

See and be seen

Instructor's guide

INTRODUCTION

Background information

More than 1 million people die in traffic accidents every year and heavy trucks are involved in around 15%* of these. Children are particularly vulnerable on the roads, and according to WHO (World Health Organization), road traffic injuries are the leading cause of death for children and young adults aged 5–29.

Safety – our core value

Volvo Trucks has been focusing on safety since the start in 1927. We have a clear safety vision; Zero accidents with Volvo trucks. To reach this vision, we are continuously developing products and systems that prevent accidents from happening in the first place and ways of reducing the consequences if an accident does occur. But we want to do more.

See and be seen

Accidents between trucks and vulnerable road users (e.g. pedestrians and cyclists) often have the most severe consequences. With the See and be seen program, we want to make teenagers aware of the fact that:

- 90% of all traffic accidents involve human factors, including lack of knowledge, inattention, misjudgments, fatigue, and risky behaviors.
- Truck drivers have limited visibility close to the cab. The mirrors help them see in all directions, but it's difficult to check all mirrors simultaneously.

These messages can make a life-saving difference.

* Figure based on European statistics. May vary slightly in different parts of the world.

HOW TO USE THE MATERIAL

This guide has been developed to support you, as an instructor, to carry out the See and be seen training. To further assist you, a kit with several components is available. You choose the components that will best suit your target group and the time you have available.

Thank you for your participation!

Disclaimer

Please be advised:

Before conducting any training with schoolchildren, ensure that you have teacher approval, in writing if necessary. Be aware of - and follow - all applicable school safety policies and all local laws and regulations.

The training should be conducted in the presence of the teacher. Conduct the training in a safe way, being particularly mindful of surrounding vehicles or traffic.

TARGET GROUP

The primary target group for See and be seen is young persons, ages 11-19. If you want to talk to younger children, we recommend you use the Stop Look Wave program by Volvo Trucks.

PROFILE OF INSTRUCTOR

For the classroom training: A Volvo Trucks representative, a transport company representative, a schoolteacher, or an educator who:

- is comfortable speaking in front of groups.
- is skilled at engaging with and instructing children in a learning environment.

For the outdoor exercise: A Volvo Trucks representative or a transport company representative who, in addition to the qualifications mentioned above, also:

- demonstrates a strong interest in and thorough knowledge of trucks and safety.
- is skilled at assessing people and situations and can adapt their approach as necessary.

COMPONENTS IN THE SEE AND BE SEEN KIT

INDOOR/CLASSROOM TRAINING – FLEXIBLE AND EASY TO USE

This part of the training is designed to be carried out indoors, either in a classroom setting or individually on a computer or smartphone.

The content can be delivered as a digital e-learning module that each student completes on their own, or as an interactive classroom session using a PowerPoint presentation. Both formats encourage reflection, discussion, and a deeper understanding of safe behavior in traffic.

- **Digital e-learning**

The training is accessible on both computers and smartphones, giving every learner the flexibility to participate anytime, anywhere. In just 20 minutes, students will be introduced to key traffic safety concepts, explore real-life scenarios, and learn practical tips to stay safer on the road.

To start the training, visit: volvotrucks.com/seeandbeseen.

- **PowerPoint presentation**

If you are a facilitator looking to encourage discussion and boost classroom engagement, a dedicated PowerPoint presentation is available to support your session. This interactive module invites students to reflect on various traffic situations, share their perspectives, and deepen their understanding of safe behaviors in traffic. Use the presentation to spark meaningful conversations and reinforce key safety messages.

PRACTICAL VISIBILITY EXERCISE

If feasible, arrange to have a real truck parked in the schoolyard. This hands-on experience helps students understand the importance of making eye contact with the truck driver to ensure they are seen. Please use the following components for this training:

- **Illustration card**

Participants will use the illustration card to identify which areas around a truck are easiest for the driver to see and which are hardest to see. After making their selections, they will have the opportunity to climb into the cab and verify their answers in real life. Detailed instructions for conducting the training can be found below.

If you are organizing an event without instructors, a version of the card with instructions printed on the reverse side is available. This card is designed to be used together with bicycle silhouettes.

Final artwork is available as separate files at volvotrucks.com.

- **Stickers (option 1 - recommended for schoolyards)**

Nine stickers should be placed around the truck in the exact same positions as the circles in the illustration card (see “Positioning of the stickers/bicycle silhouettes” below). The stickers are available as printable artwork from volvotrucks.com. They should be printed in durable, weather-resistant material and placed on the ground or marked surfaces around the truck. Each sticker should clearly mark the position corresponding to one of the circles in the illustration card.

