

6. ROAD SAFETY EDUCATION, TRAINING AND PUBLICITY

EDUCATION

The main parts of the programme of work for the Road Safety Officers (RSOs) for Education, during 2006, are outlined below.

Pre-Schools and Nurseries

- 6.1 Road Safety input to pre-schools and nurseries has continued, with the loaning out of the Road Safety 'Toy Bags'. These are a popular and effective resource for this age group, which give the opportunity for pre-school children to learn about Road Safety through play. Other resources are also available from the RSOs on request.

Primary Schools

- 6.2 RSOs continued to support primary schools with the provision of road safety resources and specialist support for specific Road Safety activities.



- **'Safety Zones'** - these events have been running for some years in Cambridgeshire and offer Year 5 pupils the opportunity to learn about safety, by experiencing risk, in an active and participative

learning environment. Events in 2006 were held in the towns of March, Whittlesey, Huntingdon, St Neots, Wisbech, St Ives and Ely. As usual all events were popular with pupils and staff, providing potentially lifesaving safety lessons. In 2006, 2,185 Year 5 pupils attended the events.



- **Autumn distribution to schools** – At the start of the new school year, in September, all Primary and Secondary schools received a list of various road safety leaflets available on request from the Road Safety Team, e.g. DfT Parents Guides to Road Safety for 0-6 year olds and 7-10 year olds.

- **Be Safe Be Seen** – To support the national 'Department for Transport' (DfT) campaign in October 2006, RSOs distributed 'Hedgehog' campaign posters to the county's schools, libraries and health centres.



- **'StarDetectivez'** - Working with the County Council's 'ICT' services, RSOs delivered their Road Safety online role-play programme entitled 'Star Detectivez'.



Designed to help young people to consider road safety issues for themselves, the project was open to 9-11 year olds.

Working in teams in their classroom, pupils received e-mail clues from an expert panel, which gradually explained an unfolding scenario involving a young car driver and his passengers, a child cyclist and some young boys playing football near a road.

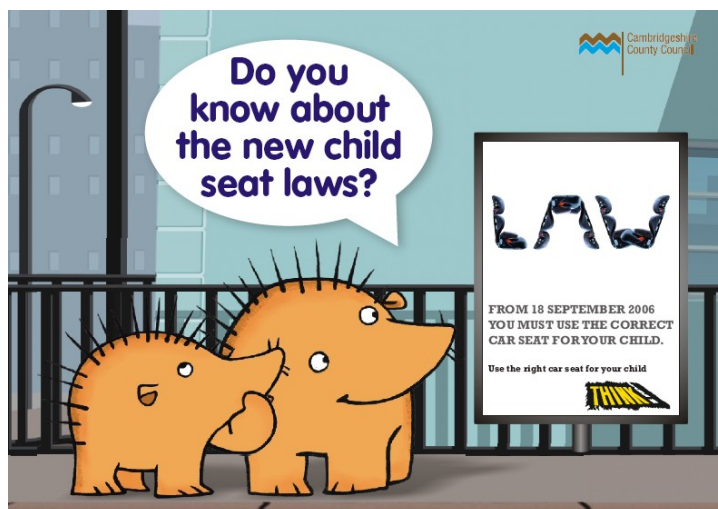
The scenario culminated in an accident involving all parties. Pupils then had to consider how the accident could have been avoided and what their own actions would have been in a similar situation. 8 schools and 55 teams took part, a total of 581 questions were asked and 531 answered

- **Education Portal** – a gateway into a world of information available on the World Wide Web, the Cambridgeshire Education Portal is available to all Primary schools. RSOs have developed appropriate Road Safety Education content, for the Portal, which provides a single point of access to information. ‘StarDetectivez’ event and child cycle training featured on the Portal, in 2006.
- **Out of School Clubs** - RSOs continue to offer road safety input to these clubs, which operate both after school and in the school holidays. A number of clubs have taken advantage of this service. This provides RSOs with another way to reach youngsters with road safety messages.

Other Promotional Road Safety Activities

Child Car Seats

- 6.3 In September 2006, new laws governing the use of child car seats came into force. In response, officers from the Road Safety Team sat on a County Council advisory group, representing all Offices, to produce Cambridgeshire County Council's policy on the **"Use of In-car Child Car Seatbelts and Restraint Systems in Vehicles on County Council Business"**. This Health and Safety Policy is available through the school's portal and on the intranet. It gives guidance on the law and the requirement to use appropriate child car seats and seat belts when conveying young people covering all employees and volunteers to ensure passengers are carried safely in all types of vehicle and also that journeys are properly planned. Cambridgeshire County Council employees who carry other people's children have a legal duty of care under Health & Safety legislation to ensure they carry them safely.
- 6.4 Every year around 25 children under 12 years old are killed and 8,000 injured while travelling in cars in Great Britain. Many of these deaths and injuries could be prevented if children travelled in baby seats, child seats or booster seats appropriate for their size and weight and if they were properly fitted. Seat belts on their own are less effective for children because they are primarily designed for adults. In a crash, a child may slip out of its seat belt because it is too small for the seat belt.
- 6.5 Information was sent out to parents, and carers, of primary school age pupils, at the beginning of the autumn term, and advertising appeared in local publications to explain the new regulations. Throughout the year RSOs have continued to advise staff within the Council's office of Children and Young People's Services about purchasing and fitting child car seats. Visits have also been made to numerous Health Centres countywide, cascading information to health visitors.



