

# direction



Playing our part on a global platform

Improving school transport safety

Good Egg

# Welcome

There's a hint of sadness about this edition as, by the time it "hits the streets", the road safety profession in Scotland will be missing a few well-known faces. No matter which "E" they came under, all are due our gratitude for the part they have played in contributing to the reduction in casualties which we have seen in recent years. This edition is also the last which will emanate from Heriot-Watt as the lease comes to an end in September, and RSS will be relocating to the fourth floor of Pentland House, in the Chesser area of Edinburgh – preparations are already underway for the move. There are probably very few of us left who attended early meetings of the SRSC in its previous location at Saughton House, and probably even fewer who remember the days when it met at the RoSPA offices! The change of location will also bring about the introduction of an online ordering service for those RSS resources which have normally be done via this office: more information will follow in due course.

As discussed at the March Forum, the changes also present an opportunity to conduct a mini-review of RSS, and we will be looking to see if the current committee structure still represents the best way of achieving the aims and objectives of the organisation: again, more on that later in the year.

The lead Framework priority this year (2011-2012) is Young Drivers and this will be reflected in the theme for the seminar, which will be held in Dunblane Hydro on 26/27 October, so mark the dates in your diary, as the programme is already starting to look very interesting.



Director

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## A message of thanks

RSS WOULD like to record its thanks to all those who have contributed to our work over the years. So, if you have served on a committee, attended any of our events or have done great things in your local areas to support the work we have been doing, then we say a big 'thank you' for your efforts.

## Young Drivers Debate

AS PART of a Government commitment, Transport Scotland conducted a young driver debate across Scotland, interviewing young people across the country. Its report is now published, with 17 recommendations, mostly to explore further options. These include the idea of graduated driver licensing, which met with strong support in some quarters and strong resistance in others.

The report highlighted a lack of evaluation as to what works and what doesn't, not just in Scotland but worldwide. Professor Steve Stradling, who was part of the team working on the report, has been invited to present the report's findings at the Seminar in October. Additionally, the Strategic Partnership Board has agreed that young drivers will be the lead priority for 2011/2012. It can be accessed at: [www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j13564-00.htm](http://www.transportscotland.gov.uk/strategy-and-research/publications-and-consultations/j13564-00.htm)

For more information on RSS's new 'Get into Gear' resource to support those who deliver Young Driver Interventions, please see pages 6 and 7.

## Car Show

RSS WILL once again be the principal partner at the Scottish Car Show, taking place at Ingliston on Sunday 17 July. It is our hope to make the road safety input as interactive as possible to engage with one of our main target audiences.



## Motorcycle Show

A STAND at the Motorcycle Show at Ingliston was once again supported by RSS, where the branded 'buffs' on offer proved hugely popular with visitors. The buffs, worn to keep the wind off riders' necks, assisted in promoting the three main websites: Don't risk it; Bikesafe and Around the Corner. More buffs will be distributed at the Thunder in the Glens event, taking place in August.

## Drink-driving update

RSS AGAIN supported the ACPOS Festive Safety Campaign using the 'Take' advert to highlight the forfeiture scheme currently running in Scotland. Following a request by Scottish Ministers, the power to set the drink-drive limit will be devolved and it is anticipated that the bill will receive royal assent in 2012.

Evaluation of the campaign has revealed that 77% of people recall the advert and around 83% of the target audience was reached. An encouraging 95% agreed that drink-driving was increasingly not worth the risk.

All recent RSS adverts, including country roads, Distraction and drink-driving, are now available on a single DVD, copies of which can be obtained from the RSS office.



*The Lord Advocate, Chief Constable and Justice Secretary at the launch of the festive safety campaign.*

## Seminar

THE ANNUAL Seminar takes place this year on Wednesday 26 and Thursday 27 October, at Dunblane Hydro. In addition to the popular updates session, the event will have a young driver theme tying in with the lead Framework priority for 2011-2012. Speakers include David Leitch from the Scottish Youth Parliament, who will explain the importance of ensuring that young people are part of the consultation and development of any resource designed to assist them, and Dr Sarah Jones from Cardiff University will speak on graduated licensing.



