

# Direction

Road Safety Scotland - Winter 2006



An intelligent way to drive home the message

Understanding the power in the "Reality Bites" drink-driving commercial

JRSO scheme in the dock... Award for Good Egg Guide... Win a cruise!

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# welcome

to the winter 2006 edition of DIRECTION. As the dust settles on another successful Seminar, we can also look back on what has been a good year for Road Safety Scotland. It was particularly satisfying to pick up the LARSOA campaign award for our TV drink-drive advertisement, 'Reality Bites', and to win an award for the posters which accompanied the advert. This has given us a welcome seal of approval for an approach to road safety that avoids the graphic imagery deemed necessary by practitioners in other parts of the world.

It will come as no surprise to many of you that, for at least one of our target audiences, we need to lose the term 'road safety' and come up with an alternative. Many young adults regard road safety as something they learned about as young children and which no longer has any relevance for them. As we all know, it is a life skill, which has to be updated daily, as we gain the knowledge, skills and experience which will help keep us safe no matter which mode of transport we choose. Don't miss the chance to dream up a suitable alternative and win



yourself a decent prize in the process. More info on Page 12.

As ever we welcome your comments on anything you read in DIRECTION. If you would like to contribute to the next edition, please drop us a line in good time before publication in May. Meanwhile, at the risk of being a bit premature, I'll close by wishing you all the best for 2007.

**Michael McDonnell**  
Director, Road Safety Scotland

RSS Director Michael McDonnell recently collected the LARSOA 'campaign of the quarter' award on behalf of The Union and Road Safety Scotland. The competition recognises what the LARSOA website project team considers to be the most innovative and creative new road safety campaign or initiative covered in the weekly newsfeed. The April-June 2006 award was presented to Road Safety Scotland for its drink-drive TV commercial, 'Reality Bites'. Michael explains that the concept of 'Reality Bites' veers away from the use of loss of life and injury, instead focusing on the financial and lifestyle consequences of drinking and driving. "Evaluation carried out after the 2003-2004 festive campaign showed that images of injury and loss of life do not prevent drink-driving behaviour," he said. "The research also showed that drink-driving is most prevalent among young men, and that there is a lack of acceptance about the amount of alcohol that affects driving competence." "The report stated that the most likely deterrents to drink-driving are those factors which relate to financial and



Michael McDonnell receives the award from LARSOA chair Simon Ettinghausen

lifestyle consequences - namely, losing your licence and being banned from driving. These findings underpinned the approach taken in the new commercial."

The commercial shows a drink-driver being stopped by the police, but it turns out to be his six-year-old son who challenges him at the roadside, asking him

why he had to drink, and who will take him to school. At the police station the driver is confronted first by the image of his pregnant wife worried about their future, and then his boss who sacks him. The commercial concludes with the strapline:

'The consequences of drink-driving just start with being arrested - don't risk it.'

Rural road safety initiative  
A review of accidents on non-urban roads in the past decade has shown that they are responsible for around 70% of all road fatalities in Scotland. Road Safety Scotland has now drawn up plans for a long-term campaign to warn that these roads are not as safe as some

people might think. The initiative will address the casualty statistics on roads with a speed limit of 50mph or above, and will use the term 'open roads' rather than 'rural roads'. The campaign has recently kicked off with two radio commercials and 48-sheet billboard messages across Scotland, targeted at all

drivers but with a young male bias. Initially, it will serve simply to warn people that driving on such roads is not as safe as you might think, but will develop other issues highlighted by the research such as speed, drink, drugs, seatbelt wearing, driving at night, distraction (including mobile phone use) and fatigue.

## A2B

# A2B group puts its ideas on to film

Road Safety Scotland is developing a film-based educational resource for young people with mild to moderate additional learning needs called A2B. It will be accessed through the mya2b.com website and available on CD rom. One of the challenges has been to design a road safety resource that will meet the needs of this diverse group of young people, from those at one end who have attention deficit and hyperactivity disorder to those who may fall within the autistic spectrum. Education Adviser Kate Wheaton (pictured left) explains that the



different responses to colour, movement and sound provided the biggest challenge. "One group are stimulated by bright colour, exciting sound and animated movement, the other group find strong colour, sound effects and movement distracting," she says. "We will have a 'switch-off' facility that teachers can use to remove any flashing, distracting bright lights



or loud noises in order that these young people use a reduced version of the resource but one that's entirely appropriate for them. Joan Alexander of Lothian and Borders Police (pictured right) has served on the A2B steering group since its beginnings in early 2006. She is passionate about making it as good as possible. "It's an age-appropriate resource and it's real-life as well," she says. "Moreover the team dynamic of the steering group is excellent, with everyone bringing something fresh in terms of road safety and additional learning needs expertise."