6.6 **'RJ Ride Guide'** toured in Cambridgeshire for two weeks in September performing to Year 8 pupils. 'RJ Ride Guide' is a spectacular 'Extreme Mountain Bike Stunt Show' and consists of some impressive bike tricks performed by Rich Johnson, one of the country's best mountain bike trick/trials riders. Rich performed and gave a structured talk, which was both informative and educational. The aim was to offer a spectacular show along with some very important safety messages about riding on the roads, encouraging respect for pedestrians when they have the right of way, reasons why it is so important to carry out simple bike checks and promote the benefits of wearing a cycle helmet. Rich promotes cycling as a fun hobby and an excellent form of exercise that is good for the environment.



6.7 **SPIKE The Road Safety Hedgehog** - Spike has continued to make numerous appearances countywide in 2006, visiting playgroups, nurseries, primary schools and attending special events. Spike has helped to reinforce important road safety messages to children and adults alike. He is very popular and is available by pre-booked appointment! He has also had the honour this year of having a brand new glitter machine named after him!



Secondary Schools

- 6.8 The programme of Road Safety Education (RSE), in secondary schools and sixth form colleges, consists mainly of the provision of theatre-in-education productions, and the mailing out of other educational resources, in response to individual requests from schools.

Theatre-In-Education (TIE)

- 6.9 'TIE' is an extremely popular and effective way to communicate road safety messages to a school audience. Three productions toured in schools, for a total of four weeks in 2006: -

- **'Courtroom'** New to Cambridgeshire in 2006, this play is set in a courtroom with the pupils in the audience acting as jury and having the opportunity to work out whose fault it is in an accident that has happened. The play is aimed at years 3-6. It toured for two weeks enabling 20 schools to take it up.
- **'Perfect'** – Another production new to Cambridgeshire in 2006, it consists of a play and workshop which is presented to Year 9 pupils. 'Perfect' tells the true story of the consequences for one teenage girl of not wearing a seatbelt, in this case not death but life altering serious facial injuries. A week's tour of the county took place in November in 10 schools.
- **'Pills, Thrills and Automobiles'**: This is a hard hitting play which tells the true story of a horrific fatal accident and serves to warn teenagers about the dangers of drugs and driving. It toured Cambridgeshire's sixth forms in December for a week.



The play and workshop, performed by the Ape Theatre Company, is a documentary style production, taken from interviews. It tells the true story of four 18 year olds who, after a weekend of drugs and sleep deprivation, crashed horrifically on the motorway in 1997. Two of the teenagers died. Animation and film serve as a backdrop for the play's action, reflecting the club and festival culture where young people are most often exposed to the irresponsible use of drugs.

CYCLE TRAINING SERVICES

'Safer Cycling' Scheme

- 6.11 In 2006 Cambridgeshire County Council's Road Safety Team trained 90 new volunteer instructors to deliver the Safer Cycling Scheme to schools across the county. There are now approximately 400 volunteers who between them trained 3555 children – 57% of eligible 10/11 year olds. Over 80% of children trained agreed they now felt more confident cyclists as a result of cycle training.
- 6.12 The Safer Cycling Scheme would not be as successful without the continued support of both the volunteers and the schools. The scheme is offered free of charge to all schools in Cambridgeshire but depends heavily on them finding a volunteer who can be trained by Cambridgeshire County Council's Road Safety Team.

Table 6.1 Primary School Children (aged 10-11) Trained in 'Safer Cycling' Scheme (Jan - Dec 2006)

	Total eligible pupils 2005	Total trained 2005	% of eligible pupils trained 2005	Total eligible pupils 2006	Total trained 2006	% of eligible pupils trained 2006	% Change
East Cambs	827	514	62%	807	571	71%	+9%
South Cambs	1511	1009	67%	1502	965	64%	-3%
Cambridge	858	498	58%	885	554	63%	+5%
Hunts	1993	911	46%	1906	942	49%	+3%
Fenland	1137	492	43%	1092	523	48%	+5%
TOTAL	6326	3424	54%	6192	3555	57%	3%

Table 6.2 Cycle Helmet Wearing Among 'Safer Cycling Scheme' Trainees 2006

	Helmet wearing rates 2005	Pupils trained 2006	Pupils wearing helmets 2006	Helmet wearing rates 2006
East Cambs	91%	571	537	94%
South Cambs	89%	965	814	84%
Cambridge	92%	554	482	87%
Hunts	88%	942	825	87%
Fenland	69%	523	450	86%
Total	87%	3555	3108	87%



Pedal Power (off road cycle training programme for 7-9 year olds)

6.13 'Pedal Power' is a playground based cycle training course aimed at children aged 7-9 years. This off road course is designed to teach children very basic cycle skills that will complement the 'on road' training they will receive when they reach the age of 10. Children will receive practical training as well as fun activities and information about safety, i.e. cycle helmets, reflective and fluorescent clothing and general maintenance of their bikes. There are three sessions in total, one hour a week for three weeks.