## Good Egg

THE IN-CAR Safety Campaign, also known as the Good Egg Campaign, will run again this year from the 27 June. The first activity to promote this was the Scottish Baby and Toddler Show at the end of April. The Show was well attended, with members of the public visiting to see what they should be buying for their youngsters. The 2010 Campaign was also very successful, with more than 2,000 child seats checked at 70 clinics. Of these, 73% were correctly fitted. Of the 525 incorrectly fitted, 312 had minor faults and 163 had major faults. Worryingly, 50 seats were incompatible for either the child or the car.

Since the Campaign launched in 2002, more than 11,000 seats have been checked. In previous years, the Campaign has focused on infant seats but this year the remit has widened to include children up to the age of 11. RSS is grateful for the continued support of Arnold Clark Automobiles for its support of the campaign.



◀ *Road Safety Scotland's annual report is available online*

## Annual Report

The Annual Report (2010-2011) and Business Plan (2011-2012) is being finalised. A number of hard copies will be distributed and it will also be posted on the RSS website in the middle of June. Many of the projects outlined in the Business Plan will be similar to previous years, but we have also recognized the young driver focus next year and tried to ensure that speeding remained high on the agenda.

The fact that the funding awarded to RSS to deliver the Plan has not been affected by the current financial climate is great news, and demonstrates the Scottish Government's commitment to road safety and the Road Safety Framework. RSS is grateful to Transport Scotland's Policy Directorate and the Road Safety Team for their continued support of our work.

# Playing our part on a global platform

## Mairi Blair examines Scotland's role in the UN Decade of Action

The UN Decade of Action for Road Safety, 2011-2020, launched globally on 11 May. Road Safety is a massive global issue – every day, 3,500 people leave home and never return because they have been suddenly, violently, killed in a road crash. This is equivalent to one person killed or maimed every six seconds.

The United Nations General Assembly has set the goal for the decade: “to stabilize and then reduce the forecast level of road traffic fatalities around the world” by 2020. Millions of deaths could potentially be prevented as a result. The UN Decade of Action for Road Safety is meant to be our opportunity to make our communities and streets safer wherever we live.

Around the world, nations have been encouraged to make a public mark of their commitment to the Decade of Action, both on its launch day and beyond. Road Safety Scotland and Transport Scotland wanted to play their part by organising a launch event to welcome the decade and demonstrate the Scottish Government's commitment to its goals.

At RSS, we want to ensure that Scotland plays its role in the Decade of Action. We wanted to announce the arrival of the Decade and ensure that this global event feels relevant and meaningful to people on the streets of Scotland.

Scotland is currently ranked 3rd in an international league table of road safety. However, road traffic

accidents are still the leading cause of accidental death for young people in Scotland. Scotland's Road Safety Framework to 2020 sets out the roadmap for further improving Scotland's road safety record.

We celebrated the day by announcing the winners of a schools competition at the Scottish launch at New Register House in Edinburgh. Junior Road Safety Officers (JRSOs) across Scotland were invited to take part in a poster competition to mark the Decade of Action. These young people, who are around 10 now, will be 20 at the end of the decade, and demonstrated artistically what the coming decade means to them. 10 posters were selected and were displayed at the launch.

The winning schools (in alphabetical local authority order) were:

Fetterangus PS, *Aberdeenshire*  
 Maud School, *Aberdeenshire*  
 Westerton PS, *East Dunbartonshire*  
 Central PS, *Highland*  
 Knockbreck PS, *Tain, Highland*  
 St Peter's PS, *North Ayrshire*  
 Newarthill PS, *North Lanarkshire*  
 St Charles' PS, *Renfrewshire*  
 Aith PS, *Shetland Isles*  
 Muirhead PS, *South Ayrshire*.

The winning JRSOs attended the launch, where they received a framed copy of their winning posters. All entries will be showcased on the JRSO website – [www.jrso.com](http://www.jrso.com) – and the 10 winning posters will be used to promote further JRSO activity during the Decade of Action.



