



The SRSC Seminar programme for 2002

SRSC ANNUAL SEMINAR

RECORD BREAKING ATTENDANCE

This year's Annual Seminar was held on 30th/31st October 2002 at the Peebles Hotel Hydro in the Scottish Borders. Again it proved to be an extremely popular event with over 185 delegates in attendance which according to our records is the highest number ever!



The seminar was split into 3 sessions, child road safety, driver behaviour and road safety interventions. Our keynote speaker this year was Rob Gifford, Executive Director of the Parliamentary Advisory Council on Transport Safety. Rob gave a very thought provoking presentation that provided an excellent start to the seminar.

The Child Safety Session kicked off with Dr Suzanne Zeedyk from Dundee University speaking about children's knowledge and behaviour. Dr Zeedyk presented some very interesting research findings that clearly pointed to the use of practical road safety training methods as an effective means of teaching young primary children. This led quite nicely into the next presentation by

Carry Stephenson of MVA Ltd and Kirstie Whelan of the University of Newcastle who spoke about the Child Pedestrian Training Programme. Ms Stephenson provided an overview of the programme whilst Ms Whelan gave an insight into the methodology to be employed in evaluating the programme's effectiveness. The final speaker of the Child Safety Session was Valerie Mitchell, Active Primary School Co-ordinator with Inverclyde Council. Mrs Mitchell, a qualified PE teacher, talked about her work in Inverclyde in conjunction with the Road Safety Unit involving the promotion of safer routes to schools as a means of achieving her aims of increasing the level of physical activity amongst primary pupils.

winter:2002/03

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SRSC ANNUAL SEMINAR (CONTINUED)

An additional speaker on day one of the seminar (originally scheduled to speak in the Road Safety Interventions session) was Professor Desmond O'Neill who spoke about the older driver. Professor O'Neill from Adelaide & Meath Hospital in Dublin shared his thoughts on the older driver and outlined an assessment programme for older drivers that concentrated on helping older drivers extend their driving careers where possible rather than cutting it short.

And so to the evening and to the final speaker of the day. The conference dinner was preceded by a speech by Lewis MacDonald, Deputy Minister for Enterprise, Transport & Lifelong Learning. Mr MacDonald spoke about a number of the SRSC's initiatives including The Children's Traffic Club in Scotland, as well as announcing the publication of the research report on the 'Evaluation of the Foolspeed Campaign'. A big thank you goes to the Minister for taking time out to come to Peebles to address delegates, it was much appreciated.

The Peebles Hotel Hydro proved to be, once again, an excellent venue for the seminar. Very professional service and great facilities, even the weather was favourable with clear blue skies permitting panoramic views over the rolling Borders hills. Time spent outside of the conference suite was short lived however, and delegates reassembled on day two to hear the speakers in the second session on Driver Behaviour. Professor Steve Stradling, from the Transport Research Institute at Napier University, kicked off the day. Prof. Stradling presented findings of a major research study commissioned by the Scottish Executive looking at Speeding attitudes and behaviour. This research will assist the SRSC in determining future campaign activity aimed at reducing speeds on Scotland's roads. Next was James Luckhurst a freelance journalist who has been involved in the production of the BBC TV series 'So You Think You're a Good Driver?' Mr Luckhurst provided an interesting insight into the views of the journalist and he even managed to roam the audience with a microphone a la Kilroy Silk! The final speaker of the morning session was David Lynam from TRL. Mr Lynam gave an account of the Eurorap programme, which looked into applying a rating system to roads similar to the system applied to vehicles.

The final session was on Road Safety Interventions. A dramatic performance was given by the Baldy Bane Theatre Company guaranteed to keep the post prandial snooze at bay. They were performing the newly developed SRSC play aimed at the older driver called 'Urban Rodeo' (sic) which had been piloted around Scotland. The play aims to highlight the main issues concerning safe driving practices and ageing. Delegates were invited to provide feedback on the content and style. Our final speaker of the seminar was Dr Ray Fuller from Trinity College Dublin who spoke about an evaluation of the Effectiveness of Road Safety Theatre in Education carried out in Ireland. Dr Fuller's findings were of great relevance to Scotland given the major expenditure on TiE in this country.

Overall the general feedback on the seminar has been positive. The event ran smoothly and to schedule. Thanks go to the session chairs, Jim Truscott, North Lanarkshire Council, Bill Smith, Glasgow City Council and Neil Greig, AA. Thanks also to Tapestry Audio Visual and the Peebles Hotel Hydro for their contribution and to the AA Foundation for Road Safety Research for their generous sponsorship. Last but not least thanks to Michael McDonnell of RoSPA for chairing the seminar without him it just wouldn't be the same.

See you again next year!

NOTE OF NEXT YEARS SEMINAR

We've been quick off the mark and already secured the Peebles Hotel Hydro as venue for the 2003 Seminar which will take place on Wednesday 29th and Thursday 30th October. Further details will be available later in the year.



FOOLSSPEED CAMPAIGN EVALUATION

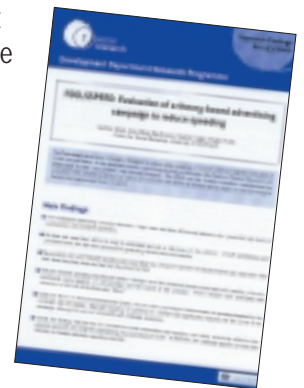


An Evaluation of the Foolsspeed Campaign "Evaluation of a theory-based advertising campaign to reduce speeding" was published on 30th October 2002.

Some of the main findings showed:-

- All three ads were liked, felt to be easy to understand and not "talk down to" the audience. At both spontaneous and prompted levels, the ads were successful in generating identification and empathy.
- Respondents who were frequent speeders were more likely than infrequent speeders to indicate that the ads made them 'feel bad' about how they drove and feel that they drove too fast.
- Attitudes towards speeding and affective beliefs - feelings about the emotional benefits associated with speeding - became significantly more negative, or anti-speeding, over the course of the campaign. These changes were associated with awareness of the first of the three ads, "Mirror".

