

Suggested Script Options for RoadPeace Leaflet Week Supporters

We recommend that you try to speak to people during Leaflet Week, rather than handing out leaflets anonymously – this guide can help if you feel nervous or aren't sure what to say.

You can use any part of this suggested script if you decide to visit a local service provider, place of worship, or community centre.

If you have any other ideas, please feel free to run them by us.

Suggested Script:

- “Hi there, I’m here supporting RoadPeace, the national charity for road crash victims.”
- “I’m helping to raise awareness of the charity as part of Leaflet Week (14–18 July), encouraging people across the UK to take action. I wondered if you’d be happy for me to leave some leaflets with you and/or place one on your notice board?”
- “This leaflet shares important information about the impact of road crashes, the support available to victims and families, and how we can all work together for safer streets.”
- “Too many people who need our services don’t know that RoadPeace is here.”
- “Do you ever support people who have been injured or bereaved in a crash?”
- “You can find more information or get involved through the website – there’s a QR code and all our contact details on the leaflet.”

Optional additions depending on the setting:

- “If you’ve ever been affected by a crash – or know someone who has – RoadPeace offers emotional and legal support.”
- If they’re not interested, or if they say there’s no point leaving leaflets because they never encounter anyone affected by a crash, that’s absolutely fine. You can simply say: “No worries, thanks anyway – have a good day!”
- You could also ask whether they’d be happy to share the information with other relevant professionals at their organisation (for example, doctors, social prescribers, therapists, counsellors, etc.)

Tips for Supporters:

Be polite and respectful. A smile and a short explanation go a long way. You don’t need to be an expert – just being part of the effort makes a difference.

