

Kent County Council Road Safety Education, Training and Publicity plan 2012/13

Prepared by:
Road Safety Team
Transport and Safety Policy
Highways and Transportation



Contents

Page 3	Introduction
Page 4	Overall Aim, Objectives and Key Target Groups
Page 6	Partnership and Stakeholder working
Page 7	Education and training programme 2012/13
Page 8	Publicity programme 2012/13
Page 9	Planned Attendance At Public Events 2012/13
Page 10	Young pedestrians and cyclists (5-16 years old)
Page 14	Young Drivers (17-24 year olds)
Page 17	Drivers (25-50 year olds)
Page 24	Motorcyclists (16-19 year olds)
Page 26	Motorcyclists (25-50 year olds)
Page 28	In-car safety (passengers and drivers of all ages)
Page 31	Foreign Driver (commercial and tourist)
Page 33	Kentroadsafety.com
Page 34	Seasonal public relations messages
Page 35	Research and evaluation

Introduction

This document sets out the planned activity of the Kent County Council Road Safety Team for 2012/13. The document will outline the current key road safety concerns and provide insight into how the team will address these issues. Specifically the document will affirm the teams overall aim and the specific objectives and measurable outcomes for activity focused on the key target groups.

The Kent County Council Road Safety team is part of the Transportation and Safety Policy Team within Kent Highways and delivers Education, Training and Publicity (ETP) activities to affect road-user behaviour.

The purpose of the team is to contribute to casualty reduction in Kent and thereby improve Quality of Life for those living and travelling in the county.

The Road Traffic Act 1988 places a statutory duty on Highway Authorities for road safety. Within this the Duty on Kent County Council is to:

- Prepare and carry out a programme of measures designed to promote road safety
- Carry out studies into accidents arising out of the use of vehicles on roads
- Take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training.

Crash causation factors

Research carried out by Transport Research Laboratory (TRL) has identified the headline crash causation factors for incidents that cause death and injury on the road. In any road crash the three constituent parts are the Environment (the road), the Machine (the vehicle) and the Road User Behaviour (the human). TRL research shows that 2% of crashes are caused solely due to a poor road environment; 3% are solely due to vehicle failure; whilst 75% are solely due to the behaviour of the road user. When adding elements where poor road user behaviour mixes with a poor road and / or a vehicle failure, it takes the human factor to 95% causation. This clearly sets out that the key to casualty reduction is in affecting the way road users interact with their environment and their vehicle, and that it is comparatively rare for a poor environment or vehicle failure to lead to a significant proportion of personal injury crashes. Ultimately it's the chosen behaviour of road users that leads to road crashes.

Education, Training and Publicity

Using the three core headings of Education, Training and Publicity, the KCC Road Safety team will continue to target road-user behaviour as the focus for casualty reduction. Specifically these headings can be described as:

Education – based around planned interventions where road-users are encouraged to participate in

discussions on key road safety topics. Typically these activities will be delivered to small group sizes (ideally up to 16, and could be school class sized) and can be delivered through schools, community groups and employers. The aim of such interventions is to develop a dialogue with road-users, sometimes over a prolonged period of engagement, and guide them to explore their views and feelings for key safety issues so that they may develop their own coping strategies. These activities are non-judgemental and place the learner in control over developing or voicing their own opinions, within an environment led by a road safety professional.

Training – typically these activities will focus on a specific issue or element associated with a wider theme and will seek to enable road-users to develop a standard coping strategy for a specific situation, e.g. looking right then left before crossing, adopting COAST to maintain an effective driving attitude.

Publicity – using mass messaging techniques to deliver key messages to road-users, typically county-wide but could be across a District area. Such messages help to provide a specific message across a wide area within a small time scale, ensuring consistency of message and enabling local education or training activity to benefit from the credibility of association with a 'bigger' message.

Our Aim

To continue the reduction in the amount of people Killed or Seriously injured in road crashes across the county, thereby helping to delivering safer roads and sustainable access to work, education, health and other key services.