In 2006, 590 children were trained in 'Pedal Power' at 17 locations across Cambridgeshire.

Adult Cycle Training

- 6.14 In April 2005 the Cambridgeshire County Council Road Safety Team, in partnership with Cambridge City Council and the Primary Care Trust adopted the Adult Cycle Training (ACT), previously managed by Travel for Work. Training is offered in Cambridge City on a one-to-one basis and is tailored to the client's specific needs. Clients' needs vary from the absolute beginner to the 'born again' cyclist that needs a confidence boost. The scheme currently employs nine Trainers on a casual basis, who deliver National Standards training to Level 3.
- 6.15 Adult Cycle Training, in partnership with Cambridge PCT and Cambridge City Council operates in the Cambridge area offering one-to-one National Standards training. During 2006, 49 clients received training with a total of 155 sessions.



DRIVER BEHAVIOUR

The main parts of the programme of work for the Road Safety Officer (RSO) for Driver Behaviour during 2006, are outlined below.

Pre 'L-Test' Driver Training (PDT)

Young Driver Events

- 6.16 New ways are being considered to increase the numbers of students in secondary education taking this type of training, which helps them prepare to become drivers. An example of this was the recent event at the City of Ely College, where a range of partner organisations invited students to participate in a range of activities designed to test/improve their knowledge and understanding of young driver issues. Further opportunities for these events will be developed with partner agencies in 2007, to ensure as many of the eligible students, in their final year of secondary education, are given the opportunity to receive formal pre-driver education.

'Motor Vehicle and Road User Studies'

- 6.17 A number of establishments enter students for this nationally recognised 'Entry Level' examination course. This is delivered by the Cambridgeshire Police Shrievalty Trust, in partnership with the Road Safety Team at Alconbury Airfield. In March 2006, 37 students passed the Entry Level exam. It is unclear whether these courses will continue to be available for examination in 2008 due to funding issues.

'At Work' Road Safety (Work Related Road Safety)

- 6.18 The Government-led 'Work-Related Road Safety Task Group' established that around 33% of all road accidents occur when one or more of the drivers are 'at work'. Consequently, in Autumn 2003, new guidance was published, in conjunction with the Health & Safety Executive (HSE) "Driving at Work - Managing Work Related Road Safety", to help employers manage road risk for their employees.

Cambridgeshire County Council Management of 'At Work' Road Safety

- 6.19 The County Council has been managing the road risk of staff, who drive whilst on Council business since 2001. This includes:

- risk assessment of at work journeys;
- policy for driving at work;
- tightening restrictions for lease vehicle availability (e.g. vehicle emissions, restricted users);
- managers' guidance to ensure compliance with policy;
- rigorous documentation checks and;
- accident reporting procedures.

- 6.20 A key element of this is to provide driver training to all staff driving in excess of 3,000 business miles each year, using their own vehicles. Corporately funded, this training assesses each driver's personal risk of becoming involved in a traffic collision and suggests ways to reduce this risk. Feedback from trainers and staff continues to be very positive. Additionally, every lease car driver, and staff who drive minibuses, undertake a similar training package.

- 6.21 The county's insurers, Zurich Municipal, undertook an audit of the claims experience for County Council fleet vehicles in 2004-5 and established that the number of claims had halved since these measures were adopted. External contractors providing their services by tender provide this training. In April 2006, a new three-year contract commenced with one contractor providing training to all eligible drivers.


- 6.22 The RSO for Driver Behaviour helps to monitor courses and the contract with the service provider. Additionally, a formal 'at work' road accident recording system was established during 2002, to ensure that the training is targeted appropriately. A very small number of incidents are reported each year which suggests that compliance with the policy is widespread and that similar benefits for own vehicle users are evident.

'At work' Road Safety in Partner Organisations

- 6.23 All partners in the new Cambridgeshire & Peterborough Road Safety Partnership launching in April 2007 are being actively encouraged to

adopt at work road safety policies and procedures for their staff. The RSOs for Driver Behaviour and Partnerships will be leading this work.

