

WINTER 2018

# DIRECTION



New Ziggy book is launched

# PUPILS ARE GOOD SPORTS



SCOTLAND'S AUTHORITY  
ON ROAD SAFETY



## REALITY OF ROAD SAFETY

Delegates at the Road Safety Scotland (RSS) Seminar got the opportunity to experience the innovative and fully immersive 360-degree virtual reality (VR) technology that is making an impact promoting road safety messages to the public.

In addition to seeing RSS' successful Country Roads VR experience, which shows what it is like to deal with sudden and unexpected obstacles on country roads, Safety Cameras Scotland's new driVR programme was also on show, which can be experienced simultaneously by up to 32 school children using CLASSVR technology.

driVR is run as a partnership between Safety Cameras Scotland, Police Scotland and Glasgow Council and is aimed at S5-S6 groups to highlight various unsafe road use behaviours from the point of view of a pedestrian and a driver, such as being distracted by mobile phones and music.

Jennifer Stark, Communications Officer with the West Safety Camera Unit, said: "The VR element is a great way to engage young people with road safety and the short films act as a conversation starter for the rest of the 50-minute lesson, which is based around a road safety work book.

"At the end of the lesson we also give the young people VR glasses which they can use with their mobile phones. We hope that when they go home or meet with their friends they will be talking about the VR experience and, this in turn, will help them consider what makes a safer road user."

The programme impact will be assessed in the new year.



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# A POSITIVE INFLUENCE

The seventh 'Ziggy' book – *Ziggy's Sports Day* – was launched in September as part of a nationwide road safety initiative to encourage parents to adopt more positive behaviours behind the wheel when driving with children.

Michael Matheson, Cabinet Secretary for Transport, Infrastructure and Connectivity, was joined by pupils from Saint Albert's Primary School in Glasgow to launch the new resource at the Scottish Learning Festival (SLF).

*Ziggy's Sports Day*, commissioned by Road Safety Scotland (part of Transport Scotland), is the latest addition to the 'Go Safe with Ziggy!' resource and will be distributed to all Primary 1 classrooms throughout Scotland to help address parental behaviour in the car and the impact this can have on a child.

As research shows youngsters can adopt poor driving habits long before getting behind the wheel based on what they see others doing, the book aims to help parents and carers realise how their children can be influenced by their actions in the car.



The Minister said: "Children begin picking up on driving behaviours from a young age, often mirroring what others say and do, so it's vital that we teach positive road safety behaviours at this early stage.

"Children who regularly witness bad driving habits such as anger, frustration or texting behind the wheel may pick up these habits and carry them into adulthood as they begin to learn to drive themselves.

"As young drivers continue to be over-represented in Scottish road casualty statistics, it's as important as ever to be talking to parents and children about this in order to shape the habits of our future generation of drivers."

## SAFETY FIRST WITH ZIGGY

*Ziggy's Sports Day* is the seventh book written by Lynda Kennedy for Road Safety Scotland, a series designed for children in nursery up to P1.

Speaking at the RSS Seminar in October, Lynda explained how Ziggy and his adventures provide an important new way to influence children's road safety behaviours: "We've moved a long way from the old 'stop, look and listen' approach to crossing the road. Children



can learn all this verbatim in practice but sometimes fail to do it in real life because there is too much going on around them.

"With the Ziggy books, the audience is as much about the parents as the children, as grown-ups' road safety behaviours are mirrored by their children. This means we have to teach the parents as much as the children, as they often do risky things, such as crossing a road before the 'green man' turns green.

"We've created Ziggy to be a clueless character who learns about road safety with the children – he is not there to tell them what to do. We believe this approach helps children to think for themselves and by reading the books together will help parents to take responsibility for their own and their children's road safety."





# NEW FOCUS ON SAFETY CAMERAS

Programme that has significantly cut deaths and reduced speeds on major routes is also concentrating on roads in urban areas

**R**ecent changes to safety camera site prioritisation criteria will ensure safety cameras continue to support a reduction in the number of casualties on Scotland's roads.

The Scottish Safety Camera Programme is an evidence-led programme that aims to reduce the number of casualties on our roads by encouraging improved driver behaviour. Changes to site prioritisation criteria have been aimed at ensuring the programme's camera deployments continue to deliver casualty reductions and meet future demands.

Steven Feeney, Head of the Scottish Safety Camera Programme, explained: "Safety cameras are deployed primarily where they have the greatest potential to reduce injury collisions and where there is evidence of both collisions and speeding.

"It is essential the criteria used to inform safety camera deployments is fit for purpose and continues to meet the needs of the future. While the previous criteria had helped deliver a range of road safety benefits, it was identified through our annual site prioritisation exercise that it was becoming increasingly difficult to identify locations which would maximise our casualty reduction potential.

"Therefore, a robust exercise was undertaken which included consideration of a range of national and international best

practice, extensive stakeholder engagement and analysing a range of options. Following agreement with our Road Safety Strategic Partnership Board, changes to our site prioritisation criteria include changing the weighting allocated to collisions, focusing more closely on collisions involving vulnerable road users and introducing more flexibility to camera deployments in locations with high population density.

"These changes are aimed at ensuring safety camera deployments more closely align with our focus on delivering a future where no-one is killed on our road network and the injury rate is much reduced. At the same time, by prioritising collisions involving vulnerable road users on sections of the network, and introducing the ability to flex our resource to encourage improved levels of speed limit compliance in urban areas, I firmly believe our future deployments will support the delivery of our national commitment to increase the levels of cycling and walking for transport and leisure in Scotland."

Safety cameras are deployed across the entire road network – local and trunk – and since 2007 more than £60m has been invested in the programme. There have been a range of significant success stories. For example, the £3.2m average speed camera (ASC) system on a 179km stretch of the A9 between Dunblane and Inverness

has led to significant improvement in the safety performance on the route, with a 31% reduction in people being killed or seriously injured since 2014. Building on that, the £2m ASC system on an 83km stretch of the A90 between Dundee and Stonehaven has helped to encourage a transformational change in driver behaviour since becoming operational in October 2017.

Before average speed technology was deployed three out of every five road users were speeding on sections of the route. Now 99 out of every 100 are complying with the 70mph limit.

Safety camera site prioritisation takes place nationally on an annual basis. This process is led by three regional safety camera units and involves a range of key stakeholders, including Police Scotland and road authorities. This ensures all road safety measures – encouragement, education and engineering – are considered before enforcement takes place.

Steven added: "Safety cameras have helped to deliver a significant improvement in the safety performance of our road network. Taken together, the changes to site prioritisation criteria will help to ensure the Scottish Safety Camera Programme continues to play a key role in supporting a reduction in the number of casualties on Scotland's roads by encouraging improved driver behaviour."