- Overall, the findings indicate that it is possible to create memorable and engaging road safety advertising without a fear-arousing approach and using the underpinning of a psychological model. Furthermore, the campaign appears to have been effective in changing attitudes regarding speeding.



For further information on this research please contact

0131 244 7560, email socialresearch@scotland.gsi.gov.uk or see the website on

www.scotland.gov.uk/socialresearch

Fiona Murray
Director
Scottish Road Safety Campaign
0131 472 9203

FESTIVE DRINK DRIVE CAMPAIGN



The Scottish Road Safety Campaign continues to support the Association of Chief Police Officers Scotland Festive Safety Campaign. The SRSC provided publicity support for the drink drive element of the campaign. The publicity promoted the use of the Crimestoppers telephone number in reporting drink drivers. A radio advert was aired for 3 weeks commencing 9th December. The advert aimed to raise the threat of enforcement amongst those drivers who would risk drink driving but perceived little threat from getting caught by the police. A supporting washroom poster was also produced and this was displayed in 477 venues throughout Scotland.



NORTH LANARKSHIRE COUNCIL

KERBCRAFT



In conjunction with the announcement of the second tranche of Kerbcraft projects, Deputy Minister for Enterprise, Transport & Lifelong Learning, Lewis McDonald visited Netherton primary school in Wishaw to view an existing project in action. Eleven Schools and 300 children will be involved in Kerbcraft in North Lanarkshire and the scheme is progressing well. The minister was pleased to meet everyone involved in the project and was impressed by the progress made.

URBAN ROADEO



The play was successfully performed in two primary schools. Over 130 adults, in the 55+ age group, attended together with a considerable number of school children. The children welcomed their grandparents to the school with some entertainment and the play was then performed followed by the serving of refreshments. A discussion paper was issued to the children enabling them to follow up the issues of the play with their grandparents.

THE CHILDREN'S TRAFFIC CLUB IN SCOTLAND



A series of very successful CTCS courses were held for nursery teachers at three venues within the authority and 90 teachers representing 68 groups attended. An option of a morning or afternoon session was given with everyone invited for a buffet lunch. The comments of those attending were very positive and there have been considerable requests for follow up support.

Jim Truscott
Road Safety Manager
01698 302112



SOUTH LANARKSHIRE

ENCOURAGING PARENTS TO PARK SMART!

Irresponsible parking and traffic congestion outside schools, is a recognised problem across Scotland. In August 2002 South Lanarkshire Council, a member of the West of Scotland Road Safety Forum, piloted 'Park Smart' a campaign the Forum devised to tackle drivers who stop on the 'zig zag' lines outside schools or at the school entrance to drop off and collect children.

Councillor Billy McCaig, Chair of South Lanarkshire Council's Road Safety Forum spoke of the campaigns objectives and briefly outlined the Council's pilot:

"By highlighting the fact parked cars increase the risk of road accidents outside schools and that traffic congestion at the entrance could prevent or delay emergency service vehicles reaching the school, Park Smart aims to make drivers fully aware why stopping here is selfish and irresponsible.

"South Lanarkshire is one of twelve unitary councils who together with Strathclyde Police Force form the West of Scotland Road Safety Forum. We originally piloted the Park Smart initiative at 15 primary schools across South Lanarkshire."

At the launch of the Park Smart pilot, representatives of the local emergency services were happy to pledge their support and acknowledge the need for action.

Sandy Lochrie, of East Kilbride's Ambulance Service said; "It is important to keep access to gates and roads clear for the emergency services regardless of the situation. In an emergency the time any service takes to reach people, whether it is the ambulance, police or fire service can make the difference between life and death."

Sergeant John Curson who attended on behalf of Strathclyde Police said:

"Strathclyde Police Force is currently working with the Scottish Road Safety Campaign to look at the issue of road safety and the use of our roads network in relation to young children. We hope that the Park Smart initiative will help raise parent's awareness of the dangers of parking vehicles too close to the school access routes."



The pilot was a success and Councillor McCaig spoke about the developments arising from the positive feedback:

"As well as an enthusiastic response from schools taking part, the Council received a significant number of requests from schools wishing to join the initiative".

"Thanks to funding from the Council's Education Resources and the Community Safety Partnership, we were delighted to be able to expand the initiative to cover all of the 124 primaries in South Lanarkshire."

By the end of October, the Council's Road Safety Team had supplied Park Smart banners to all the area's primary schools clearly displaying the message that stopping on the 'zig zags' or outside the school entrance is dangerous and selfish. The Team also provided Park Smart posters and leaflets for distribution within the school.

Eleanor Gibson, South Lanarkshire Council's Road Safety Officer encouraged parents to park considerately and offered some practical advice:

"Ideally parents should walk with their child to and from school, teach them road safety skills and show them how to cross the road carefully. If however, it's not possible to walk to school, then parents should park well away from the school, taking great care to look out for children if they have to pass the school gates and walk the remaining distance to the school gates with their child or children."

Further information about this initiative can be obtained by contacting:

Eleanor Gibson
Road Safety Officer

Tel 01698 453617 or Fax 01698 453672 or email
eleanor.gibson@southlanarkshire.gov.uk



EAST RENFREWSHIRE

MANOEUVRABILITY TESTS

Recently local shoppers were given the chance to practice more than guiding their trolleys along the aisles. East Renfrewshire Council Road Safety in partnership with Strathclyde Police, the Institute of Advanced Motorists and Eastwood Crime Prevention Panel ran manoeuvrability tests for motorists at shopping centre car parks in Newton Mearns and Barrhead.



The background to the exercise was an analysis of crashes by the police over the month of April. This found that quite a high proportion of crashes in the area were extremely minor in nature and involved low impact dents and scratches. These occurred due to poor parking skills and a general lack of awareness of vehicle dimensions.

