

SINGAPORE ROAD SAFETY COUNCIL

The Singapore Road Safety Council (SRSC) was set up by the Ministry of Home Affairs (MHA) with a mission to continually improve safety on our roads by inculcating good safety practices among all road users and a vision towards safer roads in Singapore.

SINGAPORE POLICE FORCE

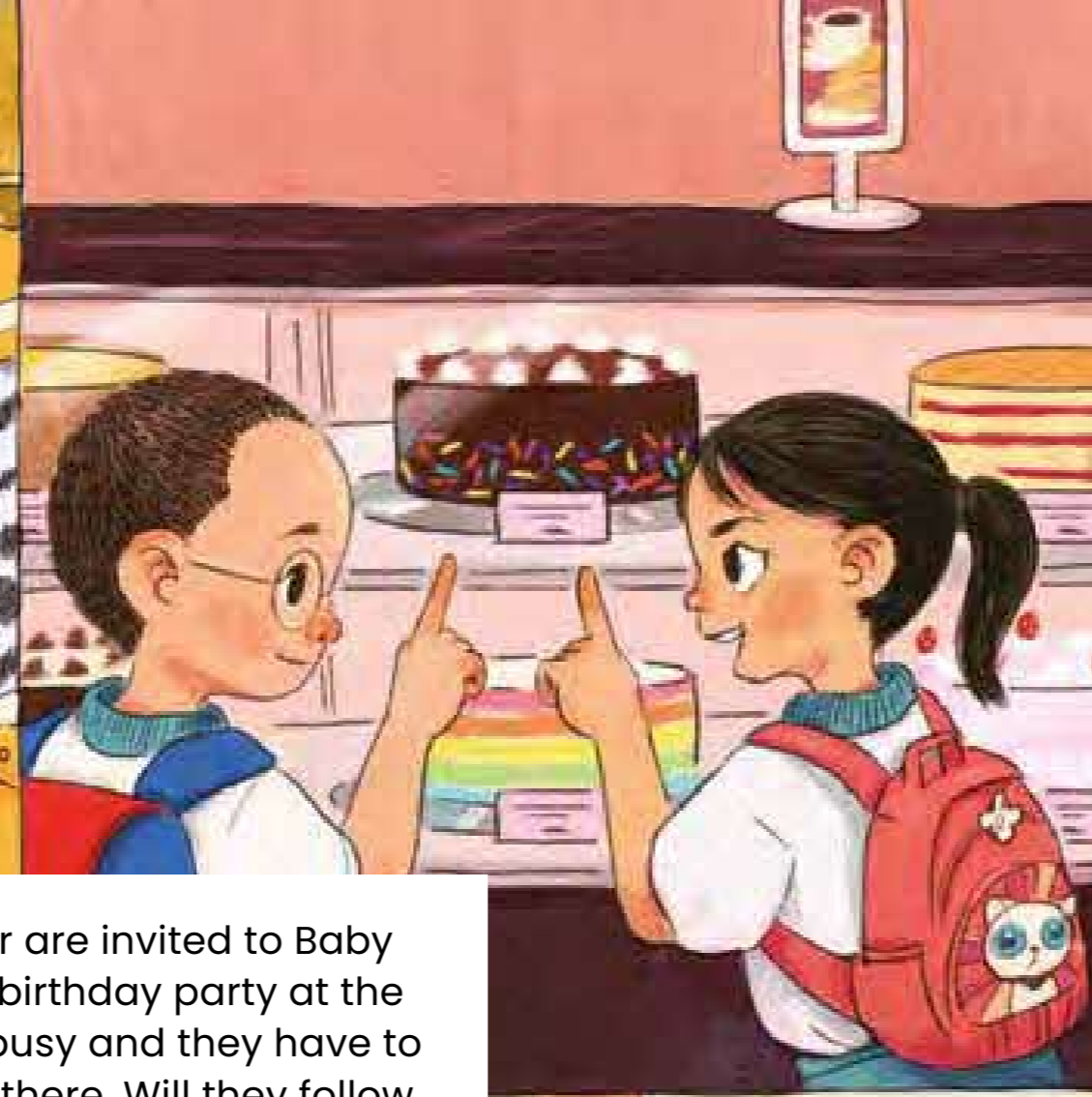
The mission of the Singapore Police Force (SPF) is to prevent, deter and detect crime, to ensure the safety and security of Singapore.

AUTHOR

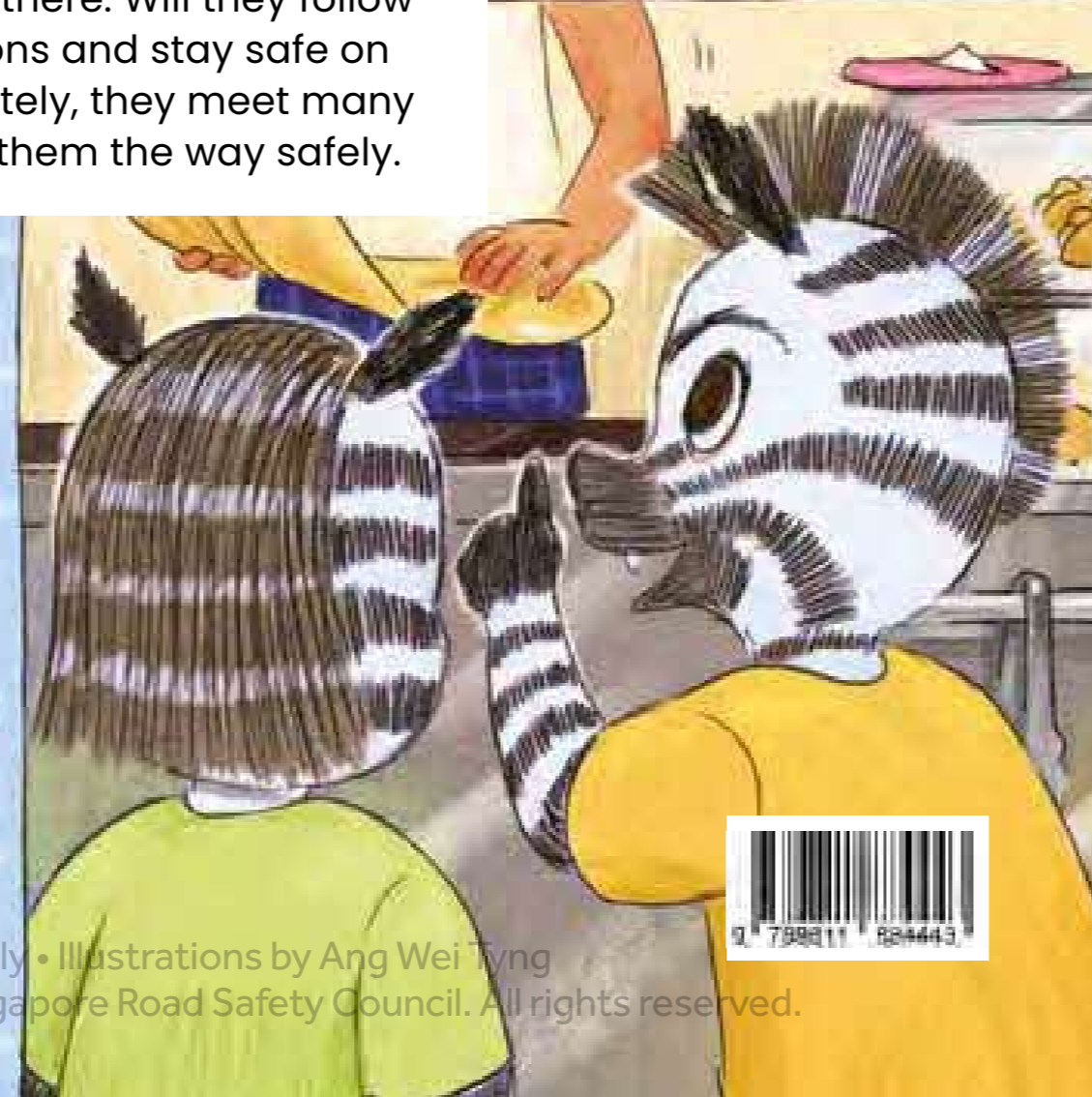
Joyceline See Tully is a Singaporean children's book author with a penchant for local wildlife, Singapore lore and food glorious food. She often tries to bring together these diverse interests in her stories. Joy has written several children's books, including *Tiger Tales: Almost True Animal Stories from Old Singapore*. She is also the co-author of *The Little Singapore Book*, probably the first children's book that takes you through 700 years of Singapore's history.

