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# SAFETY

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# Education

Summer 2010



Down to  
the woods



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# Safety education misses out again

**The Royal Society for the Prevention of Accidents is disappointed that a plan to make PSHE education a statutory part of the National Curriculum was shelved as legislation moved through Parliament ahead of the General Election.**

Personal, social, health and economic education - of which injury prevention is a key part - is currently non-statutory, meaning that it is not a legal requirement for schools to teach all elements.

Last year, an independent review carried out by Sir Alasdair Macdonald recommended that PSHE education should become a statutory part of the National Curriculum in both primary and secondary phases in England.

But clauses related to PSHE education were removed from the Children, Schools and Families Bill.

Dr Jenny McWhirter, RoSPA's risk education adviser, said: "Injury prevention is a key part of what is an ex-

tremely broad PSHE education curriculum and at RoSPA we had high hopes for this important issue to become a statutory requirement.

"A third of the young people who die each year in the UK lose their lives as a result of injuries sustained in accidents. We know that safety and risk education is a crucial way of preventing such accidents.

"Moreover, a key RoSPA principle is that life, and particularly our leisure time,

should be as safe as necessary, not as safe as possible. Safety and risk education is a valuable way of helping children and young people develop an understanding of this concept and how it can be achieved in reality - managing risks, for example, rather than eliminating them altogether. It can equip children with the skills to lead active lives and protect themselves while doing so."

She added: "There is already a great deal of good work ongoing across England. We had hoped that teachers and schools, and the injury prevention professionals who work with them, would have had their efforts in this sphere reinforced by new legislation."

# Young advisers visit RoSPA



**RoSPA's youth participation strategy was under the spotlight when a group of young people visited the safety charity's Birmingham headquarters.**

Drawn from across the country, they represented the Young Advisors Charity, which advises decision-makers on how to engage young people in community life.

They met Cassius Francis,

RoSPA's youth liaison worker, to discuss how RoSPA was already working with young people and how this could be taken forward.

Among the ideas were more partnerships with other organisations, greater use of social media, and competitions and awards to get young people actively involved in RoSPA's mission to save lives and reduce injuries.

Back row: Michelle Tatton, development officer at Young Advisors Charity, Jacqueline Macaulay, 21, of London, Robert Franklin, 19, of Wolverhampton, Sophia Fashioni, 16, of Sefton, Emily Hamilton, 18, of Sefton, and Cassius Francis, RoSPA's youth liaison worker.

Front row: Richard Kusi, 18, of London, Marie Heathcock, 19, of Dudley, and Khadeem Rashid, 19, of Luton.

# Float first

**Traditional life-saving advice for those who accidentally fall into water has been turned on its head by a team of scientists working with RoSPA.**

Instead of immediately attempting to swim or wave for help, researchers at the University of Portsmouth are urging people to "float first".

Tests showed that staying as still as possible in the first few minutes after tumbling into water increases survival time by enabling air trapped in clothing to keep the head above water, protecting the airways and slowing the rate at which the body is cooled.

The research team is now calling for the "float first" approach to be taught as a survival skill to as many people as possible.

The project was funded by the Royal Society for the Prevention of Accidents' scholarship scheme, which was set up after British Nuclear Fuels (BNFL) donated £500,000 to support research that would have a significant impact on improving safety in the UK and around the world.

# Togo and Nogo get own website

'Step Outside with Togo and Nogo' was launched in Manchester five years ago as part of Manchester's pedestrian training scheme. Togo and Nogo are two award-winning characters who help to get the road safety message across to children in a colourful, fun and interactive way.

They also have their own website: [www.togoandnogo.co.uk](http://www.togoandnogo.co.uk) and email address.

The website can be accessed by teachers, parents, carers and children at school and at home. There's a play at home section, which contains road safety games and activity sheets for the children. Activity sheets and lesson plans have been updated for teachers as well.

The website has recently been updated, new sections have now been added and include:

- Safer Steps, a colourful animated video aimed at under 5's
- The 'Adventures of Togo, Nogo and Sam' aimed at 5 to 7 year olds, this contains a colourful 16-page storybook and a six minute animated video
- A new interactive game, the children must guide Togo through four stages to reach Nogo in the park, taking care to choose safer crossing places. As the children guide Togo, all dangerous and safer crossing places are explained by clear live video footage and visual pop up text boxes. It guides the children safely and does not allow them cross at dangerous points, by prompting them to choose again.

