Dear Sir/Madam

Whether they’re holding mum’s hand, scooting on ahead or cycling on their own, it’s vitally important that children are safe while they travel to and from school. The Child Brain Injury Trust is a charity that supports children with acquired brain injuries. These can be caused by a number of things, including road traffic collisions, bike and scooter accidents.

Whilst it is an amazingly powerful organ, the brain is also very vulnerable. Though bones may heal and scars may fade, a brain injury is with you for life, affecting everything you think, feel and do. That’s why it’s important that we all take extra steps to protect our brains and teach children the skills required to do so.

This October, you can use our Be Seen, Not Hurt campaign as a way of bringing these messages into the classroom. There are some materials in this pack to help you. We’ve chosen this month for our campaign as the clocks in the UK go back by one hour on Sunday 30th October.

As you’ll know, children are routinely taught many important rules of the road, such as to choose a safe space to cross and to always look both ways. As the days and nights grow darker in the autumn and winter, children also need to be taught how important it is for them to be visible to other road users. We are using Glow Day on Friday 14th October to help make this message fun. By getting involved in fundraising on Glow Day, you can also help make sure we are able to continue providing vital support for families coping with life after their child’s brain is injured.

I hope you have fun exploring these important issues with the children in your school. If you’d like more information on the work of our charity, you can visit www.childbraininjurytrust.org.uk or contact me via the details below.

Thanks for your support.

Rachel Parsons
Head of Fundraising
Tel: 01869 341075
Email: rachelparsons@cbituk.org
Glow Day

Friday 14th October

Join us on Friday 14th October for our second nationwide Glow Day to raise awareness of road safety. All you need to do to take part is dig out your brightest clothes and make a donation. You could increase the fundraising potential by organizing a bake sale or sponsored laps around the playground on bikes, scooters, rollerblades and skateboards, putting all the safety tips to use as you go.

Here’s a few pictures of Glow Day activities from previous years to give you some inspiration:

At the back of this pack you will find a sponsorship sheet and a Glow Day poster to help you promote the day. To request more copies of the poster, please contact clairemurray@cbituk.org.

Make sure you send us your Glow Day pictures! Use #GlowDay and tag @cbituk on twitter and Instagram to show us your best and brightest pictures. You can also share them to our Facebook page www.facebook.com/childbraininjurytrust or email clairemurray@cbituk.org and attach your photos.

How to donate

Once you’ve gathered any sponsor money in, you can send the donation to us either as a cheque, postal order or CAF cheque. Cheques can be made payable to Child Brain Injury Trust and sent to: Child Brain Injury Trust, Unit 1, The Great Barn, Baynards Green Farm, Nr Bicester, Oxfordshire, OX27 7SG. Please DO NOT send cash. Alternatively, you can make a secure online payment via Just Giving on our website: www.childbraininjurytrust.org.uk/donate.
Where Does Your Money Go?

The money raised by schools, just like yours, across the UK goes to help children, young people and families whose lives have been affected by brain injury.

£5 will provide four hours of helpline support in a year.

£2 helps pay for a family to receive a vital information pack.

£15 will fund five hospital drop in sessions.

£20 pays for a support worker to visit children while in hospital.

£50 enables a support worker to visit families in their home.

£100 pays for one of our Give a Child a Chance Grants.

On behalf of the children and families we work with, thank you for your support.

Child Brain Injury Trust CEO
Dear [NAME]

This year we are getting involved with the Child Brain Injury Trust’s Be Seen Not Hurt campaign. Kicking off on 10th—16th October, this is a week of events and activities across the UK that spreads the important message of road safety.

The week takes place just before half term and before the clocks change on October 30th. At this time of year many children are making their way to and from school in the dark and we want to help them be safe.

We will have lots of activities in the classroom about how we can Be Seen Not Hurt and the week ends with a national Glow Day on Friday 14th October. We will be asking pupils to wear something bright into school and to bring a £1 for donation to the Child Brain Injury Trust.

To do our bit and raise money we will be:

[TELL PARENTS WHAT ACTIVITIES YOUR SCHOOL/NURSERY IS PLANNING],

on [DATE] at [TIME]

[WHERE]

[GIVE CLEAR INSTRUCTIONS ABOUT THINGS THAT YOU WOULD LIKE PARENTS/GUARDIANS TO DO].

The best bit is, the money that our school raises will be spent on helping families across the UK whose lives have been affected by childhood brain injury. The Child Brain Injury Trust provides emotional support and practical solutions to families once brain injury has struck, helping them to move forward in a positive direction. To learn more about the Child Brain Injury Trust please visit their website: www.childbraininjurytrust.org.uk.

