



RSE Newsletter



Students become crash investigators in newest installment of the RYDA program

In the wake of a number of high profile and horrendous road crashes, road safety deserves to be on the top of everyone's agenda. We must continue and increase our efforts to bring best practice road safety initiatives, policies and education to our citizens – starting from the school classroom.

Early in the year, RSE completed its annual review of RYDA, taking its learnings from an advisory council of internationally acclaimed road safety experts, government advisors, student and teacher evaluations and the broader research community.

A key goal of the review was to ensure that the RYDA content continued to be led by the road safety evidence, compatible with government messaging and delivered using the latest educational techniques in a way that complements the school curriculum.

While all sessions were updated to remain aligned with the evidence, one session underwent a significant change as RSE sought to incorporate the latest research findings surrounding the use of personal stories in road safety education and the most effective approach to incorporating

consequences as an agent for behaviour change. The review resulted in the development of a new session called 'Crash Investigators' (replacing After the



Students from East Hills Girls Technology High School chat with Crash Investigators facilitator, Michelina Pelosi (PBF)

Crash) which centres around the Safe System approach (read more on page 2).

The new session retains the popular element of the real-life scenario to heighten student engagement. However, it shifts the focus away from injury and long term consequences, which are often difficult for a student to accept as personally relevant.

In the session, students take a hands-on approach, appointed as 'crash investigators' tasked with identifying the details of the crash. Our crash survivor

presenter provides a brief overview of their story and, in groups, students come up with a number of questions for a student led interview panel. The interview process gives students a deeper understanding of the factors that impacted the crash and resulting injury and helps them identify personal, community and government strategies that could prevent similar outcomes in the future.

The session has received positive feedback from teachers and students with one teacher commenting that the session was *'a favourite of the day'* and *'highly effective'*.

As part of RYDA 4.0, RSE is also putting the final touches on a 'Teacher Companion' to the student workbook. This will equip teachers with a resource to guide them through the learning outcomes of each session and provide follow up resources and links to government developed curriculum resources, where available.

RYDA 4.0, now rolled out to all venues across Australia and New Zealand, represents RSE's continued efforts to increase the effectiveness of its programs and contribute to creating responsible and proactive citizens.

Should we stop trying to prevent crashes from happening?

Understanding the Safe System approach

Many years ago, with the ultimate goal of zero deaths on Australian and New Zealand roads, both governments adopted the Safe System approach, first established in Sweden and The Netherlands.

On a recent visit to New Zealand, Matts-Åke Belin, the senior police advisor of the Swedish Transport Administration (STA), said that while it may be counter-intuitive, when Sweden stopped trying to prevent crashes and focused, instead, on reducing their severity, the country's road toll nearly halved in just 10 years.

The concept works from an assumption that even the best drivers, riders and pedestrians make mistakes or wrong decisions. In a way, crashes are inevitable but there is a limit to the physical forces the human body can withstand before debilitating injury or death results.

Therefore, traffic infrastructure must be made forgiving so that when mistakes are made, the human costs are as low as possible. The focus moves from asking why a crash happened to asking why people were killed or seriously injured.

We need to look at the road as a holistic system, spreading the share of responsibility between road users, transport planners, infrastructure designers, implementers and road agencies.

The Safe System approach identifies that road users are best protected by improvements to four cornerstones – safer roads, safer speeds, safer vehicles and safer road users.

Improvements in the first three cornerstones include:

