up free posters on your premises. Go to the resource pages to download posters.
- Run road safety presentations or workshops with employees who drive. You can explore topics such as vehicle maintenance, speed, distractions and driver tiredness. Make use of tools such as Brake’s stopping distance activity or morning after drink-driving calculator, or road safety videos, which are organised by topic in the tools & resources section.
- Encourage staff to leave their cars at home and use an alternative mode of transport for a day, or the full week.
- Use Road Safety Week to launch or publicise a year round road safety program, such as promoting safe driving to staff, or implementing risk management procedures across your vehicle fleet. See brakepro.org for ways Brake can advise on such programs.
- Run a road safety quiz for staff or customers with prizes.

Engage the community

Most communities care greatly about road safety, and value the support of local organisations in working to raise awareness and make roads safer. You could:

- Organise a road safety presentation for a local school, college or community group. This could go through the Brake Pledge, make use of road safety videos, adverts and interactive tools, include live demonstrations (see our educators’ page for ideas), or use a company vehicle (such as a truck or bus safely-parked on the school grounds) to show the blind spots around large vehicles and measure out stopping distances.
- Encourage and support local schools to run their own road safety lessons, assemblies and activities at the same time as your Road Safety Week.
- Run a road safety poster or film competition for local children or young people, where you offer prizes, and display the winning entry locally, such as in a shopping centre.
- Offer staff volunteering time to help road safety activities organised by the local authority road safety team or emergency services.
- Support or initiate a campaign for improved road safety measures in the community, such as lower speed limits, improved speed enforcement, or safe walking and cycling paths. Consult staff, customers and members of the community to find out if there are campaigns you can get involved in or to identify local concerns.

See Brake’s community campaign advice for guidance.

STEP FOUR: Organise resources

Whatever you’re planning, make use of resources to support and promote your activities and get important road safety messages out. Free downloadable posters and other tools are available on the tools & resources page.

The Brake shop can also deliver Road Safety Week branded resources internationally including t-shirts, balloons and posters, to help you let everyone know it’s your Road Safety Week.

If you are organising a Road Safety Week as part of an existing national or regional Week, check if the national or regional organisers have resources available.

STEP FIVE: Engage partners

Partnerships are a great way to pool resources and promote road safety to more people. Partners may be able to deliver road safety workshops, provide resources and provide support with organising larger events.

Partners may include your local authority’s road safety team, police, emergency services, community groups or local schools. It’s a good idea to get in touch with them early on, while planning your activities, to find out if and how they can be involved, or how you can help them with their wider road safety work, and give them plenty of notice.
STEP SIX: Publicise your Week

Whatever activities you are planning, help build excitement and enthusiasm for your Road Safety Week by publicising it in advance, during and after the event. This could include letting everyone taking part know when Road Safety Week is happening, what you’re planning and why road safety is important through:

- Putting posters up with the date of your Week. You can use Brake’s generic Road Safety Week poster with space for your date.
- Including articles in your in your company bulletin/newsletter/intranet/website. You can download Brake’s Road Safety Week web banner and Road Safety Week logo for use in your communications.
- Promoting the Week on your company’s social media channels.
- If you engage customers through an email bulletin or magazine, include a section about the Week.
- Contacting potential partners as above and asking if they can be involved in publicity too.
- Sending a press release to and/or contacting local media a week or two in advance to let them know what’s happening.

See Brake’s publicity and media guidance for more advice.

As well as doing all the above in advance of your week, it can help you to get the message out to do more publicity like this during the Week itself, promoting your main road safety messages, and afterwards letting everyone know how it went. Taking pictures of and filming your activities will help you show how your Road Safety Week has been a success, get the road safety message out, and promote next year’s event.

STEP SEVEN: Tell Brake how it went

Once you’ve run your Week, please tell us how it went. We are keen to find out about Road Safety Weeks around the world and share experiences and ideas of Road Safety Week organisers and participants. Tell us about your Week here.

STEP EIGHT: Plan for next year

Road Safety Week is great for focusing everyone’s attention on road safety, but it should be a priority year-round, so use the experience of running your Week to consider how you can continue promoting road safety with employees, customers and in the community. It’s a good idea to set the date for your next Road Safety Week as soon as the last one is over, so you can start planning for next year well in advance.

- Browse case studies of existing road safety events for ideas at www.roadsafetyweek.org/projects-map
- Get tools and resources for your Road Safety Week at www.roadsafetyweek.org/tools-resources
- Contact us and tell us about your event at www.roadsafetyweek.org/contact
- Find out how Brake can help companies promote road safety year-round at www.brakepro.org