

Winter 2010/2011 Edition

direction



Ziggy's Road Safety Mission

Teenage Initiatives Challenged

Seminar Review

Prince Michael Awards



Welcome

Once again, I hope you find this edition of Direction interesting and an enjoyable read. Since our last edition, the Scottish Government Transport Directorate, including RSS, has merged with Transport Scotland, and RSS now sits within the Transport Policy Division, headed up by Donald Carmichael. Challenging times lie ahead, but we will ensure to continue to deliver as much as we can in accordance with our own Business Plan and Scotland's Road Safety Framework to 2020.

As is traditional, the Winter edition contains a summary of the Annual Seminar in Dunblane, as well as other stories from RSS and around the country. This year's seminar was a wee bit special given that it was our 25th anniversary and I believe the presence of HRH Prince Michael of Kent at the event took it to a different level. His encouraging remarks about RSS in the keynote speech show that we do have a good reputation beyond the Scottish boundaries, and the receipt of a Prince Michael International Road Safety Award was the icing on the cake. Ziggy has landed, We've Clicked, Crash Magnets is more attractive than ever, the JRSO scheme is superbly refreshed, and Santa is carrying out his winter safety checks - Go Safe, and have a great Christmas and New Year.



Director

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Road casualties lowest in 60 years

“Reported Road Casualties Scotland 2009” was published in November, and confirmed that road casualties are at the lowest since 1949.

There were 216 fatalities – the lowest since records began in 1950 – and 2,269 serious injuries – also the lowest since records began.

Car users make up almost two-thirds of road casualties in Scotland, and non-built up roads account for over 70% of those killed and over half of those seriously injured.

Unfortunately, the estimated number of deaths due to drink-driving increased for the first time in a few years – from 30 to 40 – so there is still work to be done there. In comparison with England and Wales, although our overall casualty rates are 24% lower, our rates for fatal and serious casualties remain higher (13% and 16% respectively).

The report can be accessed at:

<http://www.scotland.gov.uk/stats/bulletins/00871>

Rural campaign

Cinema-goers in the new year will once again see the return of the “Unpredictable” series of adverts targeting rural drivers.

Onscreen from 11 Jan-21 Feb, the ads will be supported by radio and in-game advertising.

As the title suggests, the message focuses on the unpredictability of our country roads, advising people that:

You don't have to be speeding to be driving too fast.

Crash Magnets re-launches

Another important resource for young people, Crash Magnets, was re-launched at the Seminar.

Crash Magnets seeks to engage young people by making road safety relevant to their lives and experiences.

Feedback from users and education professionals has led to a number of important updates to the resource. In particular, the animation and graphics have been entirely refreshed, and navigation has been improved to ensure every area of the resource is more easily accessible by teachers.

Crash Magnets targets young people before they pass the driving test, to try and ensure their well-being on the road by encouraging them to make the right decisions for themselves, and others, in the same way that they would on any other health issue.

Festive Safety Campaign

Road Safety Scotland will once again support the ACPOS-led Festive Safety Campaign focusing on the Forfeiture initiative.

One year on, and with the extension of the scheme in the summer to include drug-driving offences, the partnership which consists of ACPOS, Crown Office and Procurator Fiscal Service, Scottish Courts Service, Scottish Government and RSS, Scottish police forces will again target drink and drug-drivers with a clear message.

“Get caught once, and we'll take away your licence. Get caught again, and we can take away your car”.

In the past year, 105 motorists have had their vehicles seized or forfeited, and it is hoped that this year's campaign, which RSS is supporting with a public information campaign on TV, radio, print and online, will hammer the message home that driving while under the influence of drink or drugs is just not worth the risk.

Scotland's New Road Safety Approach For Babies And Young Children Launches

RSS has launched 'Go Safe! – Ziggy's Road Safety Mission', a pioneering new road safety approach aimed at all children from birth to six and their 'communities' of parents, carers and educational staff.

The road environment still represents the single highest cause of death and injury to young people in Scotland, with 1,474 child casualties on Scotland's roads in 2009. The new approach aims to reduce child casualties through inspiring the involvement of parents, carers and educators to provide good examples every time they are on or near roads with young children.

Pre-school children in Scotland will receive a specially created book as part of the new story-based initiative aims not only to improve early years road safety education, but also give young children the best possible start to their lifelong learning about keeping safe on and around the road environment. A new website (www.gosafewithziggy.com) for children, parents and educators has also been developed, and big book sets of the Ziggy series of stories and an interactive CD are being sent out to all primary schools and pre-school education settings in Scotland.

