

# Children in Scotland

every child – every childhood

Supplement ~ OCTOBER 2014 ~ [www.childreninScotland.org.uk](http://www.childreninScotland.org.uk)

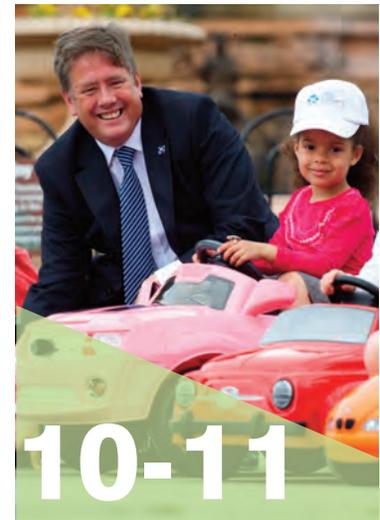
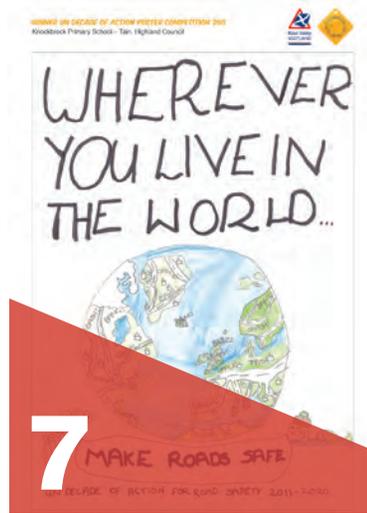
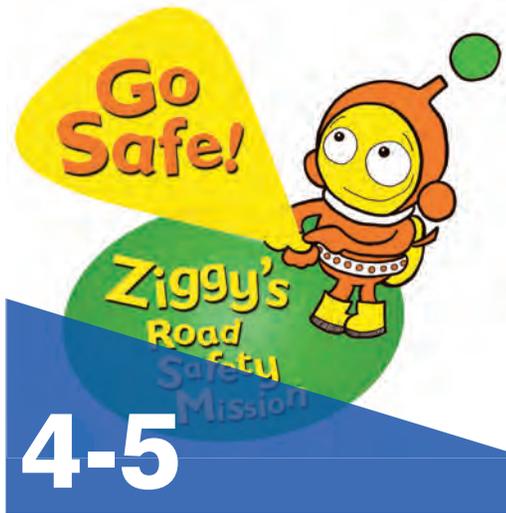
## ON THE RIGHT ROAD (TO SAFETY)

A SPECIAL SUPPLEMENT PRODUCED  
BY CHILDREN IN SCOTLAND



In association with





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## Children in Scotland supplements

Children in Scotland publish a number of special supplements to accompany *Children in Scotland* magazine, each focusing on a topical issue in the children and young people's sector.

Sponsorship and advertising options in each supplement offer an opportunity to showcase products or services and current campaigns or key messages in a highly effective and targeted way. Through this you are offered a direct link to the children's workforce throughout Scotland, including many key decision makers and budget holders.

For further information on forthcoming issues, sponsorship and advertising rates call **Linsey Hunter** on 0131 313 8828 or email [lhunter@childreninScotland.org.uk](mailto:lhunter@childreninScotland.org.uk)





# Welcome

Road safety is one of the key issues when it comes to our children. What we also know is that the nation's youngsters are often at risk from traffic accidents, often on the routes to and from school.

Throughout my life, I have been privy to a host of campaigns aimed at reducing accidents and injuries to young people on Scotland's roads.

Indeed, it may be three decades ago, but I still remember well the Green Cross Code man, played by British actor David Prowse, better known to the world as Darth Vader in the Star Wars films.

Road safety was a message hammered home to me time and time again, and now I find myself religiously passing on the very same message to my six-year-old daughter: In other words, the world changes, but the issue of road safety does not. It's an ongoing fight.

The Scottish Government has set targets for the year 2020 to reduce by 50% the number of children killed or seriously injured on the roads – an admirable goal as we face grim statistics that reveal three children aged from five to 15 are killed or injured on Scotland's roads each and every day.

But the quest goes on, and leading the charge is Road Safety Scotland whose sterling work is highlighted in this supplement.