National Driver Improvement Scheme (NDIS)

- 6.24 During January to December 2006, 368 drivers successfully completed a NDIS course in Cambridgeshire, compared with 360 in 2005 and 316 in 2004. The numbers being referred by the Police started to increase during 2004. 496 drivers were referred in 2005 and 532 in 2006. The uptake rate for 2006 dropped slightly to 69% compared to 72% during 2005. Numbers of drivers who were 'at work' at the time of the incident leading them to be referred are monitored. In 2004, 31% of drivers were in this category. During 2005, this fell to 21% and a further slight fall to 20% in 2006 was experienced.
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- 6.25 Nationally, around 150,000 drivers have attended NDIS courses, which are available throughout England, Wales and Scotland. This means that all drivers referred can attend a locally delivered course rather than face court proceedings.
- 6.26 National figures suggest a likely re-offending rate of about 10% amongst drivers who have attended a NDIS course, within two years of courses completion. In Cambridgeshire, amongst Cambridgeshire postal address attendees, less than 1% of drivers attending have subsequently re-offended since the scheme launched in Cambridgeshire ten years ago.
- 6.27 The National Road Safety Bill, published in December 2004 recommended that NDIS courses become an option for magistrates to refer clients as part of the sentencing process of drivers being prosecuted for "careless or inconsiderate driving". This will require a change in sentencing legislation by Government.

National Speed Awareness Courses (NSAC)

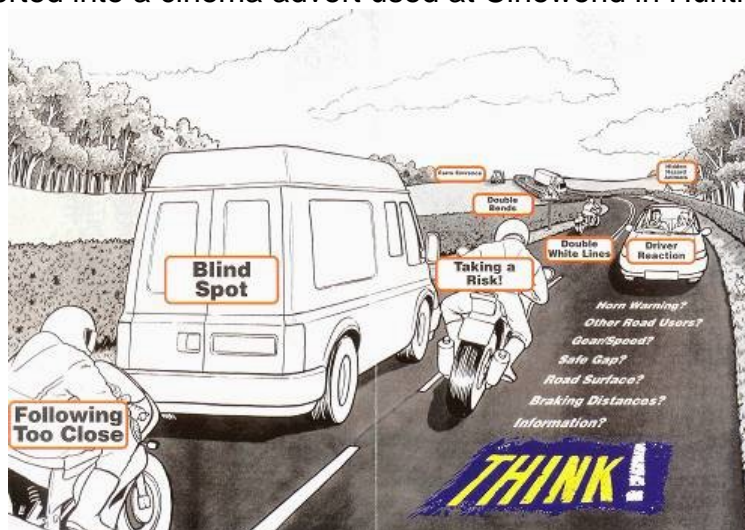
- 6.28 NSAC for drivers detected travelling just above the Home Office "10% + 2" threshold within 30 and 40 mph speed restrictions launched nationally in 2006 as another form of 'diversionary' measure, like NDIS, for drivers facing a likely prosecution through a fixed penalty fine with penalty points on their driving licence for speeding offences. A National Model overseen by the Association of National Driver Improvement Scheme Service Providers (ANDISP) will ensure consistent delivery nationally. Courses are available in around nine local authority areas. Cambridgeshire Police will be exploring the provision of NSAC during 2007.

Operation Tornado

- 6.29 This on-going operation is a multi-agency, Police-led initiative to tackle poor and unsafe driving on the A14. The Vehicle Inspectorate (VOSA) support the operation, dealing with LGVs, the safe loading of vehicles and tinted windows.
- 6.30 Supported by Cambridgeshire County Council, the Road Safety team help to get the safe driving message across to drivers identified by the Police as driving in an unsatisfactory manner. After being stopped by the Police, drivers can opt to speak with a Road Safety Officer, rather than receiving a fixed penalty ticket. The driver safety messages concentrated on, include:
- driving too fast, too close to the car in front
 - overtaking
 - driver tiredness
 - mobile phones and driving
 - drinking and driving

Motorcycling

- 6.31 Motorcyclists in Cambridgeshire account for just under 2% of the road user population but 20% of those killed or seriously injured. The majority of those killed are male, in the 30+ age range, riding for pleasure on high powered machines. They died mostly as a result of either failing to negotiate a bend (usually left hand) or through inappropriate overtaking.
- 6.32 During Autumn 2005, a comprehensive motorcycling strategy was written as part of the Council's LTP2 bid. The Eastern region "Hit the Road" campaign was launched in May 2004 to tackle this worrying trend, reflected throughout East Anglia and has continued to feature in our work with this road user group. The leaflet content below was converted into a cinema advert used at Cineworld in Huntingdon.



- 6.33 Throughout the year, the exhibition trailer was used to target riders at motorcycling events throughout Cambridgeshire, notably the two BMF Rallies held at the East of England Showground in May and September and the Meldreth Motorcycle Show in June.



'BikeSafe'

- 6.34 Around 2,000 riders were given messages encouraging them to seek further training and also to take part in the Police led national "BikeSafe" course. Additionally, one visit was made to the largest "meet" in Cambridgeshire at Hartford Marina in Huntingdon. Up to 800 riders attend each week during the summer months. Two Sunday "roadside stops" took place with Police colleagues on the A47 and B645, two of the county's busiest motorcycling routes, to talk to riders about safe riding and to encourage them to undertake further training. Around 120 riders were stopped on this initiative. These approaches will continue in 2007.