▲ JRSOs from the winning schools display their artwork at the Scottish launch event

## GET INTO GEAR: Delivering effective young driver interventions



Road Safety Scotland is creating a new microsite, 'Get into Gear', to support deliverers of Young Driver Interventions. The site will outline the core training and preparation materials available to assist them in the delivery of these events

SCOTLAND'S ROAD Safety Framework to 2020 identifies drivers aged 17 to 25 as a national priority. The Framework promotes the adoption of a 'lifelong learning' approach to driving and road user education, and outlines commitments to develop a guide to organising events to educate young people.

Increasingly, schools are taking advantage of Young Driver Interventions (YDIs), which are run through Community Safety Partnerships. YDIs can vary widely in terms of delivery approach and evaluation.

The 'Get into Gear' site will provide stakeholders with the information and confidence they need to run effective YDI sessions. It will aim to harness the enthusiasm that already exists in the delivery

of these events, and seek to provide a medium for sharing tips and experiences, both successful and less successful. It will define the steps and preparation which people are advised to take to engage young people in road safety and urge the requirement for evaluation.

The site's primary target are Road Safety Practitioners who currently deliver YDIs (local authorities/schools, emergency services, charitable, motoring and community bodies) as well as those who wish to deliver YDIs in the future. Additionally, the site is likely to prove useful to parents, schools and those who may wish to speak at a YDI about their experience of road safety.



*"This will be a very useful resource for anyone involved in delivering any initiative aimed at young people. The fact that it will be accredited brings a great deal of value to it, which will be appreciated by those professionals who use it."*

Leslie Harrold, IRSO,



*"Parents and carers can have much influence and impact on the development of young drivers. If young drivers are seeing examples of good practice and positive driving habits they are more likely to adopt these when they get behind the wheel."*

Laura Fisher,  
Northern Constabulary



*"Unless our efforts in road safety education are subject to robust evaluation – ideally before and after comparison of randomly allocated treated and untreated groups – then we don't really know what works."*

Professor Steve Stradling



*“The Fire and Rescue Service has been traditionally associated with emergency response and the rescue of victims from road traffic collisions. In this time of global economic difficulty, it is imperative that we do not duplicate our efforts but work together with our partners to reach the targets of 2020 and beyond.”*

George McGrandles,  
Chief Fire Officers  
Association Scotland



*“Engaging young people with active learning that is steered by the experiences and outcomes within Curriculum for Excellence, will secure the full support of school communities.”*

Kate Wheaton,  
Road Safety Scotland

## Get in Gear Q&A

**Q:** What’s the connection between what Professor Frank McKenna said last year and what you are now developing?

**A:** In his Think Piece, Frank identified four key areas: engaging with parents of young drivers more strategically; avoiding references to social norms such as ‘everyone speeds’; encouraging young people to consider the alternatives to driving until they are older and more responsible; and – the most important – proper evaluation. To date, there has been little real review of the approach to engaging young people, and we believe Scotland can lead the way in this respect.

**Q:** Do you know about the people who are currently delivering YDIs?

**A:** Through undertaking the Mapping Exercise last year we know that many are in the Emergency Services and have experience of road accidents which enables them to convey the emotion and tragic consequences of such events. Others are Road Safety Officers, Local Authority personnel and Volunteers. What’s now happening is that the SQA, RoSPA and RSS are developing a training course called ‘An introduction to road safety’. One unit of which will be called ‘Get into Gear’. The idea is that everyone who provides training to young people learning to drive has an accredited qualification. We hope this will give people the sense they are better equipped to carry out driver interventions. This will provide them with the theory and background, and

enable them to understand the thinking behind the Get into Gear approach.

**Q:** Isn’t there a danger you could lose support from those who will feel that their current YDIs are now seen as not good enough?

**A:** Our aim is to capture the existing goodwill of practitioners, by providing information and support to extend their knowledge about road safety and the behaviours and attitudes that make some young people vulnerable in the road environment. The people who volunteer to provide input to YDIs do it because they firmly believe they can make a difference. Get into Gear will not dampen positivity, but will enable them to deliver a more evidence-informed intervention.

**Q:** How will you bring about improvements in delivery of YDIs?

**A:** The microsite will address these changes in a positive light, and not resort to finger wagging. It aims to ‘change hearts and minds’ in order to engage all stakeholders and provide them with skills and knowledge to raise their game.