ILLUSTRATOR

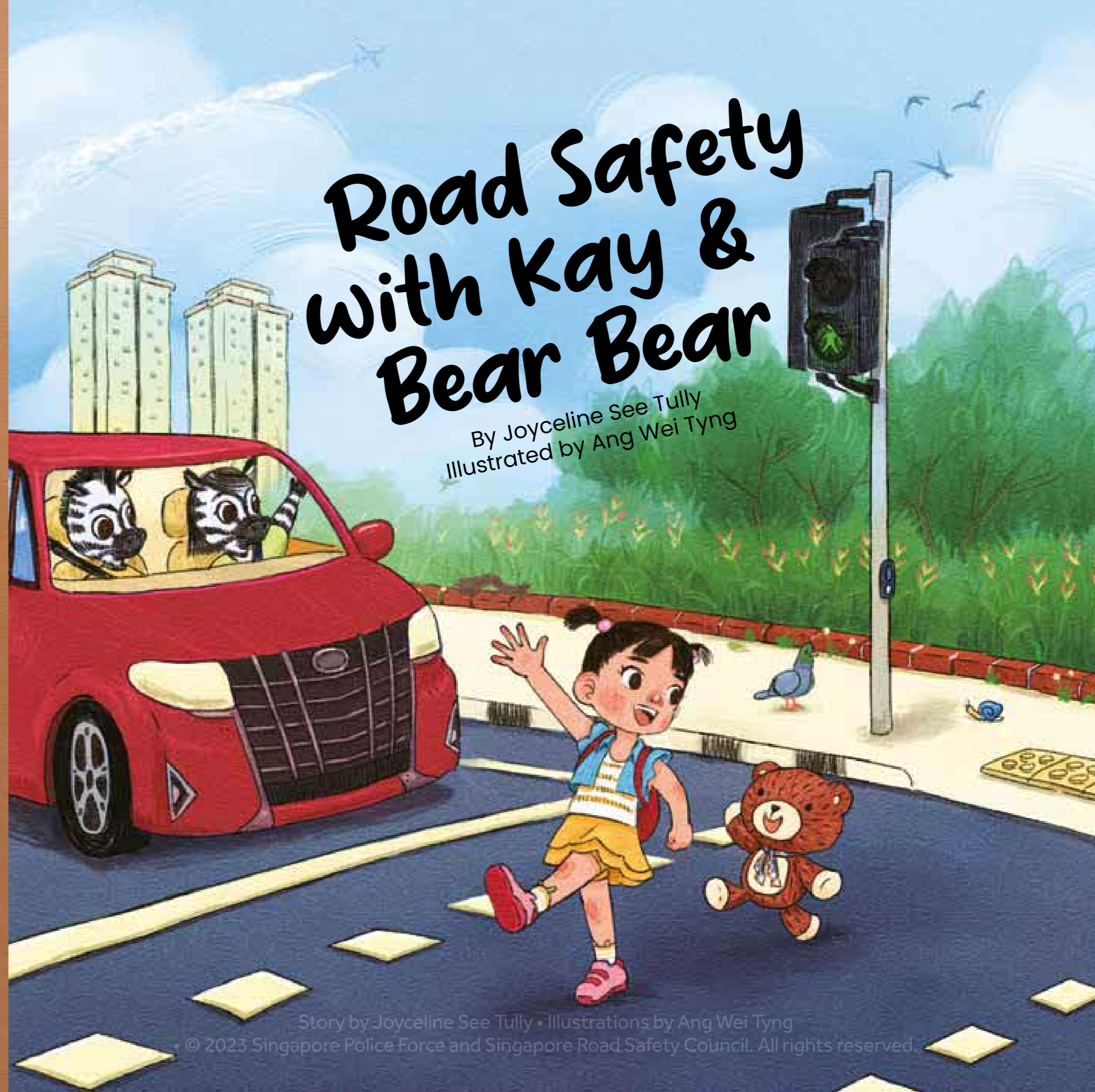
A fine arts and digital animation graduate, Ang Wei Tyng started on her path as an illustrator in 2011 and she hasn't looked back since. She has illustrated several children's books including *See Saw Performs*. Wei Tyng's goal is to create heartwarming artwork that puts a smile on faces. Check out her works on Instagram @tyngtiangtong!



Kay and Bear Bear are invited to Baby Hornbill's surprise birthday party at the park. But Mama is busy and they have to find their own way there. Will they follow Mama's instructions and stay safe on the roads? Fortunately, they meet many friends who show them the way safely.



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"Look right,
look left,
then look right
again!"

Mama tells Kay and Bear Bear before they set out on their way to Baby Hornbill's surprise birthday party. Will the pair remember the kerb drill as they cross the busy roads?

Discuss some important road safety lessons with little ones through this fun-filled adventure with Kay and Bear Bear, brought to you by the Singapore Road Safety Council, Singapore Police Force and Pepper Dog Press.





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Road Safety With Kay & Bear Bear



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Dear Parents, Caregivers and Educators,

I was delighted when I learnt that the Traffic Police (TP) and the Singapore Road Safety Council (SRSC) were developing this storybook to impart road safety knowledge to young children. This children's book is part of the suite of education and engagement programmes developed by TP and SRSC, which will set the foundation and help shape many generations of Singaporeans into responsible road users.

Through the adventures of Kay and Bear Bear, the book teaches young children essential traffic rules and practices to stay safe on our roads. The colourful illustrations and affable characters such as Kay, Bear Bear, Khai, Rachel and the Zebra Family, make the learning experience fun and appealing.

As parents, caregivers and educators, we often encourage children to be curious and explore the world around them. However, it is also important to inculcate in them good road safety habits so that they will be smart, responsible and confident road users.

As we turn the pages and discuss the valuable lessons with our children, let us keep in mind that road safety knowledge is their greatest shield on the road. Let us also endeavour to be good role models to our children, and be more patient to keep our roads safer for everyone, especially our young ones.

So, let's buckle them up and explore road safety with Kay, Bear Bear and friends.

Happy reading!