- 6.35 National BikeSafe evening-class theory courses for full motorcycle licence-holders ran during 2005 with 56 riders attending. In 2006, 89 riders attended. Recruiting riders from the events detailed above and from the council's web site provides an increasing flow of customers, helped in part by the growing number of insurers offering discounts for BikeSafe attendance as well as an increasing "brand awareness" amongst riders.

Further courses are planned for 2007 in conjunction with Cambridgeshire Police and Peterborough City Council. These courses will continue to be promoted through the mobile exhibition trailer detailed above and at roadside stops. It is proposed to trial an on-line booking system in 2007.



LPSA Funded Activities

- 6.36 Additionally, LPSA funding was made available to further target this road user group, which remains a top priority for road safety practitioners. 10 roads in the county, with known motorcycle crash sites as well as routes used by leisure riders, were selected utilising three styles of roadside poster to deliver a high profile rider and driver awareness campaign to alert riders and drivers to the need to watch out for each other as well as for themselves. These posters attracted considerable interest from the press and were featured on BBC Look East in Spring 2006.
- 6.37 Monitoring and evaluation of rider speed and accidents will be done during 2007, with a view to extending the roadside posters onto other routes in the county, if effective.



Rider Risk Reduction course (RRR)

- 6.38 Nationally a number of local authority road safety teams were awarded Beacon status in 2006 for their innovative approach to tackling the KSI problems faced in their area. Road Safety professionals have long held the view that riders of large capacity “sports bikes” display a totally different “mind set” compared to other road user groups. Devon County Council was awarded Beacon Status for its work with Exeter University’s Psychology department and firmly established that the sports bike rider road user group exhibits a very high level of thrill seeking behaviour, which helps us to understand why this group features so highly in the KSI data both in Cambridgeshire and nationally.
- 6.39 This research has enabled Devon to develop a diversionary course for motorcyclists that is of particular interest to help reduce the KSI problem amongst this road user group in Cambridgeshire as well. Rider Risk Reduction courses are likely to roll out nationally in the next few years. They are a one-day modular theory course developed in conjunction with staff at Exeter University.
- 6.40 The course has now run for almost two years as a pilot in Devon. Riders detected exhibiting thrill-seeking behaviour on the road by Police Traffic Officers are given at the officer’s discretion the option of a fixed penalty ticket for their offence or the opportunity to attend a RRR course delivered by a Police Traffic Officer and a Road Safety Officer. The course is priced at £75 – a level just above the fixed penalty ticket at £60.
- 6.41 During 2007, it is intended to investigate providing these courses in Cambridgeshire to help further reduce the over-representation of motorcyclists, especially sports bike riders, killed and seriously injured on the county’s roads.

Website development for motorcyclists

- 6.42 During the Autumn of 2006, a major development of the road safety pages of the County Council’s website was undertaken to provide relevant, comprehensive information to help riders enjoy Cambridgeshire’s roads safely.

Visit www.cambridgeshire.gov.uk/transport/safety/education/motorcycling

PUBLICITY

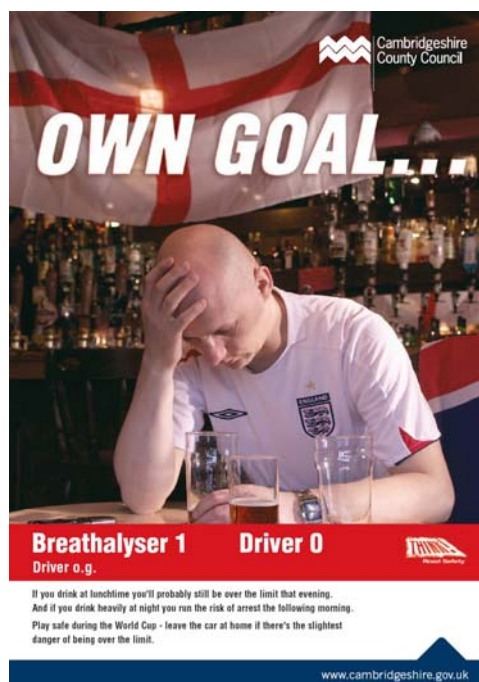
The main parts of the programme of work for the RSO for Publicity, during 2006, are outlined below.

National campaigns

Drinking and Driving

6.43 RSOs supported the Department for Transport's anti-drink drive campaigns in the summer of 2006 and during the Christmas and New Year period.

6.44 In June 2006, RSOs launched a publicity campaign to give out anti-drink driving messages during the World Cup. During Euro 2004, those arrested for drink driving in the summer rose by 30%, in comparison to the previous year, and so Officers were keen to stop this reoccurring during the World Cup. Posters and leaflets were sent out to pubs and clubs around Cambridgeshire, and during a joint campaign with Q103, beer mats were distributed to the pubs showing World Cup matches. The campaign was received well with lots of coverage on Q103, BBC Radio Cambridgeshire and in the Cambridge Evening News.