- **Bicycle silhouettes (option 2 - recommended for exhibitions or receptions)**

This concept is more sensitive to different weather conditions and therefore recommended for indoor activities. The nine silhouettes should be placed around the truck in the exact same positions as the bicycles in the illustration card.



Final artwork for the silhouettes is available as a separate file on volvotrucks.com. Here, you will also find printing instructions, i.e. size and recommended material. It is important that the material is robust enough to withstand various weather conditions (sun, rain, wind etc).

You will also need to purchase applicable board holders for the silhouettes. Here is an image of the board holder used in Gothenburg. It has a similar design as a parasol foot (hollow plastic, which is filled with water on site). It is important that the board holders are robust and heavy enough to withstand rain and wind, but not too heavy to transport. Check with your local provider for alternatives.



Giveaways

If possible, distribute giveaways at the end of the activity. The following products from Volvo Merchandise, the reflective slap wrap and reflective hanger, are excellent choices, as they reinforce the safety messages shared during the event.



[Official Volvo Merchandise](#)

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HOW TO CARRY OUT THE OUTDOOR EXERCISE

Option 1 – Using stickers

The exercise combines a free walk around the truck and a hands-on visibility check. It is beneficial to have two instructors, one outside and one inside the truck. Make sure that the schoolteacher also experiences the visibility challenge from the driver's seat, as this will help him or her to remember this when talking about the activity afterwards.

To get started, you will need:

- One truck
- Nine stickers
- Illustration cards and pens for all participants

Make sure everything is in place before the activity begins:

- The truck is positioned in a clear area so that you can safely walk around the vehicle.
- The stickers must be positioned exactly as the bikes in the illustration card (see "Positioning of the stickers/bicycle silhouettes" below).

Now that you are ready:

Before leaving the classroom, hand out an illustration card and a pen to each participant. Ask them to circle the bikes they think are easiest for the truck driver to see and cross out the bikes they think are most difficult for the truck driver to see.

When they are done, ask the class to follow you outside.

STEP 1

Walk around the truck

Briefly go through the type of truck displayed and explain that all stickers represent the bikes in the illustration card.

Ask the group to walk around the truck, stop at each sticker and compare what they see with their illustration cards from the classroom. If they wish, they may revise their markings.

STEP 2

After the walk, explain that the group will put their choice to the test.

1. Ask everyone to move to the sticker where they believe the cyclist is most visible.
2. Each group briefly explains why they think their position is the best.
3. If no one chooses one or several stickers, ask the group why they avoided those spots, e.g. "What makes this position less safe?" or "Could there be situations where it's actually visible?"
4. Encourage the participants to react, compare, and share counterarguments.
5. Participants are free to change position at any time if they hear a convincing argument.
6. Repeat the process for the place where the participants believe the cyclist is least visible.

The instructor facilitates the discussion by keeping the tone open and reflective, using questions such as:

- "Why do you think this spot gives better visibility?"
- "Can anyone think of a situation where this might be dangerous?"
- "What made you change your mind?"

The goal is not to determine who is right, but to raise awareness about visibility and perception.

STEP 3

In-cab experience

Make sure that at least one person stands by each sticker to represent a real cyclist's height. After that, let participants enter the cab in pairs. Once they are settled behind the steering wheel, the in-cab instructor asks them to correct their illustration cards by looking at the stickers/participants outside. The in-cab instructor also shows the mirrors and displays where the cyclists can be seen. Afterwards, it is important to remind the participants to climb out backwards.

Outside, the co-instructor ensures that participants standing by the stickers remain visible and engaged. Encourage eye contact between those inside and outside the cab.

Make sure they understand where the dangerous places are (the locations that the driver has difficulty to see) and emphasise that you should avoid standing there, because you are less likely to be seen.

STEP 4

Key takeaways and reflections

After the outdoor activity, bring the group back to summarise the key takeaways:

- Where are the main areas with limited visibility around a truck?
- How can cyclists ensure they are seen?
- Why is eye contact so important?

Invite participants to share what surprised them and what they will remember the next time they're near a truck or cycling in traffic.

In general, the outdoor exercise should not take more than 60 minutes (i.e. when all participants have had the ability to get inside the cab). It is important to stick to the timing so that everyone gets the chance to climb into the cab and experience the truck from the outside.

Option 2 – Using bike silhouettes

If you have the possibility to use the bike silhouettes, please make sure you use the illustration card with instructions.

Positioning of the stickers/bicycle silhouettes