# SIMULATOR MAKES DRIVERS THINK

For the past six years, Cycling Scotland's flagship road safety awareness campaign, Give Everyone Cycle Space, has used roadway signage, bus rears, petrol nozzles, radio ads and TV to educate drivers on the correct distance to overtake people on bikes.

This year, however, the campaign has taken an innovative step further by the use of a real-life activity to give drivers experience of what a close pass feels like. An interactive simulator has been designed which toured shopping centres in Aberdeen, Dundee and Glasgow, inviting drivers to try out a '30 second cycle challenge'. Participants entered a room, climbed on a static bike and set off pedalling accompanied by audio and visual of a road. Little did they know that a moving wall to their right would close in on them, simulating a close pass of an overtaking car.

More than 800 people took part and many reflected afterwards that the experience would make them think and behave differently when overtaking people on bikes in the future: "it makes you realise what a cyclist has to deal with" and "this is going to make me more aware of the space I'm giving to cyclists" were just some of the many comments.

Clare Skelton-Morris, Cycling Scotland's



Marketing and Communications Officer, said: "With high levels of recall and almost two-thirds of interviewees saying that they knew to give 'as much space as you would give a car' when overtaking, it's

clear that the campaign is memorable and that the key message is understood.

"We know, however, that there's still work to do to change attitudes and behaviours. Drivers were less likely to say that they felt confident when overtaking cyclists and insight shows that leaving enough space to pass bikes is the least likely good practice a driver will follow. We're looking forward to next year's campaign and continuing to work towards making Scotland's roads safer for vulnerable road users."

# NO DRINK MESSAGE FOR DRIVERS

**One drink can get you a criminal record – that's the hard-hitting message in this year's festive drink drive campaign from the Scottish Government, Police Scotland and Road Safety Scotland. The campaign brings to life the legal and personal consequences of a drink drive conviction during the festive party season, to remind drivers that the 'best approach is none' when it comes to drink driving.**

It's possible that just one alcoholic drink will put people over the limit if they chose to drive after drinking. If a person is stopped and breathalysed and found to be over the limit, this can have devastating consequences.

They will face an automatic 12-month ban, a criminal record, an unlimited fine, and could even receive a prison sentence of up to six months. In some cases, their car can be seized and crushed.

On a personal level a drink drive conviction can lead to them losing their job, humiliation, guilt and have a negative impact on friends and family.

So when it comes to drink-driving over the festive period, 'the best approach is none'.

People should think about how they are going to get home, before they head out – and remember to consider any journeys the morning after as there may still be alcohol in their system.

The police stop more than 20,000 drivers every month, so even if you're slightly over the limit, in the eyes of the law you are still a drunk driver and a criminal – there's no grey area.

Minister for Community Safety, Ash Denham MSP, said: "The consequences of drink-driving can be life changing and unfortunately there is a persistent minority of drivers who continue to ignore the law.

"A drink-driving conviction can be devastating, with significant criminal, personal, social and employment consequences. To all those who persist in breaking the law remember, the best approach is none.

"Don't risk it. Don't drink and drive."



Find out more by visiting <http://dontriskit.info/>



**H**ugh Gillies, Transport Scotland's Director of Roads, opened the 2018 Road Safety Scotland Seminar on 31 October in Glasgow with a personal reflection on how road safety affected him growing up in a small Ayrshire town and how this later impacted on his professional life.

He said: "When I was growing up I remember there were six fatal road accidents in my local community which seemed very disproportionate to me, and I remember the impact it had on all the generations in my home town and the shared pain local people felt.

"And in my adult professional life, through my 25 years' experience in roads and transportation, I've got 'up close and personal' with road accidents and have seen the devastation they have caused to people's lives. But I've also been encouraged with the steady downward trend in fatal and serious road accident statistics in Scotland.

"The reduction in road incidents shows that better road safety management policies and interventions, policing, vehicle design and medical services means we are getting better results, but fatal and serious road accidents are still happening. That's why it is important that

## PUT THE BRAKES ON OUR SPEEDING CULTURE

Hugh Gillies from Transport Scotland said attitude changes can make roads even safer



Neil Greig, IAM RoadSmart's Director of Policy and Research, chaired the seminar

events like this seminar encourage people to make the time to come together to share experience and expertise, keep their networks fresh while working together to reduce accidents on our roads to help achieve our Road Safety 2020 targets.

"If we are going to make a difference in the next ten years to 2030 then we need to continue to positively influence road user behaviour, for example tackling the speeding culture. At the moment, as a

society we tend to treat speeding as an acceptable norm – why not challenge this going forward. It's not impossible, as over the past decades we have seen the culture change around seatbelts and drink driving.

"I believe there is huge room for optimism for an improvement in road safety in the future, particularly with the advent of automated vehicles. This will bring a material change to how roads are used – affecting behaviours and speeding – and it will bring a step change. The reason I say this is because if you look at the issues in the 1970s/80s you would have to say that we have made a huge difference up to this point in time. Hopefully, in 10-15 years when we are looking back we will see a similar significant improvement in having dealt with present road safety challenges."



## WE'RE ON THE ROAD TO A SAFER COUNTRY

Donna Turnbull from Transport Scotland was optimistic about the latest accident figures

Donna Turnbull, Transport Scotland's Road Safety Policy and Framework Manager, reviewed the recent road accident statistics\* to give delegates an idea of progress on Scotland's drive towards 'vision zero', and she was pleased to report that the long-term downward trend in road fatalities and serious injuries continues.

- 146 fatalities (-24%)
- 1,589 seriously injured (-6%)
- 7,693 slight injuries (-15%)
- 9,428 total casualties (-14%)

She also pointed out that since 1996 there had been a 27% increase in traffic on

our roads, but a 57% fall in accidents that have caused injury over the same period.

In terms of meeting Scotland's Road Safety Framework to 2020 targets, she said that Scotland was making significant improvement in three of the five target areas.

Based on the recent trend in statistics to 2017, Scotland will exceed its 2020 target for a 40% reduction in people killed on roads, having already delivered a 50% reduction. The same is forecast for the 50% reduction in children killed target, as current statistics show a 61% reduction. The 2020 target for a 10% reduction in the 'slight casualty' rate is currently being exceeded, with the 2017 statistics, showing a 51% reduction.

Donna said: "While this is a significant improvement, if we were to continue on the current rate of improvement our targets for a 55% reduction in people seriously injured, and a 65% target for children would be narrowly missed in 2020.

