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Footsteps

|| CHILD PEDESTRIAN SAFETY ||
A PRACTICAL GUIDE

Footsteps communications toolkit

March 2026

Footsteps toolkit 2026

Dear colleague

Footsteps is Oxfordshire County Council Fire and Rescue Service's child pedestrian safety programme. It's designed as a short, step-by-step guide and videos for parents and carers to use, to help them teach young children the skills they need to use the road safely.

By following Footsteps, parents and carers can support children to become safer, more confident pedestrians.

We would be grateful for your help in raising awareness of the Footsteps guide and new videos among the parents and carers of young children. To help you promote the service we have created this communications toolkit for you to use.

Communications toolkit

Suggested comms channels:

- Poster
- Flyer
- Social media platforms (Facebook, Instagram, Bluesky)
- Newsletter
- Website/Intranet

Resources available:

- Messages for social media
- Social media graphics – available in square and rectangle formats
- Copy for your newsletter or website

Pages to tag in social posts:

- Facebook: @OxfordshireFireRescue
- Instagram: @oxonfirerescue

Graphics

Download the posters, flyer and social graphics from our [communications portal](#)

1. Poster and flyer



Download the poster from our [communications portal](#)

2. Social media posts and graphics

Posts for you to share on your social media channels.

[All graphics can be found here](#)

Facebook

Teaching road safety to children should start early

And the free Footsteps guide and videos for parents/carers are a great way to get started!

They're packed with practical tips, questions and activities to do when you're out and about together, helping you to teach your child the skills to use the road safely.

Help your child become a safer and more confident pedestrian with Oxfordshire Fire and Rescue's Footsteps programme – www.oxfordshire.gov.uk/footsteps

Instagram

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Help your child become a safer and more confident pedestrian with Oxfordshire Fire and Rescue's Footsteps programme – search Footsteps on the Oxfordshire County Council website

Bluesky/X

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Help your child become a safer and more confident pedestrian with Footsteps – www.oxfordshire.gov.uk/footsteps

3. Copy

Teach children road safety with Footsteps

Teaching road safety skills to children should start early and the Footsteps guide and videos for parents/carers has some great ways to help you get started!

They're packed with practical tips, questions and engaging activities to do when you're out and about together, helping you teach your little ones the skills they need to use the road safely.

Help your child become a safer and more confident pedestrian with Oxfordshire Fire and Rescue's Footsteps programme.

[Footsteps | Oxfordshire County Council](http://www.oxfordshire.gov.uk/footsteps)