6.45 The County Council's support for the DfT's national Christmas campaign consisted of:

- A joint campaign with Cambridgeshire County Council's Passenger Transport team called "Don't Drink and Drive – take the bus!" sponsored by Cambridgeshire Fire and Rescue Service, Stagecoach, TravelWise, First Capital Connect, Cambridge City Council, Panther Taxis, Go Whippet, TraveLine, Greene King, and One Railway.
- A launch event at Henry's, Quayside, Cambridge, at which local journalists were invited to try the effects of drinking and driving for themselves. Cambridgeshire County Council's Road Safety Team and Police officers were on hand to test their driving skills and carry out breath tests. The story was well covered on BBC Radio Cambridgeshire, Q103, Star FM, the Cambridge Evening News and the Ely Standard.

- DfT posters and leaflets were sent out to pubs, local businesses and parish councils across the county. In addition petrol pump advertising, 6 sheet posters at bus stops, posters inside buses, radio advertising, and an e-mail CD to major employers in the county helped to spread the “Don’t drink and drive – take the bus message”.
- VMS boards on the main entrance roads to Cambridge displayed the “Don’t drink and drive” message to drivers.
- Road Safety Officers worked alongside colleagues in the Cambridgeshire Fire and Rescue Service to launch a mocked up crashed car outside the fire station in Cambridge, to warn passers by of the terrible consequences of drinking and driving.



- 6.46 Cambridgeshire Constabulary enforcement of the Christmas/ New Year campaign resulted in 188 drivers being arrested in drink drive-related offences. Figures for the whole of 2005 showed an increase in the number of drivers arrested for failing or refusing to take a breath test (1692 in 2005 compared with 1416 in 2004).

Child Safety

- 6.47 To support the annual ‘Be Safe Be Seen’ campaign, advertising went in to Primary schools magazine ‘Term Times’ and a press release drew attention to the campaign for the local media. The message was also given out for Children in Need, when Road Safety Officers, Safer Routes to School Officers, members of the Fire and Rescue Service, Ambulance Service and Police all got together to wash car headlights at Morrisons in Cambourne.



Spike, Gary Sanderson (Ambulance Service) and Debbie Maith from the Road Safety Team meet shoppers and Morrisons' staff during Children in Need

- 6.48 Spike also helped to warn school children about the dangers of playing near the road during the 2006 World Cup. As football fever gripped the nation, Spike was concerned that many children would be out playing too close to the traffic, so he visited lots of after-school clubs to spread the word.



Spike visits children at Thongsley after school club to tell them to play safe during the World Cup

Seatbelts and Child Car Seats Campaigns

- 6.49 Seatbelt wearing information was heavily promoted throughout the summer of 2006, and postcards were sent to all Primary aged children informing their parents of the changes to car seat and seatbelt legislation. This was also promoted through schools and through local publications.



- 6.50 Eastern Region Road Safety Officers are currently working on a region wide strategy for publicising in-car safety, which is likely to deliver its first campaign activity during 2007

Driver Tiredness

- 6.51 Driver tiredness was promoted at the beginning of each school holiday and at bank holiday weekends, when families are likely to be travelling on long journeys.

Local Campaigns

Cycle Safety Campaign

- 6.52 Our annual cycle safety campaign in Cambridge ran for one week during October 2005. The campaign targeted young adult cyclists via the student community. It aimed to raise awareness of the problems faced by both drivers and cyclists, when confronted with each other on the City's streets, and to provide some important safety tips.
- 6.53 Parkside Police helped support this campaign by enforcing the use of bike lights in Cambridge City centre and Cambridge City Cycle maps were sent to all Cambridge University colleges.

- 6.54 Road Safety Officers attended the East of England Show alongside Cambridgeshire Constabulary to promote cycle safety and bicycle maintenance.
- 6.55 Road safety advice was also advertised in Cambridge Agenda magazine, alongside articles about the success of the Adult Cycle training scheme.
- 6.56 In Cambridge, the cycle helmet-wearing rate increased again on the City's radial routes. In 2006 the rate was 48%, compared with 43% in 2005.

Table 6.3 Cycle helmet wearing rates on Cambridge radials

Percentage of Pedal Cyclists Wearing a Protective Helmet								
Age	1999	2000	2001	2002	2003	2004	2005	2006
Under 16	42%	30%	39%	35%	46%	47%	47%	44%
Over 16	34%	37%	37%	38%	38%	41%	43%	48%
TOTAL	35%	36%	37.5%	38%	39%	41%	43%	48%

Drug Driving

- 6.57 RSOs worked with Dynamic Advertising to test-drive an anti-drug driving campaign used in the North East region. Posters and information were sent to pubs and clubs around our region during August and again in December. This was backed by radio commercials giving real-life examples of those who had been involved in a drug drive incident. A larger scale campaign is planned for summer 2007, including an online survey.