The 'Step Outside' pedestrian package can be downloaded directly from the resource area. This resource is aimed at Year 2 pupils and teaches them about getting ready to go out, traffic, roads and safer crossing places. It

contains all the lesson plans that teachers will need to use prior to the on road practical training session with the children.



# Mum and Dad sit-ins do work

**Parents sitting in on their children's driving lessons can really help them to develop skills to supervise the learner on private practice drives.**

This is one of the findings of an evaluation of the Young Driver Coaching Programme resource pack devised by Staffordshire County Council's road safety unit.

The lesson sit-in was successful, as predicted by the programme designers, in helping parents understand how their learner was being taught and in helping learners show their parents the progress they were making.

Initially parents were concerned that their children would be distracted by their presence but this concern was not shared by the learners.

A further success of the sit-in, was its beneficial role in resource pack recruitment. The sit-in provided a channel of communication and was an ideal situation for ADI's to explain the pack to both learners and parents at the same time.

However, if the introduction of the resource pack is tied to sit-ins, then they need to start in the early stage of learning. At this stage learners and supervisors are not already settled into a routine so the resource can merge smoothly into being simply the way that learning is done.

The pack consisted of a learner driver's record book and a supervising driver's information guide. The resource pack aimed to bring about a beneficial three way

relationship between parent/supervisor, learner and ADI.

The underlying principles of the YDCP are to increase the effectiveness of private practice in conjunction with professional instruction, and to involve parents in the learning to drive process. These principles are supported by findings from international research on road safety, learning to drive, and adolescent development.

Although the pack was targeted at learners, parents were crucial to the recruitment process. Without the enthusiasm and support of parents learners did not participate in the programme.

Parents engaged with the resource pack materials in flexible ways, principally by using the supervising driver's information guide as a reference book; – as something to refer to when questions or conflict arose. ADI's, learners and parents were universal in their entirely positive accounts of how the resource

pack helped to avoid or solve conflict

Many parents commented that their own driving knowledge had improved. Through using the resource pack parents had to learn and accept that their own knowledge and beliefs about driving might not be quite as satisfactory as they once thought.

The programme designers did not intend private supervision to replace formal professional learning. However, from the outset of the resource pack there were concerns aired by ADI's that in promoting the resource they would be losing paid business.

ADI's feared that by increasing the amount of private supervision, learners would opt to reduce the number of paid professional lessons they take. This fear was not substantiated but warrants further attention.

For further information contact Irene Williamson at [irene.williamson@staffordshire.gov.uk](mailto:irene.williamson@staffordshire.gov.uk)

# Playground partner

**Paperless safety inspections will be rolled out to thousands of playgrounds through a new partnership between the Royal Society for the Prevention of Accidents and PSS.**

PSS, Public Sector Software Ltd, has designated RoSPA Play Safety its principal safety inspection partner.

The arrangement will see

RoSPA's team of play inspectors using PSSLive – software that enables data and photographs from annual safety inspections to be gathered using a hand-held device and uploaded instantly to the internet. Inspection reports will then be accessible to playground providers on any computer or device with internet access at any time.



# Kent youngsters are target

**Young people aged 11 to 16 were the target of a new Kent Highway Services road safety campaign aimed at raising awareness of the dangers of distractions while near or crossing Kent's roads. The campaign 'Ditch the Distraction' was launched at the New Line Learning Academy, in Maidstone in March.**

The campaign aims to gain the attention of students in the age range with an in-class activity involving an actor who will enter classrooms wearing a body cast from the waist up. The actor will create a few seconds of havoc as he tries to talk/shout into a mobile phone handset which won't reach his ears due to both arms being set in a plaster cast attached to his body.

This activity will roll out

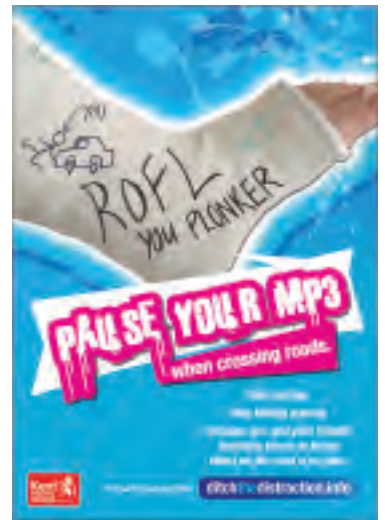
across 20 schools in areas with the highest casualty rate or largest student numbers. While this activity will cause a short disruption it will be followed with a serious message about road safety and how distraction can lead to disaster. Eleven to 16 year olds are an extremely vulnerable age group of road users with more distractions than ever before.