**David A. Findlay**  
Editor, Children in Scotland



*Top and left images from Road Safety Scotland's series of 'Ziggy' stories, aimed at giving young children opportunities for learning about road safety through supported experiences, interaction and play*



# Go Safe on Scotland's roads – it's everyone's responsibility

It may be an ambitious target, but the Scottish Government has a vision for a country where, ultimately, no-one is killed on our roads

The Scottish Government has an ambitious vision for road safety in Scotland, where ultimately no-one is killed on Scotland's roads, and the injury rate is much reduced. To get there, *Scotland's Road Safety Framework to 2020*, launched in 2009, sets out targets towards a steady reduction in the numbers of people killed and injured on our roads. This is underpinned by the belief that all road users have a contribution to make towards this aspirational vision, 'Go Safe on Scotland's Roads – it's Everyone's Responsibility'.

Organisation for road safety policy and delivery is spread across several areas, including government and many different organisations.

Research and statistics tell us that there are particularly vulnerable road user groups on which priority has to be focused, one of these being **children and young people**. Because of their age, many do not have the ability to

make accurate judgements about safe road use, while lack of experience of particular situations also means they are at greater risk.

*Reported Road Casualties Scotland 2012* records that children (0-15 years) accounted for 26% of all pedestrian casualties of all ages. Within this age group, casualty rates increase with age, the most at-risk being those aged 12-15. Research suggests that this may be due to their enhanced freedom and travelling further from home. Furthermore, although road safety knowledge is generally high, the application of this knowledge is poor.

Young people aged 17-25 are the most at-risk driver group, with research informing us that one in five new drivers will be involved in a collision in their first six months of driving. Investigations show that young and/or new drivers are often very competent at handling a car, but the problem lies with their inexperience and lack of maturity.



*“Young people aged 17-25 are the most at-risk driver group”*

# Road Safety within Curriculum for Excellence

Despite the good news that over the years less people are being killed and injured on our roads, the road environment still represents one of the highest causes of accidental death to Scotland's young people

Road safety learning at every level within Curriculum for Excellence offers opportunities for active and interdisciplinary learning. Approaches and resources have been developed specifically to support the experiences and outcomes, and the seven principles of Curriculum for Excellence across all levels. These are showcased in the booklet *Road Safety within Curriculum for Excellence*. Copies are sent out to all schools annually by Education Scotland's Distribution Centre, with further copies available at the Scottish Learning Festival and online at [www.roadssafetyscotland.org.uk](http://www.roadssafetyscotland.org.uk)

Those working in the field of road safety believe in starting the learning early and fully support the ethos of providing Scotland's children with the best possible start in life. To maintain the excellent road safety work that already exists in our schools and communities, practitioners – teachers, school support staff, early years staff, road safety professionals and lecturers – along with parents and carers, can work in partnership by engaging children and young people in active and experiential learning.

Road Safety Scotland's *Go Safe! Ziggy's Road Safety Mission* launched in 2010 as a brand new approach to road safety learning for early years. The approach is based on research that indicates that the most effective form of road safety learning for early years should centre on developing positive attitudes and behaviours.

Ziggy, therefore, focuses on the examples set by the

adult community around the young child and the opportunities the child should be given for learning through supported experiences, interaction and play, both at home and through their education settings.

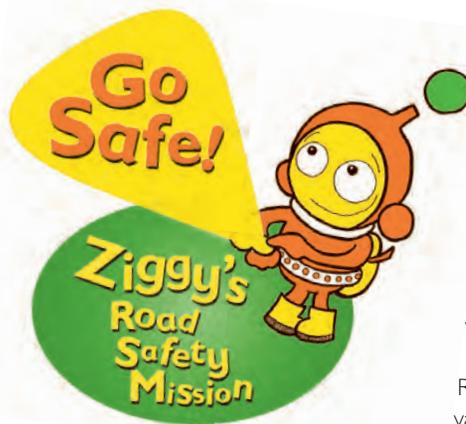
Ziggy is all about the stories... and it's those stories that will take children on a learning journey, with Ziggy, bringing real life road safety situations to life in a memorable way.

These stories are available as Big Book Sets for early years settings and primary 1 classes, and also as little books to be taken home. In partnership with Road Safety Scotland, Education Scotland's Distribution Centre organise the distribution of the little books for home, throughout the two years of pre-school education, details of which can be found at [www.gosafewithziggy.com](http://www.gosafewithziggy.com)

Road Safety Scotland also has a valuable partnership with the Scottish Book Trust (SBT) in two ways: inclusion of the *Ziggy and Maggie Start School* book in the new Bookbug Primary One Family Pack; and the inclusion of the buggie book, *Out and About*, in the Bookbug Baby bag. *Out and About* was developed in partnership with SBT as a way to engage parents in road safety messages right from birth.