Drivers were asked to perform various manoeuvres and were also tested on their knowledge of the Highway Code. Any driver scoring less than five out of ten in the latter test was given a free copy and advised to read it!

43 drivers took part in the three-hour initiative, and while the standard of driving was reasonably good, Highway Code knowledge was less so and around twenty copies were distributed.

All those who took part were interviewed after the test and all but one expressed a positive attitude to the exercise.

David Henderson
Road Safety Officer
0141 577 3449

FIFE POLICE

DRIVING COURSES MOTOR ON

Over 40 students took part in a minibus driving course at St Andrews University. The course included a talk on safer driving and an assessment drive. The University will not allow any student to drive one of their minibuses without first taking the course. Jane Greer said "Students are extremely keen to learn and appreciate the work done for them. They are an excellent group to work with".

Fife has also carried out their 53rd Better Driving Course for adults. This consists of three lectures over three weeks and offers an assessed drive for those who wish to do so. These courses have been very popular indeed and the feedback is extremely positive.

FIFE ADVANCES ON

Another of Fife's road safety organisers has successfully completed his Advanced Driving test. Brian Forsyth sat his test in May and after a gruelling one and a half hours was delighted to be told he had passed. Brian joins his fellow organisers Don Yard and Janet Bowman in passing the IAM Test. With their Manager, Jane Greer holding a Police Class one Advanced Driving certificate, it certainly seems that Fife is advancing for the future. "I am absolutely delighted that all three of my organisers now hold Advanced Certificates" said Jane. "Another staff member, Fiona Massie, also holds an Advanced Certificate but in this case for driving commercial vehicles."

Jane Greer,
Road Safety Manager
Tel: 01592 418510



INVERCLYDE

For Inverclyde Council Road Safety Staff, cycle training took on a slightly different meaning this year. The Road Safety Officers had been contacted by the Physical Training Instructors in Greenock Prison to look at developing a cycle Training Programme for prisoners.

As part of their Fitness Programmes they wanted to introduce a cycling group, following on from their successful running group. However as some of their clients had been at Minside for 10 years or more, it was decided that some kind of training was necessary before they took them out on the road. Road Safety Officers trained the instructors using the Scottish Cycle Training Scheme materials and the instructors then trained their client group.

Road Safety Officers then tested the prisoners on an off road track within the prison grounds and were very impressed by the standard achieved. Some of them had even given up the chance of paid duties to take part in the training.

Of the seven prisoners who sat the test, all passed with flying colours. One was heard saying that sitting the test was worse than going up to the High Court for sentencing.

*Margaret Dickson
Road Safety Officer
Tel. 01475 714811*

GLASGOW CITY COUNCIL

Glasgow City Council have recently extended the "Don't Risk It" campaign. A total of 1900 washroom stickers have been distributed to 140 pubs and restaurants. Additionally, 1000 Drink Drive bags containing an ice-scraper, and leaflets on winter driving, drink driving, seat belts and mobile phones and driving, have been supplied to 6 Council car parks and also to local businesses to distribute to drivers.

*Bill Smith
Road Safety Manager
0141 287 9043*





TAYSIDE POLICE

SPEED INDICATOR SIGNS



Dundee City Council have recently purchased 2 Speed Indicator Signs (SIDS) which are to be used by the Road Safety Officer, Kerry Noble, and Police Officers in Central Division. The signs, which were launched outside Dens Road Primary School in November, can easily be moved from school to school on a daily basis. They instantly display the speed the driver is travelling and either a smiley or sad face will be shown depending how fast the vehicle is going.

The first phase of the signs is education and awareness, the second phase will be enforcement. So far we have received very positive feedback from the communities in which the signs have been used. The attached photograph is from the "Evening Telegraph" (DC Thomson, Dundee), and shows Kerry Noble and Inspector Rod Bowman of Tayside Police with Dundee City Council officials and pupils from Dens Road Primary School on the morning of the launch.

The sign has since been used in several school locations and has received very positive feedback from drivers and parents.

'I'LL BE DES'

The "I'll be Des" initiative promoted by the Portman Group was launched in Dundee to coincide with the Festive Driving Campaign on the 9th December 2002. We have managed to get the support of Dundee Football Club who are giving us free advertising space on a hoarding around their pitch.

One of Dundee's biggest nightclubs and various other Pubs and Clubs in Dundee have also agreed to promote the campaign. It is hoped to be a huge success and to date we have received many positive comments.

PASS PLUS

In conjunction with Perth and Kinross Council, Pass Plus is being promoted by offering grants towards the full cost of the course. All drivers who have passed their test within the last 12 months may apply for the grant through their ADI. The grant is not age dependent. It is hoped that with this monetary incentive many new drivers in Perth and Kinross take advantage of the scheme.

WALKING BUS

Two new Walking Bus schemes are to be launched in Perth and Kinross during January 2003. This brings to fruition a lot of hard work. The planning for the buses began in September and like all "new" ideas it took a fair bit of persuasion from enthusiastic parents for the initiative to be fully accepted.

*Rachel Ewins
Road Safety Officer
Western Division
01738 892888*

*Kerry Noble
Road Safety Officer
Central Division
01382 591888*



WEST DUNBARTONSHIRE



PRIMARY SCHOOLS PUBLIC SPEAKING COMPETITION

The first final of the West Dunbartonshire Council primary schools public speaking competition took place before Easter 2002. St. Stephens Primary school hosted the final as they had piloted this new project with Primary 6 and 7 the previous year. Headteacher, Irene Pandolfi, was interested in using public speaking as a tool to help develop language skills, in particular talking and listening, with her pupils.

The project involves partnership working between the Council's Commercial & Technical Services and Education & Cultural Services Departments. The success of the pilot resulted in the project expanding into other schools. Eight schools took part in the first final of the competition, with month's of preparation by pupils and teachers.

