

# South Yorkshire Safer Roads Partnership

## Education, training and publicity action plan for the 17-24 age group

### Communications framework

Name	17-24 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 new age sub-groups within each priority area. The 17 to 24 year-old bracket was initially divided in to single year groups and then rates were worked on to identify which of these should be looked at further.

Following the initial assessment more 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

This has led to the identification of 'high priority' themes (see table below) within each age group at 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 driver	Car passenger	Pedestrian	Powered two-wheeler
17	N/A	3.17	0.86	1.26
18	4.15	3.40	0.86	0.96
19	3.56	2.40	0.75	0.76

## Key behaviours to influence

- Car drivers: 18 to 19 years; wear a seat belt for all journeys, don't use a mobile phone while driving, don't drink/drug drive and drive to the conditions.
- Passengers: 17 to 19 years; wear a seatbelt for all journeys whether in the front or back of the vehicle, don't distract the driver, don't exert peer pressure and don't encourage the driver to demonstrate risky driving behaviours.
- Powered two-wheeler (P2W) riders 17 to 19 years; wear the correct personal protective equipment (PPE), undertake more training such as *CBT Plus*, increase your *Highway Code* knowledge.
- Pedestrians 17 to 19 years; getting home safely after a night out, be aware of traffic, helping others to get home safely, awareness of the dangers of being a drunk pedestrian and being distracted by using the phone whilst walking in live traffic situations.

## Proposed interventions

### **Car drivers – 18 to 19 years**

*Drive for Life*

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### *Drive for Life Challenge*

*Learn Safe, Drive Safe* modules for learner drivers

*Learn Safe, Drive Safe* e-learning modules

Post-test training

'Fatal Four' virtual reality (VR) sessions

Night-time engagements

Theory/hazard perception sessions

### ***Passengers 17to 19 years***

*Drive for Life*

'Fatal Four' virtual reality sessions

Night-time engagements

### ***P2W riders 17 to 19 years***

*CBT Plus* subsidy

P2W safety virtual reality sessions (to be developed if Stronger Safer Communities Reserve bid is successful)

PPE – paid for advertising

*Highway Code* sessions (to be developed)

Ride4Life social media

### ***Pedestrians 17 to 19 years***

Young adult pedestrian campaign

Freshers' events

Social media

## 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 MAST <sup>1</sup>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

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<sup>1</sup> 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](#).

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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.

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

**K – Municipal Challenge:** Mature homeowners: of value homes enjoying stable lifestyles

**M – Modest Traditions:** Families with limited resources who have to budget to make ends meet

**O – Rental Hubs:** Urban renters of social housing facing an array of challenges

**J – Transient Renters:** Educated young people privately renting in urban neighbourhoods

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

- target young people via sixth-forms, colleges and training establishments
- target young drivers via apprenticeship schemes and employers
- target young people via approved driving instructors
- target young riders via motorcycle training providers
- target young drivers and riders at specific events and night-time engagements
- target young adult pedestrians via pubs and clubs
- target young people via appropriate social media channels
- target parents and grandparents via general events in the community to promote road safety interventions for young people
- target parents and grandparents via business engagement events to promote road safety interventions for young people
- provide information for young people on the SYSRP website about being a safer road user
- provide information for parents and grandparents on the SYSRP website to promote road safety interventions for young people

## 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.

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A number of interventions already have evaluation surveys in place including CBT Plus and the VR headset sessions. The *Drive for Life* intervention has a major independent evaluation undertaken every three years but an evaluation survey form will be introduced for completion by participants before and after all sessions to be delivered during 2018.

The theory sessions are currently (end of 2017) being evaluated and the results analysed.

Approved driving instructors delivering the *Learn Safe, Drive Safe* initiative are surveyed annually and an independent evaluation involving the young drivers was undertaken in 2015. Plans are underway to introduce an evaluation questionnaire for completion by all drivers completing a post-test session.

Data from all 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.