"This highlights the need for us all to never become complacent. Success is not straightforward, particularly in an ever changing environment.

"We are already thinking about road safety beyond 2020 and anticipate that in order to achieve a vision zero there will be more challenges to come particularly with regards to new technologies and also changing behaviours.

"It's all about collaborative working, sharing best practice, measuring and targeting interventions in the best areas to get the most effective outcomes – everyone working to the same goal to stop road collisions and reduce casualties.

"As these statistics highlight, we are making progress and leading the way, and that is something to be proud of."

\* Reported Road Casualties Scotland 2017

Attitudes to drink driving have hardened, according to the survey



## PUBLIC OPINION IS MOVING FORWARD

Catriona West from Kantar TNS looked at how views on road safety have changed

**Over the last four years, three important new changes to the law have been enacted to help improve road safety and people's health: lower alcohol limits for drink driving (2014); no smoking in cars carrying people under 18 (2015); and harsher penalties for people using mobile phones (2017). But have they had an impact on road safety?**

The RITS driver attitudes and tracking survey has been running for the past eight years and Kantar TNS Associate Director Catriona West dug into the data to see if changes in legislation affected people's behaviours.

RITS is a valuable tool as it is consistent in its approach: it involves a twice-yearly survey interviewing 550 different drivers, who are screened from a nationally representative sample of 1,000 adults. The same questions are used each year and the interviews are face-to-face, with the option to self-complete to maximise honesty.

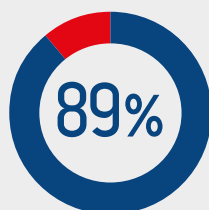
Catriona said: "New topics are added as necessary, but the consistency of the survey is its strength in questions, demographics and regional spread."

She analysed the changes in people's answers to questions concerning driving behaviours from when RITS started in 2010 to the latest half-year results published in August 2018. During this time, drivers were subject to high-profile social marketing campaigns such as driving on country roads, drink driving and mobile phone distraction. The results show the perceived seriousness

of most behaviours has not changed significantly since 2010. Drinking and driving, using drugs, using a hand-held mobile, not wearing a seatbelt in the back and encountering motorcyclists/cyclists at junctions were all rated highly as very serious risks to drivers (rates between 78-94%), but it is noticeable that the perceived risk factor for mobile phones has risen from 75% in 2013 to 86% this year.

There is huge variation in the perceived seriousness of other driving behaviours. Low down on the 'risk list' is driving 10mph over the limit on motorways and 5mph over the limit on urban roads, which is rated at 39% and 30% respectively in 2018. However, these ratings have increased from 27% and 17% respectively in 2013.

Since 2010, the results show that attitudes to drink driving are hardening as even more respondents now believe that even one alcoholic drink could put you over the limit (76% in 2013 versus 89% in 2018), although there has been little change in likelihood of reporting someone who they suspected was going to drink and drive



**BELIEVE THAT EVEN ONE ALCOHOLIC DRINK COULD PUT YOU OVER THE LIMIT IN 2018 VERSUS 76% IN 2013**

(80% in 2013 versus 82% in 2018).

Catriona said: "Another positive is the very low level of claimed drink driving which has remained constant at around 2% since 2010."

Catriona believes that the harsher penalties introduced in March 2017 may have helped reduce usage of mobile phones and feedback to 'used a hand-held mobile phone while driving' dipped from 8-10% in previous six years to 5% after August 2017. However, people who claim to have 'used a hand-free mobile phone while driving' has increased slightly over the past eight years from 16% to 19%.

Another positive behavioural change is the proportion of people travelling without a seat belt. This has dropped from 16% in 2010 to 7% in 2018 with regards to using a seat belt in the back of the car and from 6% to 4% for using one in the front.

There is some improvement in attitudes to speeding, particularly on country roads as more people believe you should continually adjust your speed when driving on these roads (90% in 2012 versus 96% in 2018), though support for a national 50mph limit on country roads has reduced from 61% in 2010 to 54% in 2018.

There has also been a decline in the percentage of drivers that claim to speed over the last eight years: 41% now admit that they have driven at 35mph in a 30mph speed limit area which is down from 46% in 2010. Catriona said: "This is still a substantial number but it is part of the long-term trend reductions in claimed speeding: 12% admitted to driving at 90mph on the motorway eight years ago and this has reduced to 9% - a 25% reduction. Fewer drivers claim to be speeding in 2018 than in 2010, but while there is an increased understanding of risks posed by speeding it remains 'low risk' in comparison to other behaviours."



# FIRMS WILL BENEFIT IF THEY LOOK AFTER THEIR DRIVERS

Dr Paul Jackson, from the Transport Research Laboratory, explained that reducing employees' stress and fatigue levels will be good for both morale and business

**D**r Paul Jackson, Head of Impairment Research at the Transport Research Laboratory (TRL) argues that promoting good mental wellbeing in professional drivers will not only help their quality of life and performance, but also contribute to their employers' bottom line. However, he has found that many current fleet management practices inadvertently increase driver fatigue and stress.

Having to manage many different delivery slots and negotiate road conditions during a day's shift is challenging, but there are other contributors to stress and fatigue that can affect a driver's performance and wellbeing. These include shift patterns, long work hours or having to work overtime or on rest days and the resultant effect on sleep, diet and exercise. There are also the emotional issues of not enjoying a fulfilling family or social life because of work patterns.

Paul said: "Left unmanaged, driver fatigue and stress combine to affect mental

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**"Left unmanaged, driver fatigue and stress combine to affect mental wellbeing"**

wellbeing. But wellbeing is not just about 'happiness'; it encompasses a variety of emotional, physical, social, financial and value-led parameters.

"Like other hazards, driver fatigue and stress should be managed as part of the safety management system. Poor mental wellbeing related to fatigue and stress affects customer service, performance, leads to increased risk of incidents and a range of operational costs."

Fatigue has a significant impact on cognitive performance as it reduces awareness, vigilance and concentration, and makes people 'intentionally non-compliant'

i.e. prone to taking short cuts and not following standard procedures as a way to reduce workload.

Paul said: "When people are fatigued their decision-making is impaired and they accept higher levels of risk and do things that they would not normally consider acceptable.