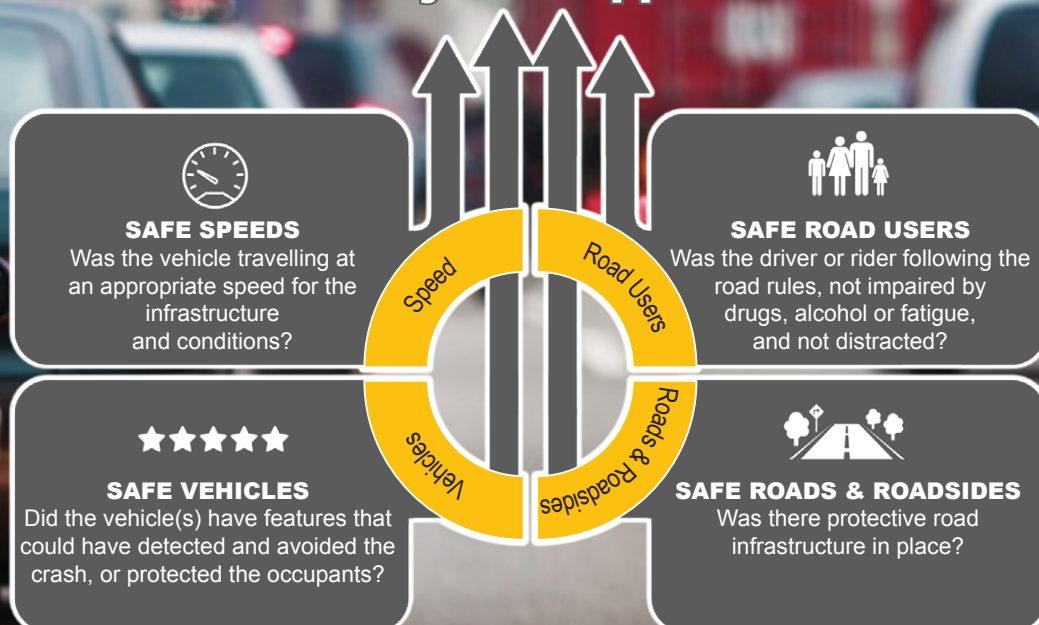
- wider roads and barriers to prevent run-off road and head-on crashes and separate vulnerable road users from vehicles;
- roundabouts to reduce impact speeds;
- rumble strips to alert fatigued drivers;
- in-vehicle crash avoidance technologies, vehicle design features such as crumple zones and air bags;
- reduced speed limits particularly where high numbers of vulnerable road users can be expected (for example, shopping areas and school zones) and along high-risk road sections where there are no apparent or immediate engineering solutions.

Importantly, road users are not excused from behaving responsibly. They are expected to obey road rules and remain focussed at all times. To strengthen the System in this area, approaches such as increased fines and penalties, the graduated licensing system, awareness campaigns and education come into play.

At RYDA, we introduce students to the Safe System approach and help them play their role within it. By unpacking a real-life scenario and gaining a better understanding of how and why speed limits are set, the role of vehicle safety features and how to adapt their driving to the roads they are using, young drivers will be better equipped to make personal choices that protect their own safety and the safety of others.

As road users, we are an important part of the system. The choices we make are critical. The Safe System is designed to help protect us in the event of a crash but the ultimate goal for us, as road users, is to avoid ever being in a position where we are depending on it.

Safe System Approach



RSE welcomes acclaimed educator to its Advisory Council



It is with great pleasure that we announce the appointment of Mary Chamberlain to RSE's Advisory Council.

As a thought leader in curriculum and assessment, Mary is one of New Zealand's most highly respected educators, having spent 10 years as a group and senior manager in the Ministry of Education in Wellington. She is currently a director of Evaluation Associates and a consultant who works with a number of organisations on education projects.

Mary led the development of the New Zealand Curriculum, the development of Curriculum Exemplars for years 1-10, and the design of the National Assessment Strategy. She has recently been part of the OECD team who reviewed the education system in Indonesia.

She became a member of the New Zealand Order of Merit (MNZM) in the New Year's Honours announced in 2012 for services to education.

Joining RSE's Council of world renowned road safety psychologists, Mary brings a deep knowledge of the education system and a profound understanding of teaching, learning and assessment and effective education system design. We welcome her to the RSE team and look forward to working with her as she fulfils this vital role on our Council.

Celebrating RYDA's champions

Each year RSE brings together its partners, volunteers, government, school and community stakeholders to celebrate the outstanding commitment to excellence in road safety made by 'champion' individuals and groups.