Featuring the colorful 'Ziggy' character, a little alien who visits Scotland to learn about road safety, the materials have been developed in line with the Scottish Government's policy on early intervention and Curriculum for Excellence for each key stage of the early years: 0-3, pre-school and the transition into Primary 1.

Written by Lynda Kennedy and illustrated by Lynn Taylor, the stories feature a distinctive visual style with characters appearing on photographed backgrounds; making use of 'child's eye level' photography to create a strong connection between the stories and the real life experiences of young children.

The launch took place on 5 October 2010 at the Glasgow Science Centre, where primary school children and parents from St. Peter's Primary School in Dumbarton were joined by Scottish actress Julie Wilson Nimmo and Real Radio's Steve McKenna, who

narrates the stories on the website, to take part in a reading from the first book in the series: 'Ziggy and the Lollipop'.

Lynn Taylor said at the launch: "The approach is based on research that indicates the most effective form of early years education should centre on developing positive attitudes and behaviours...."

“...We know that young children are engaged by well-written stories, rhymes, games and activities, so we wanted to create a multi-sensory approach to road safety education.”

Commenting in support of the launch of the new approach to teaching early years road safety, Dr Suzanne Zeedyk of Dundee University's School of Psychology said: "Children's brains are massively influenced by the interactions they have with other people. We adults are responsible for whether children have brains that tend to anxious or relaxed, stressed or calm, self-focused or empathic."



And 90% of brain mass is in place by the age of three, long before they reach school - which is where we wrongly tend to think of the bulk of their learning occurring."



Need to Know

Ziggy facts in a nutshell

- For 0 to 3s, a clip-on buggy book titled 'Out and About' has been created, focusing on the roadside sights and sounds babies and toddlers experience when they are out and about.
- All babies born in Scotland will receive the buggy book in 2011 in their Bookbug Baby Bag from the Scottish Book Trust.
- The books are also being printed in Gaelic.
- Teachers, educators, early years practitioners, road safety experts, psychologists, parents and children across Scotland were consulted as part of the development of the resource.
- The website www.gosafewithziggy.com and a DVD have been created which feature clips of children learning about real life road safety.

McKenna 'Think Piece' challenges teenage safety initiatives

A CHALLENGING STUDY by Professor Frank McKenna has called for better evaluation of road safety education schemes for teenagers. The Think Piece, launched at the RSS Seminar, provides a reasoned argument which implies that without sound evaluation there is little evidence to suggest that many existing interventions have any lasting effect.

Professor McKenna said: "The fact that road safety interventions are liked by young people, parents and staff is heartening for those who commission, design and implement them. But equally this may mean that there is a relatively uncritical acceptance of measures that would otherwise have to prove their worth. There is very little quality control."

"In essence, anyone could design, create and implement an intervention under the umbrella of road safety and continue delivering it without the need to know whether the intervention is effective, ineffective or delivers harm."

Following independent research Road Safety Scotland has made amendments to Crash Magnets, and included some of the recommendations suggested in the Think Piece. Our resources are designed to encourage reflection, we have removed references which appear to 'normalise' things such as speeding and drink-driving. All our RSS education resources have a review process in place to ensure that our products continue to be used and useful. We have a working group set up to look at incorporating these guidelines into other road safety interventions.

It's all about evaluation

The 2010 RSS Seminar drew almost 170 people from across Scotland and beyond. It was a great privilege to welcome HRH Prince Michael of Kent GCVO to deliver the keynote address.

Departing from the traditions of previous years, this year's event included a number of shorter updates on Scottish road safety initiatives as well as the longer guest presentations. Drawing energy from a lively debate that followed Professor Frank McKenna's paper, Seminar delegates found that the word 'evaluation' was on the tip of every tongue.



Day One: The Seminar was opened by **Neil Greig**, Chair of the Publicity Sub-Committee. First on the agenda was the issue of Young Driver Interventions.



Fran Warren, from Transport Scotland, explained the three-pronged approach of the Road Skills working group. She talked about the shortcomings of evaluation techniques, which should be in place to measure outcomes of all Young Driver Interventions.



Professor **Frank McKenna**, from the University of Reading, spoke on the public health benefits of road safety education for teenagers.

He expressed concern that, in spite of so many interventions for young drivers, there was no evidence of any public health benefit, and even some suggestion that they could actually cause harm.



Updates

Wednesday's second session focused on updates of ongoing projects, starting with an overview of the Scottish Road Safety Framework, presented by **Jill Mulholland**, Head of Transport Scotland's Road Safety Team.