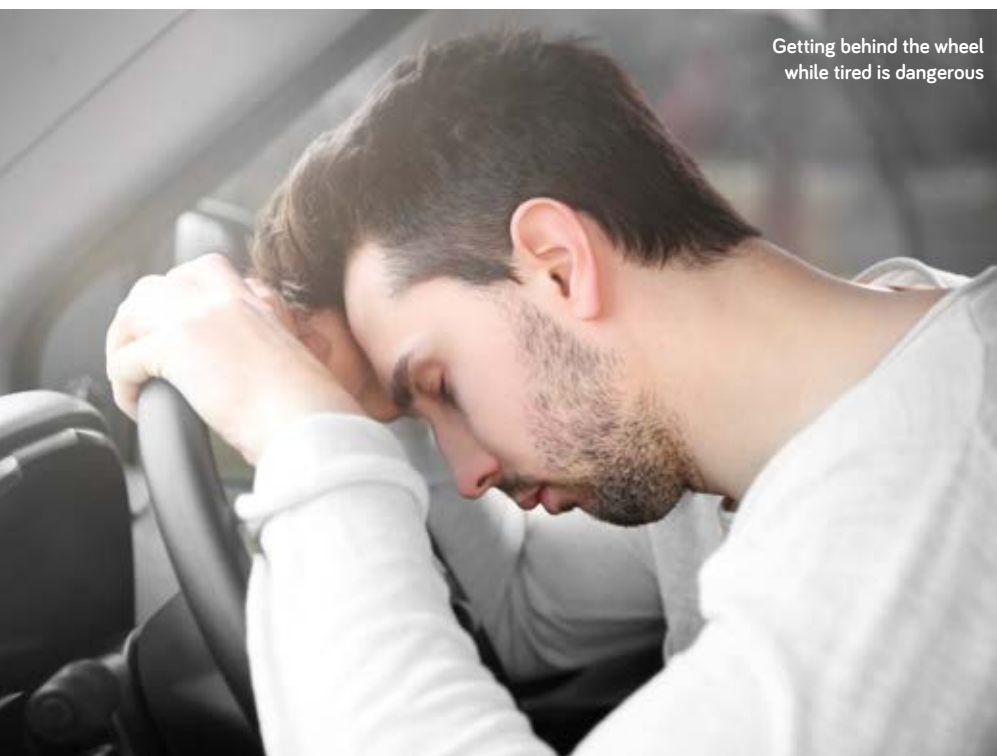
"Fatigue causes a drop in blood sugar which affects the working of particular regions of the brain. Those regions responsible for controlling alertness, forming mental representations of space and distance, as well as problem solving and reasoning are particularly affected. Fatigue also affects our ability to focus our attention; we are more easily distracted and we know that distraction is a significant contributor to accidents."

In addition to poor wellbeing, fatigue also contributes to additional costs for the organisation employing the driver. Customer service and reputation can be compromised by unrealistic delivery schedules, but there can also be extra costs from higher fuel consumption from poor driving, as well as from potential crash damage: bent metal costs, insurance claims and delays due to vehicles being out of service. Recruitment costs can be high too as poor working conditions can lead to sickness and absenteeism, resignations and the continual cost of recruiting and training new drivers.

The TRL has developed a driver wellbeing programme to help transport companies identify the 'fatigue hotspots' in their working practices, develop new procedures and measure the effectiveness of them over time.

Paul said: "Solutions include identifying the true costs of operational practices, data collection and analysis, effective policies and procedures, training on fatigue, stress and mental wellbeing.

"A well-designed driver wellbeing programme can not only save a company money by reducing costs, but also make money too through safer and more efficient driving and delivery practices as well as by retaining skilled and motivated drivers."



Getting behind the wheel while tired is dangerous



As a Detective Sergeant with South Wales Police's Serious Collision Unit, Chris Grey has witnessed both the appalling aftermath of fatal vehicle accidents and the emotional trauma that families go through when they are "ripped apart after the death of a loved one".

Although road fatalities had been steadily falling over the last 25 years in Wales, they had plateaued at just under 100 for the past five years. Chris was determined to do something to reduce this still high level of fatal road accidents across the country and reached out to his colleagues in the three other police jurisdictions across Wales.

He explained: "There are four separate police forces in Wales, who rarely speak to each other, so we needed to develop a new collaborative approach so we could learn lessons from each other. We also needed to forge partnerships with other stakeholders so we could remove borders within Wales and work together to create action plans that could be adopted across the country to lower serious and fatal road accidents."

It was during a PACTS conference that



## WORKING TOGETHER TO HELP CUT ROAD DEATHS

Chris Grey, from South Wales Police, said a visit to Sweden helped shape a change in approach



he came across the Volvo Research Centre, which uses crash information from its trucks to help 'engineer' out risks on Swedish roads. Intrigued by this approach, Chris and some colleagues visited Sweden to find out how the partners involved in all aspects of road safety shared information and learnings to provide swift decision-making to improve road safety throughout the country.

Chris said: "During our trip to Sweden we took part in a fatal accident review which helped us to understand their approach, but I was surprised that they only looked at the engineering side of road safety rather than promote any behavioural change in drivers; the two together could be a very

powerful approach." Impressed with Sweden's multiagency and knowledge-sharing approach, Chris returned home with the idea of creating a new Fatal Collision Review Panel to feed road safety findings into the existing National Road Safety Board (NRSB) via the Board's Accident Studies and Statistics Group (ASSG).

This has now been implemented and the ASSG is looking at information from a range of road accident groups from across Wales – under-25s, pedestrians, cyclists, motorbikes, elderly – to identify emerging themes and feed these up to the NRSB.

Chris said: "The Collisions, Studies and Statistics Group are currently reviewing and gathering data within Wales and employing new analysts funded by the Welsh Government."



## PERFORMANCE INDICATORS WILL IMPROVE SAFETY

David Davies, from PACTS, has eight key points that can help cut deaths and injuries

the UK. We reviewed literature on international practice, set up an advisory panel and issued a questionnaire to get feedback on what indicators stakeholders felt were important and why."

As a result of the survey, eight key indicators were proposed:

1. Compliance with speed limits on national roads
2. Compliance with speed limits on local roads
3. Drivers not consuming alcohol or drugs
4. Car occupants using a seat belt/child seat
5. Drivers not using an in-car phone
6. Passenger cars with highest Euro NCAP safety rating
7. Major roads with appropriate iRAP safety ratings
8. Emergency medical services arriving within priority time.

David concluded: "There is a need to kick-start UK road safety performance, which has been flat since 2010. We believe that monitoring these proposed indicators will focus attention on key safety criteria."

David Davies wasn't sure if he'd get a good audience for his talk on 'Developing Safe System roads safety indicators for the UK' at the Conservative Party fringe meeting in September, particularly with Boris Johnston in the main hall, but he was pleasantly surprised with the large interest from delegates in his proposal to adopt a performance-based approach to road safety.