Speeding Campaigns

“For my girlfriend....I didn’t mean to kill you”

- 6.58 RSOs in the Eastern Region developed this campaign to target young male drivers aged 17–25 years old. Regional research into young people’s driving showed that the prospect of killing or maiming someone they loved, e.g. a girlfriend/boyfriend, was what would most deter them from driving too fast. Using this information, campaign materials were developed and tested.
- 6.59 Using direct mailing to young people in Cambridgeshire, nearly 10,000 Valentine cards were sent out to the County’s secondary schools and colleges, cinemas, leisure centres, pubs and clubs, and park and ride bus stations in February 2006. The Valentine card carries the rose symbol and plays on the idea that driving dangerously could cause the loss of a loved one. The campaign was launched on 20th February with a crash demonstration with the Fire and Rescue Service, Cambridgeshire Constabulary and the East Anglian Ambulance Service at Linton Village College.



A student at Linton Village College gets first hand experience of the consequences of a car crash

- 6.60 Extra funding from the Local Public Service Agreement (LPSA) meant a much larger publicity campaign could take place this year and included posters in male washrooms in pubs and clubs across the county, radio advertising on Q103 and Star FM, and advertisements on Anglia Television.
- 6.61 Monitoring was carried out in March 2006 to assess the success of the publicity work carried out in February through a series of focus group workshops around the Eastern Region. The results were very encouraging with 43% of those questioned in Cambridgeshire

remembering the television advert and 81% said it had made them more aware of the speed at which they drove. 87% of those questioned remembered seeing the Valentine card and 60% remembered the poster. 91% said the campaign made them think about the consequences of driving too fast.

- 6.62 “For My Girlfriend” ran again in September 2006 in the form of posters in male washrooms in pubs and clubs in Cambridgeshire. The posters carried the new message “SPEED DATING – More girls die as passengers than as drivers”. The artwork was taken from an exhibition called “When Lives Collide” by artist Paul Wenham-Clarke, who wanted to capture the pain and hurt caused by road traffic collisions. The Valentine card was also updated with the new graphics.



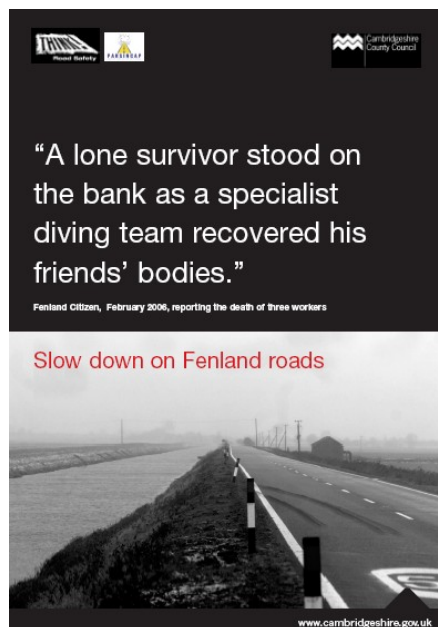
Fenland River Roads Publicity Campaign

- 6.63 Incidents involving submerged vehicles as a result of cars running off the road are thankfully rare, although there are a small but worrying number in Cambridgeshire each year (typically 3 or 4 crashes per year with on average one fatal incident). Reports into accidents where cars have left the road and the occupants have drowned show that in the main motorists were driving inappropriately for the conditions, such as speeding or even overtaking into oncoming traffic. Again, additional funds from the LPSA allowed RSOs to develop a publicity campaign to tackle these issues with drivers using these roads.
- 6.64 The campaign was carried out in partnership with Cambridgeshire Fire and Rescue Service, Peterborough City Council, Cambridgeshire Constabulary, Cambridgeshire Safety Camera Partnership, Cambridgeshire Primary Care Trust, East Anglian Ambulance Service and the Mid-Anglian General Practitioner’s Ambulance Service (MAGPAS).
- 6.65 Huntingdon Fire Station hosted a launch event in October for local media, where they were able to see for themselves how difficult it is to escape from a vehicle. Fire Officers demonstrated the use of “emergency” or “life hammers” and recommended that drivers carry them in their cars should they ever need to escape. The story was covered positively on Anglia News, Star FM, Q103, BBC Radio Cambridgeshire, and in the Hunts Post, the Fenland Citizen, Cambridge Evening News, the Cambs Times, the Eastern Daily Press, the Evening Telegraph, and the St Ives Town Crier.



Fire Officers demonstrate the difficulties of breaking out of a car at the launch of the Fen Drains campaign