The event gives RSE, along with our corporate partners and government supporters an opportunity to acknowledge the enormous community effort that goes into making RYDA available to our young road users. The award categories include **Community** (programs that exemplify the whole community approach to conducting RYDA), **Councils** (outstanding Council support across time), **Education** (schools that commit to making road safety a priority through regular attendance and follow-up activities), **Facilitators** (dedicated individuals or groups who commit to continual training and receive great evaluation feedback), **Police** (committed officers who play such a pivotal role in the RYDA program) and finally **Rotary Champion** (individual Rotary volunteers who commit a significant amount of time and effort to bringing RYDA to their community).

Attending the event and helping us hand out awards were Parliamentary Secretary, Kevin Anderson and Felicity Wilson, State Member for North Shore, Police Superintendent, Youth Command, David Scrimgeour and Chief Inspector Phillip Brooks of the NSW Traffic and Highway Command and RSE's own Ambassador, Peter Frazer, along with representatives from our major partners and Board of Directors.

Of the event, Joanne Hayes, Communications & CSR Manager, Bridgestone said, "what a humble, worthy and personally-invested program RYDA is. Today's proceedings further cemented our great business decision to support the program".

Congratulations to the 2017 award recipients:

Toyota Community Award: Bathurst RYDA Program

NZ Steel Council Award: Nelson City Council

Bridgestone Excellence in Education Award: Marist College Eastwood

RYDA Facilitator Award: Paraplegic Benefit Fund

Police Champion Award: Snr Constable Lynda Hart

BOC Champion Award: Rotarian, Eric Johnston (Bega Program)



RYDA - RSE write it, our facilitators bring it to life

Training the trainers

All RYDA facilitators receive extensive training prior to delivering their session and throughout their tenure with RYDA. These facilitators come from all walks of life and their various professional backgrounds and personalities are matched to the sessions they facilitate.

When a person becomes interested in facilitating they are interviewed and then invited to attend a full RYDA program day. This gives them an idea about what the sessions look like, how they interlink with each other, the overall message and the commitment required.

The next step sends them to our website where they download the facilitator manual containing all the scripted session notes and view the PowerPoint of each session. Along with the course notes, the manual contains an overview of the big picture of a RYDA day, tips for being a great facilitator, learning outcomes for each session, time-lines and key links to other sessions.

Then it's time for Module 1 training where they join other facilitators online in a video conference session, led by an RSE trainer who meticulously goes through the content and delivery techniques for that particular session.

Learning the content is all important on our RYDA days as each session interweaves critical messages from the other. Timing is another important element as a RYDA program day runs like clockwork. With six sessions running concurrently, and changeover times tight, facilitators rely on each other to run strictly to the timetable.

The first day on the job is often co-facilitated with an experienced facilitator.

Then it's all about practise and mentoring to achieve an improved and professional performance.

Once facilitators have clocked up some experience in conducting their session it's

exercises including delivery of a section of their session which is then assessed by the group. This gives facilitators an opportunity to experience RYDA from a student's perspective.

Participants often highlight questioning techniques, brainstorming responses to difficult student questions, seeing different facilitating styles and gaining tips to increase engagement and tease more in-depth responses as among the most beneficial moments of the workshop.

The final stage of the structured facilitator training program is Module 3, where an RSE trainer sits in on a live session and then conducts a feedback session with the facilitator. Repeated across time, this module helps facilitators set and achieve goals for continuous improvement.

Finally, facilitators are encouraged to self-assess with the help of an RSE form which asks them to rate their performance in a number of areas. This is a personal form that is not shown to anyone else but allows facilitators to openly and honestly identify areas for improvement and record successes along the way.

At RSE we are so lucky to work with such a dedicated team of professional facilitators who are committed to continuous self-improvement, attending RYDA's vigorous training programs in their own time with one goal - helping them make sure that every student gets the most out of the 30 minutes they spend with them.



"Everyone has their own cool ways to engage the students. I have facilitated for quite a few years now but it was great getting feedback from other facilitators on my own session." Alex van Tuyl, facilitator



time for Module 2 training. This is a four-hour face-to-face workshop that is fun, interactive, and focussed on extending facilitating skills. It is a chance for facilitators to share ideas and techniques with each other. They also get to ask any burning questions and find solutions to challenges they have encountered.

