

Appendix A: Education and engagement action to address casualty reduction

Activities to address pedestrian casualties, including Children 0-15	<p>Safer Schools Moodle – An interactive online learning platform containing high quality resources including lesson plans, activity sheets, films, presentations, toolkits and hand-outs to enable teachers to deliver road safety, bus safety and active travel education. 295 schools accessed the Safer Schools Moodle during 2014/15. Focus in 2015-16 is on further technical development to enhance monitoring capabilities and reducing technical barriers to schools accessing Moodle as well as development as a resource to monitor booking and delivery of partner road safety interventions at every school.</p>
	<p>Early Years: Little Safety Stars - Pre-school interventions to educate parents, carers and children, laying the foundations for a lifetime of safe travel. 4245 participants in 2014/15 (target 2000). Continuation of Little Safety Stars during 2015-16.</p>
	<p>Right Start Pedestrian Training - delivered by LCC trained volunteers to children aged 4-7. 25,874 modules completed 14/15 (target 18725). In 2015-16 an additional Right Start module will be developed for independent pedestrian training prior to transition to high school.</p>
	<p>Child Safe Plus - training delivered by Lancashire Fire & Rescue Service. Target delivery for all Y6 pupils during 2015/16</p>
	<p>School Transition & Streetwise - Multi agency events and safety days. A significant spike in casualties is seen post transition to high school. A review of the partnership approach and coverage during 2015-16.</p>
	<p>Parking outside schools - Interventions and resources developed in response to upsurge in complaints regarding dangerous parking outside schools. Multi-agency interventions organised and toolkit of resources developed and provision of A-boards supplied to schools.</p> <p>£5,000 has been secured from the LPfRS to continue to supply boards during 2015/16.</p>
	<p>Youth Stars: Bespoke High School Engagement - Designed to address local road safety issues in high priority schools, reducing casualties in the vulnerable post transition age group. 22893 participants in interventions tailored to local road safety concerns in 2014/15 (target 15000).</p>
	<p>Beats Competition - peer-to-peer road safety education delivered through performance art to an audience difficult to</p>

	engage with on road safety by alternative means. Delivery to 50+ high schools over 4 years to 2015/16 reaching a total of 20,000 pupils.
	Review of Primary resources - LPfRS funded review of interventions in progress. Completion due November 2015 will inform future resources and activity.
Activities to address pedal cycle casualties including Children 0-15	Cycle Training (Passport & Bikeability) - for children aged 10-11. 5071 pupils completed Passport Module 1 in 2014/15 (target 4500). 3950 completed Bikeability. Funded through DfT Bikeability scheme. £132K secured for 2015/16
	Cycle Safety Advice - Incorporating cycling safety advice into cycling promotion and supply of safety advice resources to events. During 2015/16 partnership engagement with cycle retailers to supply safety equipment & advice at point of purchase On-line safety advice on partnership website cyclelancashire.com
	Social Media Campaign - Targeted social media campaign to influence risk taking behaviour, direct engagement resources and mobile cycling safety display £2,000 total allocated from 2015/16 revenue budget. Detailed analysis of casualties will inform action.
Activities to address powered 2 wheelers (P2W) casualties	Mike's Last Ride campaign in partnership with Lancashire Constabulary
	Bike Safe national training scheme delivered by Lancashire Constabulary
Activities to address car occupant casualties	Child In-car safety: preventable KSIs occurring due to incorrectly fitted car seats. 2885 trained in 2014/15 (target 1200) 2 in-car safety events currently delivered per year by external provider in areas of greatest risk
	Casualty reduction E-Learning package - under development for distribution to large employers during 2015/16 Expected to reach an audience of 200,000 in 2016 with targeted messages to facilitate behaviour change
	Social Media campaigns – Further development of social media campaigns to target specific sub groups and behaviours.

<p>Activities to address 16-25 year old casualties</p>	<p>Wasted Lives - interactive education sessions for young drivers and passengers, both within and outside mainstream education. Delivered to 60,000 young people in Lancashire in partnership with Lancashire Fire & Rescue Service.</p> <p>Safe Drive Stay Alive - A series of live presentations delivered by emergency service officers and families directly affected by RTCs. The presentations were piloted in July 2015 to an audience of 400 at Weeton Barracks. Countywide roll out planned.</p> <p>Community campaigns - (Open days and events, Summer, Christmas, Eid etc.). Partnership programme of targeted events and community/social media campaigns delivered throughout year.</p>
<p>Activities to address casualties aged 65+</p>	<p>Drive Safer for Longer – The programme raises the driver's self-awareness and helps with the decision whether to continue to drive, aiming to reduce the number of unnecessary older driver casualties. Courses will be delivered by LCC until all driver courses transfer to the police at the end of October.</p> <p>Travel for Life Booklet – A recently developed guide to active travel in Lancashire, providing alternatives to the car, such as hospital pick up services, park and ride and details about local walking and cycling groups. The Booklets are circulated at events targeting older people.</p> <p>Community Engagement – meeting groups such as the U3A, Opticians and Healthcare Centres to promote safer, continued driving for older road users.</p>
<p>Improving road safety and perceptions of safety within communities</p>	<p>Healthy Streets – To date 36 community groups engaged with across Lancashire to improve road safety, encourage active travel and promote compliance with 20mph limits. On-line toolkits are now available to communities and limited support provided on request to community groups.</p>