

Appendix 2

Road Safety, Education, Training and Publicity (RSET &P)

Halton Council provides a comprehensive programme of education, training and publicity throughout the borough aimed at casualty reduction. The initiatives detailed below represent a snapshot of the interventions that are currently available.

Pre – School

- Anti-natal groups are visited and provided with practical advice on child car seats;
- 'Stop and Hold Hand' talks are provided in pre-school settings and nurseries; and
- School Crossing Patrols visit nursery schools to introduce themselves and give interactive demonstrations to the children prior to them starting school

Primary School.

A comprehensive programme of education and training is undertaken in each year of the primary school. Topics and issues covered include;

Town and Countryside (My Environment).

Comparisons and observations of traffic in their locality, to help children to evaluate safe crossing points and better understand the risks associated with the road network at various locations.

Stepping Out.

Practical pedestrian training skills over a three-week period.

Crucial Crew

With the ever-present danger faced by the children of Halton each day, Crucial Crew is an invaluable event, which is effectively reducing the risk and increasing the social responsibility of the future adult generation.

The scheme operates by setting up a number of rooms within the Stobart Stadium. Each set gives scenarios which pose problems or potential danger for the children to address e.g. how to ring 999 in the case of a fire and what to do if they observe something that could be dangerous. There is a mix of scenarios to provide a range of situations that children may well encounter in everyday life.

Each room is staffed by members of a safety organisation. Last year the following agencies were represented:- Cheshire Fire and Rescue Service, Halton Primary Care Trust, Halton Community Safety Team, Network Rail, Virgin Trains, Arriva, HBC Parks & Countryside, Road Safety, Child Safeguarding Team & Community Health,

The next event will take place at The Stobart Halton Stadium from the 2nd-13th March 2009. Year 5 pupils will be invited from all the Primary schools across Halton.

Junior Road Safety Officers (JRSO)

Schools select a team of pupils to represent their school, which are then visited by the Road Safety Unit at least 6 times during the school year. The children retain an information pack containing a range of road safety advice leaflets and other support material and are encouraged to deliver safety messages to their school colleagues either in assembly or in class.

Worksheets and competitions are provided that the JRSO's can photocopy and use during the year, together with small promotional gifts to reinforce safety messages such as 'Be Safe Be Seen'. The teams are given a Yearbook to complete and retain, as their evidence of competitions and any other work they have done to teach others in their role as a Junior Road Safety Officer. This is then returned to the Road Safety Unit in June to select a winning school for the year. The Junior Road Safety Officer of the Year trophy is then presented to the winning school and individual trophies are presented to the children and a press release is given to the local papers.

Secondary Schools

Megadrive.

The Megadrive initiative is exclusively aimed at pre-driver teenagers to impress and promote responsible driving attitudes and behaviour. It is both ground breaking and innovative in its approach and involves a plethora of safety related agencies in its delivery.

Traditionally a difficult age group to reach, the Megadrive initiative engages pupils from high schools with partner agencies and local businesses. It includes in the region of 500+, Year 10 students who experience an intensive theory and practical pre-driver course. Issues are addressed using a variety of delivery methods to heighten the need for ownership of the issues which provide the youngsters with a variety of coping strategies

The initiative is delivered at The Heath Business and Technical Park which has established extensive educational and business links with the Road Safety Unit. Business personnel representing local Driving Instructors (ADI's), emergency service personnel, government agencies and educationalists offer a wide range of impartial expert information and advice aimed at influencing attitudes and behaviour and each student is provided with a pack of best practice advice and information.

Megadrive has become a high profile initiative undertaken by the Road Safety Unit and feedback from both the students and partner organisations shows this to be one of the most well regarded and well received pre-driver events aimed at teenagers within the borough.

Collision Investigation Pack

This is a Cheshire Safer Roads Partnership (CSRP) funded initiative where students use a variety of maths and physics to discover why crashes happen.

The students study a range of real life crash scenarios (all very different and requiring different analytical skills) to discover what happened before, during and after the crash.

The feedback from students has been exceptional, they have been enthused by the project both for the subject matter and also the maths and science behind it. As the work was student led, the issues that emerged highlighted what these young people rated as important and this allowed the crash investigation pack to evolve and tap into these interests.

Stop the Drop.

Stop the Drop is another CSRFP funded initiative aimed at Key Stage 3 pupils around the Runcorn area. Several sites were identified as being targeted by youths throwing missiles from bridges, resulting in damage and also causing injury. In partnership with Cheshire Constabulary and the local bus operators, the pack is presented in schools across the identified area but it will also be made available to all schools in Halton as part of the PSHE curriculum. This matter is also discussed in more detail elsewhere on the agenda.

Roots

This theatre in education project is also funded by CSRFP and was aimed at pre drivers- in Year 10.

The brief to the students was to produce a resource aimed at young people to tackle the issues of drink and drug driving. The students were given a case study of a collision from which they developed the script for a DVD. The students had control of the story, the characters, the scenes, the outcomes etc. As the young people developed the scope of the story, it facilitated an insight into what issues are rated as important to young drivers and by allowing the students control, we were able to produce a resource that was created for young people by young people. The resulting DVD, 'PASSED!' covers the issues relating to drink and drugs and focuses heavily on peer pressure and risk taking.

Representatives from Cheshire Police, Cheshire Fire and Rescue Service and Halton Magistrates were involved throughout the project to enable the real life accounts of issues to be explored.

The DVD was launched at a premier on the 21st November at the Brindley and it will form part of a resource pack for schools incorporating curriculum links, schemes of work, lesson and activities ideas. The pack will then be distributed to all secondary schools in Halton.

Post 16

Moto-Go (new project)

The Moto-Go project that is also funded by CSRFP tackles anti-social behaviour and safety arising from the misuse of mini-motos and motorcycles across the borough. Individuals are referred to the scheme by a variety of

agencies and each individual receives a theory course covering a wide range of topics.

Successful completion of this element will then allow the individual to receive practical training (CBT or an other appropriate course) free of charge. This initiative is designed to provide the participants with information and advice about the safe and acceptable use of motorcycles. This diversionary intervention aims to positively influence attitudes and future behaviour of vulnerable young people. We are currently working with officers in Kent who offer a similar scheme and is accredited to an NVQ Level 1 equivalent. It is anticipated that the Moto-Go scheme will also receive a similar level of accreditation.

Petrol HedZ

A CSRP funded initiative, Petrol Hedz initially engages with young people in areas where they congregate. In the future, it is hoped to utilize a rally car as an attraction for the young people, helping to overcome the barriers often experienced in engaging with this difficult to reach group. Once engaged, their own personal driving training gaps will be identified. The young people will then be offered free training, as appropriate, but in order to qualify for the intervention, they will have to attend a general road safety presentation covering issues such as drink, drug driving, speed, peer pressure, mobile phones and the use of seatbelts. The Driver Impairment team and a Collision Investigator also provide a presentation which gives an insight into some of the fatal and serious crashes involving young people in the area.

FitKits

A CSRP funded initiative; this drink- drug project is being promoted within Halton to raise awareness of the effects and consequences of impairment. It is proving to be one of the most recognisable projects that the Unit has coordinated. Information and promotional items support the 'Free Bar', which has toured the colleges during Freshers week and is always a major crowd puller. The bar also formed an integral part of the Christmas Drink- Drug Campaign which toured the local colleges and businesses throughout December.