Associate Professor Muhammad Faishal Ibrahim
Minister of State
Ministry of Home Affairs and
Ministry of National Development



Dear Readers,

The Singapore Road Safety Council (SRSC) is delighted to work with the Traffic Police (TP) to develop this storybook with our family of Zebra mascots to educate young children on the importance of road safety.

We believe that good road safety habits should be developed from a young age for them to stay with us through life. As the saying goes, "Prevention is better than cure." Shaping young children — our future — with such important knowledge and awareness is the best prevention we can ever have.

Through the interesting story and colourful illustrations, we hope to create a lasting impression in the hearts of our children and beyond. Always remember that road safety is a shared responsibility and essential in our daily lives, regardless of age.

We hope this initiative will bring about not just discussion among young children, but also their family members, to encourage everyone to practise good road safety habits.

I would like to thank Incheape Singapore. Your support towards the production of this book has contributed to our efforts in cultivating safe traffic habits in our children.

Now, let's read on and find out how everyone can play a part in keeping the roads safe for all!

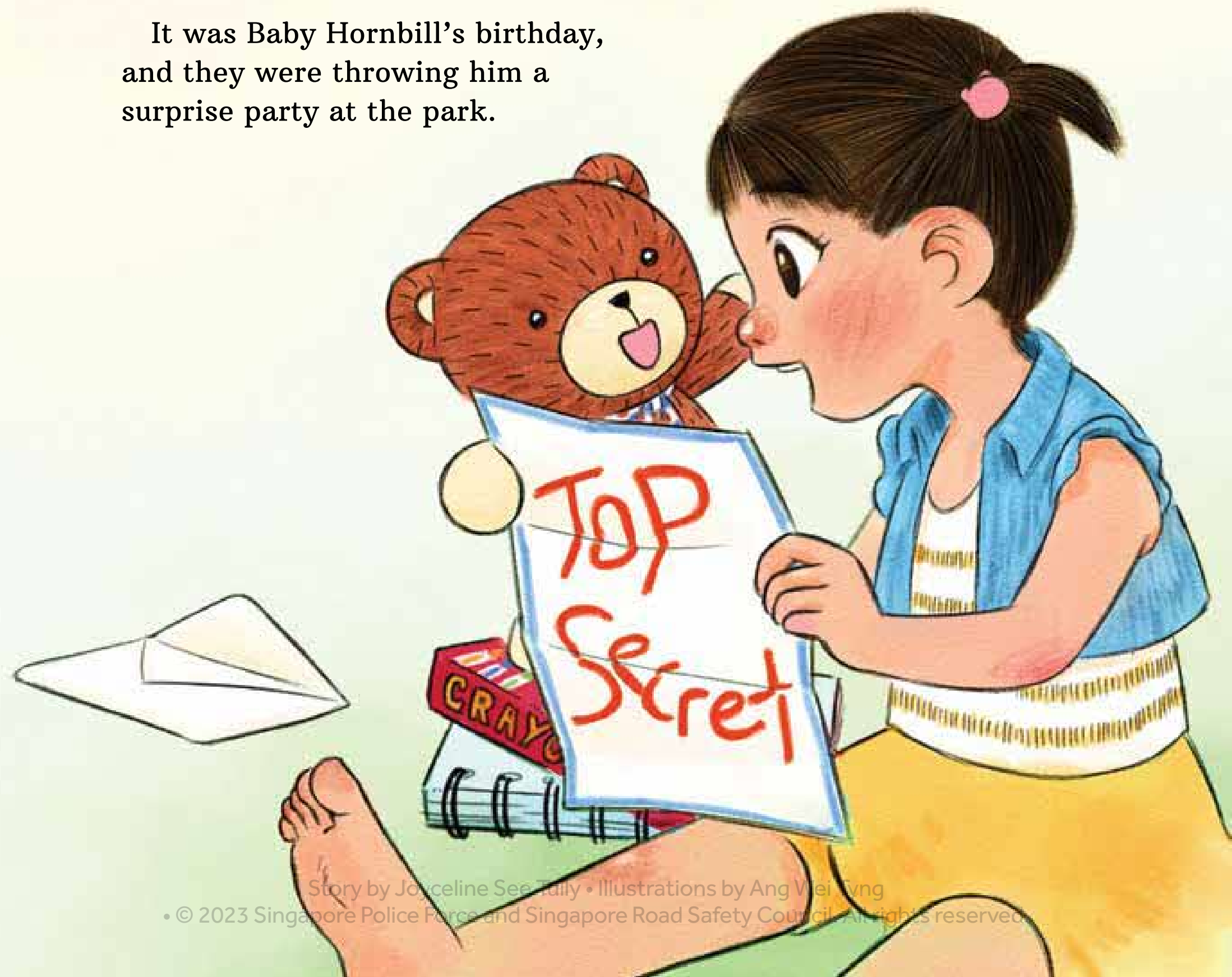
Bernard Tay, JP, BBM (L), BBM, PBM
Chairman
Singapore Road Safety Council





One day, Kay and Bear Bear received
a note from Mousedeer and Monkey.

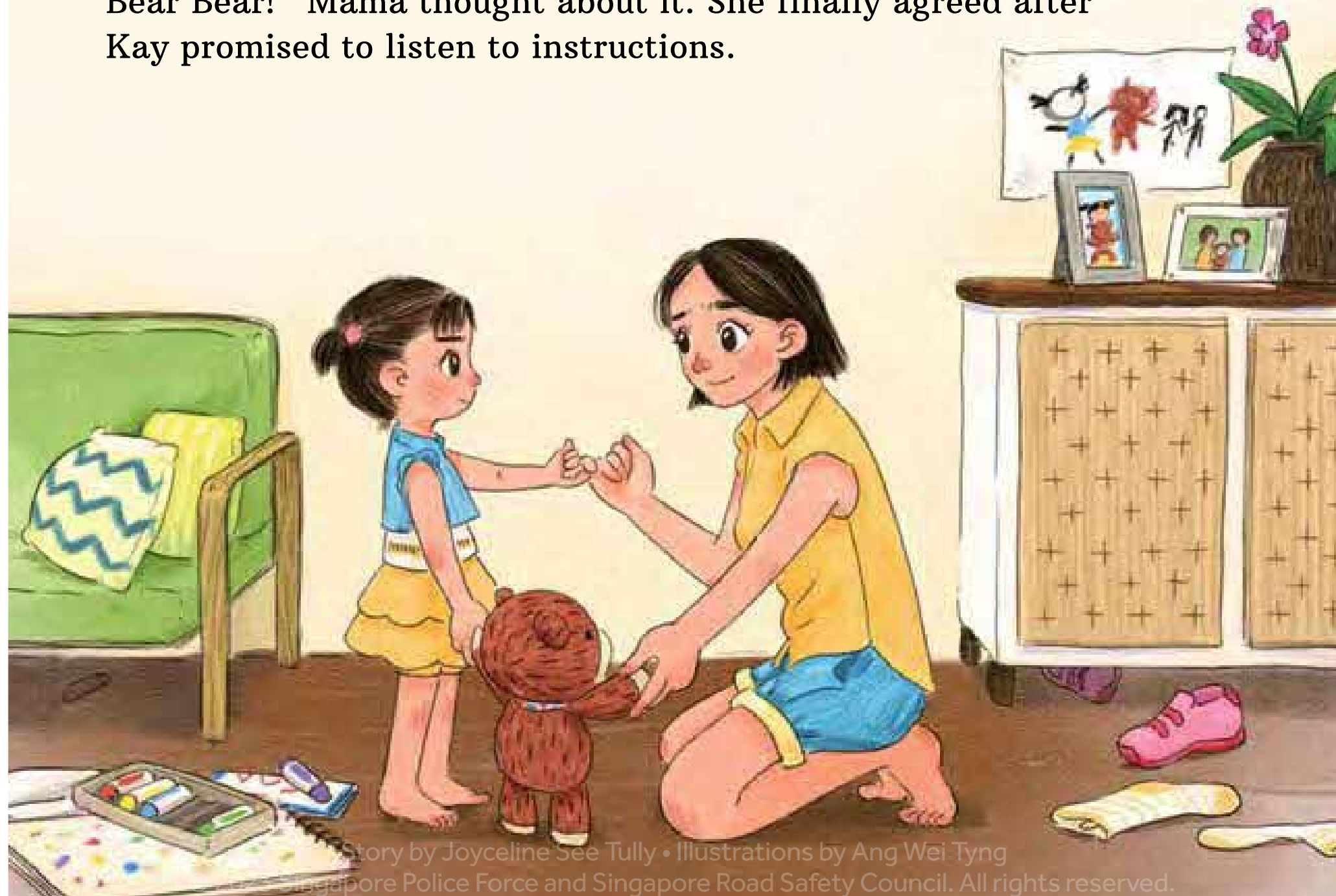
It was Baby Hornbill's birthday,
and they were throwing him a
surprise party at the park.