Crossing the road has always been a hazardous task which needs to be treated with respect but over the last decade the growth of mobile phone use, MP3 and MP4 players and mini computers has added to the distractions and danger. Temporary distraction or the lack of full engagement with your surroundings on a road can eas-

ily lead to disaster. These new distractions have not replaced more established distractions such as talking with friends, being tired, eating and drinking, and general complacency but are now equally as serious.

'Ditch the Distraction' asks students for a few moments of full concentration before and during crossing the road, and will be supported at all secondary schools with a series of bus shelter posters located within 300 metres of secondary schools, in-school posters and handouts directing students to a dedicated 'Ditch the Distraction' website, hosting an online competition, game and prizes.

A digibike will be touring four pedestrian locations in



Kent on Saturday afternoons. The bike will hold two 42 inch plasma TVs showing campaign collateral and giving the opportunity to enter the online competition.

For more information about the campaign visit [www.ditchthedistraction.info](http://www.ditchthedistraction.info)

# Way to get advice on outdoor risks

**"Nothing Ventured ... balancing risks and benefits in the outdoors" is a new publication aimed at teachers and other children's services professionals. Written by Tim Gill, it encourages readers to take a reasonable and proportionate approach to safety and reassures them that a degree of risk, properly managed, is positively desirable in helping young people to learn to manage their own safety.**

A risk-averse approach is discouraged. Instead, readers are encouraged to balance the risks and the benefits from an activity.

RoSPA's chief executive Tom Mullarkey endorsed the publication in a lengthy foreword. He said "Developing confidence and risk judgement among young people is crucial if we are to structure a society which is not risk averse. We need to accept that uncertainty is inherent in adventure, and this contains the possibility of adverse outcomes.

"A young person's develop-

ment should not be unduly stifled by the proper need to consider the worst consequence of risk, but must be balanced by its likelihood and indeed its benefits. Counter-

intuitively, the key to challenging risk aversion among leaders and decision makers, is the application of balanced risk assessment.

"It is only by objective analysis that the benefits and opportunities of an activity can be weighed against their potential to go wrong. Indeed I feel that the terminology should be changed to 'risk/benefit assessment'.

"For the most part, as previous generations have learnt by experience, it is rare indeed that a well planned exercise leads to accident. It will instead be most likely to bring a sense of enterprise, fun and accomplishment, so vital for maturity, judge-

ment and well-being, which must nearly always offset the residual and inevitable risk. Our mantra at RoSPA sums up this approach: We must try to make life as safe as necessary, not as safe as possible."

A number of myths relating to outdoor activities are demolished in the paper... For example, an encouraging account of the current legal position shows that fears of a growing compensation culture are unfounded and that courts do in fact take a common sense view. The publication has also been endorsed by HSE. It will be very reassuring to teachers who wish to give their pupils an adventurous experience.

Published by the English Outdoor Council, it is a 28 page, full colour publication designed to complement the EOC publication "High Quality Outdoor Education". A pdf is available at <http://www.englishoutdoorcouncil.org/wp-content/uploads/NothingVentured.pdf>



# Going down to the woods

**Forestry Commission and Play England joined forces to offer free play opportunities in forests in March.**

The week highlighted the health benefits of outdoor play and that children today are playing outside far less than ever before, as recent statistics show:

- Adults said they played outdoors 40 per cent of the time as children, children today only did this for 10 per cent of their time
- The attraction of TV and computer entertainment has increased, in a survey the average child spent nearly 5½ hours a day in front of a screen
- Thirty one per cent of boys and 30 per cent of girls are in the obese or overweight category due to bad diet and physical inactivity.
- Twenty eight per cent of boys and 37 per cent of girls age 2-15 are not meeting the recommended 60 minutes of moderate intensity exercise a day

Children took part in fun outdoor activities for free during Outdoor Play Week at



Forestry Commission centres across the South East. Activities ranged from den building and fire making, cycling and mini-beast hunts and children from age two and upwards could join the fun.

Research by Rebecca Lovell, social and economic research group at the Forestry Commission in 2009 shows that levels of moderate to vigorous physical exercise is reached for just 20-30 minutes on an average school day, compared with 1.5 hours on a day spent at a forest school.

A key finding from another study by Jenny Roe, for Openspace also in 2009 found that forest settings also had the ability to stabilise and reduce anger across all children. Anger in young people is linked with reduced physical and mental health, depression and increased antisocial behaviour.

