

## Dear Teachers and Adults,

Thank you for downloading the resources for GloWeek 2025! Running from **20th – 26th October**, this campaign is all about keeping children safe during the darker winter months by raising awareness of visibility and road safety, especially when the clocks go back.

### Our Simple Pledge:

We're asking you to **Have a Conversation**. Just talk to a child or young person about road safety and the importance of wearing bright, reflective clothing when walking or cycling in low light. These simple conversations spread our key message: **Be Seen, Not Hurt**.

### The Importance of GloWeek

Did you know that **every year in the UK, an estimated 40,000 children suffer a childhood acquired brain injury (ABI)**? Road traffic accidents, including those involving pedestrians and cyclists, are a significant cause.

- **Over 5,000 children are injured on the roads each year**, many of these accidents happening when walking or cycling to and from school.
- The **majority of accidents involving child pedestrians occur between 3 pm and 6 pm**, as daylight fades and visibility decreases.
- Research shows that children **wearing bright or reflective clothing are much less likely to be involved in accidents** than those in darker clothing.

### Get Involved with a Glow Day!

Host a Glow Day at your school by encouraging children to wear their brightest clothes and make a £1 donation. It's a fun way to promote visibility while raising funds to support the Child Brain Injury Trust (CBIT).

How You Can Help:

1. Make the pledge: Talk to students about road safety.
2. Host a Glow Day: Dress bright and raise funds.
3. Share: Post your Glow Day photos using #GloWeek2025.

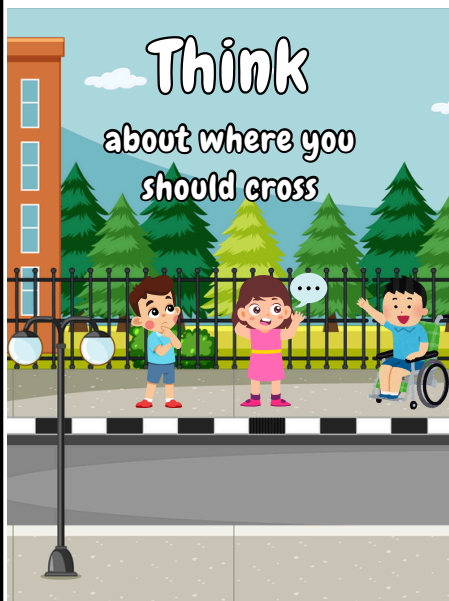
By getting involved, you help protect children and support CBIT's vital work. **Let's make this GloWeek the brightest ever!**

Best wishes,

**Child Brain Injury Trust (CBIT)**



# Put the below pictures into the right order for safely crossing the road



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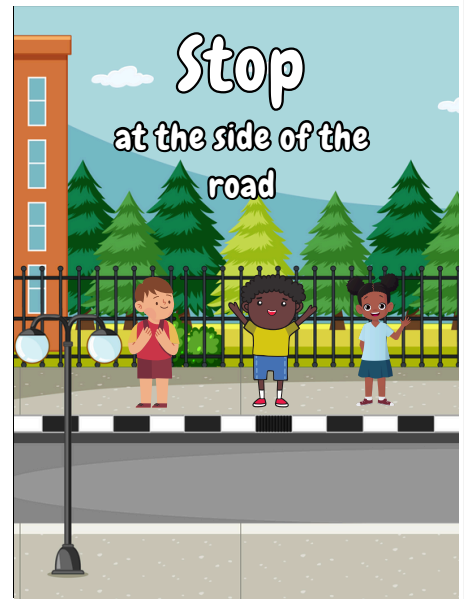
4



