Be Bright, Be Seen!
Parent Information Guide
Keep this handy to help your child stay safe on the roads this winter.

The Core Rule: Day vs. Night Visibility
Many winter jackets are dark and make children invisible to oncoming drivers. Ensure your child wears something bright and/or reflective depending on the time of day:

- **Daytime & Dusk:** Wear **Fluorescent** colours (e.g., bright yellow, pink, or green).
- **Nighttime & Darkness:** Wear **Reflective** materials (e.g., silver strips, reflective tape, or badges).

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3 Simple Ways to Upgrade Your Child's Gear
You do not need to buy a completely new winter coat to keep your child safe. Use these quick fixes:

- **High-Vis Bag Tags:** Clip fluorescent tags or reflective smiley face stickers onto school rucksacks.
- **Bright Footwear:** Choose shoes with reflective strips or add neon laces to sports kit bags.

If Your Child Bikes or Scooters

- **Check the Law:** By law, bikes must have working white front lights and red rear lights after dark.
- **Keep it Clean:** Regularly wipe road grit and mud off your child's bicycle reflectors.
- **Helmet Upgrades:** Add strips of weather-resistant reflective tape to scooter frames and helmets.

The 2 Biggest Winter Walking Hazards

1. **The Distraction Trap:** Remind your child to put smartphones away and remove headphones before crossing any road. They need both their eyes and ears to judge traffic speed.
2. **Parked Cars:** Wet winter roads increase braking distances for cars. Teach your child never to step out from behind parked cars, vans, or buses where drivers cannot see them.