Which part of "No Entry" do these Edinburgh motorists not understand? Our photographer recorded police issuing violating drivers with £60 fixed penalty tickets.

## After 30 years, Jim calls it a day

Messages of appreciation for Jim Truscott, MBE who retired recently after more than 30 years in road safety, have been many and varied. Notable among Jim's achievements are the Prince Michael International Road Safety Award he collected on behalf of North Lanarkshire



Council for its "Twenty's Plenty" scheme, and the SAPC certificate of commendation for teacher in-service courses.

## Lothian and Borders young driver challenge



For the second year running Lothian and Borders Road Safety Officers, held their Young Driver Challenge. More than 75 young drivers between 17 and 25 years attended two sessions - an information evening and a practical driving opportunity. The event attracted visitors from Grampian, Fife and Strathclyde police. Picture shows Rhona Brankin, MSP, Neil Inglis (Young Driver Challenge winner 2006) and Perry McCarthy, BBC Top Gear's original "stig".

The Scottish Good Egg Guide to In-car Safety campaign has picked up a Prince Michael International Award. Presenting the award to Michael McDonnell, Dawn Boyfield praised the success of the campaign. "The campaign has been highly effective in heightening the awareness of children's safety in cars," she said.



## Scottish seminar grows in stature

Road Safety Scotland's Annual Seminar 2006 at Coylumbridge was every bit as successful as previous events, with continued support from a full house at the Hilton Hotel, Coylumbridge. The event is primarily for a Scottish audience but it's satisfying to see

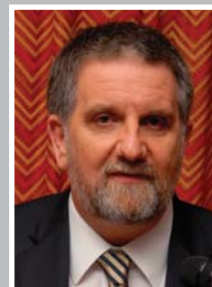
that it has become a main event in the diary of road safety professionals from Wales, Northern Ireland and England. Road Safety Scotland director Michael McDonnell says it's difficult in an age where conferences are legion to find

good speakers who most of your audiences won't have heard already. "Through recommendation and approaches we have managed to have a good mix of speakers which appeal to our diverse audience," he said.



Seminar Chair Bill Smith presented Alan Brown, left, with an award to mark his contribution as Chair of Road Safety Scotland. Alan also received an inscribed quaich from Carl Olivarius of Argyll and Bute Council in recognition of his involvement in Road Safety Scotland's education sub-committee.

Michael McDonnell presented Bill Carcary (pictured) with a special award for his long-term contribution to the ongoing success of road safety in Scotland. Michael reminded the Seminar audience of a memorable comment Bill made on his BBC radio



debut. Bill described Tufty (known to most as a furry squirrel) on live radio as a "squirry furrel'.



**Dr Harry Burns**  
 "Improved safety on roads may be contributing more than we think to a healthier and resilient society. You may be helping to contribute to Scotland's health in a much wider way than you think."  
[harry.burns@scotland.gsi.gov.uk](mailto:harry.burns@scotland.gsi.gov.uk)



**Emma Crowther, Colin Buchanan & Partners**  
 "The Development Plan forms the basis for the future development of the Scottish Cycle Training Scheme resource."  
[emma.crowther@cbuchanan.com](mailto:emma.crowther@cbuchanan.com)

**Nick Morgan, LTS Scotland**  
 "Glow is the new name for the Scottish Schools Digital Network, the national intranet which will link Scottish education safely and securely. Teachers and learners are at the heart of Glow."  
[n.morgan@LTScotland.com](mailto:n.morgan@LTScotland.com)



**Kathleen Marshall, Commissioner for Children and Young People**  
 "Children have rights to be safe, to education, to recreation and to development. They will tell us where they feel unsafe and they will have ideas of what makes it better. If we listen and take their views into account, we'll get safer and happier communities."  
[saretapuri@sccyp.org.uk](mailto:saretapuri@sccyp.org.uk)