Research by Liz O'Brien, deputy head of social and economic research group at the Forestry Commission, found that children attending Forest School sessions gained increased confidence, better social skills, improved

language and communication, improved physical skills and better motivation and concentration.

Liz O'Brien, said: "Outdoor play has lots of all round benefits for children, including increasing their physical exercise. It helps to improve mood in the short term and confidence and self-esteem in the longer term, especially for those with mental health or behavioural problems.

"When playing outdoors children are also more likely to meet other children and improve social skills, an opportunity which doesn't arise at home. Being outside in nature puts children in touch with their senses and has a restorative effect, also helping them to cope with stress."

Outdoor Play Week was an initiative supported by the Department of Health, Natural England, Play England and Wellbeing South East.

For further information please visit [www.forestry.gov.uk/aliceholt](http://www.forestry.gov.uk/aliceholt), [www.forestry.gov.uk/bedgebury](http://www.forestry.gov.uk/bedgebury), [www.forestry.gov.uk/wendoverwoods](http://www.forestry.gov.uk/wendoverwoods)





# Play workers join in pro

More children and young people will have practical opportunities to learn about danger and how to cope with it thanks to a range of projects launched by the Child Safety Education Coalition.

Among the highlights of CSEC's projects so far are:

- Around 70 play workers being the first to take part in new training designed and delivered by CSEC and the Birmingham PlayCare Network to give them the confidence to lead activities sometimes deemed "too risky"
- Outdoor activity instructors from Youth Afloat in Redditch piloting CSEC training which focuses on how children can learn safety skills through adventure pursuits like canoeing, mountain biking and sailing
- Students from Coventry

By Jo Stagg

University's department of computing and the digital environment developing computer games which will help children learn about fire safety

- CSEC and Sandwell's Injury Minimisation Programme for Schools working together to review and develop injury prevention and immediate first aid training for children

Other projects will be launched in the coming months including:

- A national wildlife-focused initiative to encourage children and young people to explore and enjoy the outdoors while also breaking down the perceived "health and safety barriers" to this
- A road safety project involving the parents of children at a Birmingham pri-

mary school

- A project to get children thinking about safety during farm visits
- A programme linking nature and safety learning at a waste and recycling education centre

The development of a resource profiler which will be used to identify the strengths and weaknesses of existing and future safety education resources.

It is a year since CSEC was launched publicly and members were first invited to join. Since then, more than 80 organisations have joined the coalition.

In addition to the practical projects, another first-year highlight was the first international seminar about young people's involvement in injury prevention. Co-organised by CSEC and AdRisk, it was attended by delegates from across Europe. Students from Heartlands Academy in Birmingham, who are work-



Kathy Shortt with the playworkers

ing on a peer-to-peer safety education project with CSEC, were among the speakers.

Unintended injuries are the leading cause of death and serious injury in 0 to 19 year olds. The five types of unintended injury CSEC is working to reduce are: road traffic injuries, drowning,

## New training a

**Five safety education practitioners will soon become the first professionals of their kind to achieve a nationally-recognised qualification in Personal, Social, Health and Economic education.**

Robert Cotterill, of Sandwell's Injury Minimisation Programme for Schools Cassius Francis, who works for both RoSPA and the Child Safety Education Coalition, Deborah Kiernan, of National Children's Centre in Huddersfield, Jane Stark, of NHS Wakefield District, and Andy Townsend, of Lifeskills - Learning for Living in Bristol, are all in the final stages of a year's training.

Led by Jenny McWhirter, RoSPA's risk education advis-

er, and funded by the CSEC, the CPD training has seen participants developing their safety education work in line with best practice.

The course has included group discussions, practical activities and one-to-one support. The participants have built up portfolios,

**Until now, such training has been reserved for teachers and community nurses**

including evidence of observed sessions, and their portfolios are now being independently assessed.

Until now, such training has been reserved for teachers and community nurses.

Robert Cotterill, Sandwell



Jane Stark and Robert Cotterill studying hard



# jects



Children demonstrate their road safety knowledge

poisoning, burns and scalds and trips and falls. CSEC is hosted by the Royal Society for the Prevention of Accidents.

For more information about CSEC, including details of how to become a member, see [www.csec.org.uk](http://www.csec.org.uk)

# boost

I.M.P.S co-ordinator, said: "The training has helped me consolidate my teaching knowledge and build on it. It is also encouraging me to make better links with other organisations to see how to make our work really joined up."

Jane Stark, child accident prevention manager at NHS Wakefield District, said: "I have found the course really interesting and stimulating and I wish we had had the opportunity to do this a few years ago. It has been really useful to look at how to structure lessons and to reflect on your own practices and how you could improve them."

