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## B3 Creative offers free road safety activity sheets for children

With children out of school, RSOs face the challenge of trying to ensure Road Safety remains on parents' and children's radar. Children's specialist consultancy B3 Creative is helping out with the release of free road safety themed activity sheets for primary school pupils.

B3 Creative's founder James Marsh says: "We've created many road safety initiatives for RSOs all over the country over the last decade. At the moment, it's very difficult for road safety teams to get their messages out to children when there is so much else going on."

He continues: "In answer to the extraordinary circumstances of this pandemic, we have created some fun, road safety themed activity sheets that we are making free to all road safety professionals, that they can just email to schools, parents and other interested parties. The sheets have been designed to be low resolution with home printing in mind, so they don't waste ink.

"The road safety content, language, puzzles and activities are all designed with a particular age group in mind. The three age groups are Year 1 and 2 (ages 5-7); Year 3 and 4 (ages 7-9); and Year 5 and 6 (ages 9-11). These sheets are fun while imparting important information in an entertaining way."

James confides: "I know from my own experience how difficult it is at the moment for both children and parents. Children are remote schooling with all the frustrations that brings, while parents and carers are trying to do their own work as well as taking the roles of teaching assistant, IT support, cook and more. It's stressful all round!"

"I hope that these activity sheets provide some fun for the children away from remote learning, help parents reclaim a little bit of time, and assist RSOs in getting their message out there."

To get your free pdf copies of these sheets, just send an email to James Marsh at [james@b3creative.com](mailto:james@b3creative.com) with the subject line "RSGB free activity sheets" and they will be emailed to you.

### Press information

For more details, contact James Marsh at [james@b3creative.com](mailto:james@b3creative.com) or on 020 3772 0744.

B3 Creative is a consultancy that specialises in helping organisations communicate with children. Their clients include road safety departments around the country as well as Government departments, housing developers, trainlines, hotels, airlines, TV stations, movie companies, and more. See [www.b3creative.com](http://www.b3creative.com).