

## NFYFC Rural Road Safety Campaign

**SAFER FUTURE COMMUNITIES**  
Empowering local voluntary & community partnerships

Managed by the National Federation of Young Farmers Clubs (NFYFC), the Rural Road Safety Campaign is a national campaign focusing on grassroots members on a countywide basis in rural areas.

Officially launched in November 2012, the campaign aims to educate and train young farmers on how to tackle different driving conditions on rural roads, drive safely and keep other road users safe, leading to a reduction in road deaths in this at risk category.

The project works with road safety partnerships, local police authorities, county councils, road safety campaign groups and other stakeholders to run training and workshops enhancing NFYFC members driving skills and increasing their awareness of how to stay safe on rural roads.

In addition, the one year campaign aims to change the attitude of NFYFC's 23,500 members, aged 10 to 26, through the training of road safety ambassadors to work with county stakeholders to organise and promote road safety.

Since its instigation in May 2012 the campaign has received ministerial backing and significant media coverage. This led to a stakeholders meeting in September 2012 to see how all parties can work together to support the campaign further.

For further information on NFYFC visit [www.nfyfc.org.uk](http://www.nfyfc.org.uk).