Kay and Bear Bear were very excited. They ran to Mama and told her about the party.

“That sounds like fun,” Mama said, “but I am busy that day.” Kay was very disappointed. She wanted to see her friends.

“But Mama,” she said, “I remember the way. I can go with Bear Bear!” Mama thought about it. She finally agreed after Kay promised to listen to instructions.



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On the morning of the party, Kay and Bear Bear woke up bright and early.

Together with Mama, they made Baby Hornbill a birthday card and baked him some cookies.



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“You must be careful, especially when crossing the roads,”
Mama said.

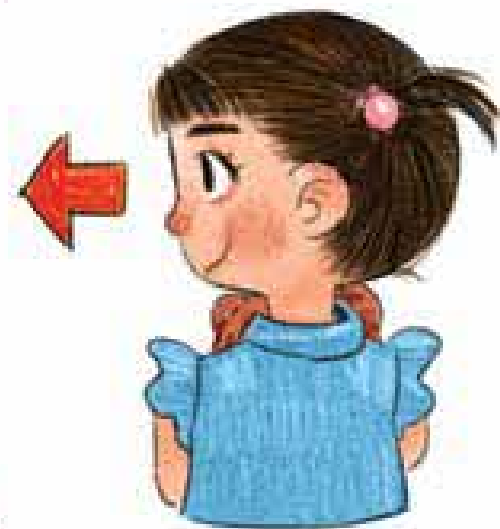
“Yes, Mama, we promise!” Kay and Bear Bear replied. The
pair were very excited about their day trip out.

THE KERB DRILL

Look right,



look left,



then right again.



Check that
all the cars
have stopped
before
crossing.



Raise your
hand when crossing
the road.



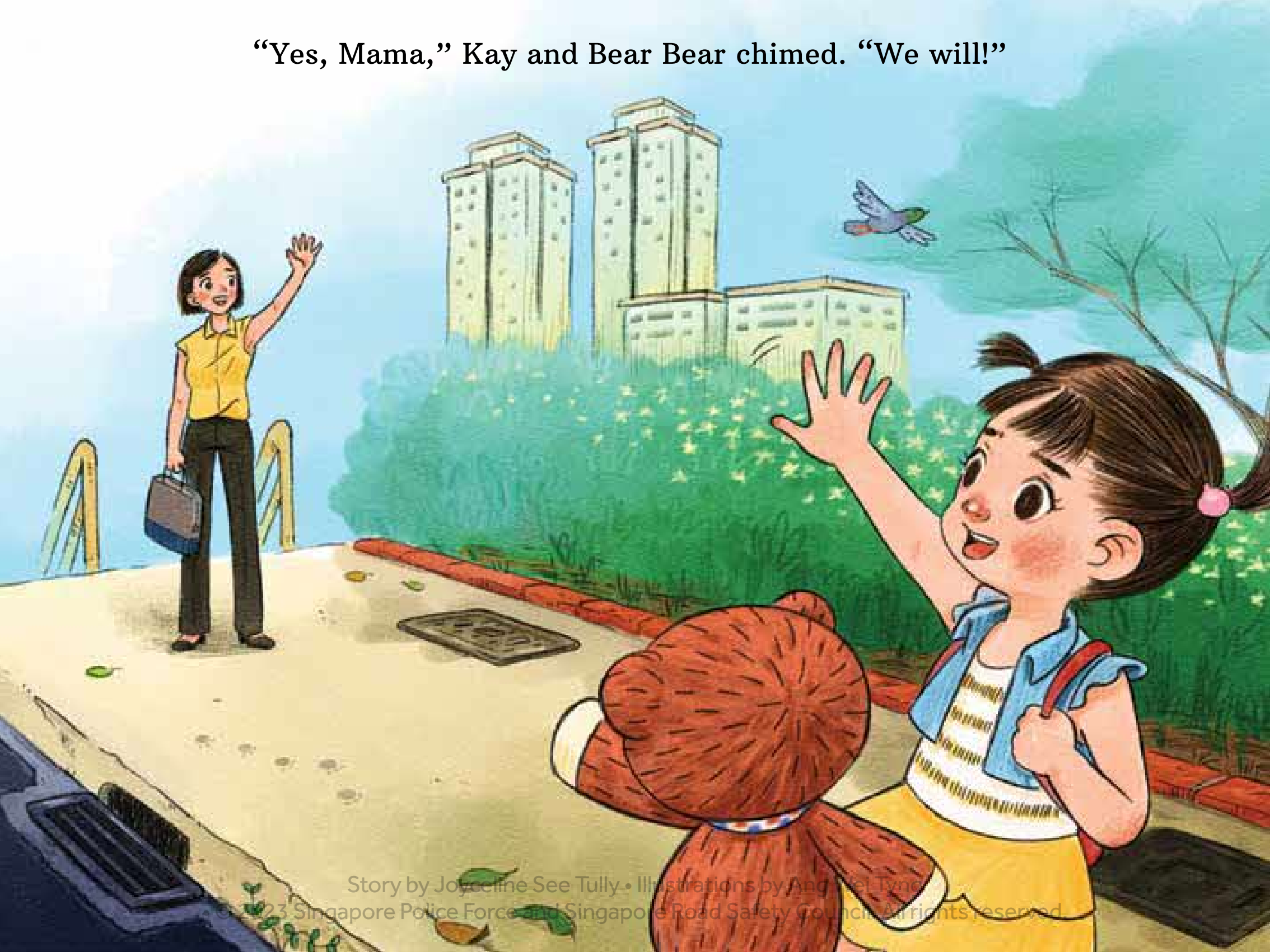
“Yes, Mama!”



Mama gave them a map with directions, then sent them off with a hug and a kiss.

“Remember the kerb drill,” she said.

“Yes, Mama,” Kay and Bear Bear chimed. “We will!”



“Look right, look left,
then right again.”