**Q:** Why is consistency so important? Doesn’t that stifle good ideas?

**A:** Consistent training provision, support for deliverers, and effective evaluation methods are vital to maximising the usefulness of YDIs across the country. This will enhance creativity and enable people to be more imaginative in their approach to designing a YDI.

# Improving School Transport Safety

## Neale Kinnear reports on a project undertaken for Transport Scotland and SCOTS

EVERY DAY, around 680,000 pupils make their way to and from the 2,722 schools that cover the length and breadth of Scotland. For the vast majority of pupils, these journeys are completed safely and are part of a normal daily routine; however, a road traffic accident on just one of these journeys can have tragic consequences. Injury or fatality as a result of a road accident impacts not only those involved, but family, friends, schools, communities, and Scotland as a whole.

Scotland's Road Safety Framework contains a commitment to 'investigate, report and implement ways to help ensure schoolchildren's safety when getting on and off school buses'. This commitment was included because of the tragic fatalities of two pupils returning home from school in Aberdeenshire in 2008. Whilst undertaking projects to help meet this commitment, Aberdeenshire Council discovered wider issues to be addressed, including a lack of awareness of guidance in general for school

transport safety. Therefore Aberdeenshire Council, Transport Scotland and SCOTS sought to establish clear guidance to inform and promote school transport safety throughout Scotland. In doing so, it was recognised that there was no central source of information for local authorities and others in Scotland regarding what should and could be done to maintain and improve school transport safety. Links to information, research, guidance and legislation were inconsistent. As a result, school transport practices across Scotland have developed incongruently, with practices varying by region.

TRL was commissioned through Transport Scotland's Trunk Road Research Programme to develop a guide outlining current policy and good practice procedures. The guide was aimed at local authorities and others with a responsibility for school transport safety, as a first point of reference. The guide includes a measure of relative risk for different transport modes, policy and guidance associated with different transport modes, and recommendations to address areas of risk and improve the safety of pupils' journeys to and from school. The guide is supported by a detailed research report for those seeking further information. Both these documents outline the things local authorities and others should be doing, and suggest what authorities and others could be doing.

The project involved a close working relationship between TRL, Aberdeenshire Council, Transport Scotland, and the Scottish Government. In addition to the project team, the report and guide were reviewed by a Transport Working Group and members from the Road Safety Framework Operational Partnership Group. It has been warmly welcomed by Scottish Ministers and by the Society of Local Authority Chief Executives in Scotland, particularly given that child safety is one of the national priorities in Scotland's Road Safety Framework.

The project has been shortlisted for the Transport Project of the Year award at the Scottish Transport Awards 2011.



▲ Neale Kinnear

# News from across the country

## Kerbcraft In East Ayrshire

CROSSING THE road is kids' play for children from Shortlees Primary, thanks to the successful Kerbcraft programme. The youngsters and Kerbcraft volunteers – Senga Corrigan, Nicola Campbell and Sherreen Stevenson – received certificates from Councillor Jim Todd, Spokesperson for Improving Community Safety, marking the completion of their road safety training.

Councillor Todd said: "I am delighted that more than 2,000 children from 19 schools have taken part in the training and this has been thanks in no small part to the excellent volunteers who have given their time and enthusiasm to Kerbcraft. I was delighted to meet and thank Senga, Nicola and Sherreen for all their commitment to this very worthwhile project."

## Amber means stop, warns Glasgow campaign

THE GO SAFE Glasgow Road Safety Partnership has launched a city-wide campaign to target drivers who fail to stop when amber shows.

Last year, 83 people were injured in Glasgow as a result of vehicles contravening red lights.



▲ Artwork to support the Glasgow campaign

Pre-campaign work involved gathering information on Glasgow's 'worst' casualty junctions while the police and Strathclyde Safety Camera Partnership undertook offender profiling and supplied details of where red light running was most prolific. The partners then started filming the junctions and were surprised at the number of motorists who not only jumped amber, but also went straight through red. The footage will be made available to the media and will be broadcast on social media sites including Twitter, where Glasgow now has 10,000 followers.