Kate Wheaton, from Road Safety Scotland, addressed the points raised in an evaluation of the Crash Magnets resource.



RoSPA's **Kathleen Braidwood** provided an update on the Scottish Occupational Road Safety Alliance (ScORSA).



Lynn Taylor, from North Lanarkshire Council, announced that the Ziggy resource 'had landed' (see Pages 4-5).



Brian Anderson, of Dumfries and Galloway Constabulary, dealt with the award-winning Vehicle Forfeiture initiative. He explained how his team had overcome many difficulties to make the initiative work.



After the update, **Ellen Hughes**, a teacher from St Aloysius College in Glasgow, explained how the 'Distraction' commercial proved a perfect fit for an audience of Higher Media Studies students.

The Seminar's keynote address was given by HRH Prince Michael of Kent GCVO. He described RSS as an essential instrument of the national casualty reduction strategy. "There are few bodies anywhere in the world that have been as successful as Road Safety Scotland," he said.

Anniversary Reception

Wednesday evening's Seminar Dinner was preceded by a reception, hosted by dbda, to mark the 25th anniversary since the formation of RSS in 1985.

Dawn Boyfield and Jill Mulholland cut a 25th anniversary cake to celebrate the long and highly-successful partnership between dbda and road safety officers in Scotland.

Dawn spent a few moments looking back on RSS's achievements across a quarter of a century and spoke with pride of her involvement spearheading the development of the Children's Traffic Club in Scotland over the past 15 years. Jill responded on behalf of RSS, thanking dbda and wishing them well with the global roll-out of the CTC.



Prince Michael Awards

Before the Seminar Dinner, HRH Prince Michael of Kent presented three International Road Safety Awards.

The first was to the Driving Standards Agency and Scottish Qualifications Authority for their Safe Road User Award, the qualification aimed primarily at 14 to 16 year olds. Jill Lewis from the DSA and Alastair MacGregor from the SQA received the award.

The second award was made to ACPOS for the Vehicle Forfeiture Initiative targeting repeat drink/drug-drive offenders. Chief Constable Kevin Smith of Central Scotland Police, the ACPOS lead on roads policing, received the award.

The last award was made to Road Safety Scotland to mark 25 years of Excellence in Road Safety. Collecting the award on behalf of Road Safety Scotland was David Middleton, Chief Executive of Transport Scotland, of which RSS is now a part.



Day Two:

The second day's business was introduced by **Elaine Smith**, Chair of the RSS Education Sub-committee.



Ian Aitken, from Cycling Scotland, played a video clip which had been designed to enthuse children about the fun of cycling. He also pointed out that cycle training was crucial for giving children the opportunity to cycle safely on the road network.



Catherine Tonner, of West Dunbartonshire Council, shared her experiences of incorporating road safety education within Curriculum for Excellence.



Steve Thornton of Bradford Council, stepped up to re-define the Three Es, drawing initially on a clip from a 1926 road safety education film. He presented his Council's Safety Management Plan, including Responsibility, Environment, Skills and Behaviour.

The SQA's Alastair MacGregor introduced the Safe Road User Award. He explained the thinking behind the Award, its aims and the plans for evaluation.



Lothian and Borders Fire Chief **Jimmy Campbell** presented the CFOA(S) Road Safety Strategy, which he said dovetailed perfectly with the Government's Go Safe Framework.



RoSPA's **Kevin Clinton** explained the tool he has been developing to assist road safety professionals with evaluation. At the heart of the site is 'E-valu-it', a free evaluation questionnaire that takes the user through the specific intervention, the group it is intended to influence and about the kind of change expected.



Gemma Bell, from Stripe Communications, looked at the importance of public relations in road safety.

She took the 2009 festive drink-drive campaign as a case study.

'What lies ahead in road safety in Scotland?' was the question asked by **Steve Stradling**. 'What will there be more of? What will there be less of?'

Of course, as Steve retired earlier this year, he advised that there would be 'less of him' - which drew a genuine sigh of disappointment from the assembled delegates.

However, with Steve still working on several projects in Scotland, 'less of' certainly won't mean 'last of'.



Seatbelt commercial: behind the scenes

'WISHING' is the focus of Road Safety Scotland's first ever seatbelt commercial. As we peer briefly into a few scenes in a young man's life (romance, sport, work and driving), humour dominates until the end, when we receive a sharp reminder of the consequences of not 'belting up'. The commercial was conceived by The Union Advertising Agency and produced by Simon Mallinson of Mallinson Television Productions in Glasgow and agency producer Pete Thornton.

