

RSE Newsletter

New report shows the social impact of RYDA

In 2012, with the support of partner Toyota Australia, RSE embarked on an epic study, designed to measure the social and economic value created by the RYDA program in terms of the impact, primarily on participating students, supporting a road safety culture in our society and contributing towards the reduction of trauma.

In particular, we focussed on changes in knowledge, attitude and behaviour in relation to students' risk in cars. We also evaluated impacts on teachers, parents, facilitators and program volunteers.

The best road safety programs are those that are professionally developed and delivered but remain engaged with the community. The RYDA program, the largest road safety awareness intervention for students approaching solo driving in Australia and New Zealand, uses evidence-based best-practice principles.

Young people bring a unique set of factors to driving that puts them at high risk on the road: inexperience, factors associated with age such as cognitive development, strong peer influence, and the fact they often drive unsafe cars at riskier times of the day and week.

The Study uses a theory of change; using evaluation evidence to measure different outcomes of the program; discussing the methodology and identifying caveats such as the challenges of measuring behaviour change; attribution of effect to the program, and issues which may have affected the validity of survey results.

The Study shows that RYDA is a highly impactful experience for students. It produces substantial increases in understanding of road risk factors, such as; speed, following distance, distractions, car safety features, hazard perception and the role of personality and mind-state.

Study Highlights

- Significant changes in intentions to change personal behaviour
- Significant increases in knowledge
- Awareness of the consequences of crashes on individuals, family and friends (increased for 87% of respondents)
- Close to 100% of students say they were likely or highly likely to apply RYDA messages in future and our follow-up survey evidenced this, in some cases a year after attending.

Study Conclusions

The Study evidence shows that RYDA reinforces government and community road safety measures and, importantly, plays a critical role in filling the gaps where there are no established measures, thereby helping to reduce the burden of health, infrastructure and human costs.

Most leading researchers acknowledge education as an important component of the road safety equation. It is reasonable to expect that an evidence-based, government compliant program would reduce risk behaviour sufficient to represent a significant social and economic benefit.

The annual financial cost of youth road trauma is enormous with over 400 deaths (approximately \$2.4M per death) and more than 2,400 life threatening injuries (each costing between \$1.8-3.8M), amounting to many billions of dollars every year.

Annually, RYDA costs just \$2M and impacts over 50,000 students, their teachers, parents and the broader community. Purely economically, the potential reduction in road trauma resulting from the RYDA education program represents a significant financial contribution to society. Socially, the value is immeasurable.



RYDA attendance heading towards half a million students

A message from the CEO/MD, Terry Birss



Did you know?
A vehicle carries half its speed into the final quarter of its stop.

The human impact of speed: Students from Cheltenham Girls High School see first hand the difference 10km/h over the speed limit can make.



We have just completed another very successful year with the RYDA road safety education program across Australia and New Zealand with over 50,000 students from approximately 650 high schools attending the program in the past year. In the following months we will be celebrating a very exciting milestone when the 500,000th student attends the RYDA Program.

This outstanding result would not be possible without the commitment of many hundreds of Rotary Club members who devote thousands of volunteer hours to support the conduct of approximately 480 RYDA program days each year at 90 venues located around Australia and New Zealand.

Of course RYDA would not be “affordable and accessible” to thousands of students each year without the greatly valued financial support provided by our many sponsors including our Founding Partner BOC. It is now nearly twelve years ago that BOC decided to help establish our

organisation as a professional body and support our mission to reduce road trauma. We are pleased to recognise BOC’s ongoing commitment to making our roads a safer place by helping us to provide our novice drivers and passengers with the best possible road safety education.

Importantly, our success as an organisation is really measured by our contribution to a reduction in road trauma. As reported elsewhere in this Newsletter, we continue to be encouraged by recent Australian statistics showing a further drop in fatalities of the 17-25 age group with an almost 9% reduction over the past year. Together we are making a difference.

Getting directions to the future of road safety - ICTTP2016

RSE recently attended the Sixth International Conference on Traffic and Transport Psychology (ICTTP2016) in Brisbane. This was the first time this important international conference was held in the Southern Hemisphere and only the second time outside of Europe. The conference has achieved a long-standing and highly-regarded reputation as the leading international meeting in the field of traffic and transport psychology. With the theme of “Taking Traffic and Transport Psychology to the World”, the conference featured a strong program of keynote speakers, oral and poster presentations, workshops and symposia.