It is hoped that the CPD training will be offered free-of-charge to CSEC members next year. Contact Jenny McWhirter for more information at [jmcwhirter@rospa.com](mailto:jmcwhirter@rospa.com)

## Parents become pupils

**A project designed to equip parents with the necessary skills to help their children learn how to stay safe on the road is being run at a Birmingham infant school.**

Parents were invited into Marlborough Infant School in Small Heath to find out how they can share road safety messages with their children. The ultimate aim is for parents to help their children reach a point at which they can keep themselves and others safe.

As well as covering general road safety, the course run by the Child Safety Education Coalition and Birmingham City Council's road safety education team, focuses on the particular nature of roads close to the school. These include areas of high-density housing and lots of parked cars.

Children at the school took part in practical road safety

sessions, during which they gained an understanding of the Green Cross Code, recognised safer places to cross the road and learned how to cross in between parked cars and at junctions.

Jason Cole, the CSEC co-ordinator supporting the project, said: "Children can learn a great deal about road safety

**Children can learn a great deal about road safety from their parents and carers**

from their parents and carers, and this should be encouraged when outside of the school. Simply walking to school or to the shops together can provide really good opportunities for adults to talk to children about staying safe and for children to 'learn by doing'."

Jennifer Coombs, the road safety education officer lead-

ing the project said: "Over the past six years, through the Streets Ahead on Safety (SAOS) project, a team of engineers and road safety education officers have been implementing engineering features and education, training and publicity projects. This project aims to continue with the successful work already completed, and will empower parents and the community to take positive action in raising road safety awareness with their children."

The project at Marlborough Infant School took place over the course of two weeks. Parents attended a one-hour training session with road safety education officers, and then assisted in the training of their own children the following week.

If successful the project will provide a training model that can be used in schools across the city.

# Youth taskforce helps in teaching schoolmates

**A teenage taskforce has teamed up with West Midlands safety experts to help their schoolmates learn how to keep themselves and others safe.**

A committed group of 14 and 15-year-olds, working with the Child Safety Education Coalition invited several highly-specialised injury prevention professionals to Heartlands Academy, in Nechells, Birmingham. Their aim was to win support for ambitious plans to mark Child Safety Week (June 21-27).

The Have Fun Be Safe briefing saw the Year 10 students give presentations on five of the biggest killers of children and young people: road traffic injuries, drowning, burns and scalds, trips and falls, and poisonings.

The students were: Aliyah Nesbeth, Bhesme Nimo, Devante Benjamin, Elizabeth Koko, Govan Rashid, Henna Azam, Jinade Meherali, Mobarak Jama, Nazoly Safy, Rahmatata Haqmal, Rukshana Begum, Shanice Johnson, Sohail Hussain and Tanzeela Ahmed.

Using video, music and power point slides, they outlined ways in which the assembled guests could give information and financial backing to a number of initiatives aimed at sparking discussion among fellow pupils during the week.

The young people then led workshop discussions with the visitors, many of whom came from organisations which have joined CSEC during the last year.

The guests were: Ibrar Ali of Birmingham's Road Safety



**The Heartlands students with Gisela Stuart MP in the House of Commons**

Team, Trudi Maybury of Safer Birmingham Partnership, Michael Dunn of the Royal Lifesaving Society, Alan Viney of the Royal National Lifeboat Institution, John Welsh of the

points to the dangers of ill-fitting clothes, a party which shows young people how to have fun without alcohol or drugs and the incorporation of water safety information

said: "Young people are the best to train because they retain so much information and are often so motivated to learn. A group of committed youngsters in a school like this is much more likely to have a positive impact on their peers than, say, a big national initiative which doesn't take into account local factors."

He then offered to send RLSS volunteers into classes to demonstrate life-saving equipment.

Year 10 pupil Devante Benjamin said: "We are getting better with our presentations and all of the organisations said that they would be prepared to help us with our 'Have Fun Be Safe' programme."

**'The course gives you ideas of how to get children thinking about being safe, rather than us just telling them'**

Birmingham Youth Service Canal Boat, Scott Walker of the West Midlands Fire Service, Sharon Burton, of West Midlands Fire Service's Safeside and Scott Henery of In-volve Hiah.

Ideas for the week which emerged during the event included: a fashion show which

into lessons.

Scott Walker was so impressed by the pupils' passion that he offered them a "once in a lifetime opportunity" to visit a nearby fire station in April for training.

