

# South Yorkshire Safer Roads Partnership

## Education, training and publicity action plan for the 25 years plus age group

### Summary

To be replaced

### Communications framework

Name	25 years plus 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 25 plus age bracket has been divided into ten year bandings as is shown in the table 1 below.

Following an initial assessment using just casualties further filtering has been included to each age group to inform a 'red, amber, green' (RAG) rating based on population and casualty numbers at a countywide level

Table 1: Basic population and casualty rates for South Yorkshire					
	Car driver	Car passenger	Powered two-wheeler	Pedal cyclist	Pedestrian
25 to 34	2.65	0.91	0.32	0.28	0.41
35 to 44	2.61	0.65	0.32	0.32	0.35
45 to 54	1.75	0.47	0.22	0.22	0.27
55 to 64	1.19	0.39	0.11	0.12	0.22
65 to 74	0.67	0.32	0.03	0.05	0.23
75+	0.55	0.31	0.00	0.02	0.33

This led to the identification of 'high priority' themes, highlighted in red, within each age group. However, anecdotal evidence suggested that there may be value looking not only at age splits but also gender in this set, this was undertaken and the results can be seen in table 2 below.

Table 2: Age/gender population and casualty rates for South Yorkshire										
	Car drivers		Car passengers		Powered two-wheeler		Pedal cyclists		Pedestrians	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
25 to 34	2.92	2.39	0.77	1.05	0.57	0.04	0.48	0.08	0.49	0.32
35 to 44	2.89	2.32	0.46	0.83	0.56	0.05	0.55	0.08	0.43	0.28
45 to 54	1.95	1.55	0.29	0.65	0.39	0.03	0.37	0.08	0.32	0.22
55 to 64	1.42	0.96	0.18	0.59	0.21	0.01	0.21	0.02	0.24	0.19
65 to 74	0.88	0.46	0.10	0.53	0.06	0.00	0.10	0.01	0.25	0.21
75+	0.92	0.29	0.14	0.43	0.01	0.00	0.04	0.01	0.37	0.30

---

Using this more detailed information, which highlights anomalies in powered two-wheeler (P2W)/ pedal cycle and to a lesser extent pedestrians up to the age of 44 by gender, relevant interventions can be developed, monitored and evaluated to make sure we are addressing the areas that are most at risk.

## Key behaviours to influence

### ***Car drivers: male and female***

- Keeping within the speed limit and driving to the conditions
- Always wear a seatbelt even for the shortest journeys
- Don't use a handheld mobile phone whilst driving
- Don't drive under the influence of drink and drugs
- Look out for other road users, especially vulnerable road users
- Take a second look for pedal cyclists and motorcyclists at junctions when turning right
- Allow older pedestrians more time to cross
- Take care when opening car doors that there are not other road users (pedestrians /cyclists /motorcyclists) who are approaching
- When overtaking cyclists allow 1.5m between the car and the cyclist

### ***Car passengers: male and female***

- Wear your seat belt, encourage back seat passengers to wear theirs
- Don't distract driver/encourage poor driving behaviours
- Don't get in the car with drink/drug driver

### ***P2W: male***

- Look out for other road users especially drivers turning right at junctions
- Take extra care negotiating bends
- Take extra care over taking vehicles (either parked, stationary or moving)

### ***Pedal cyclists: Male***

- Look out for other road users, especially motorists turning right at junctions
- Don't cycle up the inside of large vehicles, they could turn left across you
- Beware car occupants opening their car doors into your path

---

### ***Pedestrians: male***

- Ensure you take a proper look for traffic before stepping out
- Take extra care when crossing between parked cars to ensure oncoming traffic has seen you
- Be aware of what is going on around you, keep more of an eye on the road and less on your phone

## **Proposed interventions**

Existing interventions currently being offered or available are outlined below. These currently target drivers via businesses, riders and senior drivers via specific sessions for these road user groups and all road users via attendance at events in the community.

### ***Safer Driving at Work***

One-day session at the Lifewise Centre for business who have staff who drive for work purposes to raise awareness of poor driving behaviours and the consequences of road traffic collisions and encourage a change in attitudes and behaviours amongst drivers. The classroom session is supplemented by a simulated collision scene on the Lifewise set and participants are taken through the collision investigation process, attendance at court to hear charges of due care and witness the defendant's first day in prison.

### ***Business engagements at Lifewise (carousel)***

Half-day session offered at the Lifewise Centre for businesses who have staff who drive for work purposes to raise awareness of poor driving behaviours and encourage a positive change in driver attitudes and behaviours. A range of short activities is offered and small groups of participants move round to take part in each. Activities are offered from a long list of possible options including a virtual reality (VR) film (dealing with issues of fatigue and driving), brake reaction tester, 'Fatal Four' presentation, vehicle extrication by South Yorkshire Fire and rescue, BATAK to test reactions, vehicle checks and tyre safety, corporate manslaughter presentation in the court room, presentation about prison to illustrate possible consequences and road safety quiz.

### ***Business visits/events (in conjunction with InMotion)***

Offering a range of road safety activities and information at the business site for staff who may or may not drive for work purposes. Attendance at events may be in conjunction with InMotion and the cycle hub to offer road safety advice alongside the promotion of cycling activity for commuter journeys. An information stand offering road safety advice for a range of road users groups and situations will be offered. Other activities which can be offered include use of VR technology (using the film which deals with issues of fatigue and driving), brake reaction tester, 'Fatal Four' presentation and BATAK to test reactions.