Why keep making new commercials?

A commercial will typically have a shelf life of around one year. We evaluate their impacts in terms of recall and motivation to change behaviour in line with the key message of the ad.

What are the alternatives to TV, which is expensive?

Before deciding how to spend the money, it's important to understand the brief and how best to reach the target audience within the budget available.

How was the script created?

Firstly research is analysed to define who we are talking to and what message will have the most impact on them. A proposition which captures the message we want the viewer to take from the Ad is identified. Once this strategy has been agreed, scripts are created to visualise the proposition.

The scripts are shared amongst stakeholders to ensure that all objectives are met before being put into research with the target audience before going into production. The Producer, Pete Thornton, is then responsible for developing a schedule to ensure the commercial meets its airdate.

How did you visualise doing the head hitting the windscreen?

Chris Mudge, the director, described how he would handle the head hitting the windscreen. There were lots of things to deal with in the process but, creatively, we wanted the head to hit and break the windscreen in slow motion. If you watch the commercial, you will see that the actor's movement in the crash is upwards, showing that you go over the airbag if you're not wearing a seatbelt.

Surely the subtleties of that will be lost?

Not at all. We were dealing with people who say, "I don't need a seatbelt, I have an airbag."



▲ *Pete Thornton and Simon Mallinson worked together to produce the commercial*

What went into that stunt - which lasted two seconds in the commercial?

A stunt coordinator, a special effects person managing the exploding airbags, someone driving a low loader for the car to sit on, someone controlling the location as you're on a public street in the middle of the day and, of course, lighting, electrician, grip, hair stylist, wardrobe and make-up. A high-speed camera specialist was also required to get the 500 frames per second required to do the slow motion shot.

Surely you didn't let the actor fly forward and hit the windscreen?

No. That shot is made up of many 'plates' - a camera placed in a locked-off position films a number of plates each with a different aspect of the scene. Then we spent four days fiddling around on the computer in post-production to make that special effect work.

'Wish' went on the air on Monday 16 August 2010 in cinema and on TV, backed up by online support.

Partnership working to deliver Framework commitments

Stephen Meredith of Transport Scotland reviews a recent workshop for road safety professionals from across Scotland

MEMBERS OF the Road Safety Framework Strategic Partnership Board (SPB) and the Operational Partnership Group (OPG), representing colleagues and partners from Transport Scotland, the Scottish Government, the Police, the Fire and Rescue Service, CoSLA, local authorities and other community safety stakeholders, took part in a joint workshop at the Murrayfield Stadium in Edinburgh in September.

Stemming from a request by the OPG for an annual meeting with the SPB to reflect on past activities and initiatives, the event marked almost a year since the inaugural meeting of the SPB and more than a year since the publication of Scotland's Road Safety Framework to 2020.

Delegates were asked to look at how we can move forward over the next financial year and to agree how we can focus more strategically on the priorities within the Framework and work in partnership, to achieve Scotland's first road safety targets, which come into effect on 1st January 2011.

Members of the OPG came together in the morning session, working in three interdisciplinary syndicate groups, to assess what has been achieved to date and reaffirm their commitment and that of their organisation to the road safety agenda in Scotland.

The role of the OPG in supporting the work of the SPB to drive forward the implementation of the Framework was also explored at length during the morning's proceedings.

These discussions also looked at how we can work together to achieve value for money across road safety and partner

sectors by identifying important actions and the most effective ways to achieve these actions collaboratively.

In the afternoon session, the OPG were joined by members of the SPB who were invited to reflect on the first year of the Framework and the commitment of their organisation to the Framework or their specific lead priority area.

Following these presentations, delegates worked across four syndicate groups examining how the SPB and the OPG can work together effectively to deliver the commitments of the Framework and exploring how we continue to deliver in an environment of limited resources.

Sylvia Murray, Policy Manager at CoSLA, a member of the OPG said "The sessions were informative, helpful and challenging. They provided an excellent example of the benefits of partnership working across a range of voluntary and public sector organisations and proved, if any proof is required, the value of joint working".

Dr Karen McDonnell, Head of RoSPA Scotland, a member of the SPB said: "The day was highly beneficial in helping to identify the roles each organisation has to play and the ways in which we can support, work in partnership and encourage one another in helping to make Scotland's roads safer".

