

# Report

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Report to:	<b>Roads Safety Forum</b>
Date of Meeting:	<b>5 November 2015</b>
Report by:	<b>Executive Director (Community and Enterprise Resources)</b>

Subject:	<b>Education, Training and Publicity Initiatives</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ Advise the Forum of ongoing education, training and publicity initiatives in South Lanarkshire.

## 2. Recommendation(s)

2.1. The Forum is asked to approve the following recommendation(s):-

- (1) that the contents of the report are noted and future road safety education, training and publicity activity in South Lanarkshire is supported.

## 3. Background

### 3.1. Your Call

- 3.1.1. The "Your Call" website was created by Road Safety Scotland and is aimed at S1 to S3 pupils.
- 3.1.2. It offers a range of themed interactive activities relating to risk-taking, decision-making, personal safety, pre-driver attitudes and peer pressure in the road environment.
- 3.1.3. The website features two films based on a pedestrian theme for the younger age group and a passenger theme for the older age group and shows the effect a road accident can have on young lives.
- 3.1.4. The resource provides teachers with flexible lesson plans that support the experiences and outcomes of Health and Wellbeing within Curriculum for Excellence.
- 3.1.5. There is a strong focus on active learning with discussion, debate and opportunities for young people to self-reflect about their behaviour in the road environment, whether travelling on foot, by bike or in cars with friends.
- 3.1.6. All secondary schools in South Lanarkshire have been introduced to the website which can be accessed at [www.itsyourcall.org.uk](http://www.itsyourcall.org.uk).

### **3.2. Junior Road Safety Officer Scheme**

- 3.2.1. The Junior Road Safety Officer (JRSO) is an important role that is held by pupils from primary 6 or 7 within most of the primary schools in South Lanarkshire Council. These pupils are either interviewed to take the position within their school or specially selected to hold the post for a period of one or two years. The involvement of an adult helper is key to the success of the scheme.
- 3.2.2. The main JRSO duties involve keeping a road safety notice board, organising competitions and speaking at assemblies.
- 3.2.3. The JRSO website, [www.jrso.com](http://www.jrso.com) provides further support for JRSOs and schools, giving stakeholders access to appropriate information and a platform for information exchange.
- 3.2.4. The scheme links into “Curriculum for Excellence” under Health and Wellbeing, Literacy and English, Numeracy and Mathematics, Expressive Arts, Social Studies and Technologies. It encourages road safety peer education and promotes partnership working with pupils, parents, teachers, Road Safety Officers and School Travel Plan Co-ordinators.
- 3.2.5. An information day was held on 3 September 2015 at Chatelherault Country Park for all Junior Road Safety Officers in South Lanarkshire and their adult helpers. This event was organised by the Traffic and Transportation Section and attended by 239 pupils and their adult helpers, representing 110 schools. The day provided an opportunity to participate in many road safety activities including the following:-
- Traffic Trail, Road Safety Game, Walk to School Campaigns, JRSO DVD, Speeding Ted Puzzle, Notice Board Design, Heavy Goods Vehicle Initiative, Road Safety Competition, KLANG the road safety app, Bikeability and numerous road safety campaigns.
- 3.2.6. Partnership working with many organisations was key to the success of the Information Day. Members of the Traffic and Transportation Section worked with Police Scotland, Scottish Fire and Rescue, Living Streets, Cycling Scotland, Sustrans, XPO Logistics and Support Services employees to make the event both educational and enjoyable.
- 3.2.7. The number of schools participating in the JRSO scheme during 2015/2016 is 121.

### **3.3. Theatre in Education – The Journey**

- 3.3.1. The road safety play “The Journey” aimed at primary 6 pupils was performed at 17 schools in South Lanarkshire during the academic year 2014/2015.

The primary schools that received a performance of the play were:-

Chapelton  
Bent, Kirkmuirhill  
Park View, Cambuslang  
Carstairs Junction  
Netherburn  
Dalsenf  
Our Lady and St. Anne’s, Hamilton  
St. Peter’s, Hamilton  
Fernhill, Rutherglen

Cairns, Cambuslang  
Quarter  
St. Mark's, Hamilton  
Carstairs  
Stonehouse  
Mount Cameron, East Kilbride  
Maxwellton, East Kilbride  
St. Charles', Cambuslang

3.3.2. "The Journey" is one of a series of plays for schools which make up the Theatre in Education Programme of Road Safety Scotland. "Theatre & Learning" theatre company is commissioned by Road Safety Scotland to perform this play in primary schools across Scotland. South Lanarkshire Council are allocated a number of performances on an annual basis.