David is Executive Director of the Parliamentary Advisory Council for Transport Safety (PACTS) and has been working with the UK and Scottish Government and other stakeholders to find the best indicators to assess road safety performance. The project was supported by

Ageas, a leading UK general insurance company. He said: "Our mantra is the Safe Systems Approach (SSA). This includes a performance management approach which uses performance indicators to measure the safety of the system – the roads, road users, vehicles, speeds and post-crash response.

"UK and Scottish road safety plans are different, for example the UK does not have targets like Scotland, but both claim to support the SSA and both would benefit from now adopting performance indicators.

"This approach is recommended internationally and we wanted to find out the appropriate performance indicators for



## PROJECTS ARE MAKING SCOTLAND'S ROADS SAFER

Michelle Little has travelled the country to see initiatives that aim to reduce accidents

**W**orking on the Road Safety Framework Fund has been very interesting for Michelle Little, Road Safety Framework Officer, as she's been able to travel throughout Scotland and experience first-hand the variety of initiatives promoting road safety. She has

experienced very enthusiastic pre-drivers' driving skills as well as being driven at high speed along a motorcycle training route by an extremely well-trained driver.

The new £500,000 fund was launched in August to attract new projects to further improve road safety in Scotland and 11

applications were received before the close of the programme in early November.

The fund's aim is to find innovative ideas to tackle the issues in the Road Safety Framework's Priority Focus areas, such as encouraging driving at appropriate speeds (including motorcycles), issues affecting pre-drivers, 17 to 25-year-olds and older drivers, and to better protect vulnerable road users such as cyclists and pedestrians.

Michelle said: "All of the projects need to demonstrate how they can contribute to our Priority Focus Areas and to also show that they are sustainable, so after a pilot phase they have the potential to be rolled out nationally."

**On these two pages we look at five of the recent projects that were funded.**

## ACCIDENT FOCUS FALLS ON TWO COMMUNITIES

Tara McGregor, from Research Scotland, looked at the road safety concerns of people in Glasgow's Royston and Dalmarnock areas

One of the recent projects supported by the Road Safety Framework Fund was the Community Speedwatch Programme, which was an equality-focused road safety project conducted in two communities of Glasgow.

The project wanted to look at a link between road accidents and both deprivation and ethnicity, and engage communities in the road safety message.

Tara McGregor, from Research Scotland, explained: "In other parts of the UK there have been links between pedestrian casualties and deprivation and ethnicity, so we wanted to develop a pilot programme to test this in Glasgow's Dalmarnock and Royston communities and compare the results with existing data for Glasgow as a whole and the more affluent area of Broomhill."

Tara worked with Glasgow City Council and Police Scotland to investigate the accident statistics. She said: "In Glasgow, there is no association between ethnicity and pedestrian casualties, based on available data. For residents in the study communities, roughly half of the accidents

**"In Glasgow, there is no association between ethnicity and pedestrian casualties, based on available data."**



Tara McGregor

that happen to them happen within their own community, but people living in the most deprived areas are experiencing the highest levels of pedestrian accidents."

Feedback from a road safety survey sent out in the two communities showed that the biggest concerns locals had were related to people driving too fast, and parking where they weren't supposed to. There was also significant concern about not enough safe crossings, and children walking unaccompanied.

Specific places were identified in each community which could be the focus of road safety programmes and Tara organised a four-day intervention in each area with the support of the council and police. They worked with the local community, and particularly schools, to get them involved in various education activities as well as to go out on the roads with a speed gun to measure traffic.

Tara said there were a number of key learnings to come out of the project. She said: "Accidents are happening more to people from deprived areas – within and outside their communities – but we still need to understand reasons as well. We found that parking is a key problem in relation to road safety."

"The educational activity we organised with schools was popular and helped raise awareness, so this reinforces the importance of education. But in the end, we need more opportunities for deprived communities to raise concerns and issues about road safety, and work with authorities to make communities safer."



## MAGAZINE HELPS SAFETY DRIVE HIT TOP GEAR

**Scottish Biker Magazine (SBM) was launched in 2014 by Argyll and Bute Council, North Ayrshire Council, and INDmedia to provide resources for motorcyclists to help them improve their knowledge, behaviours and skills, and thus contribute towards a reduction in motorcyclist casualty rates.**

In 2017, with funding from Transport Scotland, SBM activities were expanded and extended to cover all of Scotland.

An evaluation of activities undertaken during 2017 by Project Perspectives showed that these were very well



May Johnstone

received, as May Johnstone explained: "All the numerical targets set by Transport Scotland were met, with most exceeded, particularly in magazine distribution, Facebook posts, website visitors, riders taking further training and the number of dealerships engaged.

"The response to the survey showed that the resources were rated highly and that more than half of bikers are likely to undertake further training: the predominant need identified as being for cornering, followed by low speed manoeuvres, road positioning, filtering, and braking."

## NEW TRAIN OF THOUGHT



Valentin Jeanjean

**Cycling Scotland launched a 'Practical Cycle Awareness Training – Learner Drivers' programme in March 2017 and an assessment of the initiative this year found that participants said that they had improved awareness of vulnerable road users directly after the training.**

The free 3.5-hour training programme was designed to help new drivers drive safely and confidently around other road users. It was delivered by expert tutors and involved a one-hour theory session followed by practical training. The project was delivered through funding from the Road Safety Framework fund and in partnership with Glasgow City Council.

Valentin Jeanjean, Development Officer Cycling Scotland, said: "Cycling Scotland developed specific learner driver training aimed at embedding safer driving attitudes in drivers at a key stage of their driving journey, when they are learning to drive."

From March 2017 to April 2018, 536 participants were trained and 381 of them took part in the training evaluation.

Valentin said: "The findings showed that participants self-reported improved awareness of vulnerable road users directly after the training and the follow-up study showed that increased awareness was sustained over time, four months after participants had attended the training."

The assessment showed that participants now agree more strongly with statements like "I would slow down when approaching people cycling", and disagree more strongly with statements like "If I was driving a car I would get frustrated if someone was cycling in front of me in traffic".

[www.cycling.scot/learner](http://www.cycling.scot/learner)

## WORKING TOGETHER TO SLOW THINGS DOWN

**Living Streets Scotland (LSS), the charity that aims to create a walking nation, used Road Safety Framework funding to work with five communities throughout Scotland where speed was an issue and there was a desire to see the introduction of a 20 mph speed limit. As a result of the 'Lower Speed Communities Project', LSS has developed a toolkit and case studies to help communities and Councils work together to reduce speeds on local streets.**

Stuart Hay, LSS Director, said: "We explored new community-led approaches



Stuart Hay

focused on 20mph communities to change behaviours and found that these approaches can deliver change over a short period of time, but a longer timescale is needed to change practice.