Teachers were invited to the West Dunbartonshire heat of the secondary schools public speaking competition. This gave them experience of how a public speaking competition is run, and forged links with the competing secondary schools. Secondary school pupils visited the participating primary schools to give advice, tips and help - a "masterclass" in public speaking! Schools held their own competitions to pick the pupils that would represent them in the final.

At the final, the performance by every team was of an exceptionally high standard and competition was fierce. Each team had to speak on the subject of "Road Safety is No Accident", with a chairperson introducing the team and topic, a speaker giving the main presentation, and a third team member giving a vote of thanks. The speaker had to be quick thinking as they could be asked any question put by the panel of judges.

While taking part is the most important thing, there has to be a winner and the judges had a very difficult task in picking the winning team. The people with the unenviable task were Michael McDonnell, RoSPA's Road Safety Manager in Scotland, Sue MacLean, Scottish Group Chair of IRSO, and Des McNulty MSP. They decided that the trophy should go to the team from Levensdale Primary - Simon Gallacher (Speaker), Danielle McIsaac (vote of thanks) and Arryn Blair Chairperson.

Thanks must go to the teams and teachers from the competing schools for making the event the success it was. Preparations are well underway for the 2003 competition, with 16 schools expressing an interest.

URBAN ROADEO



Pupils at Gavinburn Primary, Old Kilpatrick turned the tables on their grandparents when they brought them back to school to learn a few road safety lessons. Primary 5 and 6 pupils invited their grandparents and older relatives and neighbours, along to a performance of 'Urban Roadeo.' With over 50 grandparents coming along the event was great success. One grandfather even travelled from Dunoon to see the play!

Joanna Caldwell (10) invited her grandfather Douglas (68), a retired driving instructor, to the play just in case he had forgotten anything about being safe on the road!

*Linda McBrearty,
Road Safety Officer
01389 737630*



Joe is pictured here with some children attending the Safeteam event in Aberdeen. The picture is courtesy of the Evening Express



GRAMPIAN POLICE

JOE FRASER RETIREMENT

After more than 21 years working in Road Safety, Joe Fraser the Senior Road Safety Officer for Grampian has retired. Joe joined Grampian Police in 1981 having previously been a Staff Sergeant in the Army where he completed 15 years service.

Joe was a very active member of the Institute of Road Safety Officers, being Secretary between 1984 - 1987 then Chairman from 1987 - 1990. Also, in 1990 Joe chaired the Institute's National Conference. In 1994 he was made a Fellow of the Institute in recognition of his active role in the business of the Institute and his contribution to road safety.

One of Joe's greatest achievements was to be appointed Project Officer to The Children's Traffic Club in Scotland in 1995. This meant Joe being seconded to the Scottish Office for 18 months to help establish the CTC in Scotland. Joe helped develop the material for this. The CTC packs are now offered to all 3 year old children in Scotland who get 6 different books sent to them over 18 months. Almost 60% of parents in Scotland sign up for these packs for their children.

In 1994 Joe was named UK Road Safety Officer of the year, receiving his award from Prince Michael of Kent.

Joe will be greatly missed in the Road Safety Unit by colleagues who knew him throughout the Force. Joe now intends to concentrate on his hobbies of fishing and caravanning.

Grampian Police have appointed Leslie Harrold as their new Senior Road Safety Officer, based in Aberdeen. Leslie has been a Road Safety Officer working in the Aberdeen Central area, since January 2001. In the past he has held the posts of Training manager and Assistant Personnel Manager with Post Office Counters Ltd in Grampian.



Leslie Harrold
Senior Road Safety Officer
Tel: 01224 386765

DRIVING TOWARDS SAFER ROADS



The photo shows in order Mr Graham Robertson, Superintendent Cormack, Sergeant Les Wiseman and Leslie Harrold, Senior Road Safety Officer.

On 1st November 2002, Mr Graham Robertson, Dealer Principal, Broadfold Garage, Aberdeen handed over a sponsored Kia Shuma car for use by the Road Safety Unit. At present the Unit has only one vehicle specifically allocated to it to cover the entire Grampian area, and transport can at times be problematical. The provision of this car, which has been "marked up", will raise the profile of the Unit and greatly assist in spreading the road safety message. The car has already demonstrated its influence on driver behaviour. On the day of collecting the car, I returned to Nelson Street via the dual carriageway on Ellon Road and while driving at the maximum speed of 30 miles per hour not one motorist overtook me as I led a 2 lane convoy into town.

Sgt Les Wiseman
Road Safety Unit



CENTRAL SCOTLAND POLICE



Young cyclists will be safer on the road thanks to the generosity of a group of retired motorists. Members of the former Falkirk & District Motor Club provided almost £850 to Central Scotland Police for the purchase of cycle helmets for primary school children participating in the Scottish Cycle Training Scheme.

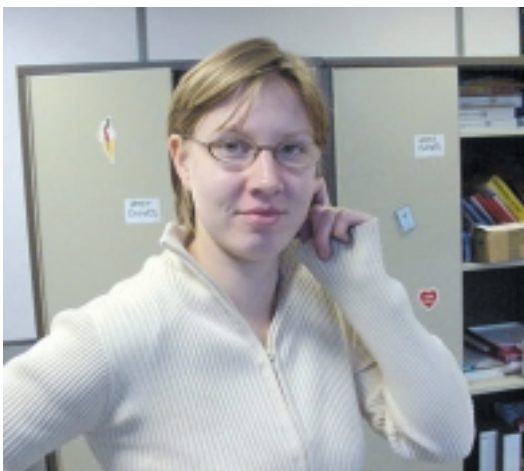
The Club was formed in 1908 but disbanded 20 years ago after members found increased bureaucracy, costly insurance and rising costs made it prohibitive to organise motor events.

Former members of the Club and Elaine Smith, PC Jim Chalmers and PC Karen Skinner of Central Scotland Police went along to meet the Head of Muir Primary School to present some helmets to the P6 & P7 pupils.