This year's Seminar brought together speakers from all kinds of backgrounds. Here's a brief taster of what they said:

# MEET



**PC Jim Gill, Grampian Police**  
 "Our Driving Ambition initiative brought excellent results in the school that first used it. We have made further improvements to it, and I am pleased to say that we now have 81% of schools in the force area involved in it."  
[James.Gill@grampian.pnn.police.uk](mailto:James.Gill@grampian.pnn.police.uk)



**Keith Grant, Devon County Council**  
 "Where road surfacing is concerned, you have to design to deliver safety from day one and throughout the life of the surfacing. The critical thing is to ensure it's truly safe, and not hiding behind slippery road warning signs that maybe fewer than one in ten drivers will notice."  
[keith.grant@devon.gov.uk](mailto:keith.grant@devon.gov.uk)



Mick Trosh, Home Office Scientific Branch  
 "It's clear that Intelligent transport systems gets rather a bad press, but there's more to it than just safety cameras. It has been shown not only to prosecute the guilty but also protect the innocent."  
 mick.trosh@homeoffice.gsi.gov.uk



Andy Fink, MMT Digital  
 "What we have here is an interactive resource to identify the problem areas faced by horse riders on our roads."  
 andy.f@mmtdigital.co.uk



Caroline Luff, FIA Foundation  
 "The 'Make Roads Safe' campaign is raising awareness of road safety as a priority development issue to get it onto the sustainable development agenda of the United Nations and the G8."  
 c.luff@FIAFoundation.com

# THE SPEAKERS



Brian Tiplady, Edinburgh University  
 "Persuasion is as important as enforcement in drug-driving. Success in preventing drug driving is as much down to people thinking they shouldn't do it as knowing it's against the law."  
 brian@penscreen.com



Helen Mann, Heriot Watt University  
 "Can we change pre-driver attitudes? Yes we can. But we need to keep doing it, to keep at it. We need to educate pre-drivers, so that we create and maintain desirable attitudes before undesirable attitudes are born. Prevention is better than cure."  
 hnm1@hw.ac.uk



Douglas Eadie, ISM, Stirling University  
 "Foolsspeed has been in use for seven years. Our purpose now is to draw a line under Foolsspeed, to work out the lessons learned from it and to use this information to feed future media campaigns."  
 douglas.eadie@stir.ac.uk



# Seminar side shows: a glimpse at some of the fringe activities taking place at Coylumbridge

## Hats off to Alan

Fort William based paramedic Alan Knox enjoyed demonstrating the new 'Hats Off' emergency helmet removal system. Willing casualty volunteer was Steve Gotts of the Red Cross, assisted by colleague Alan Thomson. The Hats Off procedure involves inserting a

flattened polythene airbag, attached to an inflation tube, to the upper inside surface of a motorcyclist casualty's helmet. A hand pump is then attached to the tube and the airbag is gently inflated, carrying the helmet vertically off the head without risk to the casualty's neck or spine. More details from [www.hatsoff.info](http://www.hatsoff.info)



## Dice to see you, Eleanor

Delegates found South Lanarkshire's road safety version of snakes and ladders hard to resist. Here Eleanor Gibson prepares the dice for another round of the game.



## Quick-draw Graham's mighty pen

Freelance artist Graham Ogilvie added a fantastic new dimension to discussions at the Seminar – by creating huge cartoons to back up some of the points put forward by speakers. "I can draw as quickly as people talk," said Graham. "Then I put up the cartoons and encourage feedback from delegates using yellow and purple Post-it notes." Graham is quick to



explain that there's no set agenda to his illustrations. "I never have prior knowledge of a job, so I hear what I'm hearing, not what I think I should be hearing. The gallery of cartoons grows quickly and reflects what's going on in the hall," he said. [www.ogilviedesign.co.uk](http://www.ogilviedesign.co.uk)

### Diary date:

Make a note in your diary to join us at next year's Seminar, taking place again at Coylumbridge on Wednesday 24 and Thursday 25 October 2007. You can be sure of a great line-up of speakers, all with worthwhile topics to present – and the usual conviviality and face-to-face contact that makes the event such a highlight in Scotland's road safety calendar. Look forward to seeing you there!



