



Safety and Rules

Multiple matching: safety campaigns | Cambridge IGCSE ESL 0510/0511

1. Lead-in discussion

Talk with a partner before you read.

1. Which safety rules are most important for teenagers?
2. Why do people sometimes ignore rules they understand?
3. How can a campaign change behaviour without sounding bossy?
4. Should safety messages focus on danger or responsibility?

Exercise 2 at a glance

Read four short descriptions. For each statement, choose the correct campaign, A-D. One campaign may be used more than once. Read the whole detail carefully before you choose.

2. Read for overall understanding

Read the four texts. Which safety campaign would work best at your school? Give a reason.

Staying Safe

A Helmet reminder

The helmet reminder campaign targets students who cycle to school. It does not simply show pictures of accidents. Instead, older students explain how a helmet helped them feel more confident in traffic and why it must fit correctly. The school noticed that some students carried helmets but left them hanging from handlebars. During the campaign, volunteers check straps at the bike gate and give out reflective stickers. Students are not punished for forgetting a helmet, but they must collect an information card before locking their bike. The message is repeated before winter, when darker mornings make visibility worse.

B Crossing patrol

The crossing patrol campaign was introduced after drivers complained that students crossed the road in separate groups, slowing traffic and creating confusion. The new system asks students to wait behind a painted line until the patrol officer stops vehicles. Some students said waiting felt unnecessary when the road looked clear, but the school showed them how quickly cars appeared from a nearby bend. The campaign is less about blaming students and more about making everyone predictable. Parents received a map showing the safest place to drop off children. Teachers also stand outside for the first week of term.

C Online privacy week

Online privacy week focuses on protecting personal information. Students complete short tasks about strong passwords, location settings and private accounts. The campaign avoids dramatic stories about hacking because teachers found that students either laughed at them or became anxious. Instead, each activity asks students to check one setting on a device they actually use. The school also reminds students not to post photos of friends without asking first. A lunchtime help desk is available for anyone who is unsure how to change settings. The final task is to write one realistic safety promise. Students review the promise a month later to see whether it worked.

D Lab safety badges

Lab safety badges are earned by students before they use equipment in science lessons. To receive a badge, students must show they can wear goggles correctly, label substances and clear spills safely. The badge does not mean they can work without a teacher; it shows they understand basic routines. The system began after several minor accidents happened during practical lessons, usually because students rushed to finish. Some students enjoy collecting badges, but teachers say the purpose is careful habits, not competition. Badges are renewed each year. Students who forget routines repeat the demonstration quietly before the next practical lesson.

3. Strategy focus

Check rule and reason

Safety texts often include a rule and the reason for it. Check whether the statement asks what people must do or why it matters.

4. Exam-style matching questions

For each statement, write the correct letter, A, B, C or D, on the line.

No.	Which campaign...	A-D
1	uses personal explanations rather than frightening accident images
2	asks students to check privacy settings on real devices
3	does not give students permission to work without adult supervision
4	was introduced partly because road users behaved unpredictably
5	includes asking permission before sharing images of other people
6	focuses on correct use rather than simply owning the safety item
7	requires students to demonstrate routines before using equipment
8	shows students why a road that looks safe may still be dangerous
9	requires students without one item to collect safety information

5. Vocabulary notebook

Underline five useful words or phrases. Check their meaning, then record them in your vocabulary notebook.

6. Follow-up tasks

1. Discussion: What might make teenagers ignore each safety message?
2. Strategy: Highlight the sentence where you found each answer. Label it with the question number.
3. Writing: Write a safety message for teenagers that does not sound too dramatic.
4. Vocabulary: Circle words and phrases connected to safety, rules and responsibility.

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2. Read for overall understanding

Suggested answer: Students' own answers, but they should refer to one or more details from the texts.

4. Exam-style matching questions

1. A
2. C
3. D
4. B
5. C
6. A
7. D
8. B
9. A

Notes for checking

Learners should match the statement to the exact detail in the text.

An option may be used more than once.

If learners disagree, ask them to highlight and label the sentence that proves their answer.