3.3.3. The play is acted in forum theatre style which encourages audience participation throughout the performance. The actors actively encourage the pupils to make certain decisions about road safety and involve the audience in role-play.

3.3.4. The play's links to Curriculum for Excellence include:-

- Health and Wellbeing
- Listening
- Drama
- Mathematics
- Personal and Social Education

### **3.4. In-Car Safety**

3.4.1. A car seat safety check clinic was held at Toys R Us, East Kilbride on 17 July 2015 which involved checking and adjusting child car seats for safety and compatibility. The aim of this campaign is to increase in-car child safety and reduce the number of child casualties from road traffic collisions.

3.4.2. The Good Egg Expert worked throughout the clinic day giving advice to parents and carers. A total of 42 in-car safety checks were completed.

3.4.3. Recent campaigns across Scotland have highlighted that many child car seats are incorrectly fitted and many children are not restrained at all.

3.4.4. Participants of the campaign were introduced to the "Scottish Good Egg Guide to In-Car Safety" booklet and the website [www.protectchild.co.uk](http://www.protectchild.co.uk). The guide and website aims to highlight the importance of correctly fitted child restraints and give guidance on how to find the best seat for your child.

### **3.5. Kids in the Car Campaign**

3.5.1. The Scottish Government and Road Safety Scotland re-launched the road safety "Kids in the Car" campaign on 29 July 2015. The campaign focuses on the influence parents' driving can have on their children's safety when they become drivers themselves.

3.5.2. The campaign is based on the premise that every time parents get behind the wheel with their children in the car, they're giving them a lesson which could save their lives in the future.

- 3.5.3. The campaign draws on Early Years and road safety research which demonstrate that children's future prospects are influenced to a large extent by their parents' and carers' behaviour from a very young age. This extends to all areas of life, including driving. Parents are already very aware that they are role models to their children, but this does not always include their vital role in road safety.
- 3.5.4. The social marketing campaign includes television, cinema, radio, online advertising, social media and public relations. The campaign is being further supported by a wide range of partners across education, road safety, retail and automotive sectors.
- 3.5.5. The Traffic and Transportation Section are actively supporting the Kids in The Car campaign through distribution of posters and leaflets across various establishments including petrol filling stations and motorway service stations in South Lanarkshire.

### **3.6. Summer Drink Drive Campaign**

- 3.6.1. The Scottish Government and Road Safety Scotland's Summer Drink Drive social marketing campaign was launched in June 2015.
- 3.6.2. The campaign supports Police Scotland's enforcement campaign reminding motorists of the tough legal and personal consequences of drink driving.
- 3.6.3. The campaign highlights that a driver is stopped on average every two minutes on Scotland's roads. The message advised not to drink anything at all before driving as the risk of being caught is higher than ever.
- 3.6.4. The campaign featured on television, radio and digital and social media throughout June. Posters supporting the campaign were displayed on South Lanarkshire Council notice boards and distributed to partners in road safety to display in their premises.

### **3.7. Scottish Biker**

- 3.7.1. The Scottish Biker publication was initiated by Road Safety West of Scotland to equip motorcyclists with the information required to keep them safer on our roads.
- 3.7.2. The magazine encourages riders to improve their skills, increase their awareness of road hazards and ensure their bike and equipment is in good order.
- 3.7.3. The publication has been distributed to petrol filling stations, motorway service areas and motorcycle services retailers in South Lanarkshire.

### **3.8. National Driver Fatigue Campaign**

- 3.8.1. South Lanarkshire Council's Traffic and Transportation Section has been promoting the new Driver Fatigue Campaign launched on 29 June 2015 by the Scottish Government and Transport Scotland.
- 3.8.2. The campaign consists of advertising, social marketing, PR and partner support. The Traffic and Transportation Section promoted the campaign at motorway service stations at Cairn Lodge, Abington, Bothwell and Hamilton by supplying information leaflets and posters.

- 3.8.3. Key messages of the campaign highlighted that the most recent statistics show that there were 107 casualties in a year in Scotland (including 29 deaths and serious injuries) resulting from collisions where fatigue was recorded as a contributory factor.
- 3.8.4. In 2014, in South Lanarkshire, there were 12 injury accidents where “fatigue” was recorded as a collision factor. Of these, 2 were fatal, 1 was serious and 9 were slight. There were a total of 15 casualties. Of the twelve, five occurred on the M74, including the two fatal accidents, between 0000 hours and 0700 hours. This is a slight increase when compared to 2013 and 2012 where 11 injury accidents were recorded. There were no fatal accidents during the previous 3 year period (2011-13).
- 3.8.5. The campaign reminds motorists to plan ahead and act to avoid fatigue by getting plenty of rest, drinking caffeine and taking regular breaks.
- 3.8.6. More information on this Driver Fatigue Campaign is available on the website [dontriskit.info](http://dontriskit.info).