MARGARET GRAHAM



LORNA ROBERTSON



ELAINE SKINLEY

# Let's hear it for JRSOs!

DIRECTION asked four RSOs to share their experiences of the pioneering Junior Road Safety Officer scheme



PAT BERRY

**How did you get involved with the JRSO scheme?**

**Margaret:** I was always keen to have this operating in my area. Due to lack of finance etc., I couldn't undertake it on my own. As soon as I knew Road Safety Scotland were going to make it national, I asked to be considered for the working group and have been actively involved in the development since that time.

## OFFICERS ON THE SPOT

**Margaret Graham, South Ayrshire**  
**Lorna Robertson, Grampian**  
**Pat Berry, Glasgow**  
**Elaine Skinley, Shetland**

**Lorna:** In my area (Garioch, Aberdeen), the scheme was only in one school out of 37. Now, two years later, it's in 26. So we've done pretty well in a short space of time.

**Elaine:** The JRSO packs were being handed out as I started my job in 2004. We initially only had two schools participating at the time but over the year I got more involved and the

number grew to 13 schools in 2005.

**Pat:** We became involved through our close partnership working with Road Safety Scotland.

**What do you think are its key strengths?**

**Margaret:** First, pupils are being allowed to work out various issues for themselves in relation to road safety within their own school. >>>

# Let's hear it for JRSOs!

For the success of the scheme within the schools you obviously rely on adult helper support supplied from either teachers or classroom assistants, and you can certainly see the difference when the JRSOs are not provided with the same level of input from the helpers

<<< Next, it's a proactive initiative within the school on a regular basis. It also involves working with the school community.

**Elaine:** The fact that it involves the children themselves and gives them the means to tackle local problems that they see in their community. It also helps keep road safety high in the minds of the staff as well.

**Pat:** It's a very well structured resource that gives clear advice to RSOs and helpers to get the scheme up and running as quickly and easily as possible. With regards to the children's involvement, the scheme does lend itself to helping develop a real

sense of responsibility and ownership for the children in carrying out their duties as JRSOs, while giving them the freedom to express their own ideas with regard to the road safety themes and tasks that they are involved with throughout their year of office.

**Lorna:** It enforces young people within the school to raise road safety issues relative to them, to their school and to their community.

**What specific challenges do you face in implementing the scheme in the area where you work?**

**Lorna:** Convincing schools that it doesn't take up a huge amount



of time for head teachers and their staff, yet has a big impact on their school.

**Pat:** Given the high number of primary establishments in Glasgow there has to be a concerted effort annually by dedicated staff with the road safety unit to maintain the momentum of the scheme.

**Margaret:** We're only a small authority so the

unit consists of myself and an assistant. Over the past few years and largely due to new staff and maternity leave we have found it difficult to sustain contact with the schools.

**Elaine:** Shetland is made up of more than 100 islands of which 15 are inhabited. So with the schools spread out over such a wide area it means that I have quite a lot of travelling to do.



**PRIMARY CONCERN:** road safety officers Margaret, Elaine, Pat and Lorna share some time together at the conference, however, they have been encouraged that their area of involvement, the JRSO scheme, which aims to increase road safety awareness among P6 and P7 pupils is being well received.

local school crossing patroller (who is active within the school on a regular basis anyway).

**Elaine:** Teachers, I find, are more than happy to support the JRSOs. Due to the big travelling distances it means I can't see the children as often as I would like. So the teachers are invaluable in assisting them. They are more than willing to give them advice and help them with whatever they need, be it prizes, information or anything else.

**Lorna:** We don't rely on them hugely. All we need from the teachers is to allow the pupils to do their JRSO in golden time, to use facilities in breaks to do their work. But it doesn't demand physical teaching time.

**Pat:** For the success of the scheme within the schools you obviously rely on adult helper support supplied from either teachers or classroom assistants,

## JRSO: the facts

The Junior Road Safety Officer scheme was launched by the Scottish Executive in 2002.

The scheme is an integral part of the national strategy for road safety education in Scotland, incorporating educational links to Citizenship, Environmental Studies, ICT and Health Education.