Overall Objectives

To encourage safer road use through influencing road user attitude and behaviour, and promoting individual responsibility, by:

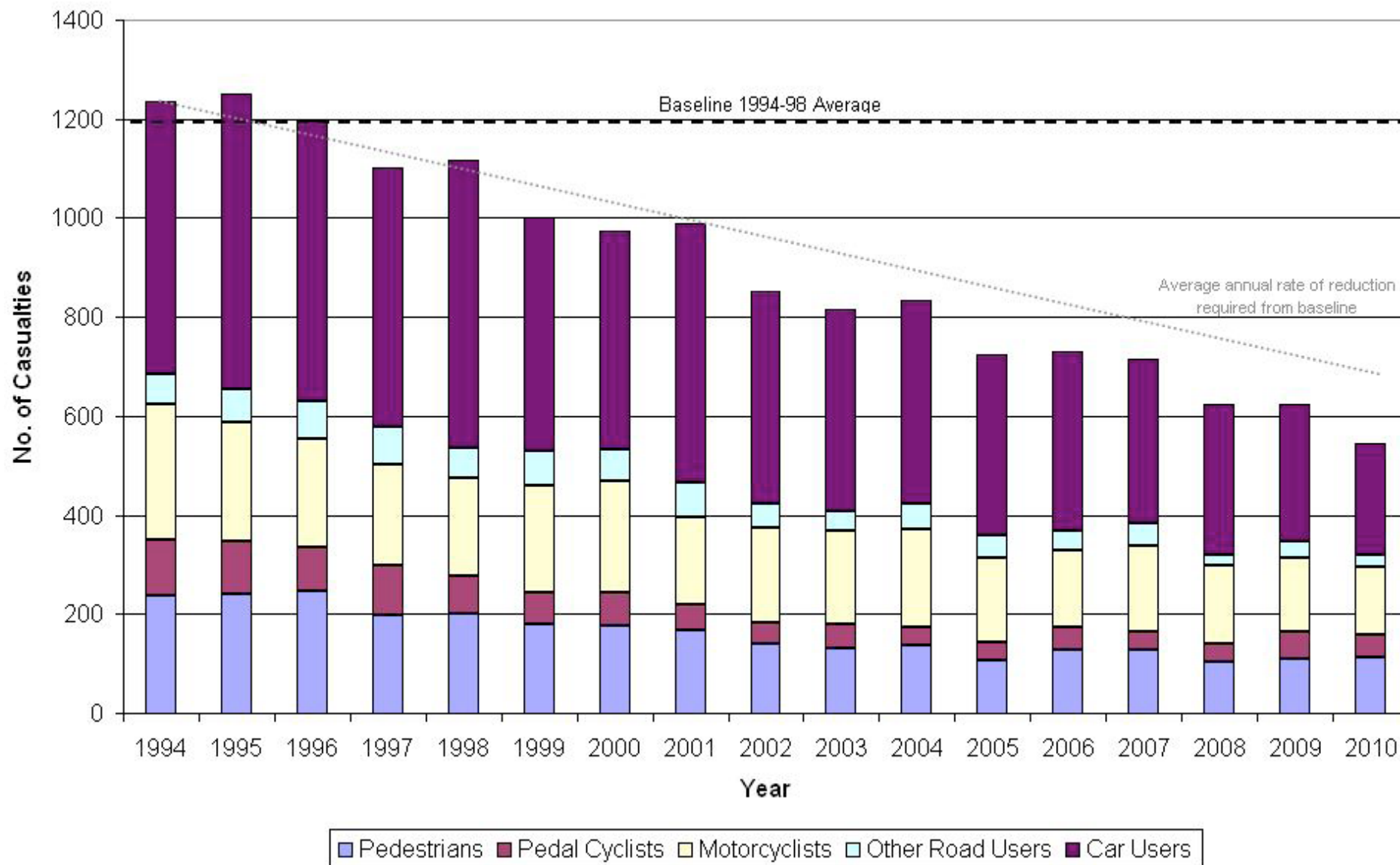
- Raising road user awareness of the key safety issues that affect key road user groups and promoting the related coping strategies
- Increase knowledge of the potential consequences (health and legal), and the effect on people, that road crashes have
- Increase levels of observed behaviour that are in line with the coping strategies promoted through casualty reduction activity

Key Target Group focus for 2012/13

To affect the greatest change in road user behaviour that is likely to contribute to the greatest reduction in road casualties, much of the team's work will target those road user groups that feature highest in either casualty or perpetrator statistics. Should other key target audiences emerge as cause for major casualty reduction concern, these will be integrated into the annual research and delivery programme. Currently, the key audiences are (in no order):

- Young pedestrians and cyclists (5-16 year olds)
- Young drivers (17-24 year olds)
- Drivers (25-50 year olds)
- Young Motorcyclists (16-19 year olds)
- Motorcyclists (25-50 year olds)
- In car safety
- Foreign drivers

Casualty reduction progress



Partnership and Stakeholder working

In order to reach the greatest number of road users with the team's activities, the benefits of working with partners will be utilised.