The main message to motorists is: amber means stop, unless you have already crossed the stop line or it is unsafe to do so. Initially the partners were only considering a campaign on jumping red lights, but it was felt that jumping amber was a 'forgotten rule' of the road. The phrase 'forgotten rule' in itself led to the publication of an A5 leaflet highlighting 11 other forgotten rules of the road, based on police officers' actual experience of stops where members of the public plead ignorance to their misdemeanour.

The poster itself shows one of Glasgow's Junior Road Safety Officers making sure that Glasgow gets the message.

More than 10,000 leaflets, 100,000 beer mats, posters, advertising boards and interactive traffic information signs will hopefully remind drivers that amber means stop. As per all 'Go Safe Glasgow' road safety campaigns, Strathclyde Police Roads Policing and Divisional Officers will support the publicity campaign with targeted enforcement.

## Operation Sable breaks the ice

NORTHERN CONSTABULARY reported a highly successful winter road safety operation across the Highland mainland, in which more than 1000 vehicles were stopped. The initiative, code-named Operation Sable, was timed to run immediately prior to the ACPOS "Get ready for winter" weekend initiative, which took place throughout Scotland in October.

The key objectives of the operation were to highlight and enforce road safety, provide reassurance to the public through a highly-visible police presence and to identify, target and disrupt criminal use of the roads network.

Multiple road checks were held, more than 1000 vehicles were stopped and safety checks were carried out. Partners spoke to drivers and passengers and road safety packs were distributed.

During the operation, a number of offences were detected. These included four insurance offences, a speeding offence, a red light offence, three seatbelt offences, a drugs offence and three vehicles were found to have bald tyres. Acting on information from the public, enquiries and searches were carried out in Caithness, leading to a seizure of drugs with an estimated street value of £5000.

Acting Chief Superintendent Ralph Noble thanked the public for their support and assistance during the Operation.

He said: "Police in Northern Constabulary take road safety very seriously and it is very important that drivers play their part in making our roads as safe as possible. I would like to thank all road users for their continued considerate driving and safe condition of vehicles."

## Shopping mall event a 'win, win'

LOTHIAN AND BORDERS Police approached the Ocean Terminal Shopping Mall to see if they would be happy to host an interactive, multi-agency partnership road safety event in the Mall late last year. They gave a resounding thumbs-up, and a two-and-a-half-day initiative was planned, with a main focus on young drivers. However, this was not at the expense of others, according to RSO Joan Alexander. "The very general footfall at the shopping mall meant organisers were able to provide education for all road user groups, from child pedestrians to general advice for drivers. Also, because it was October, we were able to give out a 'gear up for winter' message as well as using the seatbelt sled as part of the year of the seatbelt," she said.

As it was a "Win-win" situation, Ocean Terminal offered to pay for the design and production of posters and leaflets and also paid for local radio advertising.

Lothian and Borders Police was represented by community constables, road safety officers, road policing officers and bike officers. Lothian and Borders Fire and Rescue joined the event, as did local driving instructors, International Rescue, Lothian

and Borders Safety Camera Partnership, Knockhill Circuit, Edinburgh Trams, Edinburgh Council and The Edinburgh Bike Station.

Visitors to the Mall were able to try the seatbelt sled and a brake reaction tester, as well as viewing an in-car safety display and memory boards with stories from relatives and friends who had lost someone close to them in a road traffic collision. Police motorcyclists, crash investigators, road patrol officers and cyclists were on hand to talk about road safety and there was a first aid demonstration from International Rescue, with tips on what to do in the event of a crash. There was also a 'bar', where visitors could receive advice on the risks of drink-driving and drug impairment. Cycle checks and training sessions took place in an area outside the mall.

The event was highly successful, according to Joan Alexander. "We were lucky enough to get media coverage on the STV evening news and in the local papers," she said. "It has been recommended that we repeat the event, which is good to know."

## New version of Crash Magnets launches in South Lanarkshire

THE NEW edition of Crash Magnets has been circulated to all schools in South Lanarkshire. Chair of South Lanarkshire Council's Road Safety Forum, Councillor John Murray, said: "Road Safety education is vitally important in shaping opinions and attitudes to speeding, drink-driving, drug-driving and in-car safety. I am delighted that the pupils at Carluke High School showed such an interest in this revised tool – as the next generation of road users they are one of the most important groups to target to get the road safety message across."

