

RSE Newsletter

RYDA 3.2 hits the road running in 2017

As part of our commitment to continual research and development, the RYDA program underwent its annual review process at the end of 2016. As is our practice, research and evaluation was at the core of program development and change.

The process started where it always starts, at a meeting of our Advisory Council members. RSE's Advisory Council is made up of leading road safety experts from Australia, New Zealand and the UK. We rely on their guidance to ensure the RYDA program remains at the cutting edge of road safety education for teenagers.

Teacher, student and facilitator feedback also played a large role in the review process.

While the RYDA 3.2 revision didn't see fundamental changes to the structure or key outcomes of the program, we made a number of important changes to ensure RYDA provides the most up to date and relevant information for young drivers and their passengers, delivered in the most engaging way.

The main message of the day remains "My Life: My Choices". Students still work their way through the program in small class-size groups constructing their own personal

road safety plan as they go, using their GPS (Goals, Plans & Strategies) booklet to guide their course.

RYDA's sessions include; a high impact, practical demonstration of the effects of speed on stopping distances; a uniquely reflective look at students' individual

development; relocation of some discussion topics to other sessions to provide better synergy; an update to all PowerPoint slides and resource materials to make them even more engaging for our young audience; and the introduction of a discussion around vulnerable road users.



Research and evaluation; at the core of program development and change

The revision was completed in late January when RSE embarked on an intensive training program to ensure all facilitators were up to speed and ready to deliver the updated RYDA messages.

RSE writes the program but it is up to our facilitators to bring it to life. We thank our Rotary volunteers and facilitators for embracing

the changes and committing themselves to the training process.

personality profile and strategies to strengthen high risk areas; an interactive discussion about hazards and distractions; and a conversation with a local police officer. At the heart of the program lies two deeply personal stories of life after a crash; one presented by a crash survivor living with the life long effects of a crash and the other, Genevieve's Story as told by the parents of a young woman who lost her life as the result of a simple mistake on the road. Students delve into these stories and work together to devise plans to avoid a similar situation.

Changes to the program included: restructure of some session content to allow more time for student strategy

development; relocation of some discussion topics to other sessions to provide better synergy; an update to all PowerPoint slides and resource materials to make them even more engaging for our young audience; and the introduction of a discussion around vulnerable road users.

Early feedback has been extremely positive as evidenced by this letter from a teacher from Otaki College attending our program in Levin, NZ: **"Thank you and all the presenters and Rotary volunteers for an awesome day today. I think that it was one of the best RYDA programmes that I have been to yet. They just seem to get better and better! As always they are extremely well organised and the sessions deliver some very worthwhile messages"**.

RYDA 3.2 is currently being delivered at all venues across Australia and New Zealand.



Celebrating 50,000 students in NZ: Students, teachers and Rotarians celebrate a massive achievement in New Zealand.

RYDA New Zealand - 10 years and 50,000 students later

A message from the CEO/MD, Terry Birss

Ten years ago, along with the Takapuna Rotary club, RSE launched RYDA in New Zealand. Since that time we have built the program with more than 7,000 students attending each year across both Islands. In 2017 the NZ team will run nearly 50 programme days from the Far North to Invercargill.

On 14 March we celebrated a big milestone, reaching the 50,000th student to attend RYDA with Nelson College – New Zealand’s oldest state school.

Over 200 boys attended the day and all received a yellow ribbon recognising their commitment to road safety.

Nelson College has been a strong advocate of RYDA since it started in Nelson. Deputy Principal, Mr Ron Kelly, reinforced the schools commitment stating that they will continue to make RYDA and road safety a priority in future years. Addressing the students, he said that the information they had learned that day was some of the most important education

they would ever take part in and something they will all use in their lives.

I take this opportunity to thank RSE NZ’s key partners including BOC, NZ Steel, Bosch and Bridgestone and applaud the Rotarians who have also been fundamental to the success and growth of the program over the past 10 years.

but the celebrations don’t stop there...

CONGRATULATIONS TO EVERYONE INVOLVED AT THESE VENUES WHO HAVE REACHED OR ARE ABOUT TO REACH MILESTONES

Rotary District 9700: 20,000 students (celebrated at the Bathurst Program)
Bathurst: 5,000 students
Caloundra: 7,000 students
Coonabarabran: 500 students
Eurobodalla: 10 years
Gold Coast: 5,000 students
Leeton: 3,000 students, 10 years
Nambour: 6,000 students

Gearing up for National Road Safety Week

It's almost that time of year again where road safety deservedly finds a place in the international spotlight with the UN's Road Safety Week (UNRSW) which this year coincides with National Road Safety Week (NRSW).

