

SAFE DRIVE STAY ALIVE

Dorset 2017 Report

Introduction

The Safe Drive Stay Alive Roadshow is an education programme designed to engage some of the most 'at risk' groups on Dorset roads

The Partners

The programme is delivered in partnership by Dorset & Wiltshire Fire and Rescue Service, Dorset Police, Bournemouth Borough Council, Borough of Poole Council, Dorset County Council.

The Target Groups

The roadshow is primarily targeted towards young drivers, riders and passengers aged 15-19. Statistics have shown that this is the most at risk group using our roads. They account for a quarter of all road traffic casualties. We also target two other high risk groups; the armed forces personnel and local businesses.

The Delivery

The education is delivered by representatives of all three emergency services with real victims of road traffic collisions. These include mothers and fathers that have lost children, those left disabled and even those that have caused fatal road traffic collisions. A presentation designed to make the audience fully aware of their responsibilities as new drivers.

We make the programme available completely free to every young person aged 15-19 in Dorset. Every school with the appropriate aged students is invited and on average we see 4,000 young people each school year. The army and businesses see the presentation as required throughout the year.

Contents

Table of Contents

Evidence of road safety objectives and benefits	1
Road Safety Issue to be addressed	2
The Delivery	6
Behaviour Control Techniques	8
Evaluation 1 – Teachers/Lecturers	12
Evaluation 2 – Students	14
Evaluation 3 – External observation	17
Evaluation 4 – Casualty statistics	19
Evaluation Summary & Future development	20
Community Engagement	21
Project Management	22

Evidence of clear road safety objectives and defined road safety benefits

Mission Statement

The primary aim of this project is to safeguard young people from the physical and psychological harm caused by a road traffic collision.

The secondary aim is to assist the military and business drivers to improve their driving behaviour.

Objectives

Reduce the number of people who are killed or seriously injured (KSI) in Dorset.

Reduce the financial burden of Road Traffic Collisions (RTC) on the community and individuals.

Learning outcomes

- Young drivers -
 - To understand the reality of a road traffic collision and how it can affect their own and other people's lives. To be more receptive to road safety messages now and in the future. Inspire young drivers to take up further road safety education to improve their driving behaviour.
 - Produce a change in behaviour and attitude to the highest collision causation factors; the fatal four; not wearing seatbelts, using your mobile phone, driving at excessive speed and drink or drug driving.
 - An increase in confidence to speak out or make a decision as a passenger when any of the above are involved or they feel in an unsafe situation.
 - Taking responsibility for their own actions to stay safer for longer.
- Military Personnel
 - To heighten their awareness of the increased risk they face as road users. To convey information that informs them of the fact that they are more at risk on the UK roads than when on operations abroad. To provide stories designed to give them the real truth of what a road traffic collision is and how it can change their lives.
 - Business drivers & employers - To inspire fleet managers to improve road safety within their organisation.
 - To educate the work force on the risk that driving for work presents and to provide information that helps them to understand the devastating effects a road traffic collision can have for all those involved.



Road Safety Issues to be addressed

Target Group 1 Young Drivers

Young drivers are our main target group because they are the most at risk group on Dorset's roads

Casualties 2013-16 (4-year period)

This chart compares the total number of 16-24 year olds casualties with all casualties aged 25-85+

Fig.1

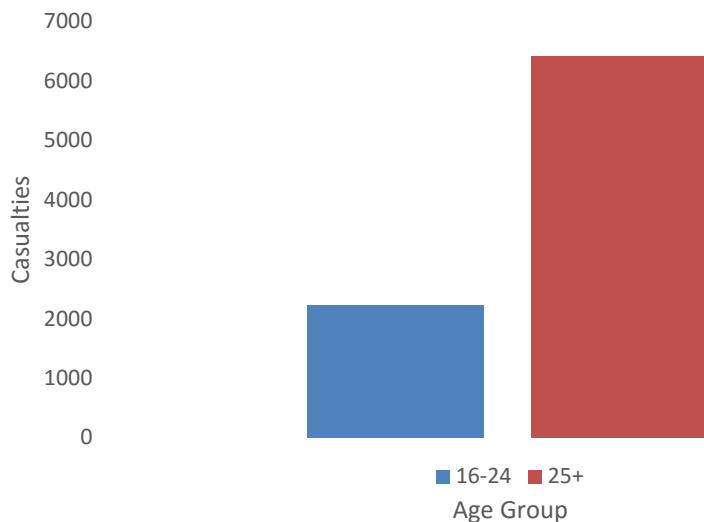


Fig.1 Over the last four-year period there was a total of 2226 casualties aged 16-24. The total number of other casualties aged 25-85+ was 6414. Despite the young driver age group representing only a small percentage of all road users, the number of casualties was over a third of all other age groups added together.

Total casualties 2013-2016 (4-year period)

This chart shows the total number of 16-24 year-old casualties over a four-year period compared to every other specified age group (Child 15 years)

