



TfL  
DISCOVERERS

Helping little Londoners  
be safe around roads

# Introducing TfL Discoverers

Briefing Sheet



## Introduction

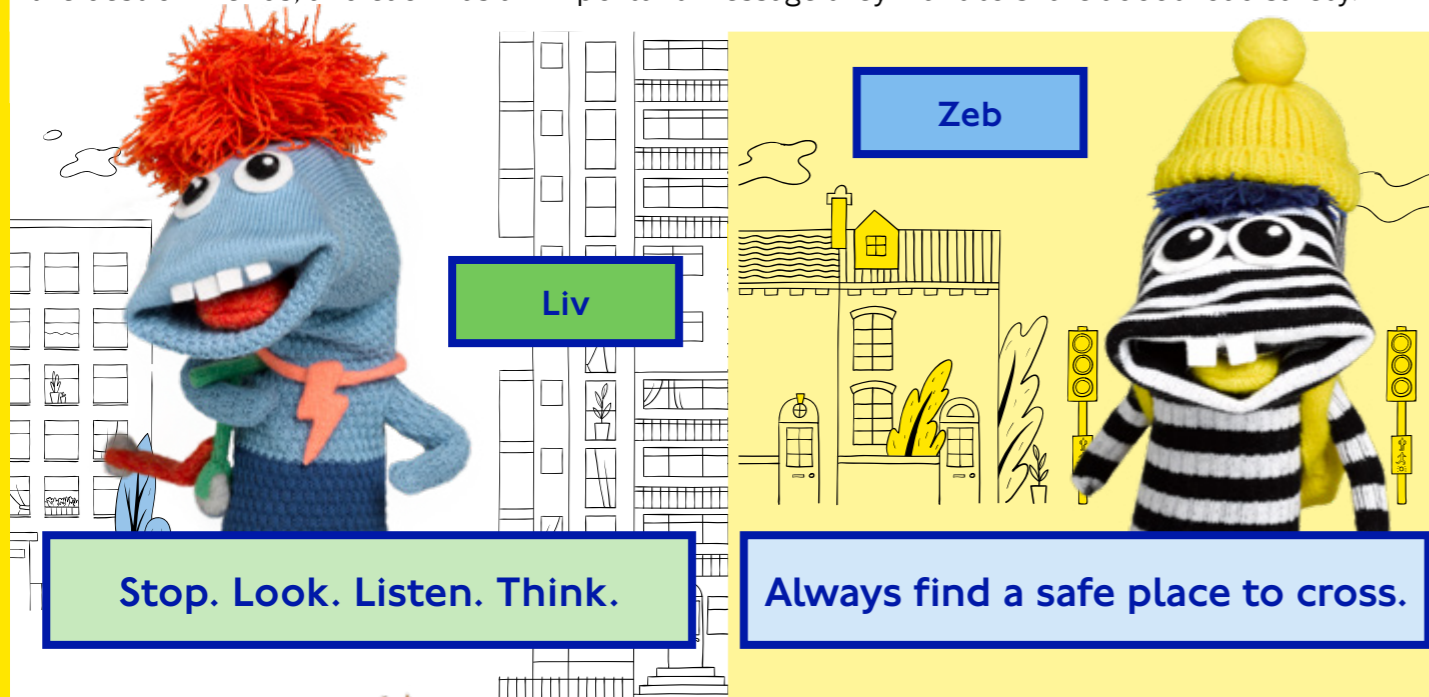
Thank you for registering your interest in TfL Discoverers, providing children aged 3-4 with the crucial road safety skills they need for life.

This pack has been sent to you as part of TfL's new initiative to reduce death and serious injury on and around London's roads.

We're committed to the Mayor's vision of reducing the number of people killed, or seriously injured, on London's roads to zero. TfL Discoverers will play a crucial role in reaching this ambitious target by teaching valuable road safety messages to 3-4 year-olds in a fun and engaging way, with the support of teachers, parents, carers or child-minders.

## Key messages

The 'Road Safety Socks' – Liv, Zeb and Jaz – are our three, fun and loveable characters. They are the best of friends, and each has an important message they want to share about road safety.

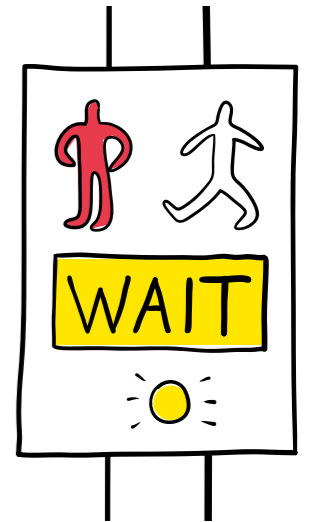
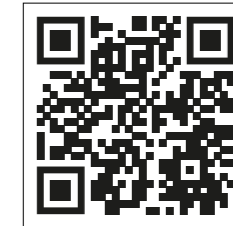


## Secondary messages

These three key messages are supported by three secondary messages to ensure kids get road safety right:

- Always wait for the green person at the crossing.
- Always listen to a trusted adult around traffic.
- Don't play around when crossing the road.