On both sides of the Tasman, RSE plays a pivotal role as a member of the National Yellow Ribbon Road Safety Alliances helping raise awareness, especially during UNRSW. In addition to supporting community activities the Alliances are focused on encouraging government and institutional engagement and on developing awareness of this critical issue through symbolism – the yellow ribbon and the lighting of iconic buildings and structures throughout each country. In Australia, the Alliance is supported by all Australian governments and all motoring associations.

As a Principal Partner, we are delighted to support RSE's Ambassador and President of SARAH, Peter Frazer. Peter has worked tirelessly to raise awareness through the symbol of the Yellow Ribbon and effect change through Government engagement.

This year's UNRSW will operate under the theme of #SlowDown, drawing attention to the dangers of speeding.

From the UN: By encouraging drivers to slow down, observe speed limits appropriate for the roads and not speed, we make the roads safer for all. For children walking to school, for the elderly crossing the road, for people driving to work and all road users. Speeding is a major risk factor. The higher your speed, the higher the risk of a crash as well as the severity of crash consequences.

This theme fits very well with the work we do through the RYDA program. There, our students see first hand the impact that driving over the speed limit can have on a pedestrian. In our demonstration, students witness a car perform an emergency brake at 50km/h. A crash dummy is placed at the stopping point and the demonstration vehicle backs up. Now students see how different the outcome is when the car applies the brakes at the same point travelling 10km/h over the residential speed limit. It is a moment of great impact on the students; the

realisation that a 10km/h increase in speed has resulted in a pedestrian impact at nearly 30km/h.

RSE has a number of events planned for the week, during which we'll also be celebrating the 500,000th student to attend RYDA since it began in 2001.

The facts about speeding

The Road Accident Research Unit of the University of Adelaide found:

- the risk of involvement in a casualty doubles with each 5km/hr increase in travelling speed above 60km/hr and
- a 5km/hr reduction in speed can lead to at least 15% decrease in crashes.

The problem with speeding:

- less time to see hazards and avoid crashes
- less control over the vehicle
- longer stopping distances
- increased the likelihood of having a crash; and
- increases the severity of the crash and the injuries to the people involved



Reducing our environmental treadprint

Where do your tyres go once they have been replaced?

Each year in Australia over 50 million tyres reach their end-of-life, with a mere 9 percent recycled locally.

The rest are either disposed to landfill, stockpiled, illegally dumped or exported overseas, presenting a pressing and ongoing environmental issue for our nation.

An industry of change

A collaboration of leaders in the tyre sector is generating huge environmental dividends for Australia.

The partnership of approximately 20 years between Australia's largest tyre importer, Bridgestone, and the biggest tyre recycler, Tyrecycle, has enabled the diversion of 100,000 tonnes of tyres from landfill.

That's enough to fill two football stadiums. Bridgestone Australia is also a member of Tyre Stewardship Australia, an organisation dedicated to transforming end-of-life tyres into a useful commodity, creating new industries and employment



opportunities, while reducing the environmental harm of illegal tyre dumping.

The power to make a better choice

The power of change is not just limited to manufacturers and retailers. Consumers too, have a vital role in reducing the environmental impact of the tyre industry.

Choosing tyres such as Bridgestone's Ecopia range, which can reduce CO2 emissions by nearly 6 per cent thanks to reduced rolling resistance technology, saves you money through improved

fuel efficiency whilst diminishing your environmental footprint.

Likewise, shopping at a tyre retailer that uses reputable recycling methods offers the peace of mind that end-of-life tyres are dealt with in a responsible manner.

Bridgestone stores across Australia use accredited members of the Australian Tyre Recyclers Association to collect and recycle their old tyres, emphasising the company's commitment to Corporate Social Responsibility. For more information go to www.bridgestonetyres.com.au

RYDA from a teacher's perspective



At a recent RYDA program we caught up with Oakhill College's Senior Student Coordinator, Ashley Johansen (pictured (L) with RSE's Program Coordinator, Petar Govorusa (R)) for his thoughts on RYDA. Ashley brings a unique perspective as a mathematics teacher with over 20 years experience in Australia and the UK who has attended RYDA with students from his current school and his previous placement, Knox Grammar School.

When asked about the RYDA Program, Ashley commented, "I believe that the RYDA Program gives our Senior students a fantastic overview of road safety. The six sessions during the day covered a broad range of practical topic areas which are extremely relevant to Year 11 students.

The sessions provided real life scenarios, advice and examples to highlight the important road safety message."

