

BRIGHTEN YOUR BAG

Better by...



Learning objectives

- What is visibility and why is it important for Road Safety?
- What is the difference between 'fluorescent' and 'reflective' material?
- Three things that can make you more visible as a pedestrian or cyclist.
 - Bright, fluorescent clothing and/or bag.
 - Reflective materials on clothing and/or bag.
 - Reflective accessories and lights.



Overview

Brighten Your Bag is a competition that asks school pupils to design a bright and reflective school bag. Pupils are encouraged to be as creative as possible when designing, thinking about the key road safety theme of visibility. Their bag should ensure they are seen as a pedestrian or cyclist on their journey to and from school.

The activity can be run for all school ages and can be run in different ways:

- The most popular approach is decorating a physical bag with craft materials. It can be any bag, from mum's old handbag to a drawstring one!
- Creating hand-drawn entries, annotating their concept design to indicate how their bag is bright and reflective, and what materials have been used.
- Using digital media to create concept designs with annotations. This may be more suitable to secondary schools, as part of graphic design or media studies lessons.

Resources needed

BAGS

Make sure parents/carers know about the activity so they can send their children to school with a bag they are happy for them to decorate.

MATERIALS

Use anything reflective and bright that will make the bags stand out. Hi Visibility and fluorescent materials work well.

FUN PRIZES

Having prizes acts as an incentive for pupils to want to take part and do well. If you cannot source prizes, speak to the road safety team about possible options.

Activity Steps (tick the boxes as you go)

1. Share your idea with your Senior Leadership Team and make sure they are on board. Agree a participating date/window and the approaches you wish to use (physical bags, drawn entries or digital designs and whether this be done within curriculum or extracurricular).

2. Send out an information letter with a permission slip for parents and carers, or announce the activity in your newsletter and make sure your pupils bring a bag they can be creative with.

3. Source your materials. Make sure your materials are brightly coloured and reflective. Remember; 'Be Safe, Be Seen, BE BRIGHT'.

4. Have fun with your pupils decorating their bags and testing them out. Don't forget to bring your own to decorate! Show off your pupils' creativity by taking some photos to share in your school's newsletter and on its website. Don't forget to choose and announce your school's winners!

5. Sign in to Modeshift STARS to add your story and include pupils' feedback. Explain the activity and add photos and any posters or promotional materials.

Aiming higher

ONE

Conduct a pre-activity survey using the template within the appendices. This gives us a set of baseline data showing us knowledge and attitudes.

TWO

Conduct a post-activity survey to help show whether pupil knowledge and attitudes improved after taking part in the activity.

THREE

Several months after the competition has passed, conduct an activity follow-up survey to see if knowledge was retained over a longer period of time. Compare all three sets of data to see if there was an overall improvement from baseline and upload this summary to Modeshift STARS under 'Audits and Research'.

What activities can be evidenced on Modeshift STARS as part of this?

If you are working towards Silver or Gold levels of Modeshift STARS accreditation, you can use our survey template to evaluate the competition and complete the 'Audits and Research' consultation activity. You should conduct a pre, post and follow-up survey using the same template.

- **Brighten Your Bag:** For the activity itself.
- **Communicating with Parents/Carers:** For any communication about the competition to parents and carers. Sharing winners through newsletters or social media is a great example.
- **School Travel Noticeboard/Webpage:** Using an internal noticeboard to promote and raise awareness for pupils and the

school website for parents and the wider community. If your school has Junior Travel Ambassadors, you likely already have a noticeboard you can attach pictures of entries to. If you evaluated the competition, you can also record 'Audits and Research'.

Brighten Your Bag Appendices

- Teacher Information and Survey Results Form
- Consent Form
- Survey Template
- Certificate Template

Road Safety Competition for Primary Schools

Teachers' Crib sheet

Ensure pupils know and understand:

- What is visibility why it's important
- What's the difference between 'fluorescent' and 'reflective' material'?
- Three things that can make you more visible:
 1. bright, fluorescent materials
 2. reflective material in darker environments
 3. lights (bags, keyrings, back clips, shoes etc.)





Survey answers

Q1 What does it mean to be 'visible'?

A To be visible means to be seen by others

Q2 What's the difference between 'fluorescent' and 'reflective' material'?

A Fluorescent material is bright coloured but not reflective

A Reflective materials reflect light

Q3 List three things you can do to make yourself more visible when travelling:

A Reflective

A Fluorescent

A Lights

Teachers' Survey Results

School name

Class name

Number of pupils in class

Number of pupils surveyed

How many answered correctly:

Q1

Q2

Q3

Q4 (no right or wrong answer - measure of values - total up how many responded for each point in the scale).

1

2

3

4

5



Consent Form

Road Safety competition for primary schools

Brighten your Bag is a competition designed to help schools promote Road Safety messages themed around good visibility to pupils, encouraging them to consider how they are seen whilst travelling and teaching them how to make themselves more visible to other people travelling.

Pupils are invited to get crafty and decorate their school bag with fluorescent and reflective materials to promote the importance of good visibility when travelling in the darker winter months to make sure they are bright, seen and safe.

To encourage as many people to get involved, any type of bag can be used whether it's a drawstring P.E. bag, book bag, or even a plastic carrier bag!

Parental Consent

I provide consent for my child(ren) to take part in the Brighten Your Bag competition organised by Slough Borough Council, Transportation Team/Our School. By giving consent I understand that my child(ren)'s first name, year group, school name and photos of their design(s) will be publicised should they win a prize.

I understand that my child(ren)'s entry may be shared at any time within the public domain to further promote road safety education in Slough.

Signature:

Date:

Pupil:

Pupil Survey

1. What does it mean to be 'visible'?

2. What's the difference between 'fluorescent' and 'reflective' material'?

3. List three things you can do to make yourself more visible when travelling actively (by walking, cycling or scooting)?

1. 2. 3.

4. How important is Road Safety to you? 1-5, with 1 being very important and 5 being not important (please click box to select).

Important 1. 2. 3. 4. 5. Not important

Please explain the reason for your answer to question 4.

Top tip: You can test the effectiveness of physical bags by taking two pictures - one in usual lighting and one in a dark room with the flash enabled. The picture from the dark setting should emulate how the bag may reflect light when worn as a pedestrian or cyclist.