



Road safety campaign planning sheet

Circle the age group
you are going to target

4-7 7-11

Which road safety
messages are you
going to focus on for
this age group?
Choose one.

- ☐ Green Cross Code
- ☐ Bike and scooter safety
- ☐ Considerate parking
- ☐ How to be a great passenger
- ☐ Getting distracted – friends, mobile phones
- ☐ Being seen

Think about your target audience in more detail

What would make
your target audience
want to **take notice**
of your idea?

i.e. bright colours/
video/simple
sentences

What does your target
audience **know about**
road safety already?



When would be a **good time**
to get your target audience to
think about road safety?

What do you want your **target**
audience to do after they
have used your resource?

Where do you need to put
your campaign so that your
audience will **see it?**

Which type of method
will work best for your
target audience?

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Leaflet | <input type="checkbox"/> Video |
| <input type="checkbox"/> Poster | <input type="checkbox"/> Assembly |
| <input type="checkbox"/> Radio Show | <input type="checkbox"/> Competition |

What else might you need to think
about for your audience?