Oakhill College attend RYDA as part of a unit within their pastoral care program. Back at school, students continue building on the RYDA messages with homeroom discussions, presentations at student year meetings and a follow-up session with their School Liaison Police.

Ashley noted that the feedback from students over the years has been "very positive", going on to say that "the program is extremely worthwhile and educational. Students particularly like the practical Speed & Stopping session and were impressed with the guest presenters who 'told their story'."

Road safety is up to you, the community

Excerpt from 5 February 2017 article by Olivia Shying, published in The Border Mail

A DRIVER awareness specialist, who spearheaded Victoria's motor safety campaigns that saw the road toll slashed from 1061, says community involvement is the "missing link" in the state's strategy.

Former Road Trauma Committee member Donald Gibb said the countries with the lowest tolls in the world were far better at engaging communities with driver safety messages at a local level.

"If we can get volunteer community groups to action (road safety ideas) at a local level this could provide a very valuable input in terms of localising the issues, as they range from the regional areas to the highly populated metropolitan areas," Mr Gibb said.

Mr Gibb will be instrumental in bringing Danish Road Safety Council expert Jesper Solund to the state.

Mr Solund said Denmark had learnt a great deal from Victoria's road safety vision and had successfully replicated the confronting Wipe Off Five and Drink, Drive Bloody Idiot campaigns.

He said a key element of the Danish success story was the involvement of community groups that helped develop relevant road safety campaigns around the issues of surrounding areas.

He said 77 of the country's 98 municipalities had a specific safety plan while 84 had school education programs. Municipalities are also urged to develop their own advertising campaigns.

Mr Solund said getting governments to invest in road safety programs for primary school students was challenging.

He said Denmark involved children in school by training young people affected by the road toll.

In 2013, Denmark had 3.4 road fatalities per 100,000 compared to Australia's 5.1.

NZ Steel honours RSE for health & safety



NZ Steel has been a founding partner and supported RSE NZ for nearly 10 years and during that time has helped us educate 50,000 young people through the RYDA programme. It was a great honour to win their award for Health and Safety in their community category at their awards ceremony at the end of last year. RSE NZ Programme Manager Maria Lovelock is pictured here with Margaret Gracie – VP People and External Affairs for NZ Steel.

Coming Soon

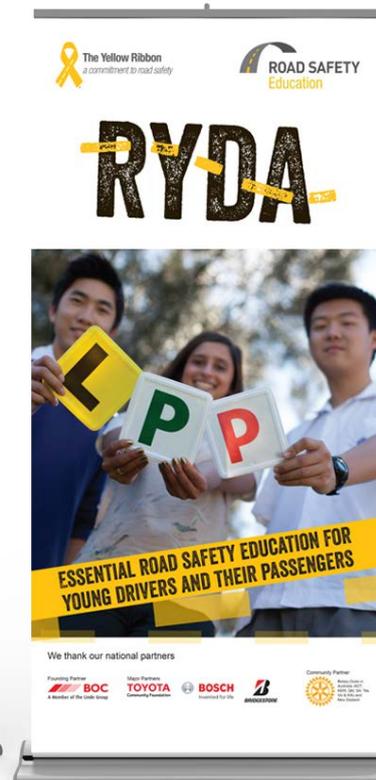
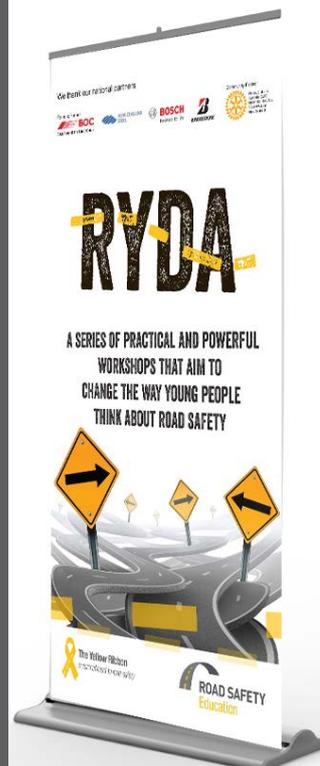
Some exciting RYDA developments:

In term two we will be introducing a **Teacher's Companion booklet** to the student GPS. We have long worked with coordinating teachers to provide an extensive pool of web resources so they can continue the RYDA message back in the classroom. But often we find that teachers who accompany students to the RYDA days are from a variety of departments, including maths, english, science and physical development and aren't always aware of what's available. We are currently developing a booklet that will not only inform teachers how they can play a pivotal part during the RYDA day but direct them to a series of resources, lesson ideas and supporting information so they can integrate road safety into their individual subjects.