The key partnerships are outlined below and the team will contribute to these partnerships in order to coordinate activity, seek support for localised delivery and identify opportunities for joint working.

Kent Highways – Internal partnering with and the Transport and Safety Policy team colleagues who deliver Sustainable Transport and Green Travel activities, e.g. the delivery of Cyclist Training, Junior Pedestrian Training, Travel Planning and Walk to School initiatives. Additionally, the team will work with wider internal partners including the Kent & Medway Safety Camera Partnership to provide enforcement links to educational activity related to key road traffic law (e.g. speeding, seat belt wearing and the use of mobile phones by drivers), and with KCC Highways engineers to support relevant safety engineering activity, e.g. 20 mph zones outside schools.

CARE – CAsualty REduction (CARE) partners in Kent (KCC, Medway Council, Police, Fire and Highways Agency) liaise at both strategic and delivery levels to coordinate and combine activity where appropriate. A key strength of this partnership is the ability to set cross agency casualty reduction targets to replace the national Government targets that ended in 2010. Currently CARE partners are moving towards a 10 year target of 33% reduction in KSI (killed or seriously injured) and 40% in Child KSI – using 2004 /08 base line.

Community Safety Partnerships (CSP's)

– The District Council led CSPs bring together key partners to address specific District concerns, e.g. Substance Misuse, Domestic Violence and Teenage Pregnancy. Many CSPs also now recognise the benefit of focusing on road safety as one of their key concerns. To support this, KCC Road Safety Team has commissioned and distributed District Casualty Profiles for each CSP. Additionally, the team is seeking close liaison to support all CSPs in the interpretation of casualty data and the appropriate targeting of local activity. In return, CSPs offer an opportunity to deliver localised support for the wider work of KCC Road Safety.

District Councils – Outside of many CSP activities District Councils lead on community events like Safety in Action. In supporting these local events, and other public engagement events, the KCC Road Safety team has opportunities to support local delivery.

Parish Councils – To encourage focused activity across Parish Councils, the team provides an online service to download campaign messages and posters. The aim is to develop a closer relationship with Parish Councils and to encourage them to support county wide messaging, both within and outside of the team's delivery plan.

Medway Council – Opportunities frequently arise where KCC Road Safety can link with colleagues from Medway Road Safety to deliver a truly 'county-wide' message. Such opportunities are already exploited, e.g. joint B-Viz campaign aimed at delivering the Be Bright, Be Seen message to school-aged pedestrians and cyclists. The benefits of a close relationship with Medway Council include a pooling of expertise, ensuring consistency of message and opportunities to influence road users from outside of the respective authority area but who travel through it.

Road Safety GB – the local authority Road Safety Officers association enables professionals to share experience, develop coordinated approaches, join together to deliver a regional or national message (e.g. Good Egg Guide) and provide a national voice to support local delivery.

Education and training programme 2012/13

Audience	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Young pedestrians and cyclists (Theatre in Education - KS1 and 2)												
Young pedestrians (Small Steps – KS1)												
Young cyclists (KentRider+ – KS2)												
Young pedestrians (Safety in Action – KS2)												
School engagement (Junior Road Safety Officer scheme)												
Young drivers and passengers (Theatre in Education – KS5)												
Young drivers and passengers (Young Driver Course – KS5)												
Drivers / motorcyclist (*Driver Diversion Schemes)												
At Work driver training (KCC minibus drivers, Kent Highways van and pool car drivers)												
Motor scooter riders (Scooter Safe KS4 and 5)												
In car safety (Teddy Takes a Tumble and Good Egg Guide KS1 and parents)												

*Driver Diversion is the collective name for education and training schemes offered by KCC Road Safety, in partnership with Kent Police. These schemes deal with drivers who the Police offer the opportunity to be 'diverted' from prosecution and who attend courses like National Speed Awareness and National Driver Alertness.

