

Stop and Stay

Cross the road the safe way





We get it...

You've had a hard day at school and you're desperate to rush home so you can kick back. Or: the minute you get off the bus, you see your mates and run into the road.

No matter how desperate you are to get home or how excited you are to see your mates, you must STOP and STAY.

Wait for the bus to leave and then: look, listen and think before you cross the road in a safe way.

Stats don't lie

A quarter of deaths on the road in the UK are people like you – pedestrians, crossing roads as they walk to school, college or work.

Almost a quarter of pedestrians who die or are seriously injured on our roads are children aged 16 or under.

Many collisions are avoidable. Don't be a statistic.



Let's make it stop!

Your next move after getting off the bus can be your most dangerous, particularly when crossing the road.

Without STOPPING and STAYING, you put yourself and others at serious risk.

Everyone suffers in a collision, whether physically or mentally – and deaths have a devastating impact on families, friends and communities.

No matter how much of a hurry you're in, losing your life or being seriously injured isn't worth it.



Never walk out from behind or in front of a bus into traffic.

STOP and STAY and cross the road in a SAFE way.



For real...stats don't lie

In the UK between 2004 and 2021, the most common reasons for deadly or serious pedestrian collisions with another vehicle was 'pedestrian failed to look properly' followed by 'pedestrian careless, reckless or in a hurry'.

The Highway Code shows us exactly who's at the top of the list of most vulnerable road users and – spoiler alert – it's YOU.

But the good news is, YOU can play a part in protecting yourself by following basic road safety.

Stay tuned...



Pedestrians



Cyclists



Horse riders



Motorcyclists



Cars/taxis



Vans/minibuses



Large goods/passenger vehicles

Tips for staying safe around buses

By now, you'll know how extremely dangerous it is to get off your bus and then run out to cross the road without taking a moment to pause and think.

THINK. Can I see what's coming? Can they see me?



Never cross the road in front of, or behind, any vehicle with its engine running, especially a large vehicle such as a bus or lorry, as the driver may not be able to see you.

Large vehicles have blind spots, sometimes up to 3 metres. It's important to give the driver the best chance of seeing you. If you can't see them, they can't see you, so move to a safer spot before crossing.

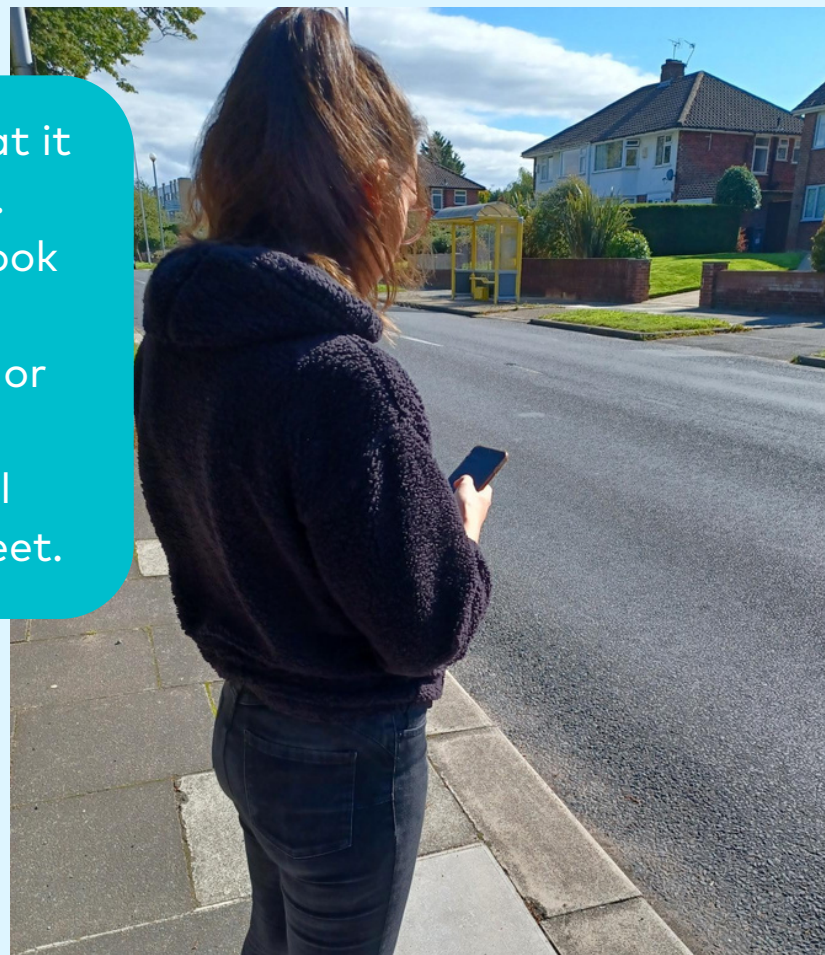


If you're waiting to cross behind a bus or a lorry, then traffic coming towards you can't see you either. Stay on the pavement, allow the bus to move away, or find a crossing to safely cross the road.

If it's dark, wear something reflective to make it easier for others to see you. If there is no pedestrian crossing nearby, cross the road near a street light so you've got more chance of being seen.

Your phone's buzzing? Don't look at it while you're trying to cross a road. You need your wits about you to look and listen for traffic. That means headphones and ear pods off, out or switched off. Eyes up not down. Pause chatting to your mates until you're on the other side of the street.

If in doubt: STOP.
Vehicles travel faster than you think and don't assume a driver has seen you.



Back to basics: follow The Green Cross Code

You're never too old to be reminded of how to cross the road safely.

Let's refresh our skills.

1

First find a safe place to cross and where there is space to reach the pavement on the other side. Use a crossing if one is nearby. Always choose a place where you can see clearly in all directions.

2

Stop just before you get to the kerb, where you can see if anything is coming. Don't get too close to the traffic – you could lose your balance and fall in the road.

3

Look all around for traffic and listen. Traffic could come from any direction and you can sometimes hear traffic before you see it.

4

If traffic is coming, let it pass. Don't cross until there is a safe gap in the traffic. Remember, even if traffic seems a long way off, it may be approaching very quickly.

5

When it's safe, go straight across the road – don't run or cross diagonally. Keep looking and listening for traffic while you cross.

Tips for parents

Like we said: you're never too old to be reminded of how to cross the road safely. Let's refresh your parents/carers' memories.

1. Wait on the side where your child will be dropped off, not across the street.
2. Children can be so excited to see you (or just relieved school's over) that they dash across the street and forget the safety rules.

Teach your kids to STOP, LOOK and LISTEN.

And when they're taking the bus: STOP and STAY and cross the road in a SAFE way.



Further reading

Read more about Stop and Stay at

<https://www.arrivabus.co.uk/stopandstay>

You can find more information about road safety at:

<https://www.gov.uk/guidance/the-highway-code/rules-for-pedestrians-1-to-35>

<https://www.roadwise.co.uk/schools/using-the-road/green-cross-code/%20>

<https://www.think.gov.uk/>



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