

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

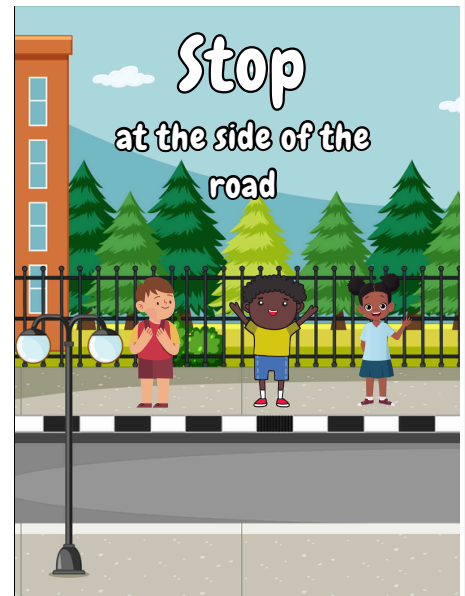
4



1



2



5



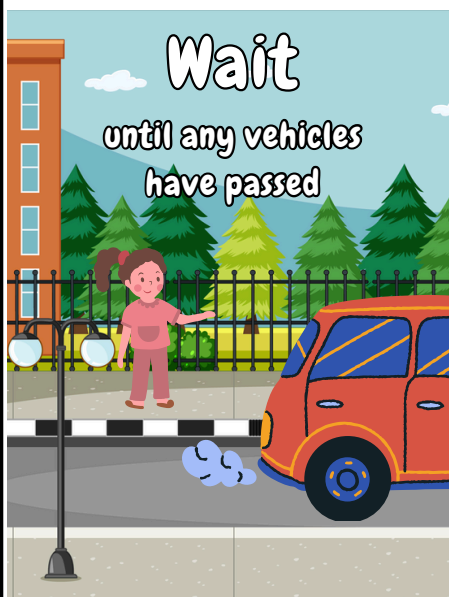
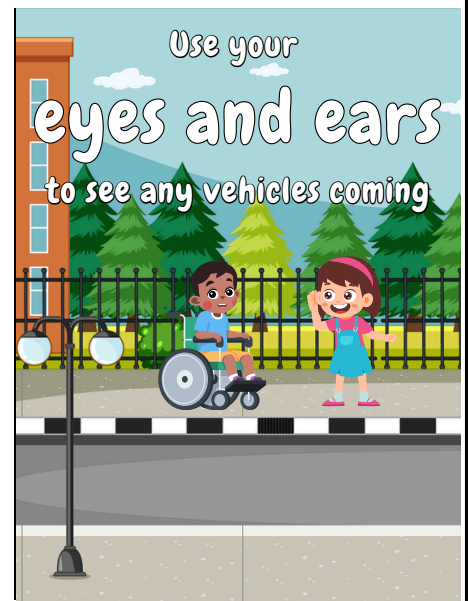
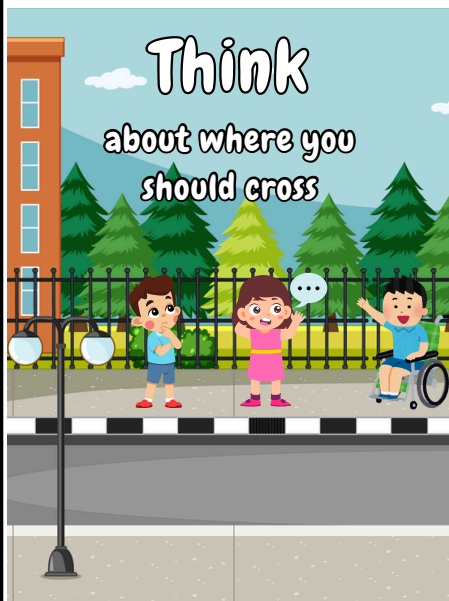
3



6



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



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

Can you fill in the sentences below from the words below?

1. It is important to always wear a seatbelt when **travelling**..... in a car.
2. The driver needs to**concentrate**..... on the road. Stay**quiet**..... in the car and do not distract the driver.
3. Always wear a**helmet**..... when riding a bike or scooter.
4. Be careful walking**behind**..... cars in a car park. They may be reversing and not see you.
5. Always**cross**..... the road at a pedestrian crossing.
6. Use**stop, look, listen, think**..... when crossing the road.
7. Always**exit**..... the car on the pathway side
8. Never walk or play on train**tracks**.....
9. Always make sure you are wearing clothes to be**bright**..... and**seen**.....

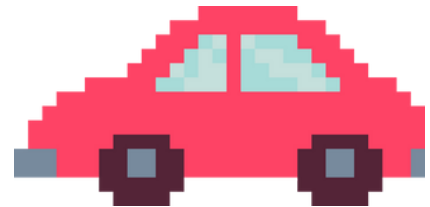
Multiplication Mosaic

Solve the maths problems to reveal a hidden picture. Each answer has a special colour.

Blue: 12, 20, 30, 14, 4, 10

Yellow: 8, 50, 22, 24, 40, 55

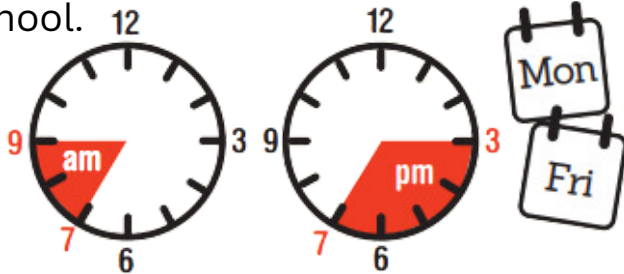
Grey: 15, 25, 100



12	20	30	14	20	30	12	4	10	10	30
30	4	10	10	4	14	10	10	20	14	12
20	12	20	8	24	10	50	22	20	4	30
4	10	10	22	40	50	40	55	14	20	20
14	4	30	50	24	50	24	50	20	14	4
10	20	24	22	8	40	55	40	8	30	10
20	10	25	15	25	100	25	100	25	4	12
30	14	40	24	40	50	24	8	40	12	20
10	4	100	15	25	15	100	25	15	10	14
14	10	8	40	22	20	40	50	8	14	4
20	10	30	12	10	4	30	14	10	12	14

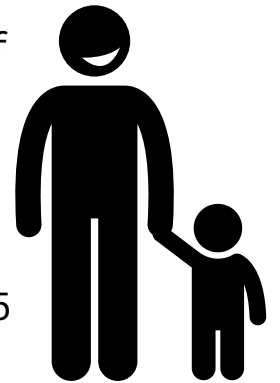
True or false?

44% of cycling casualties occur at times when children are travelling to and from school.



True False

In 2022, 33% of trips to and from school were made by walking, by children aged 5 to 10.



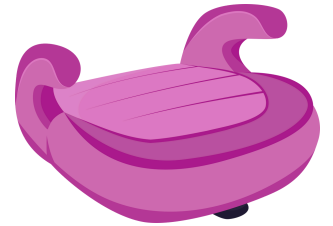
True False

Wearing a helmet can reduce the risk of serious head or brain injury by 69%.



True False

You can stop using a booster seat when you think you are tall enough.



True False



It is better to run across the road, so you cross faster.

True False



Black and blue are the easiest colours to see in the dark.

True False



You only need to wear a helmet when you're riding a bike not a scooter.

True False

Help Ivy cycle home, by finding the route with the correct answers.