Fig . 2

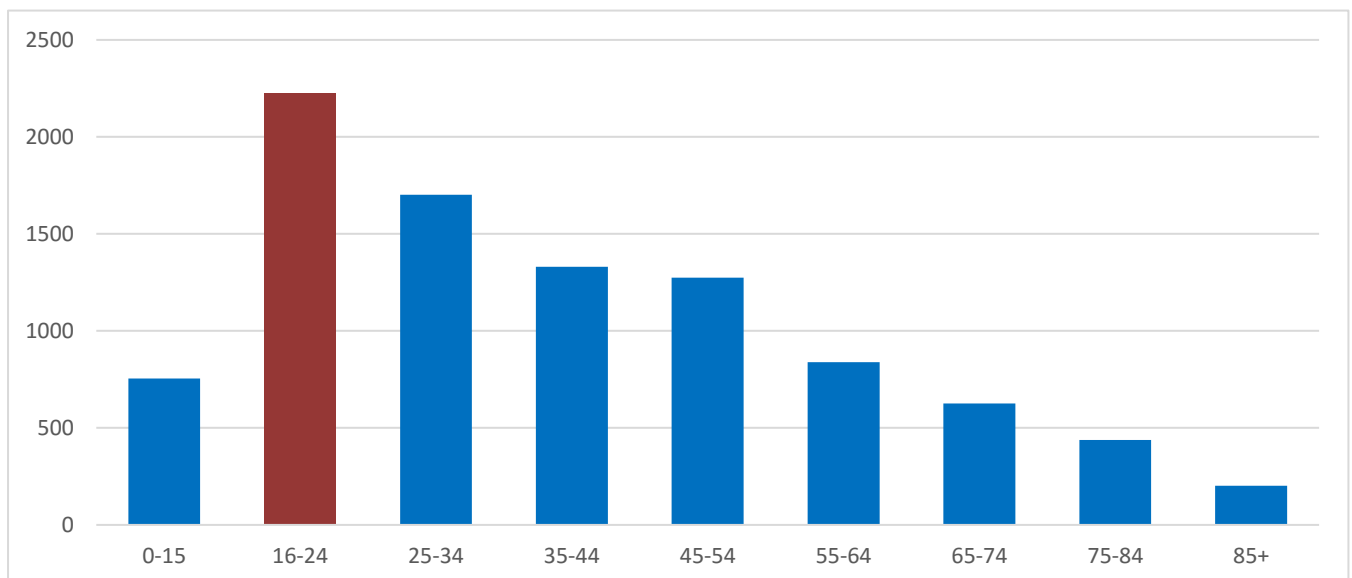


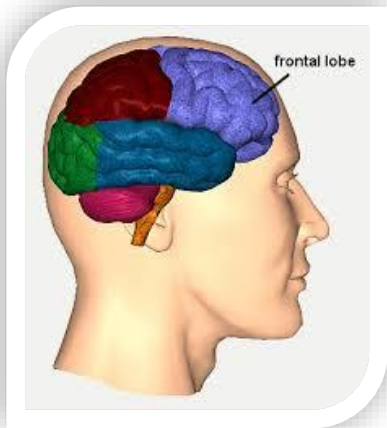
Fig.2 covers a 4 year period and displays the total number of casualties within each 9 year age group. The 16-24 year old age group is clearly the most common casualty age group.

Road Safety Issues to be addressed

Target Group 1 Why are young drivers so at risk?

As with any new skill, the more you use that skill the better you become. Whilst it is known that improvements in a driver's skill can reduce their tendency to make errors while driving it is the ability to recognise those dangers that must first be established.

Research has shown a young person's mind matures from the age of birth until around the age of 25.



The last part of the human brain to become fully mature is the frontal lobe, the part of the brain that deals with hazard and risk recognition.

This is one of the contributory reasons why so many young drivers are involved with RTC. They fail to recognize the dangers of their driving habits and the risk to themselves and their passengers.

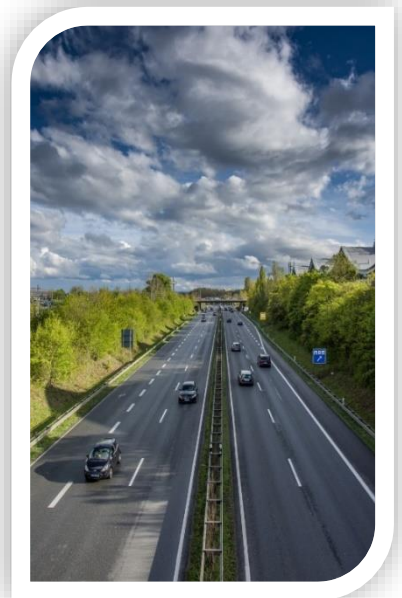
Young drivers need an educational experience that can teach them not only the dangers but also the consequences of poor and dangerous driving. By educating them at an early stage on their life we can help them be safe on the roads during the early development of their driving career.

Through this exposure to the realities of road traffic collisions we are providing them with the knowledge that they are medically unable to recognise for themselves. This empowers them to make the right decisions whether a passenger or a driver.

Sadly, the young driver profile is not unique to Dorset. Nationally 17-24 year olds account for around 20% of road deaths, even though they comprise only 7% of full licence holders. **Young drivers pose a serious risk to other road users as well as to themselves**

Young drivers have been found to be more at risk in the following circumstances.

- Driving at night, over the weekend:
- Negotiating bends (rather than junctions):
- Travelling on urban roads
- Driving with passengers
- Impaired by alcohol
- Impaired by drugs:



Road safety Issues to be addressed

Target Group 2: Military Personnel

Dorset has two British Regular Army barracks and one Royal Marine Camp. The Ministry of Defence Land Transport Accident (LTA) Report 1st January 2012 – 31st December 2016 lists the following national statistics of the UK armed forces. *Published 30 March 2017*



- Off-duty accidents accounted for 89% of LTA deaths
- 54% of deaths occurred among personnel previously deployed to Iraq and/or Afghanistan
- Motorcycle accidents were the second largest cause of LTA deaths
- Overall for the period 2012-2016 the Armed forces were at a 65% statistically significant increased risk of dying as a result of a LTA compared to the UK general population
- Hostile action accounted for 12% of Armed forces deaths while over the same period LTA's accounted for 18%
- The Army is the most at risk service, followed by the RAF and then the Navy.

Target Group 3: Driving for work

- An estimated one third of road traffic collisions in Britain involve someone at work.
- In 2015, 541 people were killed, 4,822 seriously injured and more than 40,000 slightly injured in collisions involving a driver or rider driving for work³.
- Around 85% of those killed in 2015 and almost 70% of casualties, in work-related crashes were other road users or passengers of an at-work driver or rider.
- 67000 collisions in the UK were from work related journeys⁴.
- 5363 people were killed or seriously injured in road traffic collisions involving someone driving for work³.



The Delivery

About the roadshow

Safe Drive Stay Alive tours the county the Dorset Roadsafe area each autumn delivering essential road safety education to nearly 4,000 young people.

Shows take place over months across Dorset and are available to every school

Safe Drive, Stay Alive is a roadshow based around powerful personal testimony designed to make the audience aware of the nature and extent of personal tragedy and suffering a Road Traffic Collision can and does cause.



A story of a road traffic collision links the onstage testimonies which come from serving members of all 3 emergency services, parents of young people who have lost their lives in a road traffic collision, and those left disabled by the actions of young drivers.

It leaves those attending aware of their personal vulnerability and accountability as new drivers and is designed to impact in a positive way upon their attitude towards the concept of driving.

Project Partners

To be successfully delivered, the project relies on partnership from a number of agencies. Partners support the delivery in a number of ways, these can include staffing the events, assisting setting up and financial support.



Dorset Road Safe is committed to reducing the number of road traffic casualties on our roads. Our work focuses on a combination of approaches including; education, enforcement and engineering.



Road traffic collisions are particularly challenging for firefighters, who often witness traumatic injuries. The majority of such crashes can be avoided, which is why we work hard with partners to improve drivers' knowledge and understanding of the risks. **Dorset & Wiltshire Fire and Rescue Service** provides a team to co-ordinate, administer and staff to run the events.