Also coming soon is a long awaited **promotional video** designed to be played at school assemblies or as a link sent with permission notes. This video will speak directly to the students, giving them an idea of what to expect from a RYDA day.

First impressions matter

We have new pull-up and flag banners available to promote your RYDA event. Contact us if you'd like to know more.





Safer drivers inside and outside the car

*Dr Marilyn Johnson, Senior Research Fellow, Institute of Transport Studies,
Department of Civil Engineering, Monash University
Research & Policy Manager, Amy Gillett Foundation
Member, Road Safety Education Advisory Council*

Recent research findings that informed changes in the Australian Capital Territory (ACT) have been used in the latest update of the RYDA program. These updates align the program with leading practice in training new drivers about how to safely share the road with vulnerable road users.

Traditionally, road safety in Australia, including driver training, has focused on the safety of motor vehicle occupants, drivers and their passengers. Less attention has been given to the safety of vulnerable road users, pedestrians and cyclists, and the potential for drivers to cause harm. However, as the popularity of cycling continues to increase, drivers often need to share the roads which raises the question – how do we teach new drivers to share the road safely with cyclists?

To answer this question, Dr Jennifer Bonham from the University of Adelaide and Dr Marilyn Johnson from Monash University and the Amy Gillett Foundation (and RSE Advisory Council member) investigated how drivers are trained to share the road with cyclists in the ACT and region. The study, funded by the NRMA-ACT Road Safety Trust, included a review of all driver education documentation,

interviews with key stakeholders in the ACT, observations of driving lessons and driving tests and an online survey of drivers from the ACT.

They found that new drivers were given very little information on how to share the road safely with cyclists. Cyclists were almost completely absent from the pre-learner Road Ready course, the on-road skills and testing. The result, new drivers could be licensed but have no practical skills about how to safely share the road with cyclists.

Study findings have been used by the ACT Government to inform a new driver licence competency focused on vulnerable road users. All new drivers now need to successfully complete this competency as part of their probationary licence test ensuring the next generation of ACT drivers are confident about how to share the road safely. These findings have also been used to inform the latest revision to the RYDA program.

The research is continuing, the next stage, Cycle Aware, is being funded by the Australian Research Council. The research team, Dr Bonham, Dr Johnson and Professor Narelle Haworth from CARRS-Q at Queensland University of

Technology are collaborating with state and local governments and the Amy Gillett Foundation to review driver training processes nationally. New insights from this research will be incorporated in future updates of the RYDA program to ensure we continue to work to keep everyone safe on our roads – both inside and outside their car.

Safe behaviours when sharing the road with vulnerable road users

- Exercise caution around cyclists and pedestrians
- Anticipate motorcyclists and cyclists at roundabouts
- Constantly scan your environment for vulnerable road users – seeing people early makes it easier to predict their movement
- Allow minimum distances when passing (1m in speed zones ≥ 60 kph; 1.5m in higher speed zones)
- Indicate early and check blindspots before turning
- Cyclists speeds are likely to be higher than you anticipate, allow a safe distance especially when driving behind a cyclist
- Give way to cyclists travelling in green lanes
- Always check for cyclists before opening the door



Local supporters step up to help get NSW Central Coast students to RYDA

The cost to attend RYDA can unfortunately be a barrier for some families so it is always great news when local communities come together to directly provide some extra financial help for students to participate in RYDA.

During March this year, thirty Central Coast high schools were invited to send their students to RYDA conducted at the Wyong Racecourse. With financial support from the Central Coast Council and all five local branches of Bendigo Bank, we were able to reduce the RYDA attendance cost to only \$10 per student and also provide a 75% subsidy for the school bus transport cost to attend RYDA. The extra support also provided funding for some local radio and newspaper advertising (pictured top, right) to

inform Central Coast schools and families about the opportunity to attend RYDA. As an added bonus the individual branches of Bendigo Bank even gave away a daily lucky door prize of a \$100 student bank account. Something that added greatly to the excitement of the day for the students.

Due to this extra local financial support, RYDA certainly became more affordable and accessible for all families, resulting in a very pleasing 20% increase in the number of Central Coast students who received the life-saving RYDA messages.

Thanks again to all our very many partners and supporters - together we are certainly making a very significant difference!



Prize winner, Abigail from St Philip's Christian College accepts her \$100 student bank account from Mark Cooper, Wyong Community Bank.



