



STOP, LOOK, WAVE



Give us a hand

Safety campaign sponsored by Volvo in cooperation with IRU

Every year, more than 1.2 million people die in traffic accidents. To help reduce the number of traffic fatalities, Volvo sponsors an international campaign called "Stop, Look, Wave". The aim of the campaign is to make children all over the world aware of how to act safely.

Stop, Look, Wave

In the campaign, the children are taught to STOP at crosswalks, LOOK both ways and seek eye contact with the driver. To make sure they have gained the driver's attention, they should WAVE and wait for the driver to wave back before crossing a road.

Wave back!

To get the maximum effect of the campaign, we ask you as a driver to wave back to the children. You are also more than welcome to help us spread the message "Stop, Look, Wave" to as many children as you can. Volvo has developed a kit of images, scripts etc that you are free to use.

You'll find the material on:

iru.org and volvogroup.com/stoplookwave.

Thank you for your cooperation!

IRU

www.volvogroup.com

VOLVO