Dorset Police support road safety and casualty reduction through enforcement of the law and preventative measures through education. **Dorset Police** supply staff to assist with the delivery of SDSA.



Bournemouth Borough Council support casualty reduction through public health and a dedicated road safety team, to provide road safety training and education to a variety of ages and groups of road users. Bournemouth Council provides support for the roadshow through the road safety partnership



Borough of Poole Council supports a wide range of road safety training and education programmes to encourage safe use of the roads by all road users. Poole supports the roadshow through the road safety partnership and by providing staff to assist at the events.



Dorset County Council run number of road safety interventions available to a wide range of road users. Dorset County Council support the roadshow through the road safety partnership



Road Traffic Collisions remain as one of the highest causes of accidental injury admissions to Hospital. The **Wessex Trauma Network** are now actively engaged with the Dorset SDSA and are providing speakers for the medical role.



Arval has always supported local road safety events; particularly those aimed at children and has supported several events in schools. Arval has also been a strong supporter of Safe Drive Stay Alive Roadshow aimed at younger drivers. Arval provides financial support and volunteers as part of its social corporate responsibility programme.

Behaviour Change Techniques

Fylan and Stradling (2014)¹ found that Behavioural Change Techniques (BCT's) are pivotal to the success of prevention projects. They found 27 BCT's used by health professionals when trying to change health related behaviours. They then looked at 6 different road safety interventions to identify which of the 27 BCT's had been used. In conclusion, they found only a small number were being used by deliverers and these tended to focus on risk and its associated consequence. This approach means that young road users understand the threat of risk but not how to cope with it. In addition to traditional approaches, future interventions should consider the following:

- Identify when and where **specific behaviour** should be carried out.
- Engaging with young people to consider **different life choices**.
- Supporting young adults to be **self-critical**.
- Identifying the benefits of **not conforming to social norms**.

Education Approach

Safe Drive uses a **behaviourist approach** to influence and change attitudes towards road safety. The speakers should be seen as role models and the learning will come through the listening to the experience and consequences of a drivers' actions. This initial education will be designed to have a positive effect on their response to any future **constructive** based education approach.

The aim of Safe Drive Stay Alive is to change a young person's attitude to road safety. It enables the partnership to raise the issue of road safety with young people thereby making them susceptible to future associated education programmes. The roadshow is designed to leave the audience fully aware of the risks and responsibilities they face as new drivers. The various stories presented represent both innocent victims and those that have caused collisions; This gives them a rounded view of how a road traffic collision can affect so many lives.

Stage Model of Change

Most will start with the belief that they do not need to change, it is the roadshows job to make them contemplate their actions so they go through the following change;

1. I'm ok!
2. Do I need to change?
3. What could I do to change?
4. What will I do to change?
5. What can I do to maintain the change?

In order to achieve this during road safety education it is important to follow a process that makes them feel good at the start, so they are psychologically prepared to receive the education before bringing them down slowly. For example;

1. Make them feel good.
2. Make them feel part of a good group.
3. Swell their ego. *This will stop them disconnecting*
4. Start to bring them down slowly, let them contemplate their actions.
5. Then give them the information they can use to change.

Behaviour Change Techniques

The opening speech is scripted in a way that will help to prevent the audience from being disengaged. There is no direct blaming or naming of young people as a problem on our roads as this would turn their interest off. The opening script is designed to grab their attention with facts about how we are all at risk of being involved in a collision.

This is designed and scripted to make them feel that they are currently in a safe place, but we have some information that they may need to listen to stay in order to stay in that safe place.

Development notes: Review opening script in line with the above.

Relating to the Theory of planned behaviour

Research has shown there are three constructs that have an effect on a person's intention. Safe Drive has the potential to affect these in the following ways.

- 1. Attitude towards behaviour.** The stories are varied and at least one should strike a chord with the attendees. It is expected that their attitude will change as they become more aware of the risks and how that will affect them. Students will be presented with new information that is likely to conflict with their existing beliefs or ideas. This can cause a level of mental stress or discomfort as the new information could mean they hold contradictory beliefs or ideas. The theory is that by providing the students with good beliefs you can move them away from the poor beliefs they may already hold. Each story told ends with messages of how the situation could have been avoided.

Development notes: Ensure all stories are concluded with good examples and tools

- 2. The Subjective norm.** The show is always run to an entire school year. This means that they have all received exactly the same information which will change the social pressure they each feel. For example, the pressure they may have faced to speed should be reduced, as it is likely that others in the car will not only understand the consequences, but will no longer expect that type of behaviour. When they are in a situation where someone has not had the same education they should be encouraged to develop coping strategies. While the roadshow presents some coping strategies these can also be covered in a further education programme after they have seen the roadshow.
- 3. Perceived Behavioural Control.** Probably one of the more difficult constructs to reach. This can be influenced on a day to day basis through the stress of peer pressure and experiences we face each day. The victims in the stories told all had choices to make, they made the wrong choices which led to the devastating outcomes. This makes the audience fully aware of how those choices can have a negative effect on theirs and others lives. It is hoped that this will, at least in the short term, help them to make better choices. This short term attitude is measured through a pre and post questionnaire. The questions are designed to evaluate if there has been an immediate change in knowledge and attitude after the event.

Behaviour Change Techniques

Safe Drive and the Optimistic Bias

Careful consideration needs to be given to the Optimistic Bias theory and how the contents of the roadshow can affect those at the extremes; those at the anxiety end and the boredom ends of the scale. Much of the roadshow contains information that is hard hitting and may have a negative effect on those students. Those at the boredom end may switch off during the education as they need constant stimuli to keep interest and are extremely optimistic believing '*It won't happen to me*'. At the other end, we have the anxiety group that could be fearful of driving as they are vulnerable to pessimistic views.

SDSA attempts to strike a balance between these two extremes by presenting both positive and negative messages. Negative stories about a fatal collision are always supported by messages of how they could have made better choices. This format should elevate any stress created for those at the anxiety end of the bias. For those that are extremely optimistic, the presentation of real stories will have a greater effect at reaching them. Striking a balance between those that believe they are less at risk and those who believe they are at greater risk is always going to be difficult. By providing negative stories of RTC's backed up by positive messages, SDSA attempts to reach out to both groups.

Development notes: Ensure all speakers have a positive message to end with and tools that the students can use.

Evaluation

The following provides evidence of the monitoring and evaluation frame work.

Monitoring and Evaluation Framework

a. Below outlines the objective of the evaluation

Is the SDSA roadshow effective at changing attitudes of drivers?

Will the SDSA roadshow reduce the number of deaths on Dorset's roads?

