

# Fundación MAPFRE

## ALWAYS HOLD YOUR CHILD'S HAND

### "Hand in Hand" Campaign

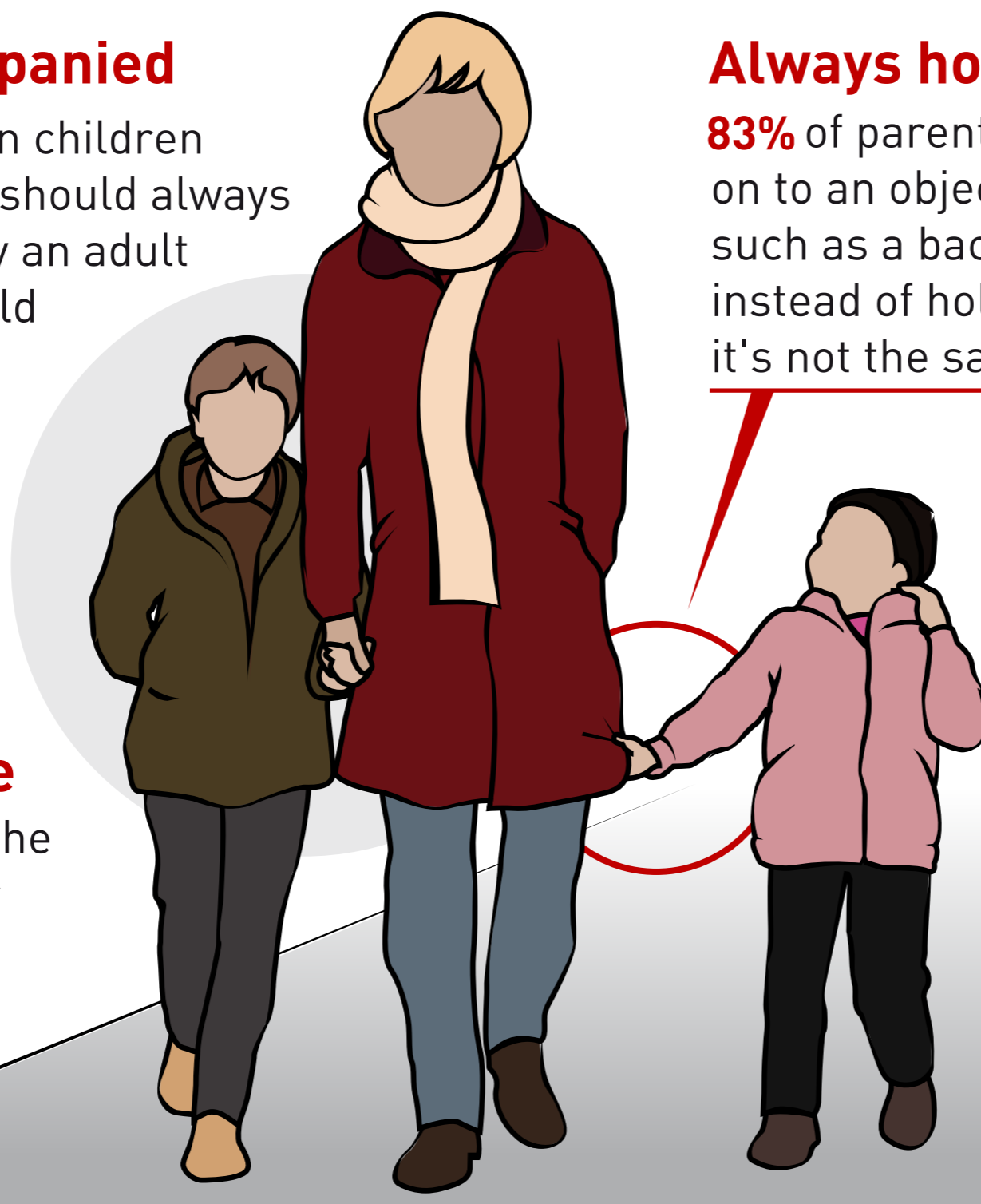


#### Always accompanied

To avoid risks when children walk outside, they should always be accompanied by an adult and the adult should always hold the child's hand

#### Always holding hands

83% of parents tell their children to hold on to an object or a piece of clothing, such as a backpack or a coat, instead of holding the child's hand...but it's not the same at all



#### The inside is the safe side

The inside part of the sidewalk is farther away from cars

#### Don't have your hands full

Adults should not have both hands full (such as with groceries), as this makes it difficult, if not impossible, to hold a child's hand

#### Pay attention

Adults must pay close attention, because children often take off running between cars or after a runaway ball, without realizing they are rushing on to the road



#### Crossing the street

Crossing the street requires coordination and distance perception. Children under age nine have difficulty perceiving and interpreting both the distance and the speed of approaching cars

#### No distractions

Parents should cross the street hand-in-hand with their children, paying attention, looking both ways before crossing, using safe crossing areas (crosswalks) and always following traffic rules (green lights)