1



2



5



3



6



Name: \_\_\_\_\_

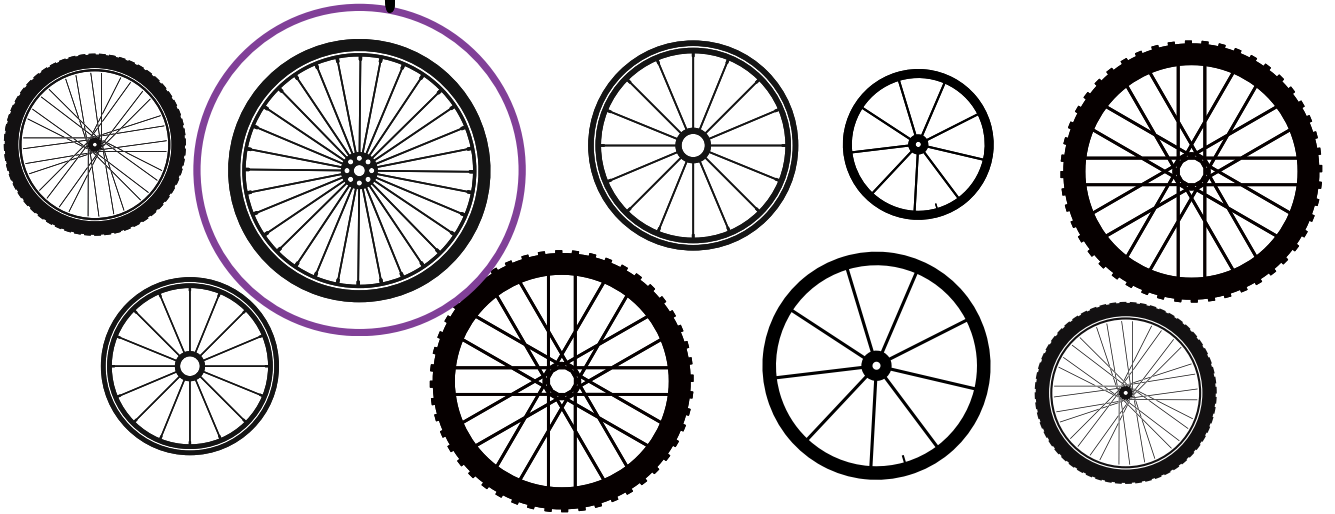


### CAN YOU FIND ALL 8 WORDS?

S	A	B	M	E	R	T	I	L	O	O	K
H	I	R	P	N	E	B	R	I	G	H	T
S	E	I	F	E	F	I	G	B	O	L	T
H	A	L	N	T	L	D	O	R	F	I	L
Y	M	L	M	G	E	C	F	A	R	S	U
D	S	I	U	E	C	U	S	I	P	T	I
R	T	A	G	U	T	W	I	N	F	E	N
A	R	N	S	S	I	N	G	K	F	N	U
T	R	T	R	E	V	T	N	A	A	E	R
E	A	R	M	L	E	C	S	T	N	I	Y
D	G	R	E	E	N	M	A	N	E	S	N
S	E	N	S	I	B	L	E	O	Y	E	T

- |        |            |           |           |
|--------|------------|-----------|-----------|
| BRAIN  | BRIGHT     | BRILLIANT | GREEN MAN |
| HELMET | HYDRATE    | INJURY    | LISTEN    |
| LOOK   | REFLECTIVE | SAFE      | SENSIBLE  |

Match the pairs to find the odd one out.

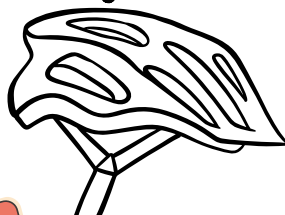
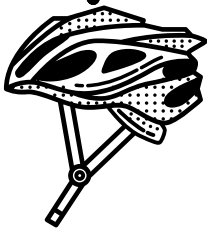
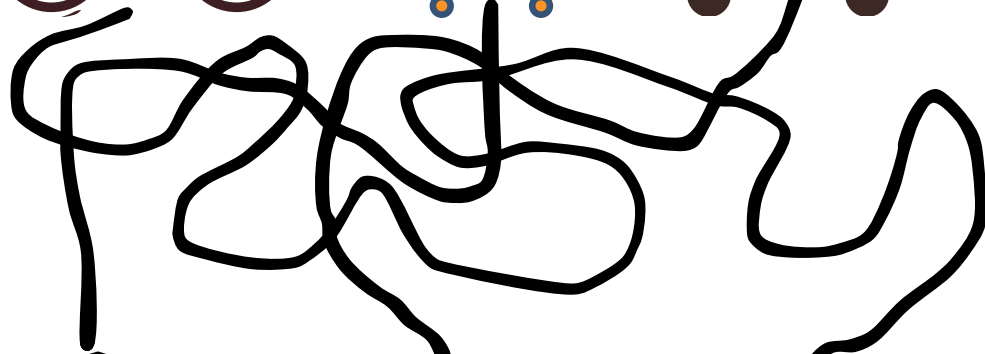


Oh no! They've lost their helmets. Label the right helmet to help:

Alfie

Sid

Zahra



Sid



Zahra



Alfie

# Counting Cars

Count the similar cars and write the number in the circle.