Are we targeting the correct audience at the correct age?



b. How do we measure the effectiveness of the roadshow?

A reduced number of RTCs involving young drivers in Dorset.

A reduced percentage of young drivers involved in RTC as a percentage against the counties total RTC statistics.

Measure the student's attitude towards driving safely.

c. Methods of data/information collection for evaluation

A database of RTC statistics is compiled by Dorset Police through the completion of STATS 19 forms.

Feedback cards are distributed to teachers/lectures

Pre-roadshow questionnaires are completed by attendees to identify whether we are targeting those most at risk from death or injury on the road.

Immediately after the road show a post-show questionnaire is completed to ascertain whether the show has had an immediate impact on the audience and whether the show met the audience's needs in terms of quality and content.

An independent external evaluation by Dr Clare Holt by observing the audience during two roadshows.

Teacher/Lecturer Feedback

The following summary illustrates the feedback received from school staff who have attended SDSA. This is an important part of the evaluation process as nobody knows better how the students have reacted than the teachers who are with them every day.

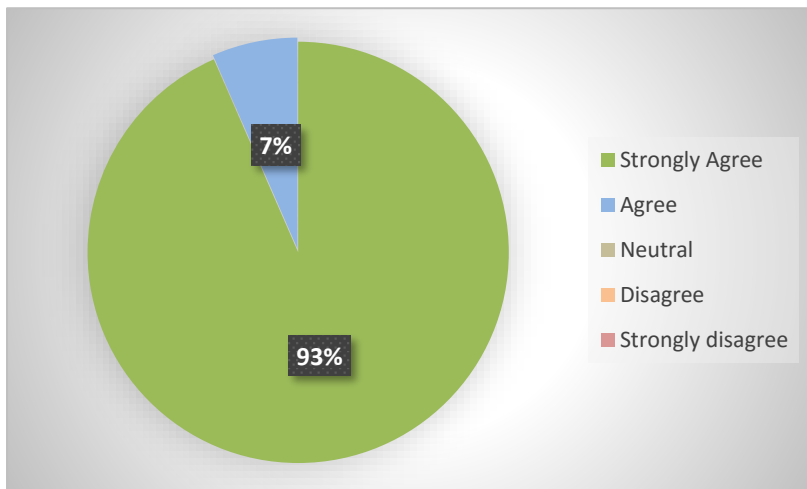
The questions centred around whether the teachers thought that the hard hitting nature and content of the presentation was appropriate.

Evaluation 1 – Teachers/Lecturers Feedback

Summary of findings:

Q1: Please rate from 1 - 5 whether you believe the content of the presentation is relevant to the audience.

- 89 responses
 - 84 staff scored 5
 - 5 staff scored 4
 - There were no scores below 4



Result: 94.38% considered the content 'Extremely relevant' to the audience

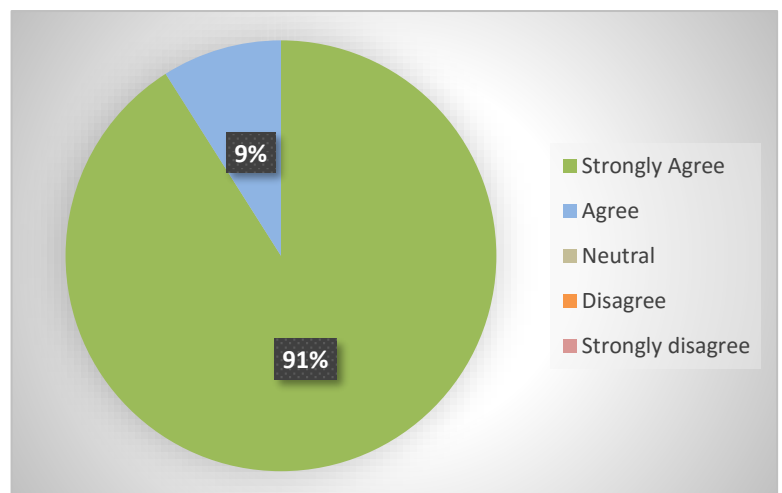
6.62% considered the content 'Relevant' to the audience

Q2: Please rate from 1 - 5 if you believe the roadshows hard-hitting nature is right for young people

- 89 responses
 - 81 staff scored 5
 - 8 staff scored 4
 - There were no scores below 4

Result: 91.01% of staff 'Strongly Agreed' the hard hitting nature is right for the audience.

8.99% 'Agreed' the hard hitting nature is right for the audience



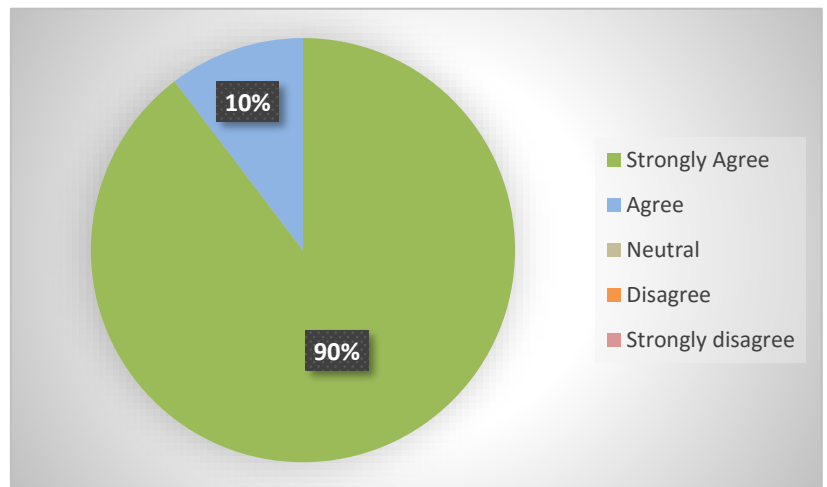
Evaluation 1 - Teachers/Lecturers Feedback

Q3: Please rate 1 - 5 if you believe the SDSA format will have a positive effect and impact upon a young person's behaviour and attitude towards Road Safety.

89 responses;
78 Staff scored 5
9 Staff scored 4
There were no scores below 4

Result: 88.64% 'Strongly Agreed' that the format would have a positive effect.

10.23% 'Agreed' that the format would have a positive effect.



Q4: Staff comments in relation to the roadshow

Of the 89 responses; 51 made additional comments:

Sample - full list of 52 comments is located in the appendix

This will leave a long lasting impression on all of our students

Strong real life facts and stories - hard hitting, but that's life! Very well put together.

Brilliant! Hard hitting and completely vital to prevent poor choices.