Scotland's child-minders, mostly, though not exclusively, through the Scottish Childminding Association, have been very supportive in promoting the Ziggy messages not just in the home but also when out in the road environment with their minded children.

*“Those working in the field of road safety believe in starting the learning early”*





# How to approach learning

Road Safety Scotland's road safety learning approaches and resources are:

- Researched, developed, evaluated
- Designed by teachers for teachers
- Supported by local expertise, many of whom have a local authority remit for road safety

## Primary Education

Following on from the Go Safe with Ziggy approach for early level within Curriculum for Excellence is the key road safety resource for primary schools – [www.streetsense2.com](http://www.streetsense2.com) covering early, first and second levels.

**Streetsense2** aims to challenge knowledge, attitudes and behaviours, enabling children to self reflect. It offers a structured programme for road safety learning, helping teachers to:

- Identify core road safety learning appropriate for each stage of primary school
- Link road safety work with other parts of the curriculum, such as expressive arts; health and well-being; literacy and English; maths and numeracy; social studies; technologies

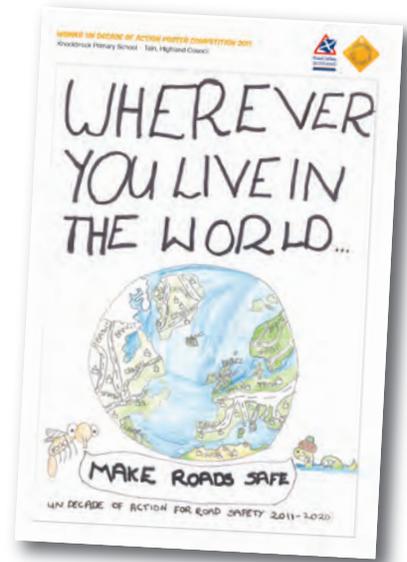
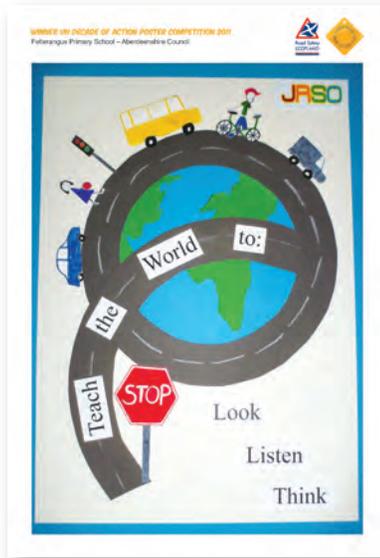
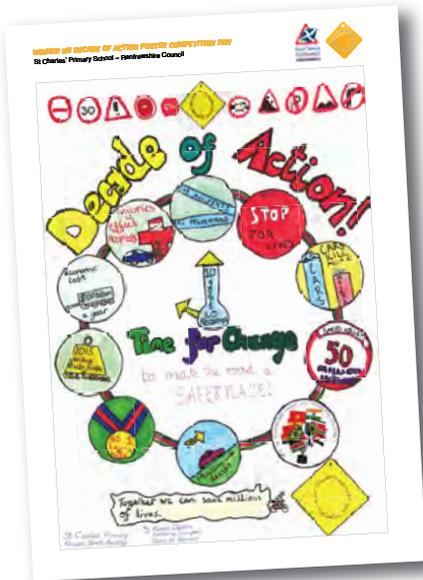
*“To be effective, road safety education shall be provided on a systematic and continuous basis in pre-school establishments, primary and secondary schools, within out-of-school activities and places of further education” – UN*

- Make road safety learning challenging and rewarding

In conjunction with streetsense2 at second level is the Junior Road Safety Officer (JRSO) programme. The **JRSO All together for road safety** approach aims to empower children to highlight road safety issues within the wider school community. It encourages road safety peer learning and promotes partnership

working between pupils, parents, teachers, other school staff, road safety officers and other professionals such as Travel Plan Co-ordinators. The JRSO approach:

- Provides an engaging and interactive resource with a dedicated website [www.jrso.com](http://www.jrso.com) Schools elect an adult in the school to lead a team of pupils to become involved in a range of road safety related activities relevant to the school.
- Offers contexts for learning where the pupils learn and teach others safe behaviours in the road environment
- Helps pupils to assess risk, relate to others, manage themselves and pursue a healthy lifestyle
- Provides links across learning in expressive arts; health and wellbeing; literacy and English; maths and numeracy; social studies; technologies.



