

Pupils are urged to 'be bright and be seen' this winter

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Thousands of pupils across Staffordshire will be standing out from the crowd this winter thanks to an illuminating road safety campaign.

The Staffordshire Safer Roads Partnership has funded 10,000 reflective dangle discs and wristbands which are being handed out to primary school aged children.

The aim of the potentially life saving initiative is to ensure that pupils can be clearly seen by motorists when the clocks go back this Sunday.

County councillor Mike Maryon, Cabinet member for Road Safety, said: "The Be Bright, Be Seen campaign is a potentially lifesaving initiative. By making sure that motorists can see children when they are out and about, we can make a big difference to road safety.

"The luminous dangle discs and wristbands will be worn by 10,000 children across Staffordshire and are one of many initiatives that we are hosting to keep our children safe this winter."

Staffordshire Library Service is showing its support to the project by handing out dangle discs at each of its 43 libraries and from eight mobile libraries.

Posters promoting the campaign have also been hung in libraries and head teachers are publicising the dangle discs on their websites and in their newsletters.

Letters explaining the dangers that youngsters could face if they are not seen in the dark have been sent to parents.

They can fill in a slip at the bottom of the letter and exchange it in at their local library for a dangle disc and wristband.

The road safety accessories will be available until November 5.

Many schools across the county have also ordered a free education pack to highlight the importance of road safety as the darker nights draw in.