"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



### For more information:

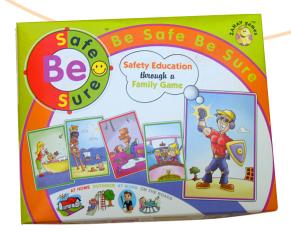
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# Be Safe Be Sure



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









**Outdoors** 









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 paradiam 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.

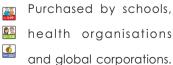
Each pair is made of a Red-framed card representing a safety hazard. Green-framed card representing the appropriate safety solution for the situation.

> 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 Lábour Ministries and recommended by safety experts, child psychologists and leading educationalists.







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























Sicherheit hoch vier doe het veilig