## Road Safety Scotland supports the UN Decade of Action for Road Safety

In 2011, the United Nations launched a **Decade of Action for Road Safety** with the aim of reducing global deaths by 2020. The goal is “to stabilise then reduce road traffic fatalities around the world by increasing activities at national, regional and local levels”.

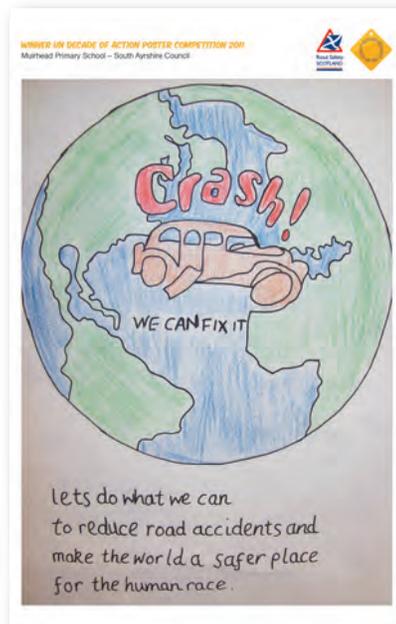
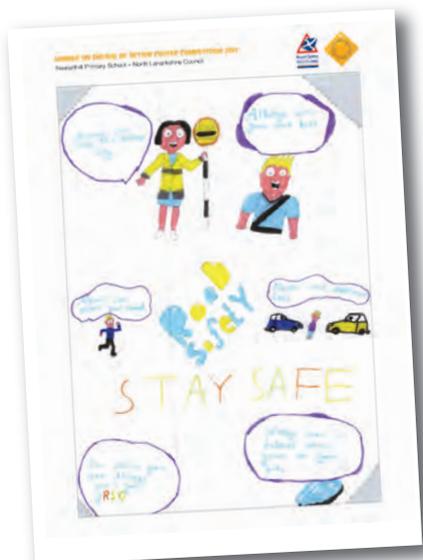
‘Make Roads Safe, the Campaign for Global Road Safety’ estimate that every six seconds, someone is killed or seriously injured on the world’s roads. They are calling it a **global epidemic** comparable to malaria and TB.

Despite this comparison to global killers, road injury is “utterly neglected”. They say that it’s

time for action and are urging governments, business leaders and the public to support the UN Decade of Action for Road Safety.

We are encouraging Scotland’s JRSOs to take the lead in promoting the Decade of Action in schools and communities, by providing information on what they can do and a variety of exciting activities they can organise in school. JRSOs have already taken part in a couple of competitions – here are some examples of their wonderful artwork.

Find out how you can do your bit: [www.makeroadssafe.org](http://www.makeroadssafe.org)





# Secondary Education

We've already seen on page four that young people aged 12-15 are one of Scotland's most vulnerable road user groups. Research has shown that young people of this age have a high level of knowledge, but that there's a disconnect between having the knowledge and putting it into practice. There will undoubtedly be many reasons for this, but it is safe to surmise that some of these will be linked to:

- Increased freedom as they get older
- Moving from primary to secondary school and everything that comes with that, including peer influence
- Travelling more independently and perhaps being further from home
- Being out more in hours of darkness and poor weather conditions

Although there's welcome news that the casualty rates are seeing a downward trend, Reported Road Casualties Scotland 2012 records that the 12-15 age group had the highest serious and all severities overall pedestrian casualty rates.

## So... what are we doing about this?

*Your Call*, launched in 2009, is a resource for S1- S3, developed by a specialist teacher following extensive research. It embraces a learning style that is fundamental to Curriculum for Excellence and provides flexible lesson plans that support the experiences and outcomes of Health and Wellbeing. It is hoped that the resource will build on work that has already been covered in primary school and

continue to be meaningful for this age group. The lesson content covers a wide variety of road safety issues while bringing in themes of peer pressure, bullying, citizenship and personal safety, and provides opportunity for interdisciplinary links. There is a strong focus on active learning with discussion, debate and opportunity for personal reflection, and less weighting on paper-based activities.

By maximising pupil involvement and promoting discussion relevant to pupils' own experiences and environment, the aim is to provide pupils with the opportunity to challenge their own behaviour and take responsibility for their safety – and the safety of others – in the road environment.