“Check that all the cars
have stopped before
crossing.”



“Raise your hand when crossing the road.”



It was a lovely sunny morning. Kay and Bear Bear were both glad to be out and about.

They took out the map and examined it carefully.

“Walk, don’t run
and stay alert!”

Turn right at Sammy’s,
then cross the road.

Walk past the houses
and smell the roses,

keep going and follow
your noses. →

Cross at the lights,
then turn right,

↓
into the park and be
home before dark!”

Kay and Bear Bear skipped and sang all the way to Sammy's. They turned right, as the map said, and came to the road. It was empty, except for a car in the distance.

“Let’s go, Kay!”

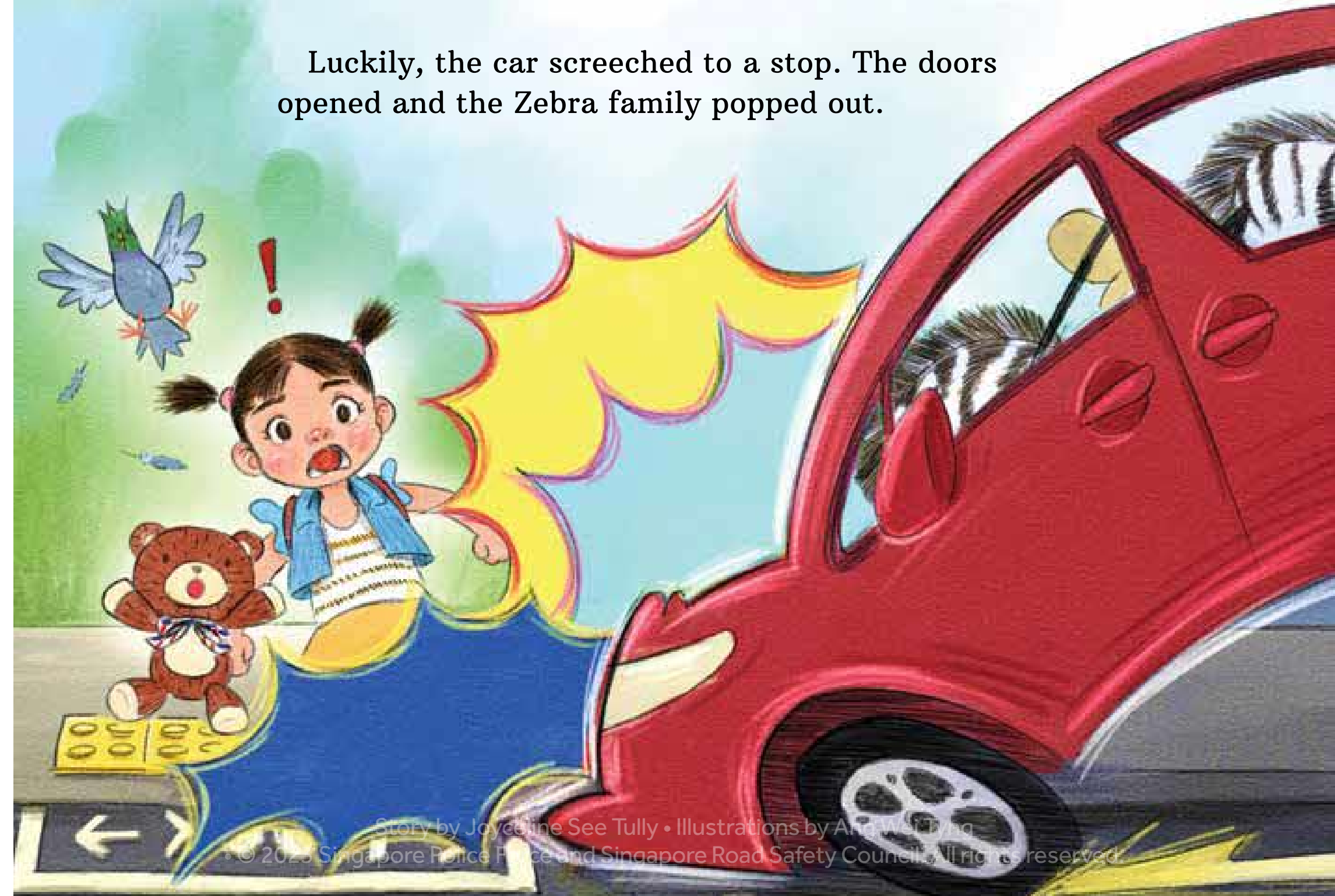
So the pair held hands and stood by the crossing.

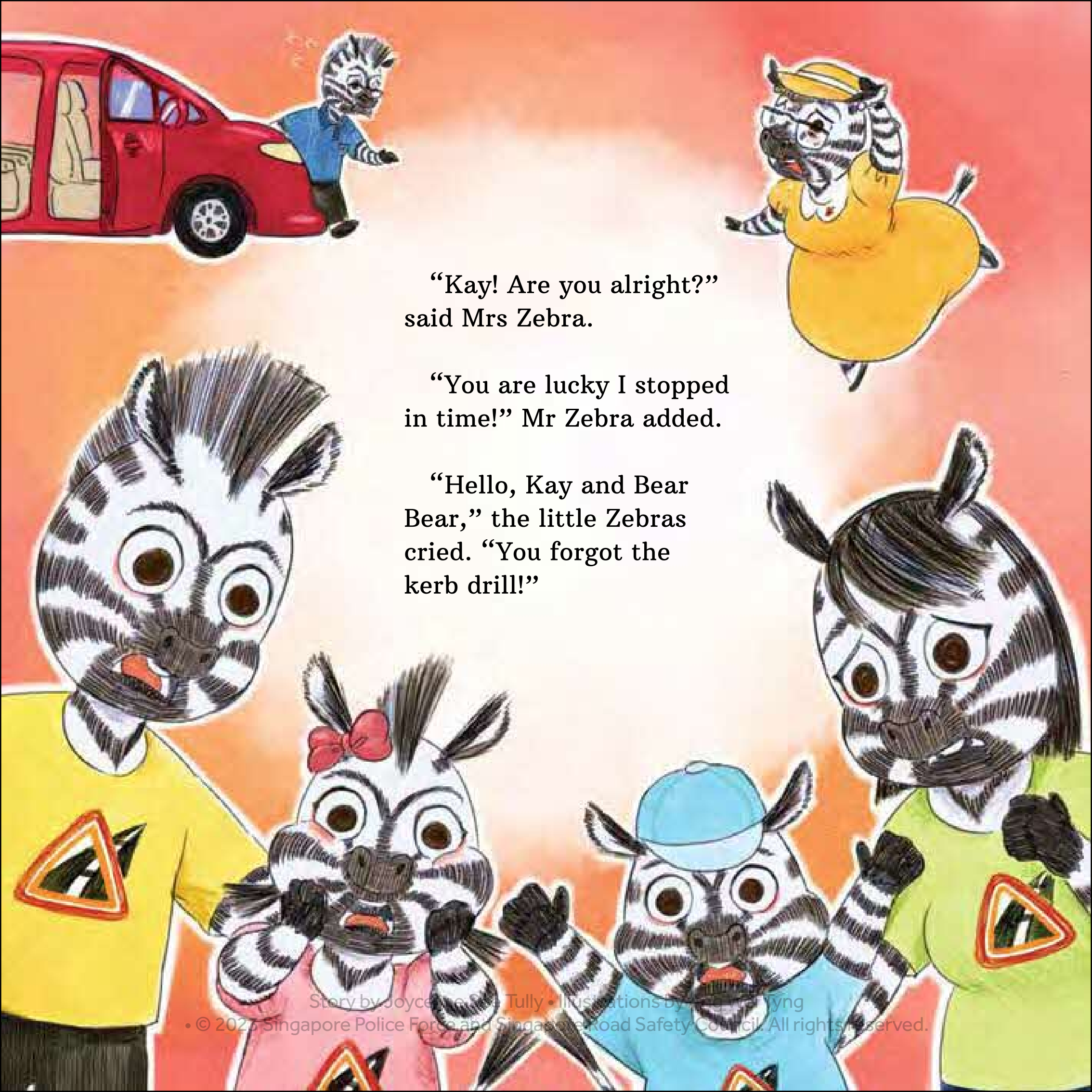


They were just about to cross the road, when they heard horns blaring.