Good facilitation techniques are modelled by the trainer of this Module, and the group is asked to undertake the same things they ask of students during their sessions - to jump up in front of the class and take part in role plays and other

Putting RYDA in good hands - meet our facilitators

Coming to RYDA from a diverse range of backgrounds, we are lucky to work with crews of talented and experienced facilitators across country and metropolitan Australia and New Zealand. Meet some of our Kiwi crew.

Ian Anderson (Whangarei) has 24 years of policing experience; attending crashes, teaching advanced traffic safety lessons, training as a crash investigator and teaching in schools. He has been on a number of road safety panels and helped write the Police Driver Qualification Program. He is passionate in his goal to get the students to think safety first.

He says "RYDA sessions are all about facilitating not lecturing, as this form of education is the best for this age group. I like the fact that everything is there for me: the computer, the information, the books and personnel – I come in and facilitate and promote the road safety messages. Brilliant."

'I in Drive' facilitator **Marnie Read** from Whangarei is a trained teacher with over twenty years police experience. She discussed what she enjoys about facilitating at RYDA -

"it is offered to everyone regardless of their social status or background". She also likes the fact that the six sessions "come together nicely and initiate those life changing discussions between peers, which then carry on to their whanau (families). As a facilitator, I feel well supported and part of a team, also part of a bigger picture: that of saving lives."

Jay Williams (Auckland facilitator, "I" in Drive) has 10 years teaching experience and enjoyed the wide spectrum of young people from all decile schools, and different backgrounds who participate in our RYDA programs. He has worked with youth in leadership programmes and enjoys the engagement levels from the students at RYDA.

Alex van Tuyl is a trained counsellor who has home schooled her three children and written a number of papers on Working with Youth. She says home-schooling has made her good at communicating with young people.

"I haven't been used to a school environment and so I relate to the students at their level and treat them with respect. I want them to feel empowered, and to leave here feeling like they really got something they can use personally from the session. That it is not just a day out of school with lots of information coming at them. I encourage them to come up with the best possible scenarios and provide an environment for them to think of their own way of doing it, and verbalising what will work for them."

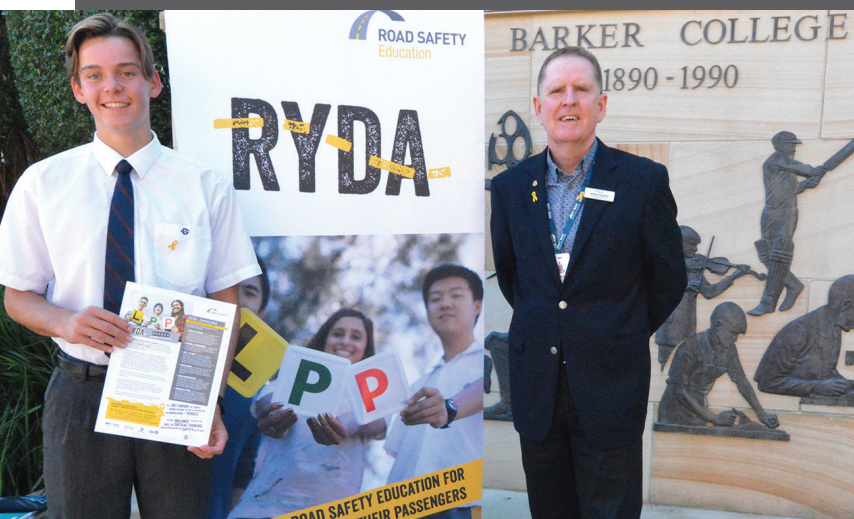
This is just a snapshot of the facilitators we engage. While all bring a range expertise and experience, each are talented communicators who are passionate about road safety and working with youth.

Making an impact with RYDA

Along with our intensive evaluation and review process, we gather anecdotal evidence of what's making an impact with our students through our competitions and social media pages. Our major competition asks students to tell which session they liked best and why. The most recent prize went to James from Barker College in Sydney who commented on the 'Crash Investigators' session.