We really appreciate your support and hope that you’ll have fun helping our school raise lots of money for the Child Brain Injury Trust.

Yours sincerely

[NAME]
In this pack you will find a range of classroom activities to use during our road safety week. To get the whole school involved why not run some special assemblies focusing on different topics related to road safety? The activities in this pack offer the chance to talk about road safety and learn about the brain at the same time. Learning about what our brains do and how we might look after them so they can look after us helps reinforce the importance of road safety. Here are a few ideas to get you started:

**Learning Objectives:**
- Students should understand the importance of being seen so they are not hurt on the road
- Students should understand that it is important for them to protect their brains and some of the ways that they can do so

**Egg Helmet Demonstration**

This activity reinforces the importance of wearing your helmet for cycling, skateboarding or scooting and how effective they can be at reducing injury. You could ask pupils to design a helmet for an egg (check YouTube for demonstrations!) or you can buy them by contacting sales@cyclesmartfoundation.org.

**Steps to the demonstration are:**
- First, put the egg into a clear plastic bag in case of accidents!
- Put the egg into the Styrofoam helmet so it’s nice and snug
- Tighten the ‘chin strap’ underneath the egg with the toggle
- Ask a volunteer to drop the egg on the floor from a standing height and inspect the damage (there shouldn’t be any, if there is it demonstrates that helmets can only really help to reduce the impact of a fall).
- Ask another volunteer to drop the egg with their hand right up above their head.
- Ask a teacher to drop the egg – they could even stand on a chair.
- The egg should still be completely intact.
- Remove the egg from the helmet but keep it in the bag.
- Drop the egg from standing height; it will completely smash.
- The helmet absorbed some of the impact, helping the egg survive many falls relatively unscathed.

**Identify the Hazards**

Being aware of your surroundings is the best way to stay safe. Use a picture (or the slide in our PowerPoint presentation) of a typical travelling to school scene. Ask children to spot the various hazards.

**Talk About Visibility**

You could bring in something reflective, switch out the lights and use a torch to show children what visibility strips on clothing do. Compare this to a darker piece of fabric and talk about the differences. Older children could design a reflective item for school kids to wear, like bag clips, arm bands, keyrings etc.

October 2016 is also the International Walk to School Month, with over 40 countries taking part. You could introduce a walking bus; just make sure to have some high vis vests!
Jelly Brain Demonstration

See the next page for the recipe to create this always engaging demonstration. In an assembly, one or two volunteers could touch it and describe how it feels. In smaller groups, everyone can have a go. Although this brain is bigger than a human brain (depending on the mould you use!), our special recipe of jelly and condensed milk means that it is a similar consistency - that really is how soft and vulnerable the brain is.

You can use our quiz to teach some more facts about the brain:

True or false:

1. A human brain is smaller than an elephant’s brain – TRUE (trick question!)
2. Your brain is mostly made of water – TRUE (over 70%)
3. The brain stops growing at around the age of 12 – FALSE (the human brain doesn’t fully mature until you reach your early 20s; it’s extra important to look after it until then)
4. Your brain is the heaviest organ in your body - FALSE (it’s your skin)
5. Your skull is as thick as:
   A) Three £5 notes
   B) Three 1p pieces - correct; it’s thin but incredibly strong
   C) Three £1 coins
6. What is the best way to protect your brain when cycling?
   Wear a well-fitting helmet
6. What is the best way to protect your brain when travelling by car or coach?
   Wearing your seatbelt and using a booster seat, if needed.

Additionally, you can discuss what your brain does and how an accident can affect these functions. Our free Factsheet will help you learn about the symptoms of acquired brain injury:
http://childbraininjurytrust.org.uk/how-we-help/parent-and-professionals/factsheets/

The basic points to cover include that your brain is responsible for:

- **Core functions:** your brain automatically makes sure all your organs do their jobs; that you can eat and get energy from food; that you grow and heal.
- **Senses:** sight, sound, taste, touch and smell. Your brain automatically makes sense of the messages it receives from your body. These help you to stay safe!
- **Feelings:** your brain controls your emotions and personality. If you hurt your brain, your personality can change and you might become angry or upset more easily.
- **Thinking:** your brain stores all the information you learn and helps you understand it and work out problems.
- **Remembering:** your brain stores your memories – everything from what you did on your holidays to how to tie your shoelaces or ride your bike.

All of these things might become harder if you hurt your brain. You might also be more tired and find it difficult to do things you could do before, which can be very upsetting.

Brain injury can be caused by different things but a fall off your bike, scooter or skateboard or being hit by a vehicle can lead to a very severe injury so it’s important to always be as safe as possible.
Jelly Brain Instructions

Make a Jelly Brain!