Publicity programme 2012/13

Audience	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
Young pedestrians and cyclists			Distractions			Be seen						
Young drivers (17-24)			Drink drive		Rural Speed	Urban Speed			Drink drive		Passenger safety	Mobile phone
Drivers (25- 50)			Drink drive		Rural Speed	Urban Speed			Drink drive			Mobile phone
Motorcyclists		Kentbiker.co.uk and Ghostlids										
In car safety	Seatbelts		Car seats		Car seats		Car seats		Car seats			Seatbelts
Foreign drivers (tourist and Good Vehicle)	Commercial drivers			Tourist drivers			Commercialdrivers				Commercialdrivers	

Planned Attendance At Public Events 2012/13

April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar
	KFRS open days	Kent Police open day	County show	Stanhope open community day	Sevenoaks Cyclo-Sportive						
		Margate Meltdown	Air Ambulance open day		Challock Goose Fair						
		Margate Big Event									

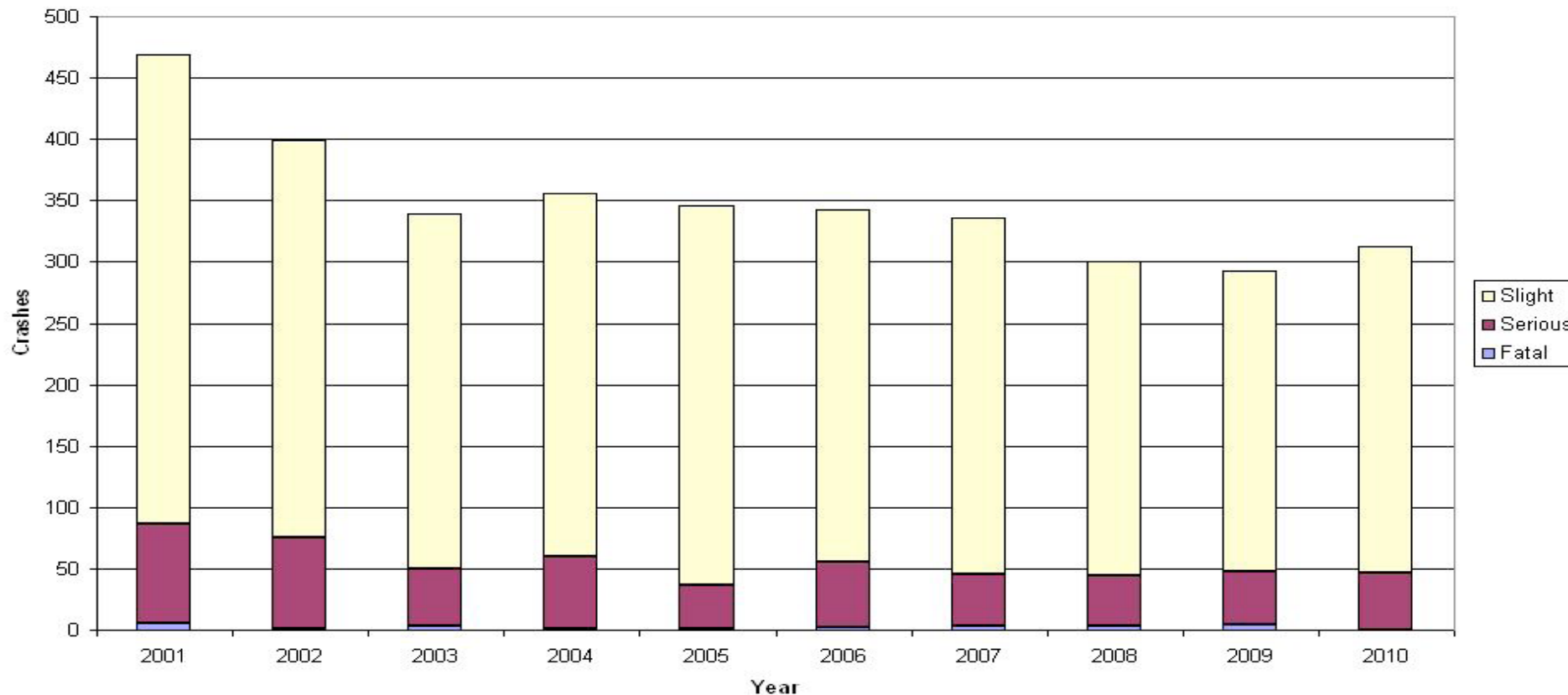
The following items will be used at events depending on type of target audience attending:

- Driving simulator
- Seatbelt Sled
- Dynostar
- Brake reaction tester
- Beer goggles
- Motorcycle and scooter displays
- Road safety display unit
- Biker Bob
- Junior road safety display



Young pedestrians and cyclists (5-16 years old)

Personal Injury Crashes involving young pedestrians and cyclists (5- 16 years old)



Most pedestrians and cyclists are put at risk by the actions of drivers – especially in the drivers’ choice of speed or the way they choose to be distracted by such things as mobile phones. Drivers can benefit

from a regular reminder to expect the presence of pedestrians and cyclists, especially the need to predict the possible actions of younger road user. However, pedestrians and cyclists can do much to enhance their

own safety through the use of hi-visibility materials, lights on bikes, wearing of cyclist helmets, avoiding the distraction of music or phone devices when crossing the road.