"One of the lessons we learned was that introducing a 20mph speed limit may heighten people's perception of speed. However, this is a positive step as it allows people to express views on speed and a range of other issues around road safety and active travel. So we see 20mph is a tool, not an end in itself."

## REFINING MOTORCYCLISTS' ATTITUDES

**With 50% of all 2017 motorbike fatalities occurring in the north of Scotland, Police Scotland, along with its local authority partners, teamed up with the Institute of Advanced Motorists (IAM) to develop a one-day Rider Refinement Course for centres in the north of the country.**

The programme ran 21 training courses from April to October comprising of 12 students each, who were asked to fill out a questionnaire about their attitudes to driving, before their training. Chief Inspector Stewart Mackie said:



Stewart Mackie

"We focused on cornering, overtaking and observation and planning. We were also keen to encourage them to use this experience as a stepping stone to more advanced motorcycle driver training."

Afterwards the students were contacted to assess the impact this had on their attitudes to road safety. Although the results are not yet published, Stewart said they are very positive and showed there is overwhelming evidence that it has changed riding behaviours for the better.



## ON A MISSION TO STOP MEN BEHAVING BADLY

Martin Wilson, from Republic of Media, says that a targeted approach reached young drivers

**Advertising is all about getting the right message to the right people in the right place at the right time. Which makes Martin Wilson's job particularly difficult when trying to reach his target audience of young men aged 20 to 29 years old.**

The Account Manager with media agency, Republic of Media, explained: "This group of people often exhibit bad behaviours in driving and across road safety in general. For example, 36% of them say they would run a red light if there was no-one around. In fact, this group exhibits bad behaviours in almost everything so they are an important group to target messages to."

However, there are only 370,000 of them in Scotland, which is only 7% of the

population and they are hard to reach through traditional media, such as newspapers and TV advertising. That's why Martin and his colleagues have to be creative in how they target them with messages. He said: "Although they are a small section of society they are a very diverse group who consume media differently, but they do consume it. However, we know they are heavy users of the internet and particularly reliant on their smartphones rather than TV, local radio or newspapers or magazines.

"It's estimated that people scroll through 2km of content on their smartphones each day so the sheer volume of content that people see on a daily basis makes it ever

more difficult to be engaging. Therefore targeting is key – we need to 'follow' the audience and appeal to their interests rather than post out messages and hope they will notice us." The Breathtaking Roads YouTube and Facebook campaign was a good example of this targeted approach in relation to motorbike riders. In the research conducted by Kantar TNS, they found:

- 66% recognised, shared or talked about it
- 64% felt motivated by it
- 81% felt involved/engaged
- 78% liked it (it was relevant)
- LFDO Facebook pages likes increased by 11.4%.
- Of those that had seen the campaign, 84% self report to be undertaking motorcyclist 'best practices' as a result of seeing the campaign.

Martin said: "It showed that this approach and the community we targeted worked – people felt motivated and engaged with the campaign and, more importantly, have said that they have taken up best practice in their driving, which is what we wanted to achieve."

**Angela McShane's talk about her experience surviving a serious road accident had the audience spellbound at the RSS seminar, showing the power of personal testimony to get road safety messages across.**

This is an approach that Smarts Communicate have been taking to optimise the promotion of a number of Road Safety Scotland PR campaigns with the Scottish Government through the smart use of PR and case studies.

Katrina Muir, Associate Director with Smarts Communicate, said: "The media and the public relate to real stories about real people, but we know that the young male audience we are trying to reach with road safety messages is difficult to connect and engage with. They don't like being told what to do or how to drive, so how we connect with them is crucial and it's important to deliver campaign messages on the right channel and from the right people.

"That's why we have focused on real stories from people affected by road accidents. We hope that by hearing real stories we will encourage and empower the target audience to re-evaluate their driving behaviour and ultimately help save lives." An example of this strategy

## REAL STORIES RESONATE WITH OUR AUDIENCE

Katrina Muir of Smarts Communicate on how true life experiences can deliver a message



was using the video testimony of Scottish rugby player Stuart Hogg for the Country Roads campaign in 2015 (above). He described what it was like to lose his best friend in a car crash when they were both just 17 and this helped to raise awareness of the need to 'watch your speed' when travelling on country roads.

His story resulted in widespread media coverage. His social media posts reached more than five million people and his film was viewed 275,000 times.

The next campaign focused on the effects of road deaths on the emergency services and videos were created with Iain McGarry from the Scottish Fire and Rescue Service and Tania Ellis from the Scottish Ambulance Service. Iain talked about remembering every single death he had encountered during his 16 years of service; and Tania spoke regretfully about the people she could not save.

This year, Smarts Communicate worked with Claire Mackenzie who tragically lost her brother in a country road collision when he was a teenager. Claire's story was picked up UK-wide by the media and resonated with the target audience via the social media channels.

If you or anyone you know would like to tell their story please email [roadsafety@smartscommunicate.com](mailto:roadsafety@smartscommunicate.com) or call 0141 222 2040.





## VIDEO HELPED CHANGE BIKERS' VIEW OF SAFETY

The Scottish Government's Liz Rockley reveals how campaign won over motorcycle fans

**B**ikers the world over love the freedom of the roads, the sense of escape and the thrill of the ride... so they are not going to take kindly to anyone telling them to drive safely. However, the recent **Breathtaking Roads motorcycle campaign launched by the Scottish Government during 2018 was able to achieve this by focusing on enhancing motorcycle driver skills rather than 'killing the thrills'.**

The beautifully filmed video of a lone motorcyclist driving through the stunning Scottish landscape and negotiating potential driving hazards, such as bends, overtaking and approaching junctions, was seen by 70,000 people with 95% of those surveyed admitting that they ride more safely now after seeing the video.

"It was successful because we had a good understanding of our target audience and spoke to them in their space," explained Liz Rockley, Senior Marketing Manager with the Scottish Government. "We got Scottish bikers talking and acting by focusing on core skills that would allow them to be in control but to still keep the thrill of motor biking."

Liz explained the seven secrets to this successful campaign to win bikers over:

### 1. Understand the challenge

Although motorbikes only make up 1% of the traffic on Scotland's roads they represent 20% of all fatalities on these roads. There were 618 casualties in 2017 and the large majority of incidents involved accidents at bends, junctions and during overtaking, and particularly during the summer months – so this identified the manoeuvres to tackle in the campaign.

### 2. Understand your audience

Scottish bikers are not a homogeneous group. Liz said: "We needed to focus on the unifying traits of all bikers, which is all about why they ride: the freedom, escape, buzz and fun." Statistics show that males between 25 and 65 years old are most likely to be involved in accidents, with a bullseye of older bikers aged 40-54 who have a higher fatality rate.