Used by our team as part of their ‘peer awareness sessions’ for classmates of a child with a brain injury, the jelly brain is a fun prop with an important message: take care of your brain! Thanks to the special jelly recipe, the texture and consistency of this tactile prop is very close to that of a human brain (which is over 70% water). It really gets children thinking about how delicate their brains are. Combined with learning about all the things the brain is responsible for – movement, memory, senses, personality – this is a great way to begin talks about how important it is to always wear a helmet for scooting and cycling.

Jelly Brain Recipe

You will need:
- 3 packs of jelly (strawberry, raspberry or blackcurrant will give a good colour!)
- Cold water
- 1 tin of condensed milk
- Vegetable oil for greasing the mould
- Microwaveable jug or mixing bowl
- Jelly mould or:
- Large plastic bowl with aluminium foil and
- ½ pack of part-cooked spaghetti

Step 1: Make the Mould

We would recommend purchasing a brain-shaped jelly mould. These can be found online but, if this is not possible, this is the next best method.

- Shape the tinfoil into an oval ‘brain’ shape and put it into your mixing bowl, resting on the sides (the liquid jelly will be quite heavy)
- Arrange the part-cooked spaghetti in the base and sides of the mould. This will give the jelly a wrinkly look, like the cerebral cortex, the outer part of the brain.
- Grease the mould with the vegetable oil.

Step 2: Make the Jelly

- Break all the jelly into cubes and place in your jug/bowl.
- Add 300ml cold water and heat on full power for 3 minutes, stirring every minute
- Leave for about ten minutes to cool then add a further 700ml of cold water
- Once cool, add the tin of condensed milk and whisk together with a fork
- Add the jelly to the mould (adding more water if necessary), leave in fridge overnight to set
- Once set, gently ease a knife around the edge of the mould to loosen the jelly – take your time! Depending on the mould used, it can be tricky to remove intact.
- If you’ve used them, carefully remove and discard the spaghetti strands
- Present it to the class and invite them to feel it – have some wet wipes on hand as it may be sticky!
Child Brain Injury Trust's Road Safety Interactive Quiz

We have created a fun quiz, run on Microsoft PowerPoint, which can be found on our website at: www.childbraininjurytrust.org.uk/support-us/campaigns/beseennothurt. The questions can be adapted in conjunction with ECC. As designed, they start relatively easy and get progressively more difficult. In an assembly, you could ask for a show of hands for each of the multiple choice answers. Or children can work through it at their own pace in the classroom.

Ways to Stay Safe

Ask children to list different ways to stay safe, depending on the method of travel. For example, when you’re travelling to school in a car:

- Always wear your seatbelt and use your booster seat
- Stay nice and quiet and don’t distract the driver
- Don’t move around inside the car when it’s moving

When travelling on your scooter, bike or skateboard:

- Always wear a helmet that fits
- Wear bright clothes so you’re easily seen
- Wear something that reflects car headlights
- Consider putting a light or reflective strips on the scooter itself
- Always stop before crossing roads, cross at a safe space and walk your scooter across the road
- Do a proficiency course at school

You can also include travelling by bus, train or subway, walking or park and stride. You could also ask them to name the different hazards present with each method first, and then ways to stay safe.

Further Resources

- There are some excellent resources for school assemblies including stories and songs available from RoSPA at www.rospa.com/road-safety/resources/free/teachers/school-assembly-plans/
- Brake also features a good range of ideas for teachers that can be found at www.brake.org.uk/educators
- For further information on acquired brain injury, issues children and families may experience and strategies to help please visit our website at www.childbraininjurytrust.org.uk/how-we-help/parent-and-professionals/
Design Your Own Helmet

It is important to wear a helmet not only for cycling but for skateboarding and riding a scooter as well. Using the templates included in this pack, ask the class to design their own cycle or skating/scooting helmet. We’d love to see the results! Tweet your designs to us using #BeSeenNotHurt @cbituk. Or you can post them to us at Child Brain Injury Trust, Unit 1, The Great Barn, Baynards Green Farm, Nr Bicester, Oxfordshire, OX27 7SG.

Safety Tips Quiz

Q. What is the difference between ‘luminous’ and ‘illuminous’?

A. Luminous objects produce light on their own; the sun, for example, or the lights on a car or bike. Illuminous objects reflect light from elsewhere: the moon, or a cat’s eyes caught in headlights; the reflective strips on your winter jacket.

It is important to use both luminous and illuminous safety equipment in winter when there may be very little light, even during the day. Can your class think of other examples?

Q. To offer maximum protection, your helmet should fit you correctly. Which of these pictures shows the right way to wear your helmet?