Publicity programme young pedestrians and cyclists – Distractions

Ditch the distractions campaign - Featured in secondary schools across the county (school sign up required)

Objectives:

- Increase in the knowledge and awareness of the importance of not being distracted when out and about by the road
- Increase the amount of young people not being distracted when out and about by the road



Communication channels:

- Guerilla activity in schools
- Dedicated campaign website and online game
- Social media (including targeted Facebook ads)
- Bus Stop advertising
- Town centre engagement
- Local newspapers

2010/11 results:

- 58% could recall the campaign
- (87%) saw the campaign material at school
- 81% considered their safety when crossing the road as a result
- 6,018 hits on campaign website
- 4,394 Game plays
- 2,281 clicks on Facebook

Targets 2012/13

- Recall: 60%
- Expected reach: 20,000
- Positive behaviour change impact: 80% (of those that recall it)
- Website hits: 6,000
- Expected direct reach in schools: 4,000 pupils

Timescales

Planning April/May – Delivery July – Evaluation September

Publicity programme young pedestrians and cyclists - B-Viz (working in partnership with Medway Council)

B-viz campaign - Featured in primary and secondary schools across the county (school sign up required) expected personal engagement with Road safety team 5,000 pupils.

Objectives

- Increase in the knowledge and awareness of the importance of wearing something bright and reflective when out and about by the road
- Increase the amount of young people wearing something bright and reflective when out and about by the road



Proposed Communication channels:

- School assemblies
- Bespoke short film produced
- Dedicated campaign website
- Mail outs to schools
- Local newspapers
- Promotional packs to schools

2010/11 results:

- Recall 70 %
- 1,384 hits on campaign website
- 3,941 page views
- 6,855 engaged with via schools
- 40,250 engaged via promotion packs
- 67% impact on positive behaviour change
- 6,459,532 OTH/OTS

Targets 2012/13

- Recall: 70%
- Expected reach: 20,000
- Positive behaviour change impact: 70%
- Website hits: 2,000
- Expected direct reach in schools: 5,000 pupils

