

Road safety for children starts at home

The IAM Trust welcomes the continued reduction in overall road deaths particularly against the background of ever increasing traffic levels on our roads. The rise in child deaths however, underlines the need for parents to set a good example to their children.

Children become road accident casualties in different ways at different ages, says Neil Greig IAM Trust Assistant Director. From early help crossing the road, to ensuring the right child seat is used or even not drinking and driving in front of their children parents have a key role to play in shaping their youngsters future attitude to road safety.

The IAM Motoring Trust has produced [Children and road safety: a guide for parents](#) It identifies where and when children in five distinct age groups are at most risk on the road, and offers advice on what parents can do to minimise the risk.

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