Daylight is short in Europe in winter.

Your children will go to and from the bus stop in low light—at times in darkness.

Ensuring that drivers see your children crossing the street is vital to their safety.

It’s all about driver reaction time and stopping distance: When drivers do not see your children before the last few seconds, an accident may be unavoidable.

But, when you put reflective tape or devices on your children’s outerwear, book bags or other carried items, you greatly improve their visibility in low light and decrease the odds of an accident.

The payback for a few cents worth of reflective tape or devices could be as much as your child’s life.