The conference also gave us an opportunity to meet with our Advisory Council, many of whom gave keynote presentations and all of whom presented the latest findings in their respective fields of expertise. On this world stage, it was a humbling reminder that RSE truly has the best of the best guiding its programs.



Alarming rise in road deaths

... but with some very encouraging news

Recently released statistics show a worrying rise in road deaths in Australia with an overall increase of 8.5% in the past twelve months compared to the previous year. The figures are certainly a national tragedy leaving 1,269 families devastated and just one more reminder that more needs to be done to make our roads a safer place for all.

The report from the Federal Department of Infrastructure and Regional Development shows NSW topping the list for the 12 months ending June this year with 390 lives lost on the road, a very worrying increase of 28% on the previous year.

One very encouraging statistic from the report was a significant drop in fatalities of the 17 – 25 year old age group with an almost 9% reduction over the past year with 226 deaths, down from 248 in the previous year.

This continued fall in youth road trauma is great news, however one young life lost is one too many. Of course we should also remember that for each life lost, there are up to 20 other novice drivers

or passengers who suffer a life changing serious injury from road trauma.

The Bureau of Infrastructure, Transport and Regional Economics (BITRE) also reported that male drivers in all age categories Australia wide experienced a 13% increase in fatalities with 926 deaths, accounting for 73% of total road fatalities. Females in that same category showed a 2% reduction, with 342 females losing their life on the road in the past year.

While these statistics are both alarming and disquieting they are not just confined to Australia. The New Zealand Ministry of Transport recently reported that road deaths were up nearly 9% in 2015 with 319 fatalities. Figures released by the United States National Highway Traffic Safety Administration recently show fatalities for 2015 were nearly 8% higher than for the previous year, the highest in seven years. Once again behavioural issues including distracted drivers and the texting epidemic, speeding, drugs and alcohol are at the centre of the increased figures.

It is increasingly recognised that education needs to take centre stage as technology and the challenges of driving evolve. More than ever, it is not enough to just teach a young person the skill of manoeuvring a vehicle, we must balance this with the skill of critical thinking and an appreciation for safety on the road. Prioritising early education will mean a positive flow on effect for all age categories.

Government statistics tell us that 1,588 people died on Australian and New Zealand roads last year. 125 more than the previous reporting period.

As a number, it's alarming. As faces of people with family, friends and futures never to be realised, it's devastating.



A vote for road safety

RSE has been chosen as one of three Customer Choice partners for The Warehouse, under their Bags for Good programme at their Pukekohe branch near Auckland, NZ. From August to December shoppers who purchase a 10c plastic bag will be given a token to place in one of three donation boxes. At the end of this period funds raised are given to each of the store community partners according to their percentage of total votes. Proceeds raised for RSE will support RYDA programmes in the Franklin area.



The Warehouse's award winning "Bags for Good" programme is aimed at cutting back plastic bag waste. The scheme has resulted in an 80% reduction in bags issued by The Warehouse with around \$400,000 being donated to local community groups and charities each year

Bridgestone lends a hand for road safety

RSE can only continue in our mission to reduce youth road trauma if we have education programs that are sustainable, accessible and affordable. A key to achieving these objectives is to have broad community engagement with all stakeholders including schools, government, Police, Rotary and business corporations.

As recently announced, we are very pleased that Bridgestone Australia and New Zealand has decided to help us in our mission to help save young lives on the road - joining long standing partners, BOC, NZ Steel, Toyota and Bosch.

The Bridgestone brand has a global reputation as the tyre industry market leader, renowned for producing quality products and being at the forefront of technology and innovation. Bridgestone has a comprehensive Corporate Social Responsibility program and is trusted by the community, as evidenced when Bridgestone was recognised with a recent award identifying them as the "Most Trusted" tyre brand in Australia.

The Bridgestone brand has high profile recognition in the community, especially through their long running media campaigns based on the human hand representing the small amount of tread between a car and the road. This is a message that we have shared for many

years with every student who attends the RYDA Program – it is very exciting that we will now have Bridgestone to help demonstrate and effectively communicate this road safety message.

