

# Children should be seen and not hurt



The most **vulnerable** road users are pedestrians, the most vulnerable pedestrians are children, and the most vulnerable children are the young children of the poor.

## Why reflective gear for Children?

Schoolchildren often have to wear very dark uniforms as they make their way to and from school every day. Whether they are walking, cycling or just crossing the road after being dropped off in a vehicle, it can be hard to see our darkly clad children especially on dark winter mornings and again when daylight is fading.

Many adults are keeping themselves bright - but what about our children? It's only fair to offer our children the same safety measures many of us take as adults - by helping them to be brighter.

Children are at risk for road traffic injuries for a number of reasons. Younger children are limited by their physical, cognitive and social development, making them more vulnerable in road traffic than adults. Because of their small stature, it can be difficult for children to see surrounding traffic and for drivers and others to see them. In addition if they are involved in a road traffic crash, their softer heads make them more susceptible to serious head injury than adults.

Younger children may have difficulties interpreting various sights and sounds, which may impact on their judgement regarding the proximity, speed and direction of moving vehicles. Younger children may also be impulsive, and their short attention spans mean that they struggle to cope with more than one challenge at a time. In general roads and suburbs are planned without sufficient consideration of the specific needs of children.

Globally, around 186 300 children under 18 years die from road traffic crashes annually. In addition, rates of road traffic death among children are 3 times higher in low- and middle-income countries than in high-income countries. (WHO May 2015)

## WHAT A DRIVER SEES



# Wheel Well

FOR CHILDREN IN ROAD SAFETY

Contact details:

Peggie - 072 385 7121

[peggie@wheelwell.co.za](mailto:peggie@wheelwell.co.za)

[www.wheelwell.co.za](http://www.wheelwell.co.za)

This project was  
funded by  
**Bakwena N1N4**

