



Road Safety Education and Schools

Keeping them safe – Prevention Strategies

Observations

Questions

Pathways

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Based on Connections

- Wide perspective helps
 - Road Safety
 - Child Injury Prevention
 - Community-based interventions
 - Schools and school sport
 - Churchill Fellow and Safe Kids Worldwide
 - Industry Regulation
 - Management Consulting
- A Systems issue



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*Fostering communication, networking,
professionalism and advocacy in road safety*



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Observations - current programs

- **Good outcomes**
 - A lot of energy
 - Many approaches
 - Some very effective programs
 - Strong competition for NEW ideas and approaches
- **But**
 - Complex links – a Systems Issue
 - Multiple Objectives and Drivers
 - Often limited traction or sustainability
 - We all need to listen & share more

Multiple Impacts

- **Multiple Drivers & Advocates**
 - Safety in and around schools
 - Physical activity / reduce obesity
 - Active travel & environment
 - Reduce traffic congestion and risk
- **Multiple Issues being addressed, especially at school**
 - Road safety
 - Personal safety
 - Health and Chronic Obesity
 - Broader well being
 - Resilience is often the loser

Current focus - School

- **School and Teachers**
 - Multiple objectives
 - Multiple drivers
 - Over-reliance on the school?
- **Resources for the school**
 - Are teachers trained for this?
- **Teaching children / curriculum**
 - Conflicted roles?
 - Over complication?
 - Inadequate training / resources / time

Where to from here?

- **Admire the work being done in schools,**
- **Underlying issue is**
 - At home as well as at School
 - Especially where we encourage **active, safe travel**
- **It is about**
 - **Parents**; and
 - **The Child** and her / his development
- **It is strategic and systemic**

The issue is about

- **Perceived safety**
 - Broadly defined
 - Ill-defined except by media
- **Child development**
 - Often relatively ignored within programs
- **Pressure on the family**
 - Convenience and time
 - Too little support for parenting
 - Fear is encouraged
- **The village** (or rather lack of Village)!

The Next Steps

- **They are largely**
 - “out there” not “here at school”
 - about the “village”
 - at home; and
 - on the road; as well as
 - in the classroom
- **The solution is around and there are proven examples over years**
 - Brought back an examples from Germany and Austria since 2009

1. Understand

- **The Child**
 - What they can and cannot do – development stages
- **The family**
 - Fears & concerns
 - Connections, or limited connections today
 - The village how we can support its return
- **The Classroom**
 - Teacher and her / his role with the family
 - Interconnections
 - Role of the classroom in the “village”

2. Have a Clear Strategy

- **Focus on parents and family**
 - Connect to / support children
 - Address parents concerns and barriers
- **Encourage and support parents as a group**
- **Provide supportive infrastructure**
 - School
 - Community
- **Class teacher is the catalyst and glue**

3. Create Sustainable Delivery

- Integrated, sustainable program
- Include & Connect
 - Parents
 - Class teacher
 - Children
- Solution needs to be part of both home & classroom
- Maintain supportive infrastructure
 - physical, police, school
- Provide rewards, support & encouragement
 - Fund it effectively as a road safety initiative

4. Provide Active Support

- **Family**
 - Within the family
 - Between families (village)
- **Classroom**
 - As a community unit
 - Connecting both children & families
- **Infrastructure**
 - Physical (roads, buses etc)
 - Support for families
- **Regulation & enforcement**
 - Including school & its supporting role

A strategy for tomorrow

- **Understand**
 - Child, family and classroom
- **Have a clear strategy**
 - Multi-layered, integrated and sustainable
- **Create sustainable delivery and commitment**
 - As a core road safety initiative
- **Provide active support**
 - This is Education's role



THE BEGINNING!!!!

More focus on the family and the village

Improving injury outcomes

is about the family & the classroom

Thank You for Listening!



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