

"Be Sure Be Safe is an impressive way to promote safety awareness among children, from kindergarten age and beyond".

Avraham Tzdaka,

Head of the
Department of
Security, Emergency
and Environmental
Safety
Israeli Ministry of
Education

"Be Safe Be Sure develops the child's memory-related and cognitive abilities. It's also user-friendly, simple and interesting both for group work and for individual play".

Dr. Luba Poshnoy

Chief Doctor
Labor Regulation
Department
Israeli Ministry of Industry,
Trade and Labor

"Our family simply can't stop playing! The game definitely contributes to my daughters' idea of safety (they're 8 and 10 years old), and that really is its main added value".

Chief Safety Officer
Chemistry Division
Teva Pharmaceuticals, Israel

"A great initiative. Well done!"

Human Resources Manager
R&D, Chemistry Division
Teva Pharmaceuticals, Israel

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Be Safe Be Sure



Strategic memory game
for learning **safety**
and **health rules**
in various daily situations.



Outdoors At Home Road Safety At Work

Ideal for children aged 4-11
and fun for all the family!





"Approximately 2,270 children die every day as a result of unintentional injury".

(World Health Organization)

Be Safe Be Sure The International Safety Game

Developed by a leading clinical psychologist, this stimulating strategy memory game encourages children of all ages to make accident prevention a priority, by:

- * Promoting health and safety at school and in the home.
- * Generating lively discussion – "How to always be safer; any time, anywhere".
- * Presenting the safety issue in a friendly, fun and exciting way.
- * Advocating paradigm change through safer and healthier behaviour.
- * Demonstrating common risk situations using clear and simple illustrations.
- * Designed to educate and entertain children from all countries and cultures, sharpen their memories and enhance their cognitive abilities, **Be Safe Be Sure** will provide hours of fun and meaning for kids all over the world.

In **Be Safe Be Sure**, participants have to create as many matching pairs as possible.

In this strategic memory game the participants have to create as many matching card pairs as possible.

Each pair is made of a **Red-framed** card representing a safety hazard. **Green-framed** card representing the appropriate safety solution for the situation.



The **purple "Safety Champion"** cards serve as jokers as the kids plan their winning strategy!

The game consists of 84 heavy-stock colour cards, game instructions, and a 24-page booklet containing detailed explanations of the safety hazards and how to prevent accidents.

The Be Safe Be Sure memory game encourages all family members to discuss safety and health issues and be more careful, always and everywhere.

Be Safe Be Sure is approved by the Israeli Education and Labour Ministries and recommended by safety experts, child psychologists and leading educationalists.



Purchased by schools, health organisations and global corporations.



Be Safe Be Sure has already been translated into more than 12 languages!

