

South Yorkshire Safer Roads Partnership

Education, training and publicity action plan for the 0-16 age group

Communications framework

Name	0-16 education, training and publicity action plan
Version	1.0
Last updated	July 2018
Review schedule	Annual, ahead of financial year
Review date	31 January 2020
Review body	Safer Roads Tactical Group

Casualty analysis

The casualty analysis has been undertaken on the basis of the sub-groups within each new priority area. Within the 0 to 16 year-old bracket it has been divided in to 0 to 4, 5 to 10 and 11 to 16 year-old groups. This fits the general profile of the academic years through pre to secondary school. In contrast to previous analysis, 16 year olds have been included, this fits with the wider health and educational groupings in terms of age.

Further filtering was then performed to include each user group to inform a 'red, amber, green' (RAG) rating based on population and casualty numbers at a countywide level and across each of the local authority areas.

This has led to the identification of 'high priority' themes within each age group at both levels (countywide and local authority) and stemming from this relevant interventions can be developed, monitored and evaluated to make sure we are addressing the areas that are most at risk.

South Yorkshire population / casualty rates					
	Car passenger	Pedestrian	Pedal cyclist	Powered two-wheeler	Public service vehicle passenger
0 to 4	0.54	0.31	N/A	N/A	0.14
5 to 10	0.89	0.86	0.27	N/A	0.05
11 to 16	0.89	1.58	0.50	0.31*	0.16

*Although this figure is below the 0.5 casualties/1,000 population, it has been included as the majority input is from 16 year olds, if the population figure for this one year was used then this rate would be much higher.

Key behaviours to influence

We will target:

- parents about in-car safety for 0 to 4 year-olds (selection and correct fitting of appropriate car seats and making sure children are properly restrained)
- 5 to 10 year-olds about in car safety (make sure use a child seat/wear seatbelt for every journey, don't distract the driver)
- 5 to 10 year-olds about pedestrian safety (green cross code and safer places to cross)
- 11 to 16 year-olds about pedestrian safety (distractions)
- 11 to 16 year-olds about in-car safety (don't distract the driver and wear a seatbelt for every journey)

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- 11 to 16 year-olds about cycle safety (encourage further training via *Bikeability* level three and be aware of what other road users are doing around you)
 - 16 year-olds about powered two-wheeler (P2W) safety (encourage further training via *CBT Plus*, improve *Highway Code* knowledge, wear appropriate personal protective equipment (PPE) and appropriate speeds)

Proposed interventions

In-car safety for 0 to 4 year-olds

Sessions for parents in early years settings

Specific car seat clinics

Advice and information at events

Encourage early years settings to use Smart Start resources around in-car safety

In-car safety for 5-10 year-olds

Dim Family session for Y5

Crucial Crew for Y6

Junior Road Safety Officer (JRSO) scheme for Y6

Jessie's Journey (transition safety session) for Y6

Further research needed into how to strengthen existing road safety interventions or develop new road safety interventions for the target group.

Pedestrian safety for 5 to 10 year-olds

Pedestrian training for Y3+4 (Sheffield and Rotherham)

Crucial Crew for Y6

Junior Road Safety Officer scheme for Y6

Jessie's Journey (transition safety session) for Y6

Be Bright, Be Seen campaign in primary schools

Pedestrian safety for 11-16 year-olds

Transition safety session for Y7

Ghost Street for Y8

Learn and Live (South Yorkshire Fire and Rescue) for Y10

Road Safety 'Oscars' for secondary school

Car passenger safety for 11 to 16 year olds

Transition safety session for Y7

Ghost Street for Y8

SYFR *Learn and Live* for Y10

Collision for Y11

Pedal cycle safety 11 to 16 year-olds

Transition safety session for Y7

Ghost Street for Y8

Learn and Live (SYFR) for Y10

Road Safety 'Oscars' for secondary school

Be Bright, Be Seen campaign for vulnerable road users

Further research needed into how to strengthen existing road safety interventions, feed the appropriate road safety message into existing cycling interventions or develop new road safety interventions for the target group.

P2W safety for 16 year-olds

Learn and Live (SYFR) for Y10

CBT Plus subsidy for young riders

Highway Code sessions in secondary schools

Be Bright, Be Seen campaign for vulnerable road users

Dress for the Slide PPE campaign for all P2W riders

Engagement plan

On completion of the casualty analysis mentioned previously, further work has been undertaken to identify at-risk demographic groups and to enable better targeting of areas in relation to this.

The MAST¹ portal allows over represented groups to be identified down to a very specific level, however, the more deeper the filtering the smaller the numbers become and therefore less reliable. On this basis, in order to identify the groups, a more generic fit has been used for each age group using all the data available in the South Yorkshire data set.

We intend to use this information to map in more detail the areas where there is a high proportion of the over represented groups.

¹ MAST – an online portal that contains [road crash and casualty information for the whole nation](#), alongside socio-demographic insights into communities using [Mosaic Public Sector](#).

The groups that have been identified from this work fall mainly into three demographic categories as follows:

I – Urban Cohesion: Residents of settled urban communities with a strong sense of identity

M – Family Basics: Families with limited resource who have to budget to make ends meet

O - Municipal Challenge: Urban renters of social housing facing an array of challenges.

Armed with this information we can better target resources into locations that will be more receptive to certain types of messages.

We will:

- target children of all ages via schools and out-of-school clubs
- target parents via early years settings and appropriate opportunities in schools
- target parents and carers via general events in the community
- target professionals via specific sessions for health visitors, child minder groups, and so on
- provide information for children on the SYSRSP website, such as the JRSO pages
- provide information for parents on the SYSRP website
- signpost children, parents and carers and teachers to other road safety resources such as the THINK! website
- target grandparents via specific SYSRP interventions for older drivers and at general events.

Evaluation

Ensure all interventions are evaluated, ideally pre and post intervention to ensure that participants have understood the road safety message and have made a positive shift in relation to their intentions to demonstrate positive road safety attitudes and behaviours.

A number of interventions are already being evaluated including the JRSO scheme, *Jessie's Journey*, *Be Bright*, *Be Seen* for Y6, pedestrian training, *Ghost Street* and *Collision*. Data from these sessions will continue to be collated and analysis undertaken on an annual basis at the end of the school year to inform future delivery as part of the annual review of interventions in preparation for the next school year.

The challenge now is to ensure that all other interventions are evaluated to ensure they are delivering against their stated objectives. The logic models will assist with this by setting out the objectives for each intervention and hence the desired outcomes which are to be measured.