A strong message delivered in a superb way - Thank you!

Very effective. You had the full attention of a usually noisy crowd. Last year's students were also very impressed.

This is what they need to see

Honesty, life experiences - invaluable

Progressive and balanced. Each speaker had a message that was clear. Not all about death. So well balanced.

Teachers/Lecturers Feedback

Q5: Is there anything else we can do to support your PSHE programme for Road Safety?

Only 12 comments were left; however, there is a common theme requiring follow up courses/information

- Happy to receive advice or resources
- Some follow up notes we could deliver in house
- Skills workshop for young drivers
- Follow up resources / discussion activities
- Info on punishments for reckless drivers
- We have development days and would like to invite you
- A road safety talk
- Keep doing this please
- Perhaps some assembly material?
- Follow up lessons in school
- Follow up lessons
- No

School – Teacher/Lecturer Feedback Summary

The feedback has been extremely positive towards the current format of the roadshow. There have been **no negative comments** from the 89 respondents and all have been **extremely positive and complementary** about the messages conveyed, along with the **professionalism of the presentation**.

This indicates that the current format is pitched at the right level and the hard hitting nature is seen by the teachers as a positive effect on their understanding of the risks they face.

Furthermore because of what they perceive as a worthwhile project they have requested further assistance in follow up education.

This will be explored during 2018 through the road safety partnership to develop a supporting programme of education and resources.

Will look to use the programme to support the Life Drive scheme and promote Life Drive as a follow up education resource for anyone that has passed their test.

Evaluation 2 - Student Feedback

The audience were asked to complete a series of pre & post roadshow questionnaires to ascertain if there had been any immediate change in attitude to road safety.

In total we had 532 responses.

Respondents answered a number of questions covering major road safety issues related to the age group. They were asked to rate their response on a scale of never, rarely, sometimes, most of the time and always.

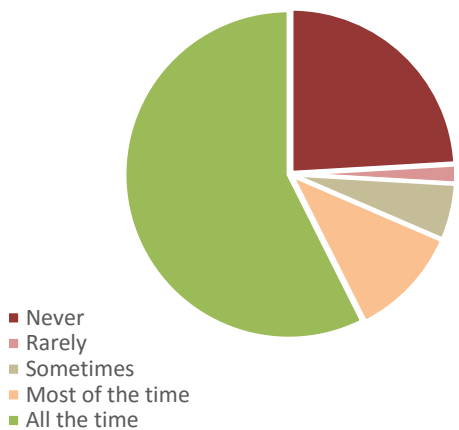
Questions and answers for car drivers

1. Do you always wear a seatbelt in the car?

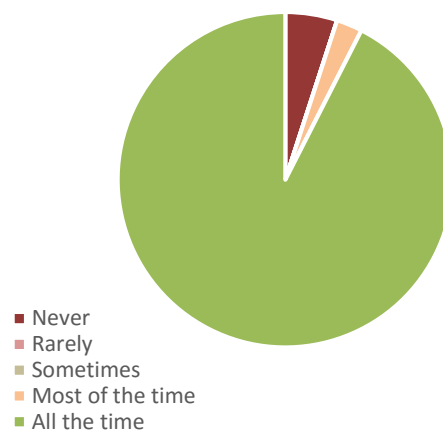
74% said they always wore a seatbelt sometimes, all the time or always prior to watching the roadshow.

Post roadshow 92% stated they would now wear a seatbelt 'All the time'.

Pre-Roadshow

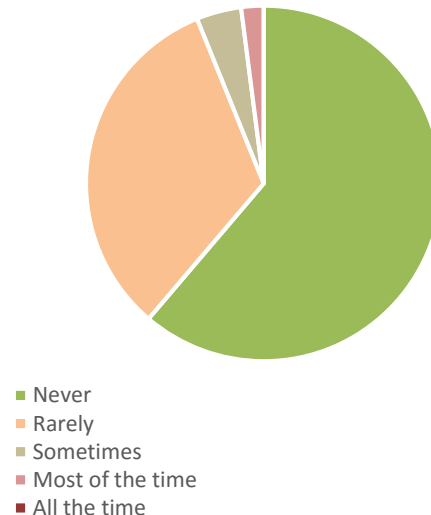
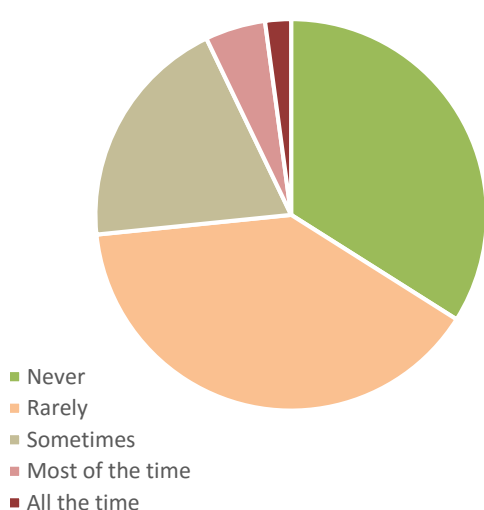


Post-Roadshow



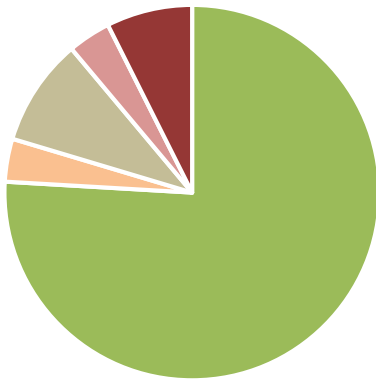
Do you ever use your mobile phone whilst driving?

34% of respondents said they would 'Never' look at their phone whilst driving. Post roadshow this increased to 61%. However, there is still 39% who are tempted to look at their phone. This illustrates the need for further mobile phone focussed education.

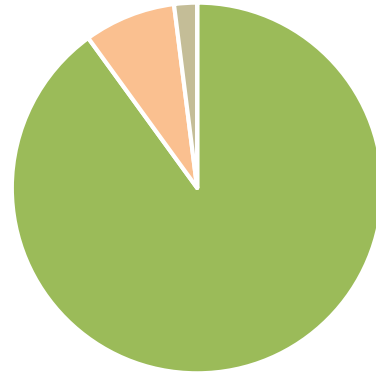


2. Do you ever consume alcohol when driving?

75% indicated that they would 'Never' consume alcohol whilst being a driver. Post roadshow this increased to 90%.