The updated version has now been distributed to all secondary schools within South Lanarkshire by the Road Safety Team.



◀ All schools in South Lanarkshire now have the new edition of Crash Magnets

## 'Speeding Ted' learns his lesson at school

CHILDREN AT all primary schools in the Strathclyde Police area are hearing about a new fictional character, 'Speeding Ted', a teddy bear whose thoughtless behaviour is intended to make them think about the dangers of speeding.

Speeding Ted is part of a resource pack 'Exploring Speed through Active Learning', developed by leading Scottish educational consultant, Lynda Keith, on behalf of the Strathclyde Safety Camera Partnership in association with Road Safety West Scotland.

Lynda said: "The activities in the pack complement the four capacities of Curriculum for Excellence and its underpinning philosophy. They should provide a springboard for many more children's ideas and, through this, further spread the messages of the responsibility we all have in creating a safer environment.

Gladys Cadden, manager of the Strathclyde Safety Camera Partnership, explained: "We produced the pack as part of our commitment to changing public

attitudes to speeding. Attitudes to driving are formed at a young age and primary children can easily understand that speeding is dangerous, anti-social and against the law. We hope the information and activities in this pack will be helpful in reinforcing these positive attitudes for when the children grow older and become drivers themselves."

Paper copies of the pack have been produced for West of Scotland schools but the resource should be available for wider use following its conversion into an interactive electronic format by Glasgow City Council. A link to the resource will be found at [www.streetsense2.com](http://www.streetsense2.com) at the start of the new session in August.

“ Attitudes to driving are formed at a young age and primary children can easily understand that speeding is dangerous, anti-social and against the law. ”

*Gladys Cadden*



▲ Speeding Ted has been used for photocalls in many council areas to attract media interest.

## Question time



Kevin Smith,  
Head of Road Policing,  
Association of Chief  
Police Officers  
Scotland (ACPOS)

What have you determined to be the ACPOS road safety priorities for roads policing?

Our priorities are designed to impact on casualty reduction and they are based on five broad pillars of Education, Enforcement, Engineering, Encouragement and Evaluation. We also focus on specific areas of national importance including children, young drivers, rural roads, drink/drug-driving, seatbelt compliance, the use of mobile phones and the impact on our communities caused by speeding motorists.

What specific skills and expertise do the police bring to a multi-agency road safety approach?

The police bring a host of skills to the multi agency road safety arena, an expert knowledge of road traffic legislation, a personal understanding of the effects of fatal and serious injury collisions brought from personal experience of attending at and dealing with these tragic incidents and the aftermath caused by them.

Where do you think there is a need for change, and why (e.g. drink-drive, drug-driving legislation etc)?

In relation to Drink-Driving, ACPOS has always supported a reduction in the legal limit

and we watch with interest the developments surrounding evidential roadside devices. ACPOS and law enforcement partners have now established and adopted the Vehicle Forfeiture Scheme and I am keen to see this extended to include other suitable offenders.

I will also monitor with interest the developments in relation to type approval for drug screening devices; this will assist operational officers in the detection of these offences.

How optimistic are you about the future, in terms of how much more you can achieve in casualty reduction?

We continue to see improvements across Scotland in the number of people killed or seriously injured on our roads and in fact they are at their lowest number since 1949. We will continue to work towards the government's ultimate vision of "a future where no one is killed on Scotland's roads and the injury rate is much reduced". I do accept that advancements in road engineering and vehicle design have been major factors in the reduction, however I am confident that as the Police Service continues to target the main factors which cause crashes, this will also have an important part to play in future statistics.

## 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](mailto:james@jamesluckhurst.co.uk), by **Friday 19 August 2011**. We will keep the correct entries in a safe place and draw the winner by the middle of September.

The two questions:

- 1 What was the code-name of Northern Constabulary's winter safety initiative?
- 2 RSS is shortly to relocate to the fourth floor of which building in the Chesser area of Edinburgh?

Congratulations to June Andrew of Grampian Police, who won the competition in the previous edition.

## Next edition

The Winter 2011 edition comes out in late November. If you would like to contribute an article, interview or news report for it, please email [james@jamesluckhurst.co.uk](mailto:james@jamesluckhurst.co.uk)