Michael Dunn, a programme manager for the RLSS, a member of CSEC,



# Nothing is too risky if you have the correct training

Children's play workers from across Birmingham are taking part in a new type of training aimed at giving them the confidence to lead activities sometimes deemed "too risky".

The Child Safety Education Coalition and Birmingham PlayCare Network have put together a new two-day course for after-school clubs, nurseries, daycare centres and charities which work with children aged from four to 11-years-old.

As well as getting delegates to think about the prevention of road accidents, burns and scalds and trips and falls in and around their own premises, the course also gives them guidance on helping children learn how to keep themselves safe.

Four training days in January saw around 70 delegates completing the first part of the course and they returned for the second part in March. A new group of delegates started the training in February, returning for their second day in April.

Kathy Shortt, the CSEC coordinator working on the project, said: "The focus of the course is two-fold. It not only helps play workers identify anything which could be improved in terms of the safety of their own settings but will hopefully give them confidence to enable children to develop the skills they need to keep themselves and others safe.

"For example, activities like cooking are sometimes avoided in play settings due to fears about onerous risk assessments and the potential for injuries like burns. But



Play workers from BPCN at training day

when such activities are well planned and well run, children can learn really valuable

## Activities like cooking are sometimes avoided in play settings due to fears about onerous risk assessments

lessons – not just about cooking, but also about dealing with items which are hot or sharp. This is the type of prac-

tical safety education that CSEC is all about – enabling children to develop lifelong

safety-related skills during the course of everyday activities." Birmingham PlayCare Network aims to support, sustain

and promote high-quality child-centred play experiences, particularly through opportunities which might have been lost from a child's everyday life.

Rebecca Coley, BPCN's project and fundraising manager, said: "I am delighted that BPCN has been able to collaborate with CSEC to deliver this training.

"BPCN is dedicated to raising the profile of play and this training has given playworkers an insight into how they can practically implement elements of child safety without compromising the need for risk in play.

"This training enables children to have an awareness of risk while at the same time equipping them to understand and manage their own safety. Play workers were given the opportunity to experience practical activities which they can then go back and deliver in their settings."

Nicola Cox, a qualified nursery practitioner at Highfield Day Nursery, Birmingham, was one of the course delegates. She said: "The course is really useful. It gives you ideas of things you could do in your setting which you hadn't thought about before, especially things which could get the children thinking about being safe, rather than us just telling them. It is all about getting them to think for themselves."

The playworkers' course took place at RoSPA's headquarters in Edgbaston, and it is hoped it will lead to the establishment of a training framework which can be used across the country.

# Sweden's unusual approach

**Debate raged when Sweden's Patrick Magnussen branded road safety education for children as "a waste of time".**

Mr Magnussen, traffic safety expert for the Swedish National Roads Administration, provoked consternation among some delegates when he dismissed the targeting of under-12s as "pointless" because they were not yet mature enough to understand traffic dangers.

Less controversial, but just as radical, was his account of Sweden's Vision Zero strategy - which aims to eradicate road deaths.

Mr Magnussen said it was "a moral outrage" that people were still dying on roads, and that we each had an obligation to end the devastation it causes millions of grieving loved ones every year.

The scheme's philosophy is based on the achievement of some occupational health and safety strategies, and on the inescapable fact that all people are prone to making mis-

**Several speakers tackled thorny educational problems at RoSPA's road safety congress. Michael Corley reports from Stratford-upon-Avon**

takes.

As such the approach focuses on injuries, and not the crashes which cause them.

Mr Magnussen said: "Road safety is a matter of public health. Let's face it, we don't have the right to kill or seriously injure for the sake of mobility.

"But people make mistakes, they always will. In fact 85 per cent of all accidents are caused by human error.

"As such we should focus on injuries not crashes. In Formula 1 they know that crashes will occur so they concentrate on how to stop serious injuries."

He then talked about the need for shared responsibility. If road users failed to comply with the rules because of a lack of knowledge or ability, system designers were required to take the necessary steps to stop those people

being killed or injured.

Mr Magnussen said this approach had helped produce a steady decline in the number of deaths on Sweden's roads since the 1950s.

Currently it has among the lowest fatality figures in the world, with just 4.3 people killed per 100,000.

He then described collaboration as Sweden's silver bullet in the quest to eliminate road deaths.

So far the need for co-operation has resulted in a national reference group involving the emergency services, national authorities, insurance companies and car manufacturers, which meets every second month to troubleshoot pressing concerns.