“Growing up I've seen a lot of car crashes and know of friends that have been in horrible crashes. I've seen the waves from the ripple effect but never have I seen such consequences that disable victims for life. "Crash Investigators" was emotionally engaging whilst exploring the cause and effect of not using your seat belt properly. After the session I went up to the presenter and shook her hand, thanking her for coming and talking to myself and others on the importance of car safety.

On the way home on the school bus I noticed neither my friend or I had my seat belt on. Instead of ignoring it I thought of the affect on the presentation and her effort to reach out and promote proper safety. It only took me 10 seconds to put the belt on and both me and my friend were both safer. The possibility of being in a crash was extremely low, but the effects of an accident could be everlasting. 10 seconds is all it took! The session caused a personal affect on me, something that doesn't happen often. I would like to thank you for the session as I will be starting to drive very soon and the message I took today will stay with me throughout my driving career.”



James (pictured above with RSE's Program Director, Greg Rappo) received a \$250 Visa Gift Card for his entry. Prizes are drawn every 6 months.



Exciting new partnerships

We are thrilled to announce two new major partners.



For over 25 years, MTAA Super has built its name as the leading industry fund for the automotive industry. Today, it proudly drives the future of 240,000 Australians from a diverse range of industries, two thirds of whom are engaged in keeping Australia "on the road". MTAA Super is passionate about "Championing the future of everyday Australians" with education and partnership being key pillars of its Corporate Social Responsibility framework.



In New Zealand, we've joined forces with AMI, part of the IAG Group, the largest insurance group in New Zealand and Australia. Founded in 1926 and with stores nationwide, AMI is strongly committed to road safety, supporting the role of education in reducing crashes and youth road trauma. AMI's approach to insurance for young drivers has great synergies with the RYDA program, treating young people as responsible road users, capable of making good choices.

We look forward to sharing news from both partnerships as we begin working together to make our roads a safer place.

Same great message, brand new look

Much like RYDA, ensuring safety on the roads is at the heart of everything Bridgestone does. Their 'Safe Hands' brand campaign, which features in the RYDA curriculum, aims to make road users aware that there is only one hand print of tread connecting each of their four tyres to the road and therefore, emphasises the role that quality tyres play in the overall safety of their vehicle.

This safety message has really resonated with people, encouraging the audience to reflect on their own safety on the road. Bridgestone's 'Safe Hands' campaign is now four years old and an evolution of the idea was necessary to ensure that the safety message continues to connect with drivers. Late last year saw the launch of a brand new 'Safe Hands' campaign which continues to remind the audience of the importance of tyres to the overall safety of a vehicle.



BRIDGESTONE



Alexander's fleet gets a make-over

Alexander Group is a family-owned specialist transport company committed to safety, quality and professionalism in all aspects of its service delivery. The company distributes cryogenic gas for BOC throughout New Zealand and the Pacific Islands.

In 2013, Alexander Group intensified the focus on risk management for its professional driving staff. Alongside this shift in focus, the company wanted to demonstrate to staff and the wider community its commitment to road safety and the highest possible driving standards.

Executive Director, Hayley Alexander says the company saw a strong alignment with Road Safety Education's delivery of high quality driver safety programmes in New Zealand schools.

"Providing high quality education and awareness programmes at this age improves young people's awareness and empowers them with skills to make good decisions."

This initiative mirrors the training and coaching Alexander Group provides for its team of 110 professional drivers throughout New Zealand. Road Safety Education has also assisted with Alexander Group's in-house Safety Leadership Forum, creating a strong and mutually beneficial partnership.

Alexander Group have recently launched a fleet of new vehicles onto New Zealand roads, distributing BOC packaged gases through the country – look out for the RSE logo on the back.



The deadly mix of young drivers and old cars

Our youngest and most at risk drivers are continuing to drive older vehicles that tests have shown will greatly increase their chances of being killed or seriously injured in a crash.

A recent report from the NSW Centre for Road Safety indicated that nearly 80 per cent of young drivers under 20 who died in car crashes on the state's roads in the past five years were driving cars older than 10 years. Sadly we are putting our most at risk and vulnerable drivers in the worst performing crash vehicles.

National data from the independent car safety ratings group ANCAP, indicates that drivers of older cars, made before 2000, were four times more likely to die than those in a new car.