### 3. Know what matters to your audience

She added: "Our research with bikers quickly found that the mention of 'safety' was a real turn-off, but mention riding skills and people were open to improving their abilities. One participant said: 'Even if my skills are at 94%, I'm wanting to push them up to 100%.'"

"This gave us the idea of providing information to help improve core skills by helping people handle risky manoeuvres, particularly around the three areas that are the cause of most accidents: bends, junctions and overtaking."

### 4. Make communications credible

To ensure a credible campaign, Liz's team brought in two expert bikers from Police Scotland to consult on the riding skills and they developed 'ambassadors' within Scottish bike clubs to help promote the videos on Facebook so that the campaign came across as a peer-to-peer learning initiative that was endorsed by fellow bikers sharing best practice tips.

### 5. Make communications appealing

Liz said: "It was important that people saw the biker instantly in the video to attract

their attention. But the rider isn't identified and does not talk: the viewer is just shown the biker riding through stunning Scottish landscapes with simple graphics highlighting potential hazards and reminding riders of best practices to adopt to negotiate them – but the aerial shots convey the freedom and exhilaration of motor biking in a way that viewers can connect with emotionally."

### 6. Be where your audience is

There are 80,000 bikers in Scotland who were targeted through Facebook, YouTube, a dedicated website as well as posters and beer maps at popular biker stops around the country. Research showed that 44% of them saw the campaign and they said that after seeing it they were more motivated to ride better.

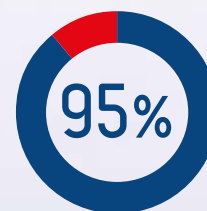
### 7. Or get them to come to you

Liz said: "We achieved 20,000 followers on our Facebook pages and one in three posts contained a soft safety message. Our website got 30,000 visits in the summer to see the videos, and the specialised bike press picked up on the campaign, helping us, in total, to reach one million people."

## THE BREATHTAKING ROADS CAMPAIGN

# 70,000

## VIEWS OF THE SAFETY VIDEOS



OF BIKERS WHO SAW THE CAMPAIGN CLAIM THEY NOW RIDE MORE SAFELY

For more information, visit: [dontriskit.info/breathtaking-roads/](http://dontriskit.info/breathtaking-roads/)  
Facebook: Live Fast Die Old – Scotland





# WE'RE CHANGING THE MINDSET OF DRIVING'S 'INVINCIBLES'

Lisa Sutherland, from the Scottish Government, is focusing on young motorists and how best to alter their perceptions of what is acceptable behaviour behind the wheel

**T**he work of the Scottish Government Marketing and Insight Unit draws on a wide range of information resources from psychological behavioural science and socioeconomic studies to gain insights into what can influence behaviour.

This insight is put to work in helping to develop and shape campaigns to make behavioural changes in different groups of the population, from new mums to young drivers.

Lisa Sutherland, Strategy and Insight Lead, Safer and Healthier Campaigns, said the first step to developing a social campaign is knowing your audience: "In social marketing we draw on a wide range of information resources to understand what influences behaviour. However, we also look at past campaigns to understand what worked and what did not, so we can develop best practice to have a bigger impact, and develop a return on social marketing investment."

Over the last few years, the unit's focus, in terms of road safety, has been on the risks and legal consequences associated with speed. She said: "We are particularly looking at how to influence the behaviours of young drivers between 21-29 year olds and, as a result, to reduce the number of cyclist and pedestrian casualties.

"All the statistics show that this group is the largest population involved in accidents where people fail to look properly, judge another driver's trajectory, travel too fast for the conditions and contribute to reckless driving situations. And they are at greater risk of drink-drive related collisions.

"Therefore, the focus of our work has been on understanding our young driver audience and to see what are their motivations and the barriers to changing behaviours."

To get more information on this group, the unit organised a two-stage mixed method approach which involved setting up a digital one-week diary with 30 young drivers to explore their personal driving attitudes and behaviours, as well as obtaining feedback from their peers. A one-week online community was also

created with 15 parents of the young people living at home to explore parental perspectives of young driver behaviour.

The exercise became more immersive with face-to-face interviews with six of the young drivers and parents, as well as setting up friendships groups to get more 360-degree feedback. Insight from this piece of research showed that there is not a strong link between safety and rules/laws for many young people. For example, many rules are seen as arbitrary and speed limits are viewed as 'guidelines'.

However, young drivers do have some positive attitudes as all the drivers considered some risky behaviours unacceptable and the majority of respondents were strongly against drink/drug driving.

Lisa added: "Our research showed that young drivers are prone to over-confidence in their abilities, a misplaced sense of control and invulnerability and a desire to push themselves and their car to the limits; this is most evident in their approach to speed."

No wonder the unit refers to them as the 'invincibles'! Although, on the surface, this looks like worrying information it helps Lisa and her team to shape the communications approach to reaching this group.

Lisa explained: "Saying 'don't risk it' to young men does not work, as ironically they like taking risks, so we need a new marketing approach. The first thing we are doing is to move away from short seasonal bursts of marketing to a sustainable 'always on' strategic approach over the next two years to create an ongoing dialogue, focusing on in-group 'norms' and behaviours such as speed, anticipation of hazards/distractions and control.

"We will be using an integrated psychological model which builds on the Theory of Planned Behaviour to identify the variables we need to influence to help reframe perceptions."

She added: "We need to reframe the perceptions of a good driver and remind our target audience - 'the invincibles' - that a good driver is a safe driver, and one who is in control."



Young drivers are more likely to take risks



The new integrated Road Safety Scotland (RSS) website is launching in early 2019 and will provide a valuable and all-encompassing digital learning resource to keep children safe on Scottish roads.

Julian French, Head of Planning at The Gate, has been managing the project to integrate the former nine RSS websites into a single resource for teachers, pupils and parents. He said: "Previously, there were nine separate websites that were aimed at different audiences, so we are refining the content into one single resource to reduce duplication and to provide a greater user experience."

As a former teacher, Julian was keen to take a pedagogic approach to refining the content so that the resources would both support the Road Safety Framework and Scotland's Curriculum for Excellence

## NEW WEBSITE IS FULL OF JOINED-UP THINKING

Julian French, from The Gate, says single online resource will teach children about road safety



(CfE). He explained: "We've put everything in one space and created a joined-up learning resource for a range of age groups, from early years up to young adults, which is designed to work in synergy with CfE by adopting a 'learning activity' format which highlights topics and learning outcomes.