Every primary school is

encouraged to appoint two officers from Primary 6 or 7 for a one-year period. JRSOs are encouraged to use [www.jrso.com](http://www.jrso.com), which is a website that has been specifically designed for them. The website gives support to RSOs, teachers and helpers.

Current developments include updating the website, new competition ideas, more varied selection of prizes and seminars for JRSOs and RSOs.

and you can certainly see the difference when the JRSOs are not provided with the same level of input from the helpers.

**What aspects of the scheme would you change or develop if you had the chance?**

**Elaine:** The only thing I would alter is the variety of competitions and the prizes. The JRSOs love running the competitions and if they have used all the ones in their manual then we have to find others for them to use. Prizes need to be varied and changing so that it encourages the pupils to enter and in our remote areas there are not a lot of shops who can continually donate prizes.

**Pat:** With regards to the JRSO website we are finding that it is quite time-consuming to gain access to the website given the different log-in levels/passwords

required at the moment and whilst we appreciate there is obviously a security need for this, we wondered if access could be made less protracted.

**Lorna:** I agree with Elaine. Additionally, I think the competition prizes need to be more relevant to road safety, higher value and harder to obtain.

**Margaret:** I find this a very worthwhile scheme for actively promoting road safety within the school community. Being an active member of the working group to have continual feedback from others who are carrying out the scheme is extremely helpful in finding out what others do in their area, over and above what we do. I will continue to build on our numbers, as it is easier to sustain contact with these schools and building up a relationship with the helpers. We're not aiming too high.

But the scenery more than compensates for that.

**To what extent do you rely on teaching staff to support the aims of the scheme?**

**Margaret:** It is a mix within our schools. I have 22 active primary schools out of 46. The split is between teaching staff and classroom assistants, with one using their



## Opportunity knocks for lucky Leslie

Congratulations to Leslie Harrold of Grampian Police who was the winner of the Knockhill experience competition in our previous edition.

We'll be fixing up for Leslie to head over to Knockhill in the near future and we'll look forward to hearing all about his experience on the skid pan.

Looking ahead...

Some useful road safety dates for your diary in the months to come:

2007

26 - 28 February

RoSPA Road Safety Congress, Holiday Inn, Stratford upon Avon

23 - 29 April

UN Global Road Safety Week

## Forget road safety – and win a cruise!

Can we be serious in offering you the chance to win a family weekend on the wonderful Caledonian Canal? Yes we can, because we need your help in dreaming up a word or term that we can use as an alternative to 'road safety' for young adults.

Road safety works well for youngsters of infant and primary school age, as it ties in well with other things they learn about. But think about when they get to secondary school. They learn not about 'sex safety' but 'sexual health'. Not about 'drugs safety' but 'drugs awareness' or even 'know the score'. Little wonder that 'road safety' can seem irrelevant to them.

So we want to engage with teenagers and younger adults, using a term other than road safety. And we're inviting you to submit your ideas. We imagine the winning answer will need to be short and snappy, but at this stage anything goes. Then your word or term could pave the way for an entirely new approach to road safety for this age group in Scotland.

### The prize

Along with our friends at Caley Cruisers in Inverness, we are delighted to offer a two-night break exploring part of the spectacular Caledonian Canal on board a family cabin cruiser. From the marina at Inverness, you'll have plenty of time to chug down onto glorious Loch Ness. From there you'll steam down past Urquhart Castle (where most monster sightings have



been reported) and a spectacular hill and mountain backdrop to reach the five locks of pretty Fort Augustus. And that's only on day one! Check out [www.caleycruisers.com](http://www.caleycruisers.com) for more details. By the way, to ensure your comfort on the cruise we'll ensure a substantial hamper of goodies will be waiting for you when you embark. And all the fuel you use on your cruise will be paid for, too.

### How to enter

It's simple. But we ask that you submit only one entry email to [direction@jamesluckhurst.co.uk](mailto:direction@jamesluckhurst.co.uk). There's no limit to the number of suggestions your entry can contain, just don't send more than one email, as multiple entries will be discarded. The closing date is Friday 26 January. The judging panel will consider all entries and will notify the winner by Friday 23 February. We will also announce the winner's name in the next edition of DIRECTION.

We should point out that the entry deemed to be the winner will not automatically be used in Road Safety Scotland's future initiatives. A full copy of the rules is available at Road Safety Scotland.