The congress was then told that Sweden's biggest problem continued to be speeding.

Mr Magnussen said that if everybody kept within the limit 150 lives would be saved every year.

The country's interim target is to halve the number of fatalities by 2020 - saving at least 220 lives - and to cut the number of seriously injured by a quarter - protecting at least 4,000 people.

He hoped the targets would be met through a range of interventions.

These included more 2+1 roads, which have already resulted in a 90 per cent reduction in fatalities where they have been introduced, a new speed limit system, which takes into account road conditions and the installation of 1,000 speed cameras.

He said this approach was already paying dividends. In 2008 only one child, aged 0-17, was killed while walking or cycling, while only two children below the age of six

were killed as car passengers.

Low child mortality rates have also been achieved by separating cars from vulnerable road users in some residential areas, establishing 30 km/h zones, forcing under-15s to wear bike helmets and introducing rear-facing seats for children up to the age of four.

Mr Magnussen then pointed to a slew of new technologies which could also be of great benefit over the coming years.

These included better seat-belt reminders, speed limit recognition, autonomous emergency braking, electronic stability control, and al-clocks.

## Safe rou

**A project to get more pupils walking and cycling to school in America has heralded a new approach to the way data is evaluated.**

Lauren Marchetti set up the National Center for Safe Routes to School in response to a law which was passed in 2005.

The legislation was drawn up in a bid to improve unsafe walking and biking conditions, increase physical activity, slash vehicle emissions, and cut transportation costs for schools.

As an added benefit it was hoped the strategy would also help tackle the country's child obesity epidemic.

The problem is that since 1969, there has been a 26 per cent drop (to 16 per cent) in the number of youngsters who walk to school.

Parents who drive their children to school currently account for about 25 per cent of all morning rush-hour traffic.

Ms Marchetti said the problem had been exacerbated by new 'mega-schools' appear-



Patrick Magnussen was controversial





Floor Lieshout made a plea to save young people

# Action on child accidents now

**Road crashes are the leading killer of young people - wiping out more than 400,000 every year, and injuring millions more.**

Reminding the auditorium of those sickening statistics, Floor Lieshout prefaced his talk with a passionate plea for action.

The chief executive of Youth for Road Safety (YOURS), which is based in the Netherlands, said: "I think it is an outrage that so many young people are still dying on our roads.

"Unless action is taken now fatality figures will start to rise again significantly."

His organisation's goal is to create an international youth NGO for road safety, whose mission would be to conquer a lack of recognition of the vulnerability of young people in traffic, unite a fragmented approach to road safety for young people and provide one strong voice to advocate on behalf of those at risk.

Picking up on Mr Lieshout's concerns, Dr Jenny McWhirter, RoSPA's risk education adviser, and Ursula Lowe, AdRisk project coordinator for the Austrian Road Safety Board, then took to the stage.

The pair teamed-up in 2008 for a two-year pilot project that looked at youth participation in injury prevention.

Their presentation unveiled the results of an international seminar, which concluded that more should be done to promote risk competence among 15-24-year-olds.

Dr McWhirter said: "We have to really try to engage with young people. There is a fundamental belief that young people have a right to be involved in the issues affecting them.

"They must not be treated

as mere decorations or tokens."

She pointed to RoSPA's Youth Network on Facebook, which was set up by a team of young people on work experience.

Mrs Lowe said: "Risk taking behaviour is normal in adolescence; it's part of their development.

"Young people mostly don't like to be given advice; they can react badly to regulations being imposed on them."

She added that youngsters cannot be fully protected from their own behaviour, but attitudes can be shaped to help them improve self-reliance.

As part of this approach she said adults can help them to recognise and handle risks and dangers.

The work has resulted in the Split the Risk School pilot programme - which encourages participants to take a split-second before considering what action to take.

It tests this approach by getting youngsters to study video clips on YouTube.

The last presentation of the afternoon was delivered by Dr Gillian Hotz, director of the WalkSafe Program, at the University of Miami, in America.

WalkSafe is an elementary school-based project which aims to bolster pedestrian safety, increase daily physical activity, and improve walkways around schools.

A study undertaken by the National Highway Safety Administration has shown that WalkSafe has been one of the key reasons for a fall in the number of children being hit by cars, and a rise in the number of youngsters walking to and from school.

It is now hoped that a BikeSafe scheme will take-off, using a similar approach.

## tes to school

ing on the edge of towns and cities.

The success of her scheme - almost 6,500 headteachers have already signed up to it - is being measured by student tally forms, where for two

days of one week teachers ask their pupils how they made their way home the previous day and how they travelled to class that morning.