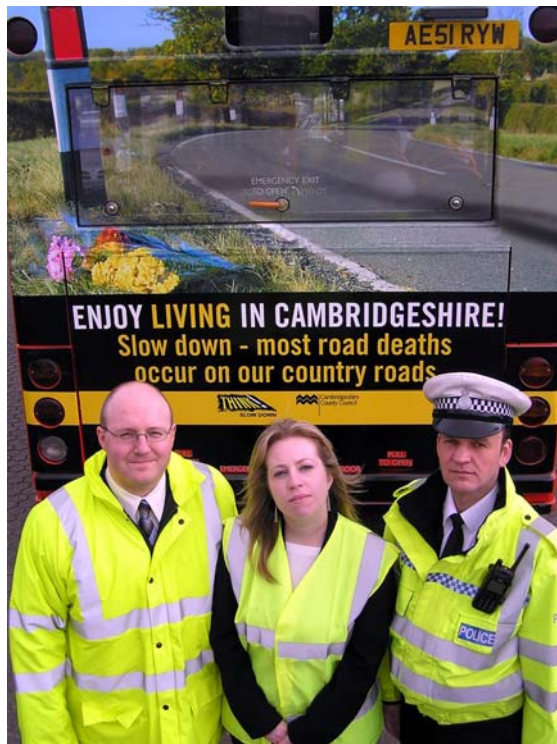
6.66 A leaflet was produced in a series of languages to give advice on not only how to use these roads safely, but also what to do should the worst happen and a car enters the water. This was disseminated along with a poster to local businesses, take-aways, pubs, clubs, garages, petrol stations and Parish Councils in Fenland, East Cambridgeshire and Huntingdonshire.



6.67 Radio adverts were also created to give advice about driving safely on these roads and the terrible consequences of entering a drain. They were played on Star FM and Fenland Radio throughout October.

Rural Speeding

- 6.68 In Cambridgeshire in 2005, 88% of deaths occurred on rural roads, mainly due to the rural nature of the county and the higher impact speeds that occur on these roads. LPSA money meant that RSOs could plan another burst of their successful bus back campaign from 2004 – “Enjoy Living”.
- 6.69 This was backed up with materials from the DfT, who have also started to consider rural speeding as a real issue.



Stuart Clarkson, Debbie Maith and PC Mick McCready launch the new bus backs in Cambridge.

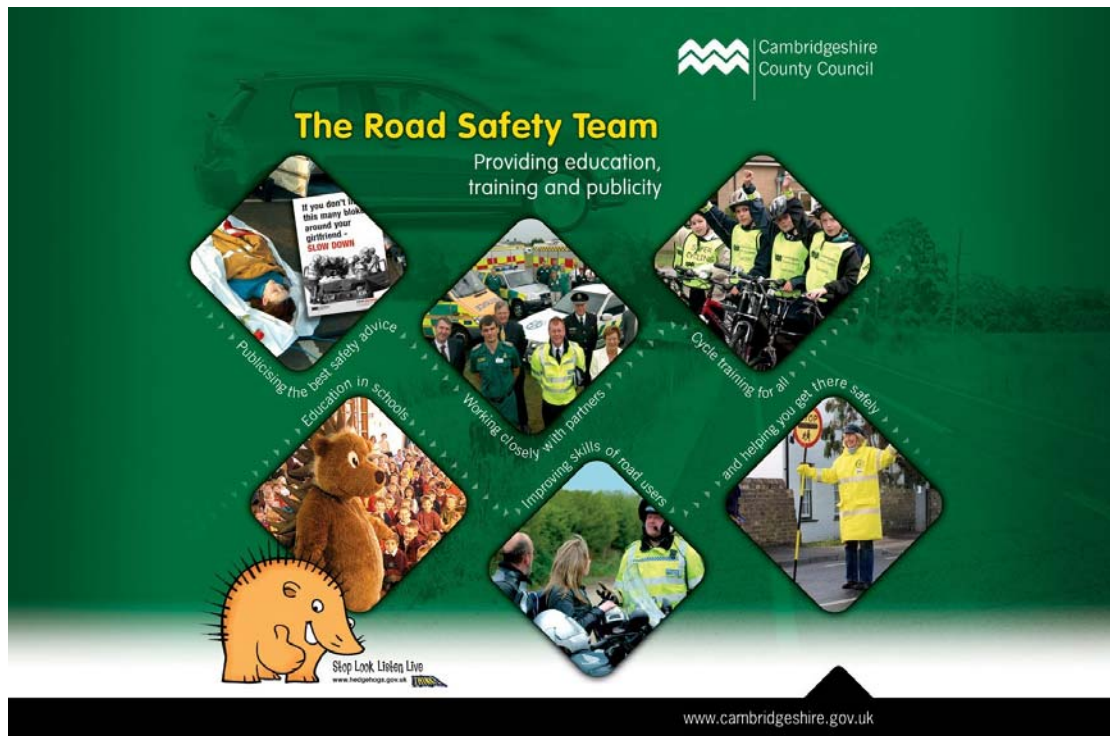
Other Campaign Support

- 6.70 In 2006, the Eastern Region ‘Publicity’ Group continued to co-ordinate regional working on just two of the main Department for Transport (DfT) campaigns:
- Seatbelt wearing
 - ‘For my girlfriend’ campaign

However, the group also decided to create a regional calendar of activity so that launch dates and new ideas could be shared within the group.

- 6.71 The DfT’s national campaign calendar continues to comprise various publicity activities, on a range of topics, every month of the year. The activity is often bursts of paid advertising on national media, and not a

full campaign. However, the DfT has promised to provide RSOs with more of a cohesive plan for their campaign planning for 2007.



Newly designed display board for the Road Safety Team.