Driven to distraction

After a 10 year downward trend, the road toll is on the rise at an alarming rate. Technology has allowed us to build safer cars and safer roads but while it gives with one hand, technology, it seems, takes with the other.

Australia's Infrastructure and Transport Minister Darren Chester said anecdotal evidence suggested mobile phone distraction was a significant contributor to increased road trauma.

"I believe there is a need for a nationally coordinated message on a range of road

safety issues including mobile phone distraction ... when we have a new and emerging problem we need to respond to it as quickly as we can," he said.

Talking on a mobile phone, even hands free takes almost 40% of mental resources away from the task of driving, causing drivers to miss audio and visual cues needed to stay safe. It is known as "inattentive blindness". Vision is the most important sense we use for safe driving. It's the source of the majority of our information. Yet, drivers talking on the phone have a tendency to "look at" but not

"see" objects. Estimates indicate drivers using mobile phones look at but fail to see up to 50 percent of the information in their driving environment.

All of this makes for a very lively discussion in RYDA's 'Hazards & Distractions' session as students debate & ultimately, gain an appreciation for the dangers that come with that ping from the mobile phone. More importantly, they walk away with strategies to keep driving and mobile phones in separate compartments of their busy lives.

Toyota - a driving force for traffic safety

Bridget Howell, Corporate Citizenship Programs

The Toyota Community Foundation, the philanthropic arm of Toyota Australia, is proud to have been a key partner of RSE since 2011.

At Toyota we have a global commitment to traffic safety. As a key focus area, our affiliates worldwide support organisations, initiatives and programs with the ultimate goal of zero casualties from traffic crashes.

Toyota's major role in contributing to this goal is through providing safe vehicles to the global market. Our cutting edge vehicles offer a broad range of safety features such as airbags, parking assistance, on road assistance and pre collision systems. Many of RSE's RYDA programs nationally highlight these key Toyota vehicle features in more detail as part of the 'Speed & Stopping' sessions.

In addition to providing safer vehicles, Toyota also believe the key to achieving this goal is to educate

people, both drivers and pedestrians, in the importance of being safe on our roads.

Some examples of the traffic safety programs we are involved in globally are:

- \$85 million in funding towards a safety research centre in North America, working alongside universities and research institutes. Initial research includes preventative measures of inattentive driving, protection of vulnerable pedestrians and innovative new technologies.

- A biannual Toyota traffic safety campaign held in Japan, which donates traffic safety educational materials to kindergartens and nursery schools nationwide. In the 2015 financial year, over 2.55 million picture books and 48,000 traffic safety story cards were distributed to young children.
- A safe driving program in Vietnam, in conjunction with the Vietnam Traffic Police. This program develops and trains individuals to become driving instructors and eventually lead safe driving seminars to help reduce traffic incidents in Vietnam.

Members of our Toyota Australia team have also thoroughly enjoyed attending the RYDA program days, where our employees have had the opportunity to better understand our support of the program and the impact it has reducing youth road trauma.

Recently, members of our purchasing team attended the program and returned with extremely positive feedback from what they learnt on the day.

"The team loved attending the RYDA program. The day was so well organised and the facilitators did a fantastic job! It

was unanimous, we will be recommending it to our colleagues to attend in future," Toyota Australia employee Min Hah explained after attending.

A group of Toyota Australia's Corporate Affairs team members also attended the program in February. They took away important messages from each of the sessions, such as the

impacts of speed on stopping distance and the danger of distractions, to share with their colleagues and families.

The Toyota Community Foundation is proud to be a key supporter of this vital program for young people across the country. We acknowledge and congratulate the brilliant work carried out by RSE in communities across Australia and look forward to seeing instances of road trauma continue to decline as a result.



The Toyota team, (L-R) Luke Martin, Catherine Storm, Catherine Conte and Jonathan Lathleiff stop for a quick snap while the boys from Brighton Grammar School learn about the importance of a 3 second following gap.

Closer to home, Toyota Australia is thrilled to have supported RSE's RYDA program and follow the journey of impressive growth over the years.

One notable achievement was RSE's ground-breaking Social Impact Study in collaboration with Toyota Australia. Since its inception in 2012, Toyota was proud to support the study which measured the social and economic value, created by the RYDA program, on participating students.

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

Founding Partner



In Australia



In New Zealand

Co-Founding Partner



Contact Us



Australia

(ABN 17 110 667 706)

10 Julius Avenue

North Ryde NSW 2113

T 1300 127 642

F 1300 321 127

E info@rse.org.au

New Zealand

PO Box 12876, Penrose

Auckland 1642

T 0800 150 180

E info@rse.org.nz