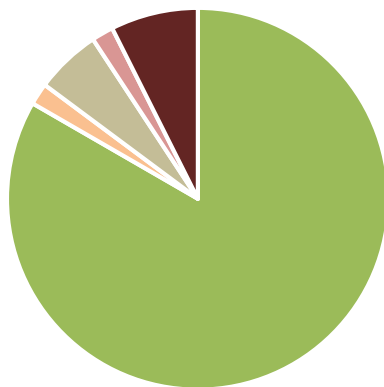
■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time



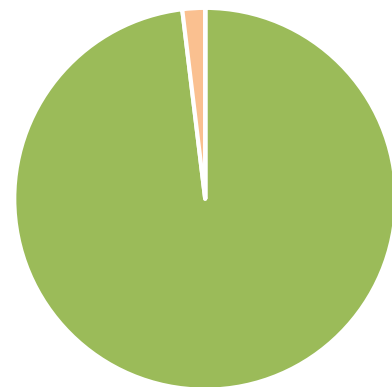
■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time

3. Do you ever use illegal drugs when driving?

83% said they had 'Never' taken illegal drugs and driven, with 2% indicating 'Rarely'. Post roadshow the responses for 'Never' using illegal drugs and driving increased to 98%, whilst the 2% 'Rarely' remained.



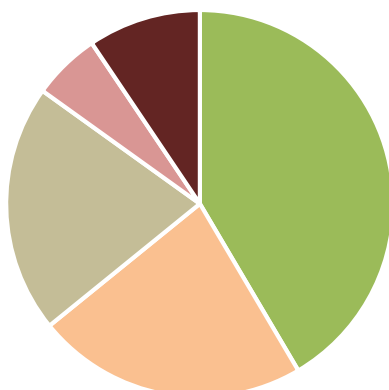
■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time



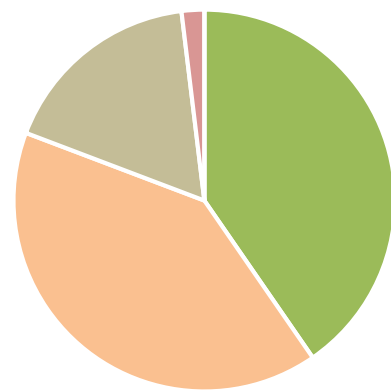
■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time

4. Will you drive over the speed limit?

41% indicated they would 'Never' drive above the speed limit. Post roadshow this decreased to a total of 40%. However, it should be noted the 'Rarely' category increased from 23% to 40%. Those who said they would speed 'All the time' has reduced from 9% to 0%. Messages around speed need to be improved.



■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time



■ Never ■ Rarely ■ Sometimes ■ Most of the time ■ All the time

Report from Dr Clare Holt – Doctor of Philosophy (PhD) –specialising in organisational leadership, relationships, change management, narratives, engagement, management, research, development & teaching.

The session is a very engaging, emotive and real presentation appropriate for the targeted age group of young adults.

With regards to the pedagogy of delivering messages and influencing the target audience, the use of personal stories was brilliant. The stories are true, delivered by ‘real’ people who have been affected by a variety of driving related incidents in life changing ways. These real stories put human faces to the challenging issues being delivered.

Pictorially, the messages are delivered by the means of the film, which is engaging and makes an impact with the audience because of its connectivity and honesty. To some, this film could be deemed ‘scare mongering’, however it is nothing that a young adult of 15 + would not see on a hospital drama on BBC or on a computer game.

Both the use of the film, the statistics shared in the introduction, and the real-life true stories, work together to provide a credible and impactful presentation. However, there is one area of pedagogy that is missing when it comes to engaging the majority: the target should be to attempt to engage 98% of an audience.

The act of ‘doing’ is missing: Whether this is by demonstration, involving a member(s) of the audience, or by staging some form of Workshop or improvisation. People learn by doing!

Recommendations:

- Section 1 of the film could be used more effectively in a couple of ways:
 - Before showing it to the audience, ask them to make a mental note of the various sequences of events that led up to the accident (on watching I believe there are at least 12). Smaller audiences: maybe get them to very briefly outline them at the end of the session;
 - It could be used as take away material – this section of the film could be shown again by a teacher, and used to discuss choices, and looking back at the various actions, decisions and conversations taking place between the actors, before the accident.
- With the traffic police officer telling their story at the event, ask them to ask for a volunteer from the audience, and then demonstrate the full procedure of what it is like to actually be breathalysed. This was trialled during the second session on the 5 December, and worked well, finishing the session on a more positive than the previous session in the day.
- One of the team mentioned how cards were used to demonstrate the statistics by the use of cards showing green ticks and red crosses – all of those with a red cross stood up to show the number of deaths a day on the roads – this shows a powerful picture, especially if the person is a close friend standing next to them!
- Key messages at the end of the session were suggested, however as this was discussed with the team, the idea developed further. The idea was that each story-teller had a key message as part of their narrative, for example using a mobile phone, choices, drink driving, distraction, fatigue. This would then be displayed on the screen with a word and a picture as they walked off the stage, and before the next film segment.

Evaluation 3 – External observation of roadshow

Further recommendations

How to continue delivering the messages AFTER the event?

Take-away pack for teachers

Each pack would contain:

- Memory stick containing:
 - various printable REAL case studies (all speakers would provide one so each teacher can pick one that has already been heard, or one that has not);
 - an instruction sheet on how to run the session (put students into small discussion groups of between 5-8; each group has a different case study; a card showing probing questions is given to each group; 2 people then have to present for no more than 2 minutes their thoughts back to the overall group);
 - questions to be printed for each group;
 - probing questions for segment one of the film to encourage the students to look back with hindsight and consider choices and consequences of these choices.
- A DVD with section 1 of the film, and various other short adverts to encourage discussions;
- Guidance to encourage role-play about how to handle difficult conversations in difficult driving situations.