Goals are only set once a thorough understanding of the local situation has been grasped.

Though the aims differ from region to region, all surveys show that achievement is most likely when targeting children who live within a two mile radius of school.

At one school a dramatic uptake in the number of pupils biking and walking meant the establishment could reduce its fleet of school buses from six to one - saving it at least \$220,000 in transportation costs a year.



Lauren Marchetti took a new approach

# Answers for everything

Ever wondered where you can find the answer to such questions as “is Tufty alive and well” or “what internet resources are available to teach children about home safety”?

Well wonder no more, because RoSPA’s mission to save lives and reduce injuries has been brought bang up to date with the unveiling of a new interactive website that includes a huge frequently asked questions database.

The Royal Society for the Prevention of Accidents’ main site - [www.rosipa.com](http://www.rosipa.com) - has been totally refashioned to help fulfil the charity’s aim of leading the way on accident prevention in the 21st century.

About two years in the making, the new site went live when Lord Jordan of Bournville, RoSPA’s president, pressed an online launch button at the society’s Birmingham headquarters.

The site, which was designed and built by RoSPA’s in-house web team, provides plenty of life-saving information about preventing accidents at home, on the road, at work and at leisure. There are also sections dedicated to child safety and safety and

risk education.

Among other things, visitors can now view a series of videos and use an interactive heritage timeline which charts many of RoSPA’s campaigns and successes during its 93-year history, as well as check up-to-the-minute news about all of RoSPA’s campaigns, products, services and training.

Visitors will also have the opportunity to customise their homepage and to set up RSS feeds.

Tom Mullarkey, RoSPA chief executive, said: “This is a very exciting development that shows we’re still at the cutting edge of saving lives and reducing injuries.

“It’s vital that in the age of

Check up-to-the-minute news about all of RoSPA’s campaigns, products, services and training

information technology we have a big, interactive presence on the web. Our previous website received 2.92 million visits in the last year and we look forward to many more visitors in the future.

“Our aim has always been



to advise and educate as many people as possible

sages into the homes and workplaces of millions of people who we hope will use it time and again as a valuable resource.”

A dedicated web zone for RoSPA members, which holds exclusive content including access to the Infocentre catalogue (which stores details of more than 28,500 documents), has also been integrated into the site.

about the risks they face in everyday life. This website should help carry our mes-





# WELL *placed*

(Take it as red)

#### RoSPA

Members benefit  
from professional  
advice, discounted  
training and  
more!

The ability to identify a range of common hazards. Effective communication with work placement employers. An understanding of the roles and responsibilities of those involved in work placements. The opportunity to ensure that young people's specific needs are met in work situations? Take it as red.

The **IOSH Work Placement Assessors** course is intended for all those in the education sector, Learning and Skills Council, education business partnerships and other organisations which arrange, monitor or administer work experience placements.

**Next course date:**

|            |                    |
|------------|--------------------|
| Birmingham | May 20, 2010       |
|            | October 20, 2010   |
| Edinburgh  | September 27, 2010 |

Call: 0121 248 2233  
Email: [training@rospa.com](mailto:training@rospa.com)



Diary Date and Call for Papers:

**2010 RoSPA Home Safety Congress**  
**How to value home safety:**  
**quantifying the quality of life**

November 1-2, Glasgow Crowne Plaza Hotel



RoSPA's 2010 National Home Safety Congress is beginning to take shape, and will be held in Glasgow to tie in with Scotland's Year of Home Safety – although the programme will be relevant for all UK home safety professionals. The event will consider different interpretations of the value of home safety – from core principles of valuing quality of life, to evaluating the effectiveness of the means by which we seek to improve safety in the home.

**Call for papers – the countdown for contributions has begun**

The conference organisers are now calling for abstracts on topics including:

- Effective methods for evaluating home safety solutions
- Availability and importance of good quality injury data
- Value of home safety promotion
- Improving quality of life through home safety and education

Abstracts should be 500 words or less and include:

Presenter name and contact details, background, aim, actions undertaken and conclusions or recommendations.

Please submit abstracts by May 28:

Post: Sheila Merrill, RoSPA, Edgbaston Park, 353 Bristol Road, Birmingham, B5 7ST

Email: [smerrill@rospa.com](mailto:smerrill@rospa.com)

Register your interest at [www.rospa.com/events](http://www.rospa.com/events) for further information  
call 0121 248 2120, or email [events@rospa.com](mailto:events@rospa.com)

