

Report

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Report to:	Road Safety Forum
Date of Meeting:	16 February 2011
Report by:	Executive Director (Enterprise Resources)

Subject:	Education, Training and Publicity Initiatives
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1. Purpose of Report

1.1. The purpose of the report is to:-

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

2. Recommendation(s)

2.1. The Forum is asked to note 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 Road Safety within Curriculum for Excellence 2010/2011

All schools in South Lanarkshire have been supplied with the latest copy of Road Safety Scotland's "Road Safety within Curriculum for Excellence" document.

This publication provides guidance and information on road safety education and the seven principles of Curriculum for Excellence:- progression, depth, relevance, breadth, personalisation and choice, challenge and enjoyment, coherence. The curriculum provides the framework for all young people in Scotland to gain the knowledge and skills for learning, life and work. Details of the numerous Road Safety Scotland resources being promoted in South Lanarkshire are featured with clear links to the curriculum.

A series of meetings have taken place between Enterprise Resources and Education Resources staff in order that a partnership approach to the delivery of road safety within Curriculum for Excellence is developed in a more structured way. This will allow for more effective communication involving employees best placed to deliver road safety educational programmes.

3.2 Road Safety Calendar Competition 2010

Approximately 15,000 school pupils participated in the Road Safety Calendar Competition to design a calendar for 2011. Competition guidelines were issued to all schools in South Lanarkshire in August 2010 requesting them to submit their 5 best entries from each class by 1 October 2010. This resulted in 3,020 paintings being

received from 111 schools. Judging took place in October and an award ceremony was held on 24 January 2011.

The overall winner of the competition was Beth Damer of Abington Primary School. Beth's artwork appeared on 10,000 wall calendars and 3,000 desk calendars which were distributed to schools, Council offices, libraries and partners in road safety.

Scottish and Southern Energy (SSE) Renewables provided funding towards the cost of the Road Safety Calendar Competition 2010. TDG for Argos have agreed to provide funding for the competition in 2011.

3.3 **Corporate Calendar**

The corporate calendar, which is distributed to every residence in South Lanarkshire, incorporated road safety information on rural roads and drink and drug driving.

The information provided advice for drivers and pedestrians on the effects of impairment and steps they can take to contribute towards making our roads safer.

Reference was also made to the effectiveness of the Route Action Plan initiative introduced on rural roads throughout South Lanarkshire.

3.4 **Go Safe! Ziggy's Road Safety Mission**

"Go Safe! – Ziggy's Road Safety Mission" was launched by Road Safety Scotland on 5 October 2010. This new early years approach to road safety replaces the current Children's Traffic Club in Scotland.

The resource, featuring the lead character Ziggy, will target three key age groups: 0-3 years; pre school and the transition into Primary 1. This is in line with the Scottish Government's policy on early intervention and the Curriculum for Excellence.

The new approach is aimed at helping youngsters, and the adults who look after and educate them, learn about road safety through real experiences, alongside playing, talking and reading.

Themed around the seasons, the approach has been developed to be used throughout the year both at home and as part of the Early Level curriculum.

For 0-3s, a bright and noisy rhyming story in the form of a clip-on 'buggybook' has been created, focusing on the roadside sights and sounds babies and toddlers experience when they are out and about. This will be distributed by The Scottish Booktrust via the newly re-branded "Bookbug Baby Bag."

For the pre-school and transitional material, six stories and an interactive website www.gosafewithziggy.com have been developed based on specially created characters. The approach has been carefully created to take into account the age of the child, with different materials adapted for each key stage of the early years. The materials are provided, free of charge, to all early years establishments and primary 1 classes.

Members of the Road Safety Section introduced the new early years materials to students studying for the Bachelor of Arts in Childhood Practice on 19 November 2010 by delivering a Power Point presentation and a series of workshops incorporating the new resource.

The Road Safety Section advertised "Go Safe Ziggy's Road Safety Mission" in the "The Reporter" to highlight the resource to parents and carers of young children to encourage them to use the materials and website.

The early years resource also featured in the Education Newsletter.

3.5 **Heavy Goods Vehicle (HGV) Initiative**

South Lanarkshire Council's Road Safety Section, Strathclyde Police and TDG for Argos worked in partnership to develop an educational DVD programme to alert road users to the road safety issues surrounding Heavy Goods Vehicles. This initiative is a practical method of increasing our awareness of road safety in relation to HGVs.