*Elaine Smith
Road Safety Officer
01786 456533*

STAFF NEWS SRSC

Iain Richardson, Secretary, well-known face at the SRCS and at one time editor of this newsletter, has moved on to the Justice Department in the Scottish Executive after 10 years working with the campaign. A big thanks to Iain, and to those of you who had made a contribution to the cheque that was presented to him at the SRSC seminar in October. Iain wanted the money to go to one of his pet charities.



In the short term Teleri Renno will fill the gap in the admin office made by Iain's departure. Many of you may already have met her as she worked on the SRSC Superbus for the last 2 and a half months of its tour.

Teleri said "Originally from the Forest of Dean I graduated from St Andrews University last June with a 2:1 in history. Since then I have worked at the Edinburgh Festival and on the CTCS Superbus which were both fantastic. My plan is to work, travel, take up a martial art and then join the police."

*James Thomson
Scottish Road Safety Campaign
0131 472 9200*



Pupils from Wallacehall Primary heading off to a project outside the school



DUMFRIES & GALLOWAY

ROAD SAFETY TABARDS

The Road Safety Unit of Dumfries and Constabulary were pleased when they were successful in an application for funding from the Scottish Executive Community Safety Partnership Award Programme, to provide high visibility tabards for all primary schools in the region.

The tabards, which have the message "BE SAFE BE SEEN" on a reflective badge on the front, were sent out to the schools. Head Teachers were advised that the aim of the project was that the tabards should be worn when pupils are participating in any

Road Safety activities or curricular events where children will be out and about near roads. They were also advised that it is anticipated that with regular use of the tabards, that all children will become more aware of the dangers that they may face as pedestrians and appreciate the importance of "Be Safe Be Seen".

The number of tabards that each school received was calculated on the average class size throughout the region and every school received two adult tabards. Our hope is that all Head Teachers will encourage the use of the tabards throughout the school.

IN CAR SAFETY



David in action at one of our clinics as Keith Gunn from the Road Safety Unit looks on.

Prior to the "Good Egg" Campaign this year Dumfries and Galloway Constabulary Road Safety Unit was fortunate to again have David Harman from BRITAX in the region. David who was here for three days took part in "In Car Safety Clinics" with the Road Safety Unit at Safeway stores in both Stranraer and Dumfries.

Once again it was found that many seats checked were either wrongly or ill fitted and with his knowledge and expertise he was able to give the appropriate advice.

David also held an "In Car Safety Awareness Day" for local health visitors, Nursery /Playgroup teachers and the like. This we feel helps to spread the safety message as the people who attended the day left with a better understanding and are now able to give their clients and other members of their staff some advice on choosing the correct seat for their vehicle.



One of the Taxi Drivers from Premier Taxis in Dumfries shows off one of the safety seats used to transport children of parents using their firm.

From the publicity of the BRITAX visit and the GOOD EGG campaigns we were contacted by one of our local taxi firms and asked if we would advise their drivers of the importance of children travelling in infant carriers and how to fit them.

YOUNG DRIVER'S PROJECT



A Young Driver's Project was one the stop-off points for Minister Education and Young People Cathy Jamieson as she visited Stranraer earlier this year. Ms Jamieson was seeing how successful local

initiatives could open up opportunities and raise the ambitions of young people.

Speaking at the Stranraer Police Station, one of the bases for Stranraer Young Driver Project, (SYD) she said "This scheme is a win-win situation for local young people and for road Safety in general".

Young people gain invaluable experience of safe driving and car maintenance through a course, which is free of charge. Courses

like this help cut the high death and injury rate for young drivers and contribute to safer streets for all.

She said that showing a new approach to meeting the needs of young people it provides an excellent example of responsive community action.

Stranraer Young Drivers' Project was established in 1995 to provide young people with an introduction to various aspects of car safety and safe driving. The course is free and is aimed at 15-16 year-olds who are interested in learning about driving and 17-25-year-olds with provisional, or full licences.

It is run by a partnership involving the police, council, driving instructors, mechanics and paramedics. Over 350 Young people in Dumfries and Galloway have taken part so far, including 192 from the Stranraer area.

*Jack Ballantyne
Road Safety Officer
01387 260536*



STRATHCLYDE POLICE

The Traffic Education and Support Team based at The Road Policing Complex in Glasgow have traveled to the four (or more) corners of the Strathclyde Police force area during the past months, delivering presentations and advice on all aspects of road safety.

The team was heavily involved with the "Good Egg" Child Safety Initiative, and over the month of August checked approx. 400 child seats. This was done in partnership with local Road Safety Officers and child seat retailers. Results showed that parents are now more aware of child safety and the team was able to help many pick the right seat for their precious cargo. Unfortunately a number of seats were unsuitable for the car to which they were fitted including one seat that was secured to the car with a clothesline!

For the start of the summer biking season (April to September) the team re-launched the Bikesafe Initiative in Strathclyde with help from "Supercop" Rikki Fulton and actor John Gordon Sinclair. John swapped his Tesco trolley for a motorbike that day and also took part in an assessed ride, which was captured on video and is now used during the Bikesafe presentations.

A total of 411 riders attended presentations given by the team and each talk is always over-subscribed. After the presentation, the option of an assessed ride with a Police Advanced Motorcyclist was offered and to date over 250 riders have taken part this year.

Strathclyde Police have also undertaken a review of in-house driver training and all new police drivers receive a classroom based input from TEST regarding emergency response driving as well as on road training from the Driving School.

Speaking to all road users has always been the teams' prerogative and a development has been a number of top companies requesting

presentations on various topics including stress, drink/drug driving and personal safety. The team has spoken to BNFL, the MOD, ICI, the Scottish Executive and various NHS Trusts amongst many others.

Most recently, Argyll and Bute Primary Health Care NHS Trust organized a conference called "Road Safety- Everybody's Business" in Dunoon. The team worked in partnership with the Trust and others in an advisory capacity to create a very effective conference with over 100 delegates taking part discussing all aspects of road safety. A mock crash was staged and this demonstrated how the emergency services remove a casualty. Thereafter a Police Officer, a Fire Fighter, Paramedic and a crash victim all spoke about their experiences and how crashes affect them personally.