We welcome Bridgestone as another greatly valued partner of RSE and the RYDA Program.



Bridgestone proud to support RYDA

A message from Bridgestone Australia and NZ MD, Andrew Moffatt

At Bridgestone, we've had a longstanding commitment to safety and we are dedicated to supporting the education and safety of motorists across Australia and New Zealand. We are proud to extend this commitment as part of our new partnership with Road Safety Education Limited.

Beyond safety, we are pleased to support the RYDA program for another important reason – youth development. As a company, we believe that young people are the key to a bright and sustainable future and therefore see enormous value in youth programs that provide support and education.

In this case, ensuring our young people understand the significance of road safety as soon as they begin driving is critical to

reducing youth road trauma. Through our sponsorship, we hope to support RSE's important efforts to do just that.

We are also proud to know that our Safe Hands campaign – which was originally developed for consumers – will now have a lasting benefit for a much broader audience as part of the RYDA education program. Putting into perspective just how critical tyres are to remaining safe on the road is a message that has resonated with people of all ages, and we are particularly pleased to know it is now part of a formal education program for young people.

On behalf of everyone at Bridgestone, I'd like to acknowledge the great work being carried out by RSE in communities every day and say how proud our company is to be part of that endeavour.



Left: Some of the crew from the Rotary Club of Albany Creek Rotary Club at Bracken Ridge
 Right: Students & Facilitators taking part in RYDA in Geelong

Rotary wheels out two new RYDA venues

It is always exciting when we open a new venue for students to participate in RYDA. Recently we partnered with local Rotary Clubs to open new venues in Geelong, Victoria and at Bracken Ridge on the northside of Brisbane Queensland.

After months of planning, a team of thirteen volunteers from Albany Creek Rotary Club were on hand to welcome students from Mueller College in Rothwell when they arrived to attend RYDA at the Bracken Ridge Campus of TAFE Queensland.

Neville Woodforth, RYDA Chair in Rotary District 9600, congratulated the local Rotary Club members on the successful launch of RYDA at Bracken Ridge and said that they were now off and running to expand the program to all schools on the northside of Brisbane.

Neville added that **IT IS REALLY ANOTHER GREAT EXAMPLE OF HOW ROAD SAFETY EDUCATION LIMITED WORKS TOGETHER WITH ROTARY TO PROVIDE A QUALITY ROAD SAFETY EDUCATION PROGRAM FOR OUR NOVICE DRIVERS AND PASSENGERS.**

Establishment of the new RYDA venue at Bracken Ridge was supported by RSE's Brisbane based Program Coordinator Hannah Olsen and Stuart Gardner, Manager Road Safety with the Queensland Department of Transport and Main Roads.

The Geelong area in Victoria has always been a priority location for RYDA with more than 20 secondary colleges and around 14,000 students aged 15 to 19. Unfortunately recent Victorian Transport Accident Commission statistics also shows that Geelong has one of the highest injury rates resulting in hospitalisation from road crashes. It was therefore very exciting when students from Bellarine Secondary

College, Geelong Lutheran College, North Geelong Secondary College, St Joseph College Geelong and Western Heights College gathered at Beckley Park in August for the very first RYDA Program in Geelong, Victoria.

Establishment of the new RYDA venue for students in the Geelong area was supported by RSE's Melbourne based Program Coordinator Catherine Smith and organised by the Rotary Clubs of District 9780 Groups 9 & 10. It was very pleasing that local Victoria Police officer Senior Sergeant Tony Francis was available to facilitate the Rights and Responsibilities session for the local Geelong students.

Congratulations to all the Rotary Club volunteers for your initiative to establish new RYDA venues and for your commitment in helping to provide local high school students with the best possible road safety education.

CONGRATULATIONS TO EVERYONE INVOLVED AT THESE VENUES WHO REACHED MILESTONES RECENTLY

Penrith:	45,000 students - 10 years
Devonport:	10,000 - 10 years
Caloundra:	6,000 students
Nambour:	5,000 students
Bega:	4,000 - 10 years
Maitland:	4,000 students

Why advanced driving courses don't always make you a safer driver

excerpts from an article by Robert Pepper for Practical Motoring

Although some portion of teenage crash involvements can be accounted for by poorer basic vehicle handling skills, the research suggests that it is young drivers' immaturity and inexperience, and the resultant risk-taking, that contribute most to their increased crash risk. (Teenage Driver Risks and Interventions, Scott V. Masten, January 2004.)