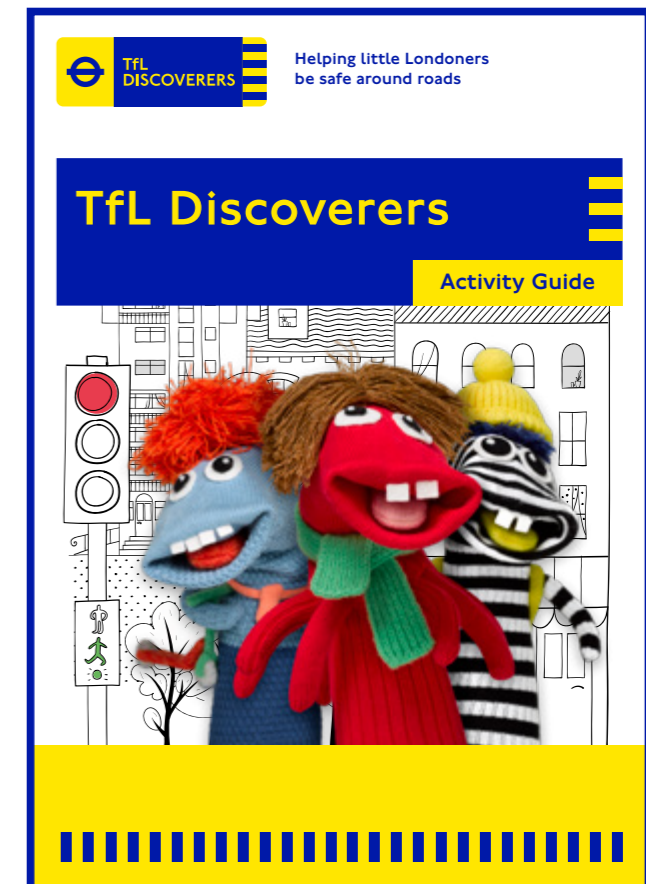
The messages appear in a fun story, along with activities that are easy to learn. There's also the added participation of a streetwise song, which children can sing at the beginning and end of the session, to back up what they've learnt. You can find this on our website at [tfl.gov.uk/tfldiscoverers](http://tfl.gov.uk/tfldiscoverers)



## In this pack, you'll find:

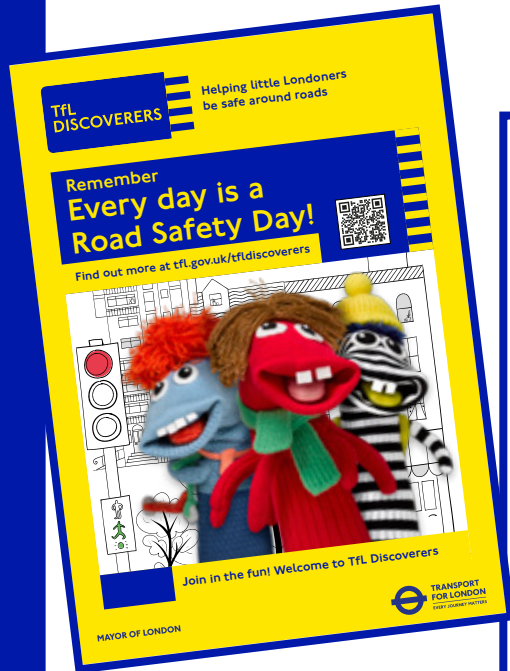
1 x **Activity Guide** containing:

- 3 stories with delivery guides
- Suggested activities that link to the Early Years Foundation Stage Statutory Framework
- A take home guide for parents and carers

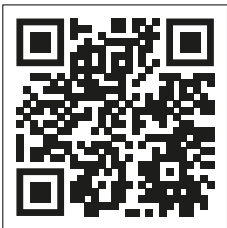


## In this pack, you'll also find:

1 x A3 road safety poster  
for display in your classroom



Postcards and stickers for families and carers  
to continue the learning journey at home.



Our 'Road Safety Socks Song' find here [tfl.gov.uk/tfldiscoverers](https://tfl.gov.uk/tfldiscoverers)

### Continue the learning journey by:

- Revisiting the content at poignant moments in the year such as Road Safety Week and Beep Beep! Day.
- Handing out the postcards and sticker sheets to parents and carers to inform them of the campaign.
- Always modelling and reinforcing key road behaviours on trips and excursions.