Many of the events will continue in 2003 along with our on-going programme of Young Driver Presentations to 6th year pupils in the Strathclyde area.

The team can be contacted on 0141 337 1725.

Traffic First? is an integrated, structured pack of resources devised to increase awareness of traffic in the urban environment.

Pupils learn by using differentiated workbooks that guide them through structured learning experiences designed to raise awareness of traffic in the immediate environment of the school. Pupil learning is also facilitated through the use of games, extension workbooks, practical investigations and assessments.



SAPC NEWS



For about two years now the Council has been working towards developing and printing a safety leaflet. The tireless efforts of the Cllr Jim Shaw have paid off, and the SAPC Safety Leaflet has finally come to fruition. Thanks to the support and enthusiasm of CoSLA, funding from the Public Health Policy Unit within the Scottish Executive Health Department, and financial support from CACFOA, some 2.5 million copies of the leaflet are being produced.

Through the offices of CoSLA, local authorities have also supported this initiative by agreeing to deliver a leaflet to every household in the country. Copies will also be placed on the Council's website and other associated sites, so that people can view it or download as they wish. Congratulations are due to all members of the SAPC who have assisted in this project, and the Council is deeply indebted to the Scottish Executive, CoSLA, CACFOA, and Local Authorities, without whom this initiative would never have been realised.

Arrangements for this year's Secondary Schools' Public Speaking Competition are in place, with 17 authorities taking part. East Renfrewshire, West Dunbartonshire and Glasgow City Councils have agreed to host the heats on 11th, 14th, and 18th of March respectively, and the final will take place on the Crichton Campus of Glasgow University, Dumfries on 25 March. For further details, email secretary@sapc.org.uk.

The Council has recently changed its bank account and any future transactions should use the following details:

Account Name: Scottish Accident Prevention Council
Bank Sort Code: 08-60-01
Account Number: 20127170

Mike McDonnell
Secretary
Tel: 0131 455 7457



IRSO

INSTITUTE OF ROAD SAFETY OFFICERS

Scottish Group

IRSO NEWS

The Annual One-Day Training Course for Road Safety Officers, hosted jointly by the Institute and the SAPC, took place in Fife Constabulary Headquarters on Monday 2 December 2002, and attracted over 60 delegates.

Over the course of the day, four speakers addressed a variety of topics before taking part in an open session, fending off questions from delegates.

First up was Andy Wightman of Youth Scotland who outlined the Momentum Initiative: this scheme is for would-be drivers and riders, and involves three sections – in the mind; under the bonnet/tank; behind the wheel/handlebars.

Child Pedestrian Skills Training is very much in vogue again following the Scottish Executive funding for the appointment of CPST Co-ordinators to six local road safety units in Scotland. Sheila Butler (West Dunbartonshire Council) gave a good insight into her experience of setting up the project in her authority.

The Scottish Road Safety Campaign has recently developed a road safety pack for out-of-school clubs, and Anne Diack, Assistant Director of the SRSC, outlined the process of this development and the contents of the pack.

Cathie Way, the Community Safety Officer with Highland Council, and Chair of the Scottish Group, gave an overview of Risk Watch – a North American initiative which is currently being developed for use in the UK.

In addition to the course, there were two other aspects to the day, as the quarterly meeting of the Scottish Group was held immediately before lunch. The Group also took the opportunity to presented recently awarded Certificates of Membership to the following:

Associate: Kerry Noble, Rachel Ewins (Tayside Police)

Member: Keith Gunn (Dumfries & Galloway Constabulary)

Fellow: Pat Clarihew (Grampian Police), Anne Diack (SRSC),
Alistair Joss (Treasurer)

Michael McDonnell, FIRSO

Acting PRO

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DEBATE ON THE REPORT FROM THE TRANSPORT, LOCAL GOVERNMENT AND THE REGIONS COMMITTEE ON ROAD TRAFFIC SPEED - 17 OCTOBER 2002

The AA broadly welcomes the Select Committee's report - many of the recommendations echo our own plan to ensure the right speed on the right road. However, the AA does feel that one important aspect is missing - the need to ensure public support for speed enforcement is retained and developed.

Fortunately, there is still widespread public support for speed and red light cameras - AA member research suggests over 80% support. But this falls to 76% if only speed cameras are considered, and to 62% among the ever growing number of households where a speeding conviction has been experienced. But the vociferous and growing minority of drivers who believe the expansion of speed cameras is solely to generate revenue from fines, not to prevent road users being killed and injured, cannot be ignored.

The AA, backed by the Police, warned the Government that the plan to increase enforcement substantially ran a major risk of losing public support. Britain has the lowest casualty rates in the world for two key reasons - we wear seat belts and we

don't drink-drive. Well-run education campaigns achieved this, not heavy enforcement. In Britain, we police each other far more effectively than the Police unaided ever could. Now the same understanding needs to be won about the dangers of driving at the wrong speed for the road.

That is why we think the government is right that, with many new speed cameras to be introduced, they should be highly visible and well publicised - and they should be targeted on roads where deaths and serious injuries are being caused by excessive speed. Drivers must be persuaded that speed cameras signal real danger. Once this message has been delivered and understood, there is no reason why speed enforcement policy cannot be reconsidered.

The nation has a target of reducing road deaths and serious injuries by 40% by the end of the decade, and an even more ambitious target of 50% fewer child deaths and serious injuries. Driving at the right speed for the conditions is central to achieving this target. Britain also needs to change its archaic speed signing rules and require all speed limits to be audited so that they do reliably reflect risk. But, for now, clearly visible speed cameras at known danger sites are a bold response to claims that cameras are there simply to raise revenue, and a vital part of the war on speed related accidents.