## **Events**

---

Attendance at a range of events being delivered at Lifewise, at partner and stakeholder venues and in the community to target key audiences with road safety messages appropriate to the time of year or linked to a particular campaign. This is one of the main ways which SYSRP can access the motoring public, including young driver, drivers with families, commuters and older drivers. Key driving messages will include the 'Fatal Four'. use of smart motorways, vehicle maintenance and tyre safety as well as messages for drivers to look out for and respect the needs of more vulnerable road users such as cyclists and pedestrians. Our target is to attend 70 events in 2018/19 with a quota of 12 weekend events throughout the year split equally across the four local authority areas with an additional three events at the Lifewise Centre. We shall target larger events in order to maximise engagement opportunities and select those which provide access to our target audience, for example car shows, town centre events,

### ***'Close pass' mat***

The mat is used at events to provide a 1:1 scale representation of the safe passing distance for a car overtaking a cyclist. It provides a visual reminder for drivers and is a talking point for engaging with members of the public about cycle safety in general.

### ***BikerDown!***

These events, held at the Lifewise Centre, aim to increase awareness amongst motorcycle riders of scene management procedures and knowledge of first aid techniques which may be required at the scene of a collision. These sessions also provide an opportunity to talk to riders about key road safety messages to help them to avoid being in a collision themselves but in the event of this happening to protect themselves by wearing the correct gear.

### ***Someone's Son campaign***

Encouraging drivers to look out for motorcyclists filtering through traffic and overtaking on their offside and to look out for pedal cyclists travelling on the nearside, especially when drivers are turning left.

### ***Be Bright, Be Seen campaign***

Encouraging drivers to look out for pedestrians and cyclists on darker winter evenings and promote the wearing of bright and reflective clothing by pedestrians and cyclists.

### ***Safer Driving at 60 plus***

A series of events was held in 2017/18 with the aim of updating senior drivers' knowledge of today's road network, raising awareness of issues which may affect their fitness to drive and providing an opportunity to have their driving assessed as part of an on-road session with an approved driving instructor. The series of events has now concluded but the format and content of the event remains available to be resumed at a future date. This provides an opportunity to convey a range of safety messages for drivers and their families as part of presentations, demonstrations, information stalls and the practical driving session.

---

Gaps in provision or opportunities to strengthen the delivery of key messages still exist around the following:

**Female car passengers** – actions that passengers can take to keep themselves safer when travelling as a passenger, including wearing a seatbelt, not distracting the driver or encouraging/ not challenging poor driving behaviours, including drink/drug driving.

**‘Car dooring’** – messages for drivers and passengers to check before opening their door and message to cyclists to be vigilant when passing stationary vehicles.

**Blind spot awareness** - to discourage adult/commuter cyclists from undertaking long vehicles which may then turn left across their path

**Crossing between parked cars** – encourage adult pedestrians (especially older female peds) to find the safest place to cross and to be extra vigilant if crossing from between parked cars

## 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 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.

### 25+ Car drivers

**G (133%) – Rural Reality:** inexpensive homes in village communities

**I (126%) – Urban Cohesion:** Settle urbanites with strong identity

**K (116%) – Modest Traditions:** Mature, value homes, stable lifestyles

**H (114%) – Aspiring Homemakers:** Younger, settled within their means

### 25+ passengers

**O (136%) – Municipal Challenge:** Urban renters facing challenges

**M (126%) – Family Basics:** Limited resources, tight budgets

**I (123%) – Urban Cohesion:** Settle urbanites with strong identity

**L (119%) – Transient Renters:** Singles, short term and low cost

---

<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](#).

---

#### 25+ P2W riders

**K (142%) – Modest Traditions:** Mature, value homes, stable lifestyles

**O (142%) – Municipal Challenge:** Urban renters facing challenges

**L (134%) – Transient Renters:** Singles, short term and low cost

**M (125%) – Family Basics:** Limited resources, tight budgets

#### 25+ pedestrians

**O (164%) – Municipal Challenge:** Urban renters facing challenges

**L (147%) – Transient Renters:** Singles, short term and low cost

**N (146%) – Vintage Value:** Elderly, reliant on support

#### 25+ Pedal cyclists

**D (162%) – Domestic Success:** Thriving with children and careers

**I (162%) – Urban Cohesion:** Settle urbanites with strong identity

**B (152%) – Prestige Positions:** Established, large homes and lifestyles

**J (131%) – Rental Hubs:** Educated, renting in urban neighbourhoods

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

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

- target drivers and riders via employers' events either at Lifewise or the employer's site
- target all road users via events at Lifewise and across the county
- target all road users via social media
- signpost all users to SYSRP website
- target drivers and riders via promotional campaigns
- target pedestrians and cyclists via promotional campaigns
- target motorcycle riders via *BikerDown!* sessions
- target older drivers via *Safer Driving at 60 plus* 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.

---

Employers request feedback from their staff after attending the *Safer Driving at Work* session and we receive copies of this but, following the preparation of a logic model for this event we shall look to develop a new evaluation survey form. We shall also review and update the evaluation forms used for business engagements both at the Lifewise Centre and employer sites and introduce an enhanced methodology to ensure most before and after surveys are completed.

An evaluation survey has been developed and is used as part of the *BikerDown!* sessions. It contains questions about pre and post session knowledge of scene management and first aid techniques.

Before and after survey forms are completed as part of the *Safer Driving at 60 plus* classroom sessions to assess participants' existing knowledge and see if this has increased as a result of attending the sessions. A comprehensive evaluation regime has been externally developed to assess the effectiveness of the practical driving sessions. If this were to be used again we would look to review and refine the questions in the survey form to clarify some of the questions, reduce the likelihood of misinterpretation and ensure that it is collecting the information which we require.

Data from all these sessions will continue to be collated and analysis undertaken on an annual basis 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.