It was the car that they spotted from far away. How did it get so close? Kay and Bear Bear jumped back in surprise.

Luckily, the car screeched to a stop. The doors opened and the Zebra family popped out.

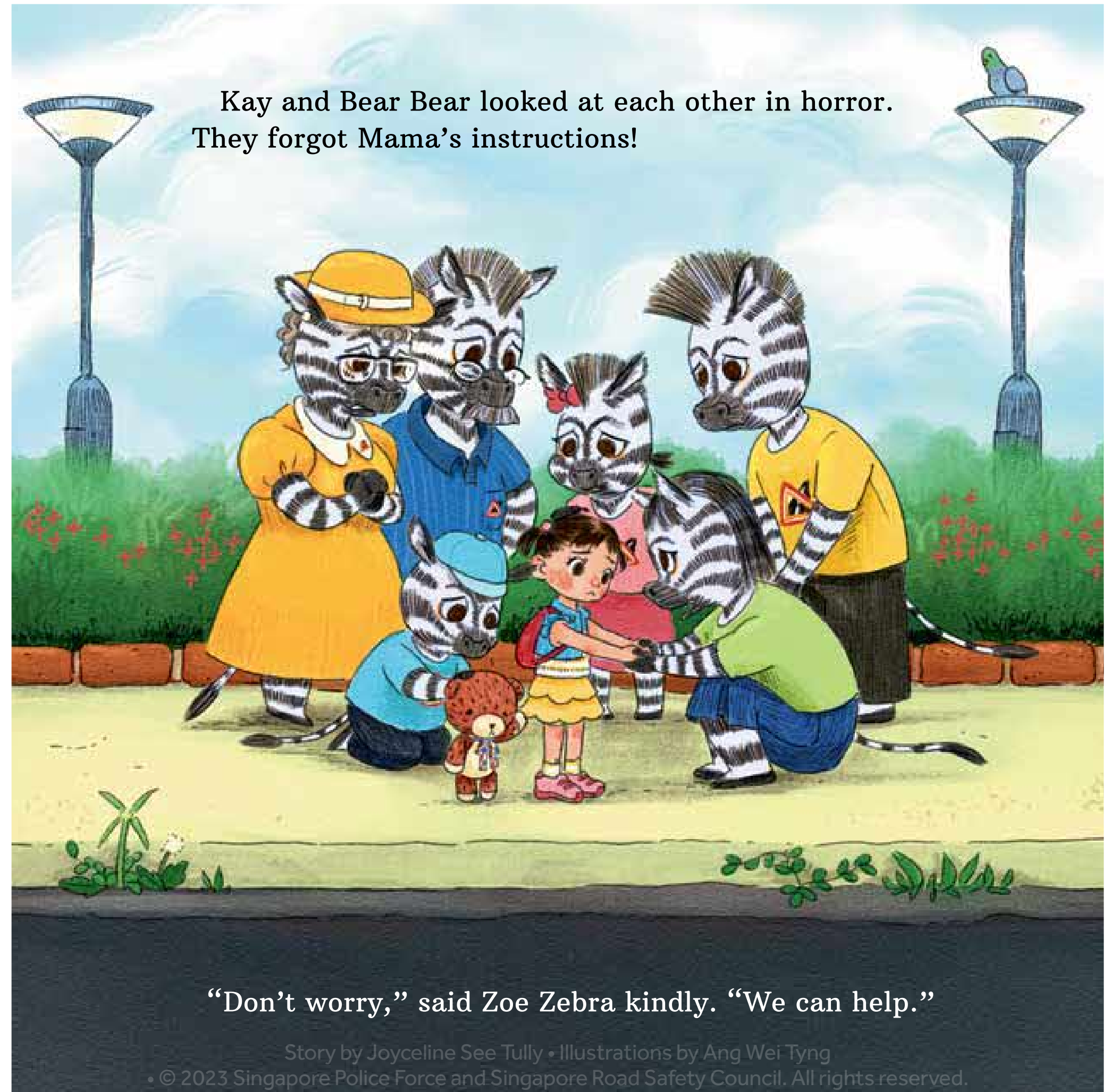




“Kay! Are you alright?”
said Mrs Zebra.

“You are lucky I stopped
in time!” Mr Zebra added.

“Hello, Kay and Bear
Bear,” the little Zebras
cried. “You forgot the
kerb drill!”



Kay and Bear Bear looked at each other in horror.
They forgot Mama’s instructions!

“Don’t worry,” said Zoe Zebra kindly. “We can help.”

Look right,
look left,
then right again.