----- End of report -----

Evaluation 4 – Statistics

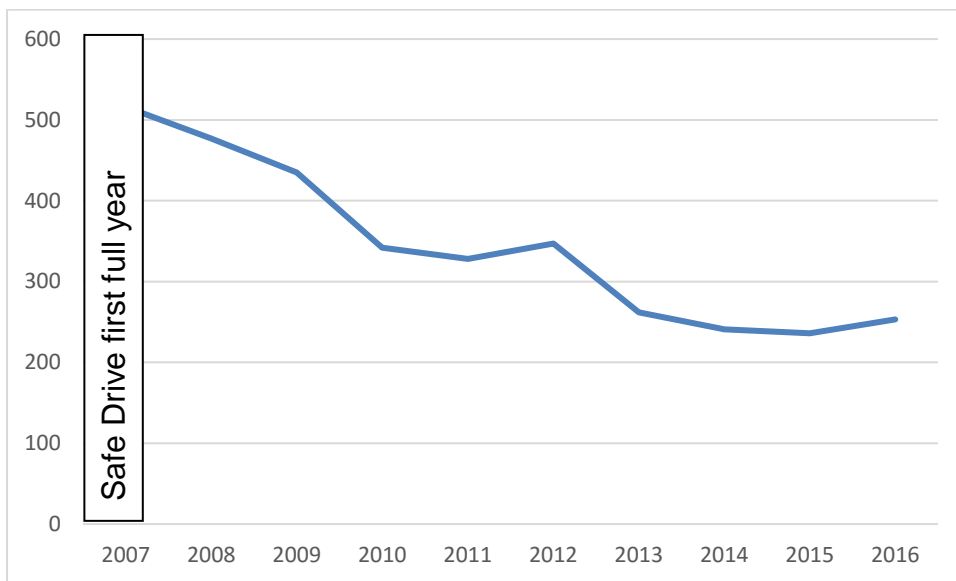
Statistics can be affected by a number of interventions including improvements in car safety, education, engineering and enforcement and is not necessarily a good indicator of a particular initiatives success. However, it does give a good indication of trends within the target group since the roadshow started.

Stats 19 data

Compiled by the police when they attend a road traffic collision. STATS 19 provide us with an overview of trends from real collisions data.

The table is displaying 16-19-year-old casualties over a 10-year period. Safe Drive's year was in 2007 and the graph clearly shows a gradual decline over the last decade the roadshow has been running.

16 – 19 age casualties

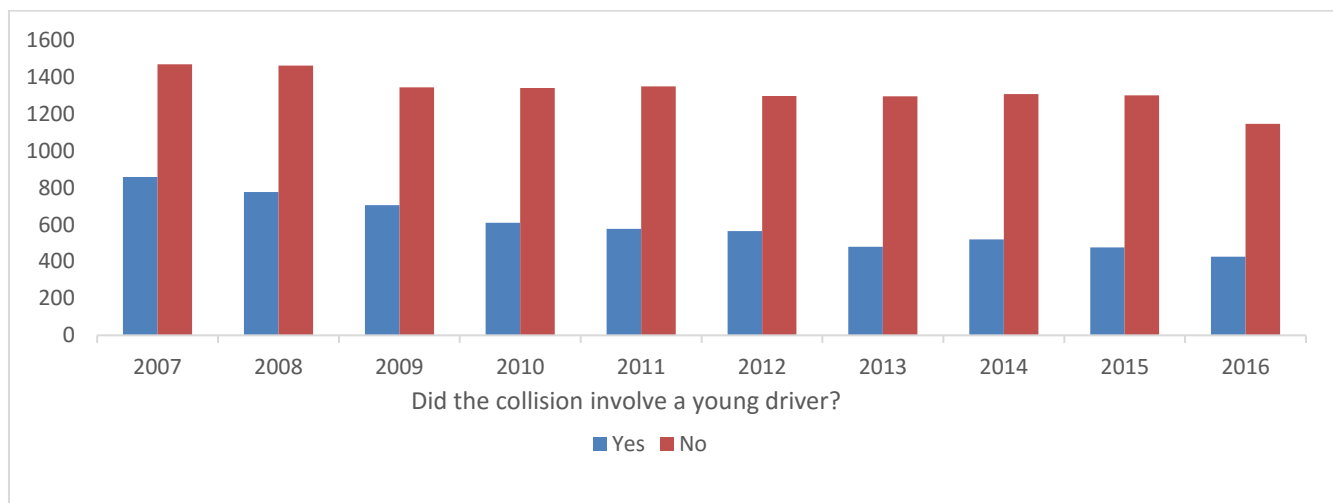


Total casualties in 2007 were 516, at the end of 2016 this was 236.

That is a reduction of 54% in the number of casualties since the roadshow started.

Collisions involving a young driver aged 16-24

In 2007 16-24 year-old drivers equated to **58%** of the collisions of all other ages. In 2016 this has dropped to **37%** of the collision of all other ages. Collisions involving young drivers has fallen from 858 to 426



Evaluation Summary of results

- Since Safe Drive started in 2007 the number of 16-19-year-old casualties has reduced by 54% in Dorset.
- 100% of teachers surveyed had agreed or strongly agreed that the hard hitting nature and content of the roadshow is right for the age group.
- Pre & Post questionnaires to ascertain any immediate change in attitude has shown significant improvement in decisions made around the high risk factors of Drink, Drugs, Speed, Mobile Phones and Seatbelts.
- Feedback from Dr Clare Holt has been positive and recommendations have been made to further improve the roadshow.

Safe Drive Stay Alive – The Future

All four evaluation processes will be used to assist with the development of the roadshow into the 2018/19 tour. The development group will be meeting in early 2018 to discuss all the recommendations and outcome of the feedback surveys.

Changes will be made to the scripts and presentation format to improve the communication of messages around the high risk factors with particular attention to the issues of speed and mobile phones.

We will look to review and script the opening and closing speeches, introduce tools and end each talk with a positive message.

Work will also be carried out through the road safety partnership to develop education packs for schools to use.

Other benefits of the roadshow

Community participation

In ensuring an accurate understanding of the public's priorities and needs at local level, and to increase support for the Safe Drive Stay Alive initiative, participation from the community was required from the outset.

To achieve this, the initial pilot and setting up of the roadshow was developed in consultation and advice from non-government organisations set up because of personal tragedy. 'Roadpeace' were the first community based organisation to become involved followed by 'Brake' & 'Headway'. The Safe Drive Team currently has nine presenters who are members of the public who have suffered personal tragedy from road traffic collisions and who represent the community based organisations.

The Safe Drive Roadshow has helped raise awareness of the young driver problem across the county. The message currently reaches 24 schools and colleges each year. Raising awareness and the subsequent recognition of the problem has inspired many other educational and training establishments to enquire about the shows. Many of these are private organisations funded to provide alternative education for those excluded from regular education. This demonstrates the ability of the roadshow to enable organisations involved with young people to accept ownership of their responsibility to provide this valuable educational experience.

Non Road Safety - related Benefits.

Citizenship within the National School Curriculum is about helping young people understand the rights and responsibilities they have as members of society. The Safe Drive Stay Alive Roadshow educates the students in not only road safety but also provides the example of how poor driving can affect so much beyond the scene of an accident; the consequences and effect of their actions upon friends and family. SDSA provides evidence and shows them that they have a responsibility within the community to act in a morally and socially acceptable way.