According to Alan Drummond's Overview of Novice Driver Performance Issues literature review, low risk on-road behaviour basically requires three things:

- the acquisition of necessary skills
- the ability to apply these skills efficiently and effectively when operating on the road and in traffic
- the willingness or motivation to apply these skills when operating on the road and in traffic

Before we go any further, let's define a "good driver", a term often used, rarely defined. It could mean a driver that, compared to the average, is:

- safer – less likely to crash
- quicker – can drive faster
- more specifically skilled – for example able to back a trailer, drive a 4WD offroad
- smoother and more sympathetic – less wear and tear on the car, a limousine sort of driver
- able to drive more economically

Some very safe drivers are very poor at backing trailers or controlling skids. Does that make them a bad driver? I would say no, but the prevailing wisdom looks at immediately impressive skills, not a track record of no crashes.

You have to match the training to the objective. The problem is when "good" or "better" is not defined, and you end up using the wrong training for the wrong purpose.

Let's assume we want a safer driver. And here's the contentious statement: what you don't want is a course that involves car control or racing techniques, slaloms or any of that fun stuff you find on car control courses. While improved car control does have benefits for safety, it's by no means the most important thing to focus on, and too much of a focus may in fact be counter-productive. Find one study that shows focusing on advanced control skills makes drivers safer.



Slaloms are fun, says Robert Pepper, but the skills you sort-of learn on the day (and then let rust) don't make you a safer road driver.

So why doesn't car skills based training work? The answer can be summarised as follows:

- the basic mechanical skills of car control, sufficient to drive on public roads, are very easily acquired. There are 5 year-olds who are ace go-karters. The average driver has no problem controlling or manoeuvring a car without crashing. Maybe not very skillfully, but we're talking safe not driving perfection.
- people crash mostly because they take risks, not because of lack of car control skill. Don't we all drive very nicely when we're being followed by a police car?
- so we know how to drive safely, we just don't bother. That means safety is about motivating drivers to ensure that they actually drive as safely as

they know how.

- car control skills are useful, but cannot be learned in a day, need constant practice to keep current, and do not address the major causes of crashes.
- the safety-related skills drivers lack tend to be observation, anticipation and risk assessment, not ability to hold a drift or manage skids.
- pure car control skills do have a benefit, but it's nowhere near the

biggest safety factor, and increasing them may lead to false confidence and therefore be counter-productive

TRAINING THAT ADDRESSES THE REASON PEOPLE CRASH, WHICH IS THEIR ATTITUDE TO RISK MORE THAN THEIR SKILL, AND THEIR MOTIVATION TO DRIVE MORE SAFELY IS MUCH MORE SUCCESSFUL IN LOWERING CRASH RATES.

This is the basis of low-risk driver training, where people are

made aware of their propensity for risk, and their appetite for risk decreased.

Low-risk driver training:

- motivates the driver to drive as safely as they can, all the time
- changes the perception from accident to incident, ie "it was their fault" or "it just happened" or "the road..the car...the everything" to "what could I have done, regardless of fault, or legal right of way"
- gives drivers skills in anticipation and observation so they can assess risk earlier.

So, car control skills are totally useless? No, just not as important as people think they are. The research tells us that skills do matter. It's just not as important as your risk-taking attitude, and your ability to anticipate developing situations.

Our commitment to facilitator training

- there's an app for that!

Having facilitators who are appropriately qualified and trained is a critical aspect of any best practice road safety education program. RSE is committed to ensuring our programs are benchmarked against the highest standards of best practice guidelines and we provide a comprehensive training program for all facilitators who deliver the various sessions at RYDA.

With so many people moving to smart phones and hand-held devices, RSE is keen to use the technology for our training as well. We have moved from conference calls to the Go To Training app, which provides webinar facilities on a range of devices – smartphones, tablets, laptops and across the web. Our trainers can use live uplinks to better

engage participants. The Go To Training technology also comes with online registration which RSE has customised to collect relevant information and also automatically send surveys to each participant, so that we can monitor the success of this new technology and our training sessions.