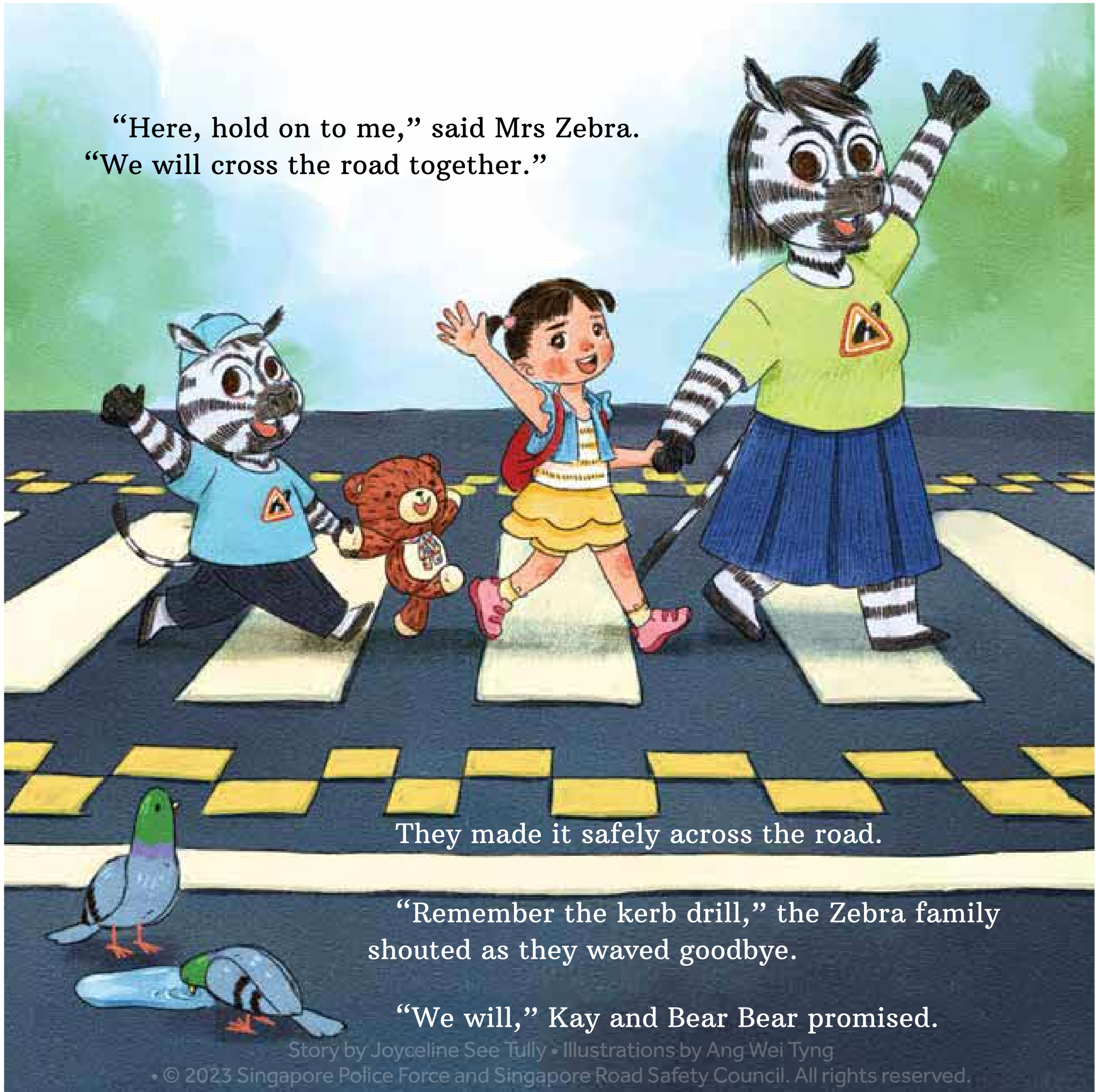


Check that all
the cars have
stopped before
crossing.



Raise your
hand when
crossing
the road.





“Here, hold on to me,” said Mrs Zebra.
“We will cross the road together.”


They made it safely across the road.

“Remember the kerb drill,” the Zebra family
shouted as they waved goodbye.

“We will,” Kay and Bear Bear promised.

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The pair looked at their map and went
on their way.

They walked past the houses and sniffed
the roses. They followed their noses,
all the way to the traffic lights.

“The green man is flashing,”
Bear Bear said. “Hurry!”

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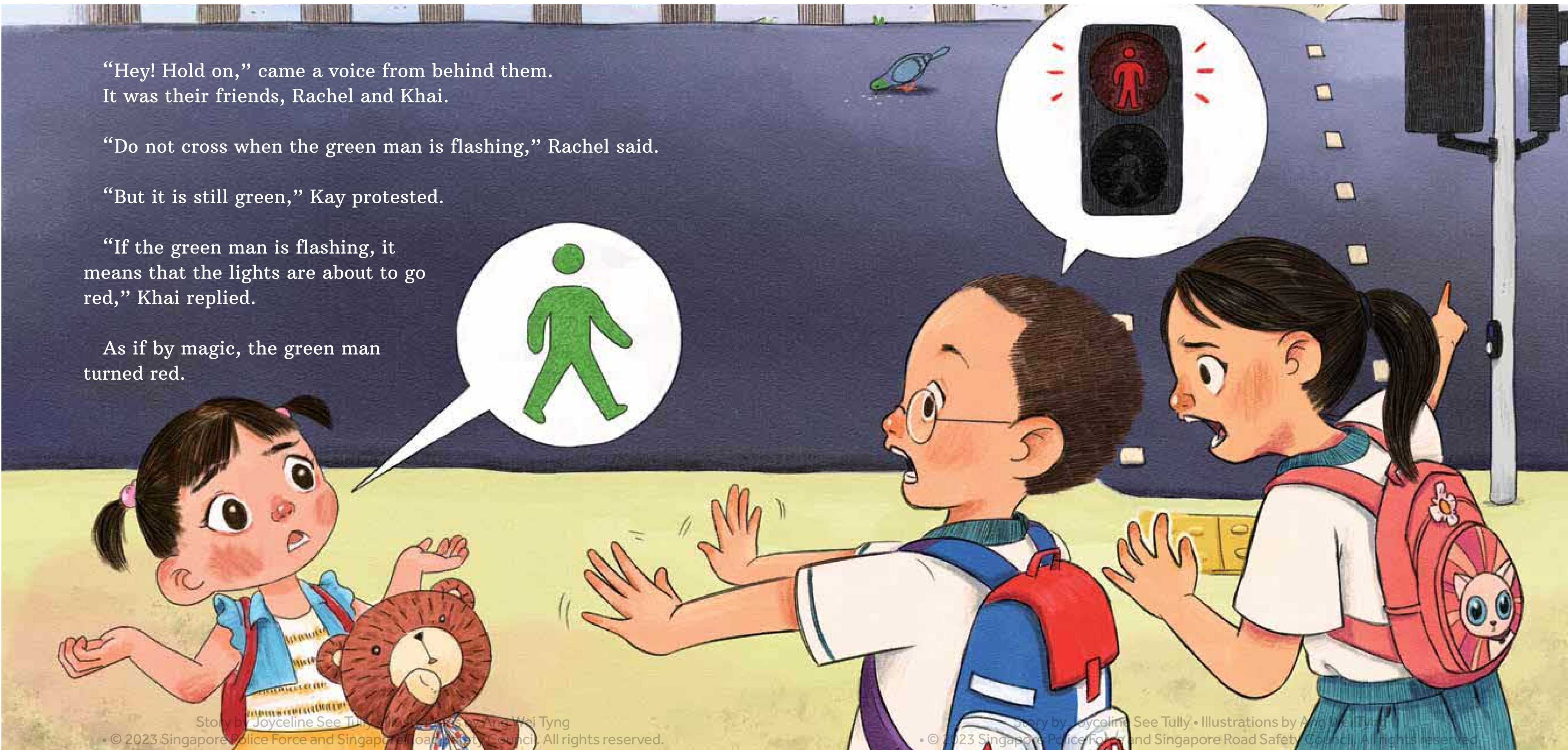
“Hey! Hold on,” came a voice from behind them.
It was their friends, Rachel and Khai.

“Do not cross when the green man is flashing,” Rachel said.

“But it is still green,” Kay protested.

“If the green man is flashing, it
means that the lights are about to go
red,” Khai replied.

As if by magic, the green man
turned red.



“See what I mean?” Khai said. “You might get stuck in the middle of the road!”

Kay and Bear Bear nodded. The children waited patiently for the green man. “Don’t forget to raise one hand when crossing,” Rachel reminded them.

“We are so small, the drivers might not see us!” Kay cried.



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When the red man turned green, the children remembered the kerb drill.

They looked right, looked left, then looked right again. They checked that all the cars had stopped.

Then they raised one arm each and walked quickly across the road.