SPEED - A SUMMARY OF AA VIEWS

The wrong speed on the wrong road kills around 1000 people a year. We need to manage speed better. The key lies in defining the right speed limit for each stretch of road. This must be a system that people understand and buy into because they know it reduces death and injury. This clear safety message with overwhelming appeal must not be diluted, particularly by introducing irrelevant arguments about such issues as vehicle emissions, which are little understood.

The following steps should be taken:

- road hierarchies should be defined linked to the use of a road - through routes, local distributors, residential roads and so on;
- all speed limits should be reviewed in a formal programme with a timetable and budget. Getting speed right is the single most pressing road safety issue - the costs are more than proportionate to the benefits;
- every attempt should be made to reconcile speed limits to the character of the road (and vice versa);
- at sites where the character of the road and the limits are at odds, there must be an explanation to drivers of why the limit is what it is (eg "deceptive bends");
- the link between a 30mph limit and streetlights should be ended because it is not understood;
- 30mph repeater signs should always be permitted, particularly on roads which 'feel' more than 30mph;
- the de-restricted sign should be ended and replaced with the applicable speed limit ie 60mph or 70mph;
- the national maximum speed limits should be retained at their present levels;
- there should be no change in the pattern of enforcement on motorways without a further review of the motorway speed limit;
- the setting of speed limits must not be perceived as linked to revenue raising;
- where the hierarchy permits, lower speed limits can be used to reduce casualties and improve the quality of life - but 20mph limits must be self-enforcing through investment in the streetscape;
- some authorities fail to implement speed guidelines with proper regard to the integrity of the national system. They set speed limits too low, ignore police objections and undermine motorists' acceptance of the whole;
- formal quality assurance processes, including audit, should be applied to all speed limits;
- innovative approaches to speed limit signs, variable speed limits and helping the driver adopt the right speed for the road should be researched and developed.

David Williams
Parliamentary Officer
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'GOOD EGG GUIDE' GETS CRACKING RESULTS



On the 5th August this year a major In-car Child Safety initiative was launched aimed at increasing parents and carers awareness of the dangers of ill fitted, inappropriate car seats.

A consortium of key public and private sector organisations joined forces to address the problem.

These included the Scottish Road Safety Campaign (SRSC), the Association of Chief Police Officers Scotland (ACPOS) and the Arnold Clark Group, who ran a publicity campaign designed to raise awareness of the issues.

The 'In-car Child Safety Initiative' also had the support and involvement of RoSPA, local authorities and police forces across the country - making it the biggest in-car child safety partnership ever to take place in Scotland

In line with government targets to cut child road deaths and serious injuries by 50%, the primary objective of the hard-hitting campaign was to reduce the level of serious injuries and fatalities amongst children through lack, or inappropriate use, of restraints.

The campaign aimed to reach drivers, targeting in-car radio listeners by featuring the genuine story of an eight month baby who was propelled through a car windscreen on 'a short trip' to illustrate just how dangerous misconceptions can be.

Instigated by specialist marketing agency, Dynamic Initiatives, the Partnership produced and distributed 10,000 'Good Egg' information Guides. These were made easily available from a dedicated campaign hotline - for concerned parents or carers, allowing them to feel more confident and make informed choices, regarding the restraint suited to both their child and car. 62% of all people who received the guide said that they had 'learnt something new'.

The partners also developed a website, www.protectchild.co.uk, for easy access to helpful information and advice, which remains live.

A distinctive feature of the campaign was the setting up of over 30 'car clinics' across Scotland where parents and guardians could have their child seats checked for suitability, by experts. Almost 2,000 parents took advantage of this unique opportunity with some startling results. Whilst 61 % of all seats checked were correctly fitted, an alarming 32 % required adjustment, one in twenty were incompatible with either the child or the car, and frighteningly seven were condemned.

Commenting on the success of the campaign, Arnold Clark, Chairman and Chief Executive of The Arnold Clark Group said:

"Without a doubt, one of the greatest concerns in a car accident is the safety of young passengers and the aim of this campaign was simple and straightforward - to heighten awareness of child safety in cars. As a result of this campaign many people will now be driving with a far greater knowledge and understanding of in-car child safety"

Fiona Murray, Director of the Scottish Road Safety Campaign concluded:

"Many of the tragedies that occur on Scotland's roads might have been avoided by using the correct car seat and ensuring that it had been properly fitted. That is why we fully supported this campaign and are so pleased with its success."

*Jan Deans
Dynamic Initiatives
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THE CHILDREN'S TRAFFIC CLUB IN SCOTLAND



PROMOTIONAL MATERIAL

The 6-month tour of the CTCS bus came to an end on the 15th November. The bus has now retired to the big yellow bus garage in the sky.

During the tour the bus covered over 9,000 miles and generated a total of 550 registrations. Many parents may have been encouraged to register at a later date when their child reached the age of 3 by going onto the bus and being made familiar with the scheme. The SRSC sent out 'Caring Parents' packs to parents who registered their child on the bus over the age of 3. A number of 'goodie' bags were left over from the tour and these have been distributed to Road Safety Units who requested them.

ODS have been commissioned to evaluate the bus tour along with the new Nursery and Playgroup Pack and Parents Card/Stickers. The findings of this research will be available in due course.

GYM ACTIVITY CARDS

Gym cards were developed by, Theresa Campbell and Liz Davidson, PE Lecturers from Faculty of Education, University of Glasgow. I would like to record my thanks to them for putting together this resource. The cards were designed to fit into the physical movement and development part of the 3-5 curriculum framework. The cards have been piloted in 11 authorities which also includes a traffic sounds tape, and vehicle snap cards.

A training session for Active Primary School Co-ordinators in December highlighted the cards and the Co-ordinators may prove instrumental in the cards being used in the nurseries. This resource will be launched on 24th February 2003.