ANCAP safety ratings are published using a system of 1 to 5 stars. The stars indicate the level of safety a vehicle provides for occupants and pedestrians in the event of a crash, as well as its ability, through technology, to avoid a crash. Testing indicates that you have twice the chance of being killed or seriously injured in a 3 star ANCAP safety rated car compared to a 5 star ANCAP safety rated car.

Parents need to carefully consider helping young drivers to buy a car, especially if it may be the "cheapest available" that is often old and unsafe. Young drivers who do share the family car, which was often newer and safer, are also more likely to discuss travel plans with their parents which also reduced their risk of being involved in a road crash.

RYDA is all about providing our young drivers and passengers with the tools and knowledge to stay safe on the road - this includes travelling in the safest car available.

NSW Registered Clubs increase support for RYDA

Each year the 500 registered clubs in NSW contribute around \$100 million to deserving causes through the ClubGrants program. Since the scheme began, clubs have given more than \$1 billion to recipients such as Surf Life Saving, the Ted Noffs Foundation, Vision Australia and Legacy. ClubGrants funding is available to community organisations, sporting groups and charities that make a difference in their local area.

This year, twenty one registered Clubs in NSW have contributed a total of \$70,000 to help their local high school students attend RYDA. This greatly valued funding will help to make RYDA accessible and affordable for up to 25,000 students who attend the program in NSW each year.

As expected, a large proportion of the funding came from registered clubs in the Sydney area however it was very encouraging that many clubs in regional

areas including Bega, Leeton, Orange, Dubbo, Bathurst, Newcastle, Gosford and Wyong also recognised the importance to help provide their local young people with the best possible road safety education.

Thanks to all the supporting NSW Clubs for your greatly valued funding - together we can make a real and significant difference.

A full list of the registered clubs in NSW who have provided funding to RYDA through the 2017/18 ClubGrants program can be found on our website.

Get your sunnies out, things are about to turn bright yellow - Road Safety Week is on the horizon

National Yellow Ribbon Road Safety Weeks are coming up in Australia (30 April - 6 May) and New Zealand (7 - 13 May). We'll be supporting both weeks, sharing tips and spreading awareness under the banner of the daily and week safety themes so make sure you jump onto our social media pages and join the conversation.

We'll also be busy working with our partners to light up local landmarks in yellow and hand out yellow ribbons. Basically, we'll be shining a bright yellow spotlight on the important topic of road safety during these weeks.

You can play your part too. Here are some ideas:

- Share the safety messages across your social platforms;
- Organise a wear-yellow-to-school or work day;
- Wear a yellow ribbon pin or add a yellow ribbon sticker to your car as a public statement that you value safety on the road
- Drive socially - remember, everything you do on the road affects someone else. Thank you waves and thoughtful choices make for happier drivers and safer roads.



RSE welcomes new teammate



Rebecca is pictured far left with a teacher and students from James Ruse Agricultural High School

We are pleased to introduce you to a new member of our team, Rebecca Lewis who has taken over from Jennifer Smith in the role of Program Administrator.

Rebecca comes to us from One Door Mental Health where she worked as a Program Coordinator in their Education and Training team. A big part of her role was building and maintaining relationships with volunteers and supporting people living with a mental illness to be able to share their story. Rebecca was also responsible for the day to day logistics and support of the education and training workshops.

Working for Road Safety Education particularly interested her as she has three children, two in their teens who will be learning to drive in the next few years. On her new role, Rebecca says, "I am most enjoying getting to know the head office team and the Rotary Volunteers and seeing the passion everyone has for the RYDA program. I am so impressed with RYDA and I have thoroughly enjoyed watching how much the students really engage in each of the sessions and knowing that we play a huge part in creating a new generation of safer road users. I am really excited to be a part of such a wonderful team of people who are all working together to improve road safety, particularly our amazing Rotary Volunteers who work tirelessly to run the program each year."

We thank our partners for their continued generous support



Rotary Clubs in
Australia (ACT, NSW,
QLD, SA, TAS, VIC &
WA) & New Zealand

In Australia & New Zealand

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BOC

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In Australia

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