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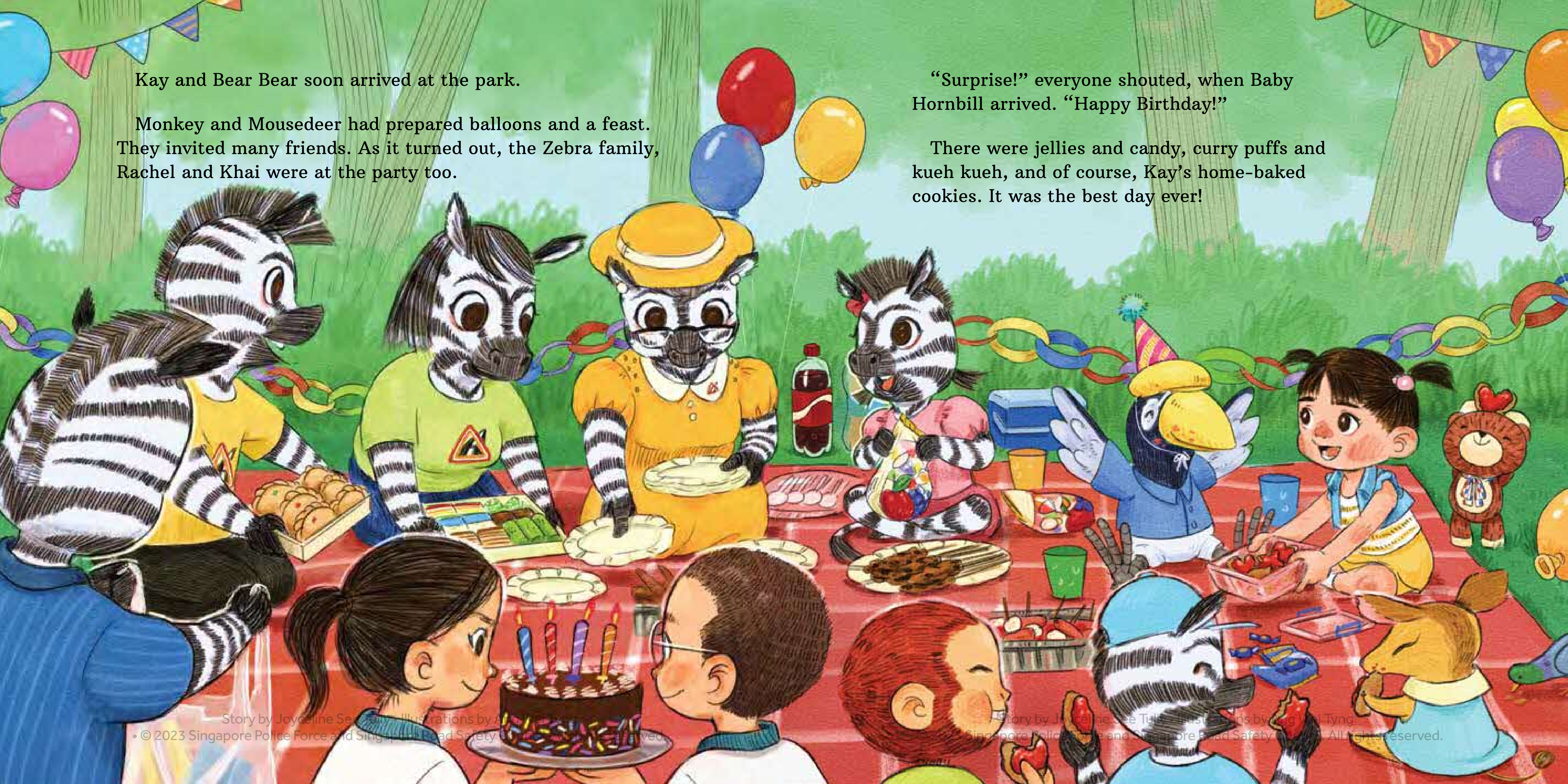
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Kay and Bear Bear soon arrived at the park.

Monkey and Mousedeer had prepared balloons and a feast. They invited many friends. As it turned out, the Zebra family, Rachel and Khai were at the party too.

“Surprise!” everyone shouted, when Baby Hornbill arrived. “Happy Birthday!”

There were jellies and candy, curry puffs and kueh kueh, and of course, Kay’s home-baked cookies. It was the best day ever!



Kay and Bear Bear followed Mama's instructions and were back before dark.

They told Mama all about their exciting day. "The best thing is that you followed the traffic rules and stayed safe," Mama said.

Kay beamed with pride, and Bear Bear did a happy dance.



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That night, Kay and Bear Bear dreamt of birthday cakes and party games and yes, flashing green men too!

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CAR SAFETY RULES

Explain these safety rules to children before a journey to keep them safe



• Always get the children into a car immediately. Do not let them loiter around the carpark or along the road.



• Teach children to respect each other in the car and not fight. They should not distract the driver.



• Use a child seat for children below 1.35m tall.



For children taller than 1.35m, seat belts must be used.



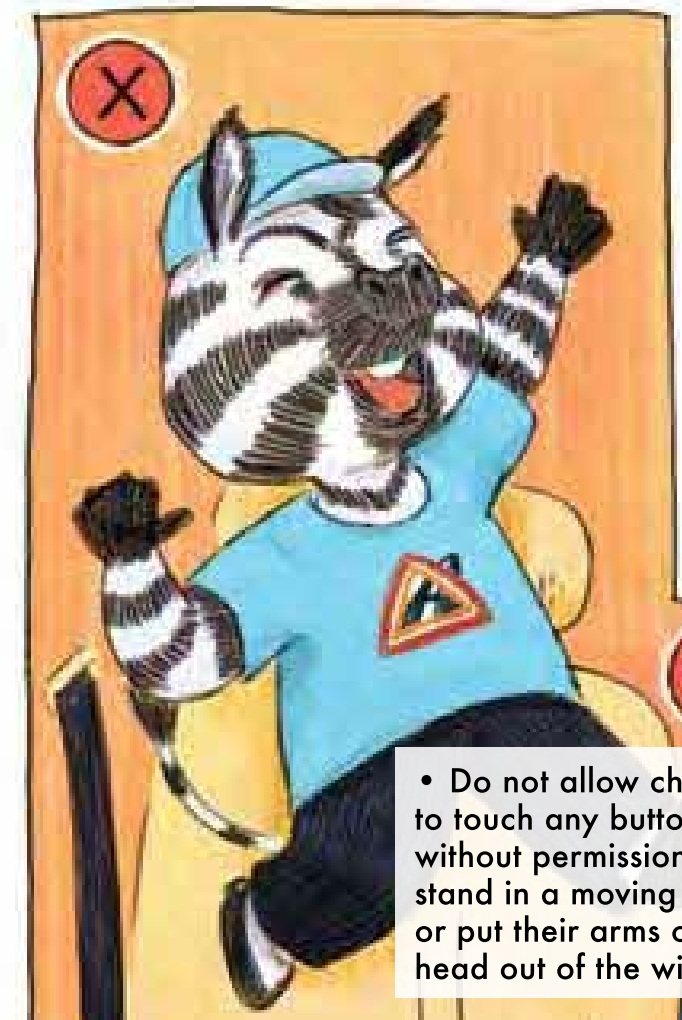
• Teach children to "Pull,"



Slip,



Click" to fasten their seatbelt.



• Do not allow children to touch any buttons without permission, stand in a moving car or put their arms or head out of the window.



• Ensure that the seatbelt is properly secured across the child's shoulder and not the neck as it may choke them.