A 2013 evaluation of *Your Call* highlighted that the resource engaged pupils and prompted discussion. There was good recollection of the resource by pupils, and both pupils and teachers felt that the messages in the resource reinforced messages that the pupils had heard before and that they were not necessarily learning anything new. Despite this, the S1 and S2 pupils agreed that *Your Call* had influenced them to change their attitude and behaviour while out on the road.

The evaluation recommended that the format of the resource could benefit from a complementary online resource. The development of a website is currently underway and should be live by the end of the school autumn term.

*“There's welcome news that the casualty rates are seeing a downward trend”*

*Crash Magnets*, a road safety resource for S3, S4 and S5 pupils, was reviewed in 2009 and is a modern resource which equips young people to acknowledge the choices they have as independent travellers, and the risks and responsibilities of becoming a driver. It seeks to engage young people in the importance of positive attitudes and behaviours, before they get behind the wheel of a car. The toolkit, which was distributed to schools, is now fully available as an online resource [www.crashmagnets.com](http://www.crashmagnets.com)

The resource material is a sound preparation for young people who will learn to drive or have friends who have cars. Although certain activities are geared towards S3/S4 and others towards S4/S5, they are not prescriptive and allow for flexibility within each school's PSE programme.

Following the review, *Crash Magnets* has a more balanced image of cycling and public transport, and all images reflecting social norms in relation to speed and alcohol were edited from the relevant resources programmes. The latter followed recommendations in a think piece by professor Frank McKenna in 2011 entitled 'The public health benefits of road safety education for teenagers'.

#### Young driver interventions

Many secondary schools participate in Young Driver Interventions (YDIs) which give young people in S5/S6 a session learning about the risks to themselves and their friends of behaving irresponsibly in a car. Such events are sometimes held in the school during the school timetable, or out of school at a local venue.

[www.road-safety.org.uk/driving/young-drivers/young-driver-interventions/](http://www.road-safety.org.uk/driving/young-drivers/young-driver-interventions/)

Road Safety Scotland would urge schools participating in YDIs to use *Crash Magnets* as preparation before the event and again after the event to give opportunity for discussion in a plenary session. Evaluations suggest that giving young people the opportunity to self-reflect and talk about their own experiences enables them to take the story into their own lives.

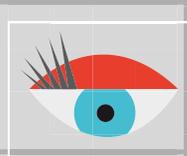
It is only when a young person accepts that their behaviour may be risky that they are likely to change.

#### ONLINE RESOURCE

[www.a2bsafely.com](http://www.a2bsafely.com) is an online resource developed specifically to support pedestrian training for young people (aged 10-18+) with additional support needs. The web resource offers young people the opportunity to encounter the road environment safely in an interactive real-world setting. The resource can also be used as a tool for learning English as a second/foreign language.

# a2b safely.com

An interactive, multi-media road safety resource



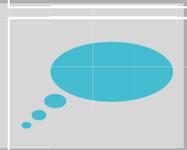
Movies



Interaction



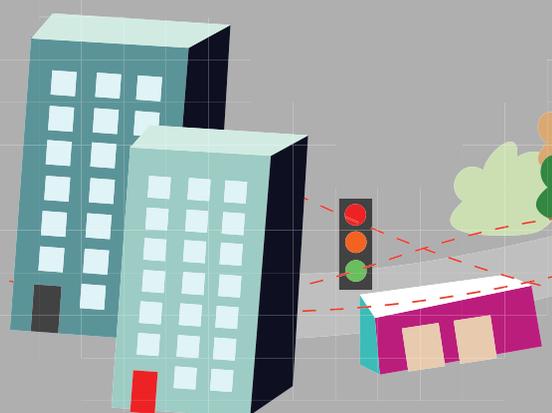
Sound



Text



Road Safety  
SCOTLAND





From left: Neil Doncaster, Chief Executive of the SPFL; Michael McDonnell, Road Safety Scotland Director; and Colin Thomson, Director of Rugby Operations at Scottish Rugby, at the Rural Roads campaign

# Road safety and social marketing

*"I don't like it when my dad drives fast, it scares me so I sometimes ask him to slow down"*

*"I would like to get my Dad to stop shouting, I put my earphones in when he starts"*

*"The advert on the radio always makes me think and I'm sure it has already affected my driving by making me think more about what I'm doing"*

Social marketing can impact on attitudes and behaviours, promoting positive norms and challenging barriers to behaviour change. The impact of this was highlighted with the award of the Prince Michael International Road Safety Award to Road Safety Scotland and the Scottish Government for the 2013 Rural Roads campaign featuring David Coulthard.

