We work for “vision zero” : safe, sustainable, healthy and fair transport

Children, young people and their parents and communities are a powerful change agent and partner for road safety organisations.
Brake strategic aims as a campaigning organisation

1. Build awareness and engagement with the cause and Brake
2. Achieve **policy changes and increases in investment** (in line with the pillars of the Decade of Action)
3. Enable **people including children to take action**
4. Support road crash victims
5. Raise more funds and enable the charity to achieve more
Report: Inspire, Inform, Engage
BRAKE’S ENGAGEMENT MODEL

What we do

INSPIRE ME
Learn about Brake and the cause and why it matters “to me”

INFORM ME
Deepen knowledge about the extent, issues and solutions

HELP ME
Learn skills to campaign, communicate and affect change

Receive victim support services (if affected by a crash)

How people help

ACT
Participate in Brake projects

Campaign locally for safe systems

Disseminate their learning

Affect change in their organisations

Support national campaigns

GIVE & JOIN
Fundraise and donate

Join us
Engagement

Part of something bigger. Brand embedding.

Achievable outcomes.

Led by others.

Metrics.

Accessible. Promoted.

Celebrated.
Belt us up
Hold our hands
Slow down

Language
Confidence
Belt us up
Hold our hands
Slow down

Visit: www.brake.org
Evaluation

- Knowledge gain
- Participation levels
- Community outreach
- Media reach
- Systems change
Cameroon Liberia South Africa Uganda Zimbabwe Colombia
India Kuwait Oman Saudi Arabia
Czech Republic Russian Federation Cyprus Gibraltar
Australia Ireland New Zealand Falkland Islands USA