More BetterDrivers

In July we had the privilege of spending the afternoon with another, like-minded not-for-profit group when we delivered our BetterDriver (road safety for businesses) training session to the team from Peer Support Australia.

Peer Support Australia provides school communities with an evidence-based, peer-led approach to enhance the mental, social and emotional wellbeing of young people.

As a progressive organisation, they know that to take care of others, they first need to care for their own. Enter RSE with a few reminders on how to stay safe on the road. The session was great fun to deliver and well received by the team.

“Thank you. A very powerful workshop which allowed for reflection. Guilt I felt afterwards was due to reflection and ownership of my past actions rather than the use of scare tactics and punitive measures. Such a great course.”

Celebrating a true community effort in New Zealand

Three years ago we launched RYDA into the Wairarapa area and in June this year we presented them with the gold award for community collaboration across Australia and New Zealand.

This community represents the ideal model of how RYDA should come together to not only reach all the students but also engage with the wider community. There are eight schools in the district that all gather in Masterton for the three-day event every year. Seven of these schools have just been awarded Tick status which shows the dedication of the school community to get behind this initiative and support their young people.

Rotarians Freya Kerr, Val Ball, and Allan Birrell were instrumental in initiating RYDA in the Wairarapa. This trio have been the back bone of putting all the elements together from contacting schools, working with councils, identifying funding sources and coordinating the four Rotary clubs in the area to help on program days. The

Rotary Clubs of Masterton, Masterton South, Carterton and South Wairarapa generously give of their time, helping out by volunteering and catering.

The Wairarapa Road Safety Council manager Bruce Pauling has also been a key factor in the success of this program. He and his youth worker Holly McGeorge both act as facilitators, work with the venue, schools and coordinate with Rotary. Pat Long, of Waggs Masterton, has also generously donated a car for each event.

Behind all of this is some great support from local trusts who ensure we can sustainably continue to run the program. This includes Lands Trust Masterton, Eastern and Central Community Trust and Masterton District Council.

In July, over 100 Rotarians, representatives from the Trusts, Police and local councils, including two mayors, gathered at the Copthorne Solway to celebrate this achievement.



RYDA - adapting to the needs of the student

One of the unique strengths of the RYDA program is its ability to be quickly adapted to students as they walk through the doors. Students come to the program with different pre-existing knowledge, learning styles and educational needs. Our facilitators are trained to quickly assess their groups and deliver according to the needs of the students before them.

Emerson School, located in Melbourne's south-east, caters for students with mild intellectual disabilities. Having just participated in their fifth RYDA Program in as many years, our Victorian Program Coordinator, Catherine, took the opportunity to sit down with teacher Christine Marlow to find out why she chose RYDA for her students.

"I was looking for a program my students could attend that wasn't delivered at school and RYDA complements our in class road safety program perfectly." Christine said.

Even though not all students will go on to obtain a driver's licence, Christine said "Our first priority is to make sure our students are safe when they get into a car, even as passengers. If they get their licence later, that's an added bonus."

Feedback from the students each year is outstanding and Christine can definitely see changes in their attitudes towards road safety. "Students love the program. Several of them talked about the crash survivor session. Not only did it challenge them to consider their decisions but it also made them appreciate what they have. One student even said they won't get into the car again when their Mum is tired" Christine said.

Christine added, "the Speed & Stopping demonstration is their favourite because of its practicality. It makes sense to them because they can see it rather than just reading numbers in a book. There is always shock on their faces when the

dummy gets hit by the car as it is really real for them."

RYDA is all about attitudes and awareness and Christine's students definitely demonstrate the positive changes our program delivers. "It helps that the sessions are presented by driving instructions and experts rather than teachers who they see every day. Students are always referring back to things they learnt at RYDA during followup classes."

When asked whether or not she would recommend the RYDA Program to other schools Christine said **"Definitely. All schools but especially other specialist schools should attend. RYDA caters extremely well for the needs of our students. Facilitators always handle the uniqueness of questions and comments from students carefully and without embarrassment to students."**



We thank our partners for their continued generous support



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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