The campaign targeted male drivers between 25 and 40, and aimed to change their behaviour on rural roads. The involvement of Coulthard provided a persuasive peer figure and social media was a key element to the campaign. The evaluation showed that the campaign reached 91% of its target audience and motivated 87% of its audience to change their behaviour.

## Young drivers are made, not born

One of the very sad truths about Scotland's roads is that every week, a driver aged 17-20 is killed or seriously injured. Studies, such as Ferguson et al (2001) and Bianchi & Summala (2004), have shown that a parent's driving style is likely to predict a child's driving style.

Proven behaviour change models, such as these, have formed the basis for all Road Safety Scotland's publicity campaigns. Evidence clearly suggests that the impact of the "blood and guts" type of campaigns is short-term and, as they are often very unrealistic, the messages are deflected as people are just unable to relate to them.

Research shows that when a campaign is believable and allows people to reach their own "light-bulb" moment, a credible risk – "yes, that *really* could happen to me" – is created and is much more effective.

This formed the basis for the groundbreaking parental influence **Kids in the Car** campaign, first launched in the summer of 2013 and re-run in the summer of 2014.

## What type of driver are you teaching your child to be?

Most drivers think they are good drivers and most parents think they are good parents. However, while parents lead by example in most situations, there is often a disconnect from the normal parenting behaviour when in the car:

The background research leading up to the campaign highlighted that parents generally didn't believe that their children are aware of their driving and felt that teaching them good driving habits can wait until their teens. Children enjoy imitation and it is one of the crucial ways in which they learn.

The long-term objective of the Kids in the Car campaign, developed by Road Safety Scotland and the Scottish Government, was to raise awareness among parents of their role in modelling the future attitudes and behaviour of their children when they begin to drive. A secondary, shorter-term objective was to influence the driving

behaviour of parents now, so that they become safer drivers, both with and without their children, in the car.

Launched by Transport Minister Keith Brown on 24 July 2013, the TV and radio ad campaign ran for six weeks, supported with field marketing, PR, social media and a dedicated section on [www.dontriskit.info](http://www.dontriskit.info)

The results, as measured by an independent qualitative evaluation conducted by TNS, were very positive and encouraging:

- 62% spontaneous awareness amongst parents who drive
- Very high levels of motivation to change behaviour in the car (85% of total audience)
- Even higher levels of motivation to change behaviour in the car among those who drive more frequently with children (915 of total audience).

Partnerships have been key to promoting the Kids in the Car campaign. In 2013, these valuable partnerships helped to distribute more than 64,000 leaflets and posters to the target audience, and reached more than 225,000 people via partner social media.



*Keith Brown, Minister for Transport, spends time with some Glasgow children at the 2013 Kids in the Car campaign launch*

Thank you to our partners, who included: Children in Scotland; Scottish Childminding Association; Scottish Pre-school Play Association; Mumsnet; Road Safety Officers; local authorities; nurseries and primary schools; Police Scotland; Asda; Co-op; Arnold Clark; Mothercare; Scottish bloggers; sports and leisure centres; tourist sites; Youth Football Scotland; PrimaryTimes.



# SO, YOUR TEENAGER IS LEARNING TO DRIVE...

## So, your teenager is learning to drive...

Road Safety Scotland has developed a simple guide *So, your teenager is learning to drive...* to help parents to do what they can to support their teenagers become a more responsible driver.

Available for download on:  
[www.roadsafetyscotland.org.uk](http://www.roadsafetyscotland.org.uk)

It reiterates the importance of the early learning experiences and urges parents to consider their role as vital.

Although road safety education is available to children throughout their school learning experience, it is important that this is supported by good practice when they are with parents and other people in the road environment.

A simple guide to what you can do as a parent to help your teenager become a more responsible driver



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12 - 13 November 2014, Perth Racecourse

## Confirmed speakers:

**Nora Milotay, European Commission –  
Directorate General for Education and  
Culture**

**John Swinney, Cabinet Secretary for  
Finance and Sustainable Growth**

**Sally McNair, BBC broadcaster and  
journalist**

Alistair Smith, presenter, developer and author of 'Help your Child Succeed'

Kezia Dugdale, Shadow Secretary for Education and Lifelong Learning

Deborah Smith, Deputy Director, Children's Rights & Wellbeing,  
Scottish Government

Tam Baillie, Commissioner for Children & Young People

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