RSO TRAINING PACK

The RSO training pack was developed by the working group and piloted by 13 Road Safety Officers. It has a generic introduction and then four sections, which can be selected for the appropriate audience; nursery teachers, health visitors, childminders and parents/carers. Once the evaluation is complete a training resource for RSOs will be produced and distributed.

NURSERY AND PLAYGROUP REGISTRATION PACK

In response to a number of requests from RSOs, the working group has developed a nursery and playgroup registration pack. This pack will include a poster, information leaflet, photocopiable registration forms and a sample registration leaflet/envelope. It was felt this pack would be particularly useful in the low uptake areas where teachers could help parents and carers fill in the form. RSOs will have the opportunity to distribute this resource to nurseries and playgroups within their area that are interested in providing a registration opportunity.

This resource will be launched at the same time as the gym cards.

DBDA

- DBDA are producing a range of resources to support work in nurseries and at home. A catalogue will be produced and sent directly to RS units and nurseries. A flyer may be included in book 4 on resources for parents such as a party pack.
- DBDA are updating their website and will include downloadable resources including colouring in sheets.
- A newsletter will be produced on a twice-yearly basis from February 2003. Road Safety Units will be encouraged to contribute to this newsletter which hopes to include good practice, good news, unusual items, new material and prize draw. Initial distribution will be through RS units and the website, however this can be changed as appropriate.

Anne Diack
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JUNIOR ROAD SAFETY OFFICERS



On the 10th September 2002, Deputy Minister for Enterprise, Transport and Lifelong Learning, Lewis Macdonald launched the SRSC's national Junior Road Safety Officer scheme.

Mr Macdonald met Junior Road Safety Officers from schools around Leith who were starting their new role. He also met children from St Ninian's Primary School in Stirling, who together with Louise Stewart, senior designer from Standard Life, were involved in the logo and general look of the road safety educational resources used in the scheme. The Minister also thanked representatives from Standard Life for their sponsorship of the scheme.

Mr Macdonald said "The Junior Road Safety Officer scheme gets children directly involved in road safety issues. It allows them to highlight issues that affect them locally and raises awareness of road safety issues within their school and the wider community. It lets children tell adults what they would like, in terms of road safety education, rather than adults telling children what they need. By encouraging greater interest in road safety, this scheme will help primary school children to use roads in a safer way. I hope that every primary school in Scotland will appoint Junior Road Safety Officers to help to increase the safety of young children. I believe the scheme will help to keep children safe as they progress through secondary school and into adult life".

Standard Life's Stephen McCafferty, Director of HR said "We are delighted that the JRSO Scheme has moved from a local to a national programme. We have supported children throughout Lothian & Borders during the past 4 years, now all primary school children in Scotland will have the opportunity to participate and receive quality resources".

The JRSO scheme is supported by Standard Life Assurance who also provided the SRSC with the copyright of 'Safety Street' CD-ROM. This CD was produced by JRSOs in Lothian & Borders Road Safety unit area and is now available to all participating schools in Scotland.

Four documents have been produced to support the implementation of the JRSO scheme throughout Scotland. They are:

- A Road Safety Officers Guide to help them set up the scheme within their area.
- Educational Information which highlights the curriculum benefits to teaching staff.
- A helper's Guide to provide guidance for those who support the JRSOs in the school.
- Curriculum File Flyer

A website is also being developed www.jrso.com which can be used as a tool to help JRSOs carry out their job, give information to teaching staff and helpers plus allow local road safety units to personalise information to JRSOs in their local area.

Training sessions, for Road Safety Officers, on the scheme will take place in January 2002 in Glasgow and Aberdeen.

*Anne Diack
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PRIMARY RESOURCE

The SRSC aims to launch a national road safety pack for primary schools in August 2003.

2 primary teachers were seconded for the summer term 2002 to develop a primary road safety pack. They produced 4 booklets, one for each Level A, B and C and one for Level D/E.

All the activities in the pack link to attainment targets in the Health Education 5-14 National Guidelines, to be taught in PSD. The activities also link to the RSE guidelines, which have been developed as part of the national strategy for RSE.

For each Level, the pack is divided into three sections. These are:

- Teachers' notes, showing curricular links and providing relevant road safety information.
- Suggested Lesson Plans, showing aims, learning outcomes, resources, suggested timing, suggested development of lesson, assessment and other curricular links.
- Pupil Worksheet, with a main task and extension work.

The primary pack was piloted in 42 schools in North Lanarkshire, Argyll and Bute, Edinburgh, Grampian, Central, Fife, South Ayrshire and South Lanarkshire. The pilot ran from August until December 2002. Primary advisers and road safety officers were also involved in the consultation process on the pack.

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OUT OF SCHOOL

The SRSC has been working in partnership with the DfT to produce two pieces of work for out of school clubs. The first was made available from 4th November and is a leaflet entitled 'Road Safety Information for Play Leaders'. This document gives tips and advice to play leaders when out walking, or travelling in vehicles, with children in their care. In Scotland this document was circulated to all out of school clubs and playschemes through the Scottish Out of School Network. In England and Wales the DfT provided this document to RSOs for distribution.

The second part of this project is to produce a road safety activity pack for the play leaders to use with the children. The aim of the pack is to be fun and full of variety to suit all age groups who attend out of school care. This pack will be piloted at the beginning of 2003 and be available for distribution around June/July 2003.

Both of these items were developed as a result of research carried out by CAPT on behalf of the DfT. The research showed gaps to this sector of the community in both advice to leaders and activities for the children.

Anne Diack
Assistant Director
Scottish Road Safety Campaign

MOUNTAIN BIKE MADNESS - TRAVEL PACK COMPETITION

Our lucky winner this year of the 'spot the faults on the mountain bike' competition was Mark Black from Corkerhill in Glasgow. Mark is a keen cyclist but until now has been borrowing his older brothers bike as he didn't have one of his own. Just to keep him a bit safer on his bike the SRSC also gave him a helmet, lights and a lock to keep his bike secure. Mark, who is in primary 4, thought the bike was a great early Christmas present.



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