Transport Scotland would like to thank all colleagues and partners for attending our first joint Road Safety Framework workshop and for the time and commitment they have given and continue to give working to implement the Framework.

News from across the country

Go Safe Glasgow launches 'See Our Seniors'



The 'Go Safe Glasgow' Road Safety Partnership has just launched the 'See Our Seniors' road safety campaign. Planned to coincide with the clocks turning back, the campaign is designed to make our senior pedestrians more aware of their responsibilities as pedestrians and provide useful tips on how to 'Go Safe' during the darker months.

However there will also be a message for drivers - to slow down and be more aware of pedestrians and to be respectful and courteous towards our most vulnerable road users.

Bikesafe goes west

Officers from Northern Constabulary's Road Policing Unit recently took their Bikesafe event to the Western Isles. PC William Dearnass and PC John Hier joined nine members of the Western Isles 'Hebriders', a recently-formed motorcycle club in Stornoway. A theory session took place on the evening of 24 September, followed by practical assessments and roadcraft on the 25th.



Trucks spread safety message

ARR Craib Transport Ltd, based in Aberdeen, were one of more than 50 partners backing the 'Have You Clicked?' campaign to remind vehicle occupants about the importance of wearing a seatbelt. Grampian Police Road Safety Manager Leslie Harrold said the haulage firm's presence across such a wide geographical area ensured excellent exposure for the campaign's safety message.

JRSO induction in North Lanarkshire

North Lanarkshire Council held its JRSO induction day in September at Airdrie Football Stadium. A total of 73 schools, 146 JRSOs and 70 co-ordinators attended on the day. The new JRSO resources were distributed to all JRSOs and co-ordinators. Two drivers from Argos, Norrie Perrie and Nicky Robertson, came along on the day to make the children aware of the dangers surrounding large vehicles.



South Lanarkshire juniors learn about their role

The latest recruits to South Lanarkshire's army of Junior Road Safety Officers have been learning about what the role entails. This year, 118 primary schools were involved. The pupils, from schools across the South Lanarkshire area, took part in an Information Session at Chatelherault Country Park recently, organised by the Council's Road Safety Education, Training and Publicity Team.

Question Time

Jimmy Campbell,
Chief Fire Officer, Lothian
and Borders Fire and Rescue



What role do you have within road safety partnership working in Scotland?

Fire and Rescue is leading the multi-agency approach to the 17-25 priority group. This approach will be designed to reduce casualties towards the figures contained in the Framework for 2020. The ultimate objective is to reduce fatalities to zero and seriously-injured casualties to as low a figure as possible.

What is Fire and Rescue good at in road safety terms?

First, it's important to recognise that we need a good mixture of skills in delivering the road safety message. Where we have particular skills is in the integration of the safety message into the community. We are recognised as good communicators, particularly in our youth engagement projects.

So you have something to say as far as collision prevention is concerned?

Yes. At government level, Fire and Rescue are recognised for the work they do attending road traffic collisions and bringing their expertise not only to intervention but also to prevention. It's important that we are joined up. We recognise that the police are the lead authority, but they welcome us onto the prevention agenda. We sit at the strategic level to see how best we can be involved. We agree joint objectives, we know how best to deliver that – and it's a matter then of cascading that to the delivery of the agenda and its objectives.

What benefits does the close alliance between ACPOS and CFOA(S) bring?

I think when the Chief Constable and Chief Fire Officer are seen working together and adopting strategies, then this makes it easier for better cooperation at all levels. We at Fire have great access to youth and youth engagement strategies, which we can use to the benefit of the Road Safety Framework Strategic Partnership Board. The Police welcome that and I think that, if you look at the role models we have in Fire, they are welcomed by young people and it's that message we can get across along with our Police colleagues to a level that can really work.

Competition

Here's your opportunity to collect a £50 Marks & Spencer voucher, courtesy of Road Safety Scotland. All you have to do is correctly answer the following two questions, based on material you can find elsewhere in this edition. Then, please send your answers, in an email, to james@jamesluckhurst.co.uk, by **Friday 11 February 2011**. We will keep the correct entries in a safe place and draw the winner by the middle of March.

The two questions:

- 1 Who was chosen as director for the recent RSS seatbelt commercial?
- 2 Who delivered the keynote address at the 2010 RSS Seminar?

Next Edition

The Summer 2011 edition comes out in June. If you would like to contribute an article, interview or news report for it, please email james@jamesluckhurst.co.uk

Congratulations to:

Marian Scott, Road Safety Coordinator of Tayside Police, who won the competition in the Summer 2010 edition.