This road safety initiative provides the opportunity to see things from an HGV driver's perspective. In order to demonstrate the issue of visibility, the filming includes views from inside the cab and will help other road users to understand and share the challenges faced by the driver.

Through this initiative, we learn first hand from the driver, many features with regard to the width and length of the vehicle, side winds, stopping distances, weather conditions, reversing sounds, manoeuvres, "blind spots" and tail lifts. It is hoped that the information provided will equip all of us, as road users, with the knowledge and skills to enable us to make decisions to keep us safer on our journeys as pedestrians, cyclists or drivers in the future. A wide distribution of the DVD is anticipated, targeted especially to those over 60 years of age.

3.6 **Association of Chief Police Officers (ACPOS) Festive Safety Campaign**

The ACPOS festive safety campaign which took place between 6 December 2010 and 3 January 2011 aimed to highlight to drivers the real life consequences of drink driving and how it has long-lasting effects.

The campaign works as a deterrent to those who would otherwise be willing to take the risk and incorporates the Crimestoppers contact details. The graphics designed for this initiative depict the void in a driver's personal life and lifestyle due to drink driving.

The campaign consists of posters, beer mats, television, online and radio advertising as well as numerous editorial platforms with the clear and concise message "Get caught drink driving and we'll take your licence. Get caught again and we can take your car."

The Road Safety Section distributed campaign beer mats to numerous licensed premises within the council area.

3.7 **Crash Magnets**

Road Safety Scotland has revised the road safety resource "Crash Magnets" for S3-S6 pupils. The revision of the resource has been produced following a review which took soundings from teachers and students across Scotland.

"Crash Magnets" is a modern resource which equips students to acknowledge the choices they have as independent travellers, and the risks and responsibilities of becoming a driver.

It seeks to engage young people in the importance of positive attitudes and behaviours, before they get behind the wheel of a car.

“Crash Magnets” provides links across learning to Health and Wellbeing, Level 4. It enables the teacher to host debate and discussion following each of the 5 DVD programmes. There is also activity-lead learning which encourages young people to self reflect and express opinion.

The revised edition is being introduced to Secondary Schools in South Lanarkshire in a structured approach following guidance from Education Resources.

3.8 Winter Driving

The West of Scotland Road Safety Forum publicised it's “Get set for winter” campaign in the Daily Record on 17 November 2010.

The campaign urged motorists to drive safely this winter and provided useful information on car maintenance, winter driving in snow and ice, fog, low winter sun, breakdowns, flooding and high winds.

The campaign advised drivers to plan their journey and to check weather conditions before starting out. It also advised against unnecessary journeys and what equipment to take in the car during the winter weather.

3.9 Country Roads

The West of Scotland Road Safety Forum launched its Country Roads campaign in September 2010.

Three out of four fatalities in Scotland happen on country roads and five people are killed or injured on country roads every day in the Strathclyde area.

The initiative directly addresses the problem that too many drivers consider relatively traffic-free country roads to be comparatively safe places to drive. It stressed that there is no place for complacency behind the wheel as unpredictable hazards could be around the next bend e.g. stray animals, a stationary tractor or unexpected flooding.

One of the main messages of the campaign is that you do not have to be exceeding the speed limit to be driving too fast. The key to keeping you and your passengers safe from harm is always to drive at an appropriate speed for the conditions to ensure that you have enough time to react to whatever hazard you may encounter.

4. Employee Implications

4.1. None

5. Financial Implications

5.1 Ref.3.2- Catering approximately £1264, prizes approximately £530, 10,000 wall calendars £785.84, 3000 desk calendars £689.37, life sized calendar £48.16 - costs met from the Road Safety Revenue Budget. £600 funding received from SSE Renewables.

3.8 – Advertising cost £2000. This was funded by the West of Scotland Road Safety Forum budget.

6. Other Implications

6.1. There are no risks associated with this paper.

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 Consultation with Education Resources to ascertain stronger communication links on delivering road safety educational programmes within Curriculum for Excellence was carried out.

Colin McDowall

Executive Director (Enterprise Resources)

18 January 2011

Link(s) to Council Objectives/Improvement Themes/Values

- Improve community safety
- Improve health and increase physical activity
- Improves lives of vulnerable children, young people and adults
- Sustainable development
- People focused

Previous References

Road Safety Forum 24 November 2010

List of Background Papers

None.

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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