Further benefits to the community include strengthening the close working relationship this project brings about between the agencies involved, leading to improved communication and understanding between organisations, which translates into a better service for all.

Project Management

Strategy for managing and identifying risks

The employment of a road safety co-ordinator with direct responsibility for the management of the roadshow in the Dorset area provides the ability to recognise and manage risks to the project.

To improve further management of the roadshow, a development group exists to assist with the logistics, co-ordination, risk management and content development. This group will consist of representatives from each partner who will be able to identify any risks to the project identified by their own agency they are representing.

The roadshow team have the ability and expertise to adapt and will change aspects of the show in order to maintain or increase the level of service offered. This has been demonstrated on occasions before where operational duties have interfered with staff availability and the team have adapted the show without any loss of impact.

Project Plan

The Safe Drive team is led and primarily co-ordinated by the Dorset & Wiltshire Fire and Rescue Service and is well supported by other major partners within the county.

In order to improve road safety through education we must ensure that the message is conveyed to all possible road users. Safe Drive has the ability to hit all these target groups through a continuing programme of education over a number of years. By specifically targeting new drivers with a proven programme of education year on year, we will gradually educate generation after generation of young drivers and improve the standards of driving as the population matures.

Project Management

Arrangements for implementation of project

The Road Safety Manager and the Roadshow Co-ordinator are both employed by Dorset & Wiltshire Fire and Rescue Service. They oversee the planning, co-ordination and implementation of the roadshow each year.

As the roadshow is now in its 10th year, the planning and co-ordination process involved is now well established.

Prior to the events the following work must be completed:

1. Co-ordination

- a. Contact & co-ordinate players
- b. Organise and chair team meetings
- c. Locate and book suitable venues
- d. Contact Schools, colleges and other education establishments
- e. Arrange transport from school to venue
- f. Arrange catering
- g. Arrange promotional and advertising literature
- h. Arrange all admin for each performance
- i. Process all feedback & questionnaires from schools
- j. Deal with developmental issues – purchases, change format/direction

2. Financial control over expenditure

- a. Sanction purchases
- b. Allocate resources
- c. Financial accounts
- d. Graphic designs and visual aids

3. Technical operations

- a. Liaison with venues
- b. Validation of equipment
- c. Purchase and selection of equipment
- d. Maintenance and security of equipment

4. Media & Promotion

- a. Use social media for promotion purposes
- b. Liaise with press officers of agencies involved

Management time line

Objectives	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Specific Aims												
Set Dates												
Book Venues												
Letters/emails Sent												
Schools booked												
Staffing												
Resources												
Catering/refreshments												
Deliver roadshow to schools												
Evaluation												

Project Management

Staff requirements are also well established and each partner is aware of their responsibilities to supply the following speakers and behind the scene team members.

Staffing required during each roadshow

Players	Organisation
Compere	Any partner organisation staff member
Police speaker	Dorset Police
Fire speaker	DWFRS Staff
Medical speaker	Southern Network Trauma or Ambulance Volunteer
Bereaved Parent	Volunteer
Victim/disabled	Volunteer
Driver/Victim	Volunteer

Support team	
Co-ordinator	DWFRS Staff
Welfare & support	2 x staff from any partner

Bibliography

¹Fylan, F. & Stradling, S. (2014) *Behavioural Change Techniques used in road safety interventions for young people*. *European Review of Applied Psychology*, **64** (3), 123-129.

²The Ministry of Defence Land Transport Accident (LTA) Report 1st January 2012 – 31st December 2016

³The Department for Transport, Reported road casualties Great Britain, annual report: 2016

⁴The Office for National Statistics, Labour Force Survey 2015/16

⁵RAC Foundation, Young Driver Safety 2013

Appendix

Full list of teacher/lecturer comments

- *Difficult to experience but essential*
- *This will leave a long lasting impression on all of our students*
- *Strong real life facts and stories - hard hitting, but that's life! Very well put together.*
- *Brilliant! Hard hitting and completely vital to prevent poor choices.*
- *A strong message delivered in a superb way - Thank you!*
- *Very effective. You had the full attention of a usually noisy crowd. Last year's students were also very impressed.*
- *I think Q3 is a '5' right now, but it fades quickly. I have seen the presentation every single year and need the reminder every year.*
- *Very hard hitting*
- *This is what they need to see*
- *Honesty, life experiences - invaluable*
- *Brilliant presentation. Thank you.*
- *Progressive and balanced. Each speaker had a message that was clear. Not all about death. So well balanced.*
- *Excellent*
- *It was thought provoking but not negative.*
- *I thought it was an excellent talk and got the points across. I hope they listen.*
- *I feel that the roadshow is relevant, hard-hitting and suitable. In some ways the stories can be a bit graphic for 16 year olds.*
- *I hope this roadshow continues for many years to come - a real reality-check for young drivers. Thank you*
- *Excellent*
- *Hit hard but very good*
- *Maybe include kids their age as presenters*
- *Particularly for the 17 year olds already driving / undergoing lessons*
- *Very well presented. Learners were very quiet*
- *Excellent*
- *Excellent message and presentation*
- *Sadly, some people think they are invincible*
- *Thank you*

Appendix

- *I saw this when I was in school and still remember it! Massive impact*
- *Brilliant. This was great*
- *Thank you for standing up and talking to our students*
- *Very thought provoking presentation*
- *Extremely moving and very brave*
- *Excellent presentation*
- *Very brave of speakers - especially last fireman*
- *Always the right pitch and the people are fabulous*
- *Brilliant*
- *Excellent and moving*
- *Invitations for parents. Perhaps would be better suited to year 12 as I'm not sure year 11 students will remember this in detail*
- *Follow up work / points for discussion*
- *Invaluable - well done*
- *Excellent*
- *Very powerful - they need to hear it first-hand.*
- *Everyone should watch this*
- *Amazing stories - hard hitting and extremely relevant. Maybe more links to motorbike safety.*
- *Thank you so much to all involved; how brave to tell your stories. It hopefully will make us and the students think about what a huge responsibility it is! Thank you so much on behalf of RWBA*
- *Superb presentation and very thought provoking. Thank you*
- *Everyone young driver should watch this.*
- *Very good. All students listened. I only hope when my daughters (aged 6&9) can watch when older. This is important, please keep showing students and young people. Thank you*
- *Excellent presentation, but not 100% sure if the reconstruction was actually hard hitting enough*
- *Excellent presentation*
- *Excellent roadshow - very powerful*
- *Brilliant resource*