"We hope that this will help make road safety a core part of learning, rather than just a passing theme such as during Road

Safety Week. It's important to educate our young people now so that they become safe and responsible road users for the future – this fits in the Priority Focus Areas in the Road Safety Framework strategy to 2020.

"The new website will offer a much improved user experience to help educators and parents engage children in road safety learning that will last a lifetime."

### WEBSITE STATS



WEBSITES  
AUDITED

400

PAGES AUDITED  
AND CATEGORISED

225

INTERACTIVE  
RESOURCES AUDITED



## SURVIVOR'S STORY IS AN INSPIRATION TO OTHERS

Angela McShane is using her experience to help other accident victims battle back

**If there was one presentation at the seminar that brought home the importance of road safety it was Angela McShane's inspirational story of how she rebuilt her life after suffering appalling injuries from a hit and run incident. Angela now travels around the world promoting the road safety message through her 'Reinvention' mission.**

After getting off a bus, the nursery nurse was hit by a speeding van at 70mph driven in a 30mph zone by a young man under the influence of drugs and alcohol, and with no insurance or driver's licence. Angela was thrown through the air and landed in a ditch. Even though the driver initially stopped, he quickly drove away without helping her or phoning the emergency services.

Her body was smashed and broken and doctors believed she would not be able to

walk, let alone live a normal independent life again. She spent the first year in a hospital bed and during the years of subsequent treatment and rehabilitation she had to learn to do things that abled bodied people take for granted. However, her determination to recover and live an independent life paid off and although she has difficulty with mobility she now travels around the UK and overseas to tell her story of recovery.

She created a community interest company called 'The Reinvention' and her mission is to spread the understanding of what accident victims and their families go through and to help others fight back from adversity.

She visits schools, businesses and families in hospital as well as other events to talk about her experiences and to let others share their experiences of road accidents. She also helps

support Police Scotland and the Scottish Government road safety marketing campaigns.

"I'm turning my pain into my passion," she explained, "and sharing my story to inspire and help others understand the road safety message. The Reinvention is born out of the past but always looking to the future. It is a community to provide support, advice and assistance to those who have experienced a life-changing injury of their own. It is also for the families, friends and loved ones of those coming to terms with their injuries."

She added: "I have defied the doctors and I am walking and have got over adversity.

"I used to be scared to go out in public after the incident but as time has gone on my confidence has grown and I feel safer. I can see that the work I am doing with The Reinvention is helping people understand, but while we still have a lot of work ahead of us I know that together we are making a difference. That's why the work that Road Safety Scotland is doing with its partners is so important – you are all helping to save lives and making a huge difference."

For more information, visit  
<https://triumphoverinjury.com>

# SAFETY FEARS

## OVER CAR SEAT SALES

Investigation finds that shop staff aren't asking parents key questions



**A** joint undercover investigation in the summer by Which? and child car seat specialist Good Egg Safety into car seat retailers discovered many stores are failing to ask key safety questions of parents when purchasing new seats.

The 'mystery shopper' investigation, undertaken by a leading independent research company, visited 213 stores across the UK and checked whether the staff asked key questions of the customer before recommending a suitable car seat. The 'customer' was upgrading their car seat for a nine-month-old, 9kg baby.

The investigation discovered that 89% of stores failed to ask all the key questions.

Jan James, from Good Egg Safety, said: "These were disappointing results. Following all of the previous independent checks commissioned by Good Egg, we shared detailed information with retailers during our National Joint Industry Group meetings. They were given their results in great detail and understood our methodology. Many thanked us for outlining the evident gaps in their staff training.

"One of the main issues here is that sales assistants are still not completing a safety assessment form at the point of sale. In a busy store, with children and myriad distractions, without one, some of these important questions are being missed. The biggest concern was almost a quarter of staff didn't even offer a demonstration of their recommended seat to check its compatibility in the customer's vehicle.

"We are now working with our partners and leading road safety organisations to redefine the sales process which can be approved and realistically actioned by everyone involved in child seat sales.

"The key here is not referring to retailers as 'experts' because many are not. In some respects it's a major challenge for them given the cost of training coupled with high staff turnover and dwindling margins. They are also fighting to compete on an unlevel (and unfair) playing field against online providers who do little if anything to ensure child safety and yet make greater profits in the process.

"This means the onus needs to be put on parents, grandparents and carers. We urge them to do as much research as possible before buying a child seat."

There are lots of resources available online through [www.goodeggcarsafety.com](http://www.goodeggcarsafety.com) which offers independent and unbiased information for families and, thanks to the generosity of the Arnold Clark Group, Good Egg has been able to provide every local authority across Scotland and the rest of the UK with a free digital platform, which includes the award-winning Good Egg In-Car Child Safety Guide. Visit [www.digital.goodeggsafety.com](http://www.digital.goodeggsafety.com) and enter your council name.

Jan added: "The website is a good starting point, where we offer a popular free 'Ask the Expert' service, and we also have lots of free blogs and 'how to' videos on our Facebook and social media platforms."

## REACHING OUT ACROSS EUROPE

More than 37 million people were reached in the three months leading up to this year's Project EDWARD – European Day Without a Road Death – thanks to a concerted social media campaign using Twitter and Facebook. On the day itself, 19 September 2018, a 25 million Twitter reach was measured.

Among the high-profile people tweeting support for the initiative was Nico Rosberg, the 2016 Formula 1 World Champion who described road safety as "something very important to me".

Project EDWARD was devised in 2016 by the European Traffic Police Network (TISPOL), to raise awareness of road safety and reduce the number of people killed every day on the roads of Europe.

A total of 31 European countries took part in Project EDWARD, and in the UK the National Road Safety Intelligence Board, police forces, safety camera partnerships and safer roads partnerships in addition to commercial enterprises and voluntary groups teamed up to show their support.

Unfortunately, 50 fatalities were recorded across Europe on 19 September, but this is well below the daily average of 70. Sixteen of the 31 countries involved did not have a single fatality on this day. The UK recorded one fatal accident.

James Luckhurst, TISPOL Media Advisor, who came up with the original concept, said: "We are thrilled with the support we have had so far and are keen to develop activities that will deliver real value in helping to change drivers' behaviours.

"We don't claim that this activity will reduce the number of roads deaths – it's all about raising awareness. We aim to get the biggest possible engagement through social media to spread the message across Europe, to encourage people to think about road safety and what they could do differently on the roads to be safer.

"We are looking forward to organising next year's activities for Project EDWARD. In the future it would be useful to support the event with an academic study to see if there is any direct correlation between social media reach and road safety figures."

F1 World Champion Nico Rosberg supported the campaign