### **3.9. Drive Safe Scotland**

- 3.9.1. Drive Safe Scotland is a new resource which has been designed by Glasgow City Council to help small businesses to manage their occupational road risk more effectively.
- 3.9.2. One third of all road casualties involve someone who is driving for work and more employees are killed in “at work” road accidents than in all other occupational accidents.
- 3.9.3. The resource is supported by many organisations involved in the promotion of road safety including:- the Scottish Occupational Road Safety Alliance (ScORSA), The Royal Society for the Prevention of Accidents (RoSPA), NHS Healthy Working Lives, Go Safe Glasgow and Strathclyde Safety Camera Partnership (now entitled Scottish Safety Camera Programme).
- 3.9.4. The website [www.drivesafescotland.com](http://www.drivesafescotland.com) helps small businesses ensure that they are communicating a positive message on road safety to all of their workforce and includes risk assessment and cycle awareness.
- 3.9.5. Copies of the resource have now been supplied to South Lanarkshire Council’s Traffic and Transportation Section. Seventy copies of the resource have been supplied to the Hamilton Business Unit based at Brandon Gate for circulation to local companies.

### **3.10. United Nations Global Road Safety Week/ Scottish Road Safety Week**

- 3.10.1. The third United Nations Global Road Safety Week and first Scottish Road Safety Week was held between 4 - 10 May 2015.
- 3.10.2. The aim of the week was to draw attention to the urgent need to better protect children and generate action on the measures needed to do so and to add impetus to the Decade of Action for Road Safety 2011 – 2020.
- 3.10.3. The week focused on the strapline “Save Kids Lives” and many activities took place across the world to highlight the importance of making the road environment a safer place for children.

3.10.4. The Traffic and Transportation Section was involved in many road safety activities to commemorate this important week. This included producing a road safety film (ref. 3.11), promoting a Junior Road Safety Officer competition on behalf of Road Safety Scotland and working in partnership with Scottish Fire and Rescue to distribute promotional items produced specifically for this high profile event in the road safety calendar.

### **3.11. Driving School of Sports News (DSSN)**

3.11.1. DSSN is a film which focuses on the school journey and was produced as part of the United Nations Road Safety Week and the inaugural Scottish Road Safety Week 4 – 10 May 2015.

3.11.2. The film is presented by Junior Road Safety Officers and pupils from three South Lanarkshire Schools:- Townhill Primary, Hamilton; Newfield Primary School, Stonehouse; and St. Leonard's Primary, East Kilbride.

3.11.3. The film draws parallels between inappropriate behaviour on the football field and at the school gate. It examines the benefits of walking to school, car pools, and "Park and Stride."

3.11.4. The DSSN initiative is an innovative way of putting the road safety messages across in a light-hearted way but, at the same time, emphasises the importance of positive decision-making and the changes that can be achieved through positive actions.

3.11.5. The film has been featured in several websites including Road Safety GB and Road Safety West of Scotland. Road Safety Scotland included an article promoting the film in their summer 2015 edition of Direction magazine.

3.11.6. The DSSN film is available to watch on Youtube at <http://ow.ly/MWkVX>

## **4. Employee Implications**

4.1. There are no employee implications associated with this report.

## **5. Financial Implications**

5.1. 3.2 - JRSO Information Day costs approximately £2500, £1500 met from the Road Safety Revenue Budget and £1000 funded by logistical company XPO.

## **6. Other Implications**

6.1. There are no significant risks as assessments are carried out using criteria based upon national best practice.

6.2. There are no implications for sustainability in terms of the information contained within this report.

## **7. Equality Impact Assessment and Consultation Arrangements**

7.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.

7.2. All the necessary consultation arrangements have taken place.

**Michael McGlynn**  
**Executive Director (Community and Enterprise Resources)**

20 October 2015

**Link(s) to Council Objectives/Values**

- Improve community safety
- Improve and maintain health and increase physical activity
- Protect vulnerable children, young people and adults
- Increase involvement in lifelong learning
- People focused
- Develop a sustainable Council and Community

**Previous References**

- Road Safety Forum 20 May 2015

**List of Background Papers**

None.

**Contact for Further Information**

If you would like further information please contact:-  
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