



BE BRIGHT & BE SEEN
this winter

Travelling to school and
whenever you are out and about

Clocks change at the end of
October and there is less daylight
in the Winter months

Weather conditions affect driving conditions and it may take longer for cars to stop and harder for drivers to see pedestrians



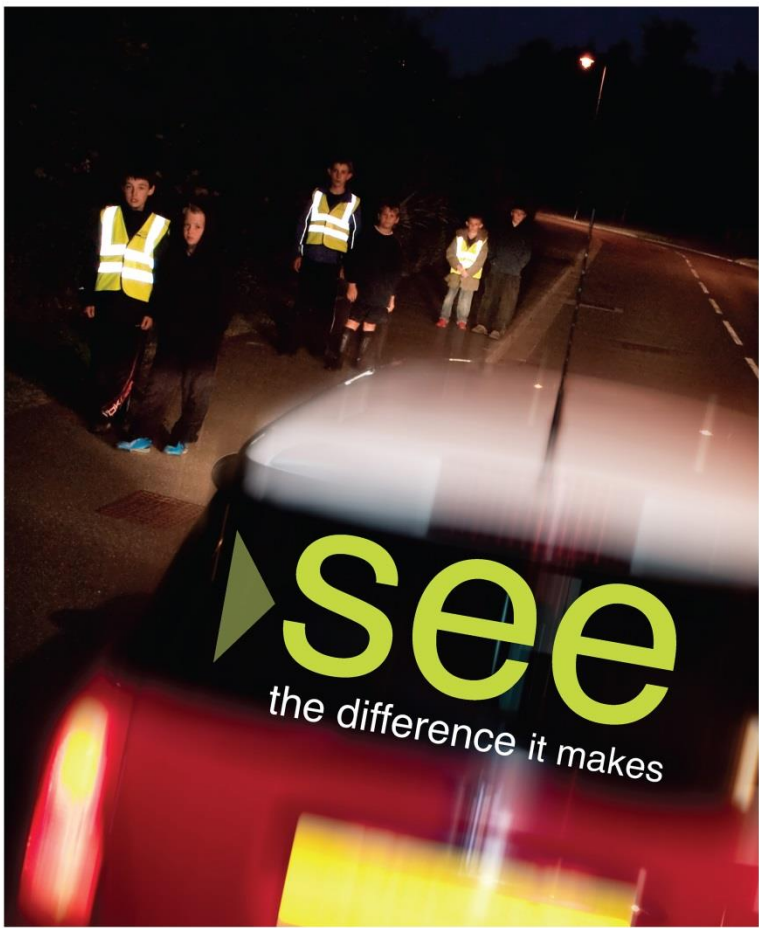
Fog and ice can also make it harder for drivers to see and stop for pedestrians



How many children
can you see clearly?

Three?

There are six
children in the photo



Be bright, be seen as the nights draw in

Road Safety GB
The voice of road safety



Who needs to be seen ?

- Police Officers
- Fire Fighters
- Ambulance Crews
- People who work on the road
- People on motorbikes
- Cyclists
- School Children

Everyone!



Why do you need to be seen?

For your own safety

To allow drivers and cyclists time to see you

Helps keeps you safe

How can you be bright and be seen?

Wear brightly coloured clothes that show up well in daylight and at dusk/night



Fluorescent and Reflective

Fluorescent materials show up during the day and at dusk.

Reflective materials show up at night.



The Science



Fluorescent materials are effective outside during daytime because they react to the ultra-violet rays in sunlight. It could be a stripe on your jacket, patches on your bag or an armband.



Reflective materials work in the dark because the special surface reflects light (street lights, car headlights etc.)



The School Journey

Why do you need to wear bright and reflective clothing on your school journey?

Drivers and cyclist need to see you



Now you see me



Now you don't

Be seen when you ride a bike?



If you ride a bike you need to have clean working lights for both the front and the back of the bike.



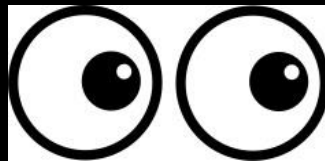
You can add reflective accessories to yourself and your bike.

Remember

Fluorescent colours are the brightest you can see, often **yellow**, **orange** and **pink**.

Reflective material shows up in the dark when car headlights and street lamps shine on them.
Your bags and accessories should also be seen

Be Bright, **Be Seen** – **Be Safe**



Thank you

Be Bright Be Seen