A. The answer is C: a snug fit, squarely on the head with straight, secured straps that allow only one or 2 fingers between them and the chin.

You’ll find many more safety tips on our website:

www.childbraininjurytrust.org.uk/support-us/campaigns/beseennothurt/safety-tips/

Discussing the Brain

The Child Brain Injury Trust has a series of Factsheets on childhood acquired brain injury, which can be downloaded for free from our website here:


This includes our most recent factsheet on Concussion, which describes best practice after a child sustains a concussion, particularly in relation to sport and physical activity. We also have a series of Webinars on ‘Understanding and Managing’ the effects of brain injury. These can be found here: http://childbraininjurytrust.org.uk/how-we-help/learning-events/.

This information may be of help while you plan any lessons around how the function of the brain can be affected by an injury.

Crossword Answers (on page 10)


Ideas for the Classroom!
Across
3. A safe place to cross the road, the name of an animal. A _____ crossing.
6. You wear one of these in the car to keep safe
8. When you cross the road you should stop, look and...
9. To warn someone you are there when you are cycling you can ring your...
13. When the man flashes this colour you can cross the road
16. Objects that produce their own light

Down
1. You wear this on your head when riding a bike
2. When there are lots of cars on the road it is known as a traffic...
4. The clocks go back in the tenth month of the year
5. A crossing with lights, the name of a bird
7. The colour of cycle paths
10. When it is dark you attach these to your bike
11. Objects that reflect light from elsewhere
12. You cycle on this side of the road
14. You never run across the road, you always...
15. This man or woman can help you cross the road, also the name of a sweet treat
Road Safety Word Search 1

AMBER
BIKE
CAR
CROSSING
CYCLE
DARK
GLOW
GREEN
HELMET
LUMINOUS
NIGHT
OCTOBER
PAVEMENT
PEDESTRIAN
RED
REFLECTIVE
ROAD
SCOOPER
SKATE
TORCH
ZEBRA
Road Safety Word Search 2

CAR  CYCLE  GLOW  GREEN  HELMET

OCTOBER  SKATE  ZEBRA  PAVEMENT
Design Your Own Helmet for Riding a Bike!

Picture c/o www.braveartgraphics.com
Design Your Own Helmet for Skating or Riding a Scooter!

Picture c/o www.braveartgraphics.com
Colour Me In - what’s in your brain?
Pencil Flags

Draw your own road safety design!

Fold flap around pen or pencil and glue

Instructions:

1. Print out the flags on to card or paper.

2. Cut-out the flags, put glue on the back of the flap, fold the flap over the pen or pencil and glue on.

3. You can also use these flags as a template, trace the flag onto plain or coloured paper and draw your own road safety design!
Make Your Own Bunting!

Photocopy, print and cut out as many bunting sheets as you need. Choose some ribbon or string, place under the folding tab then stick or staple down the folding tab to attach.
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**Save The date!**

You’re invited to my Get Together for the Child Brain Injury Trust.

**Dear………………………..**

When………………………..

Where…………………………..

From…………………………….
# Sponsorship Form

**PLEASE COMPLETE FORM IN BLOCK CAPITALS**

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## Gift Aid

If I have ticked the box headed ‘Gift Aid? √’, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**Remember: Full name + Home address + Postcode + √ = Gift Aid**

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**Total Amount (£)**

Child Brain Injury Trust, Unit 1, The Great Barn, Baynards Green Farm, Nr Beecester, Oxfordshire, OX27 7SG.

Telephone: 01869 341075  www.childbraininjurytrust.org.uk

Registered Charity Number 1113326/ A Charity Registered in Scotland SC 039703

Registered Company Number 5738517 VAT Registration 125 7951 96
Thank you for your support. We hope you enjoyed fundraising for the Child Brain Injury Trust. You can support the Child Brain Injury Trust throughout the year. If you are thinking about taking on a fundraising challenge (of any shape or size) then check out our Fundraising Challenges webpage for some inspiration: [http://childbraininjurytrust.org.uk/support-us/fundraising-challenges/](http://childbraininjurytrust.org.uk/support-us/fundraising-challenges/)

**Our Next Campaign**

Action for Brain Injury Week will take place next May. This year we focused on the challenges of socialising with a brain injury. We look forward to deciding our worthwhile topic for 2017.

So watch this space!

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**Connect with us**

[www.childbraininjurytrust.org.uk](http://www.childbraininjurytrust.org.uk)

Helpline: 0303 303 2248

Open: Monday—Friday with answerphone out of hours or email helpline@cbituk.org

Follow us on twitter @cbituk and Instagram: cbituk

Visit our Facebook page: [www.facebook.com/childbraininjurytrust](http://www.facebook.com/childbraininjurytrust)