Timescales

Planning Jul/Aug – Delivery September – Evaluation November



Education objectives

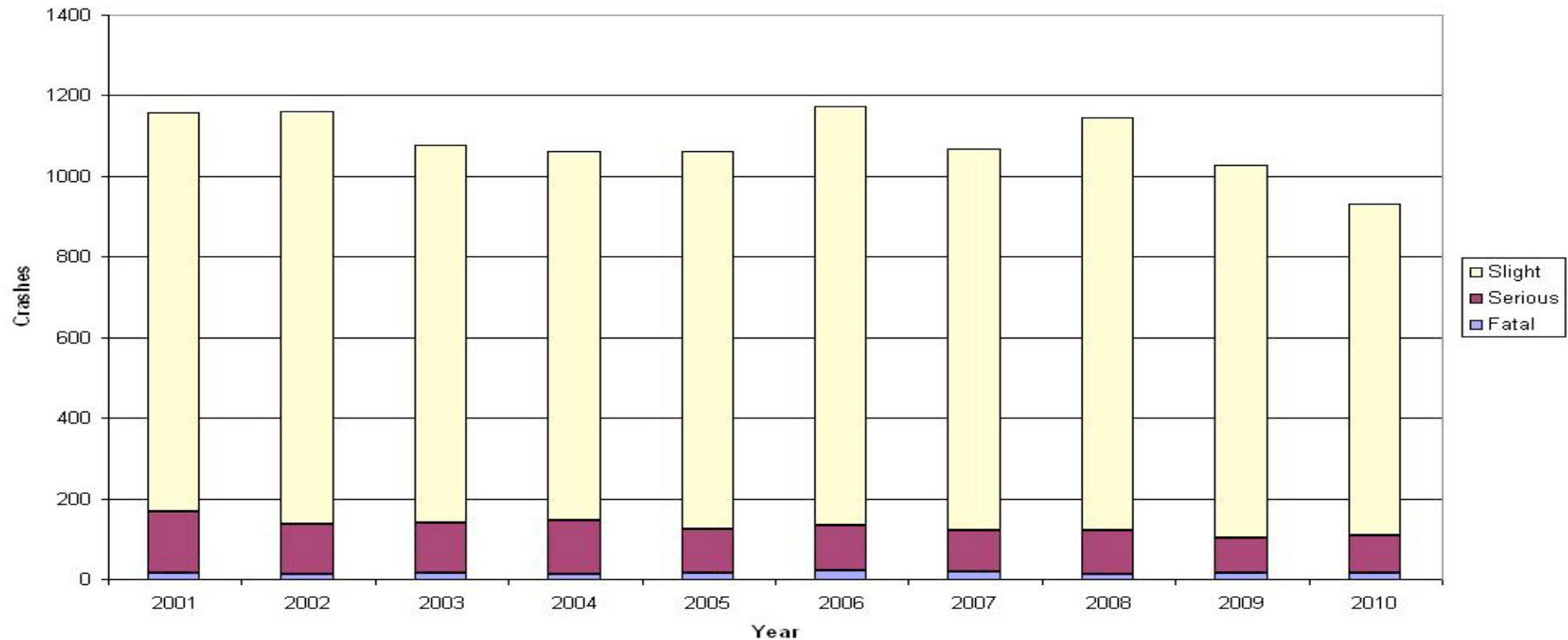
- Deliver "Smart Brothers - stop, look, listen and think" theatre production to 70 primary schools across the County (expected 20,000 reach) The Smart Brothers road safety show is a theatre in education production aimed at Key Stage 1 & 2. The show is a humorous, skilful and entertaining way to educate the target audience and encourage them to be safer pedestrians and cyclists.
- Deliver Junior Road Safety Officer scheme across the county to 80 approx schools (expected 20,000 approx reach) The ethos of the scheme is to empower children within their school to highlight road safety issues that affect them locally and raise awareness among other pupils, teachers and the community

Training objectives

- Promote the delivery of Small Steps, practical pedestrian training scheme, for KS 1 and 2 children across the county (expected 1,500 reach)
- Promote the delivery of KentRider+ scheme for Year 6 pupils across the county (expected 8,000 reach)
- Contribute to the delivery of Safety in Action (SIA) across the county (expected 4,500 approx reach). SIA is an event with educational scenarios covering issues such as Seatbelts and crossing the road.

Young Drivers (17-24 year olds)

Personal Injury Crashes involving 17 to 24 year old Car Drivers



Every year a new cohort of youngsters graduate into full driving licence holders and find themselves in control of a heavy object capable of high speed. Throughout the formative years of their driving career, young drivers are at an increased risk of being involved in a crash, and young drivers kill and injured more of their passengers than any other age group.

The reasons why young people are over-represented in crash and casualty statistics are many and include speed, impairment and distractions. Although many may not appreciate it, the main challenge for young drivers is their relative inexperience in controlling a powerful vehicle whilst dealing with a wide range of driving situations. Whilst pure driving skill may not be

the main issue, it is their choice of driving behaviour that ultimately places them and others at risk. The influencing factors for such choices include peer pressure, responding to perceptions in social media and dealing with their own perceptions of vulnerability.

Publicity programme young driver – personal responsibility

Speak up campaign – Targeting passengers of young driver

Objectives

- Increase in the knowledge and awareness of the increased likelihood of being involved in a serious crash when driven by a young driver.
- Increase in awareness of what to do if in a dangerous situations.
- Increase the amount of young people prepared to speak up if concerned by a young driver's behaviour.



Communication channels:

- Cinema Adverts
- Radio Advertising
- University engagement
- Dedicated campaign website
- Viral film
- Social media (including facebook ads)
- Bus backs
- Washroom advertising in cinema/nightclubs and bars
- Local media coverage

2011/12 results:

- Recall 35 %
- 2,672 hits on campaign website
- 74% increase in awareness
- 34% increase on positive behaviour change

Targets 2012/13

- Recall: 50%
- Positive behaviour change impact (34% -50%) increase: 16%
- Website hits: 3,000
- Viral film views: 3,500

Timescales

- Planning November – Delivery February – Evaluation March



Education objectives

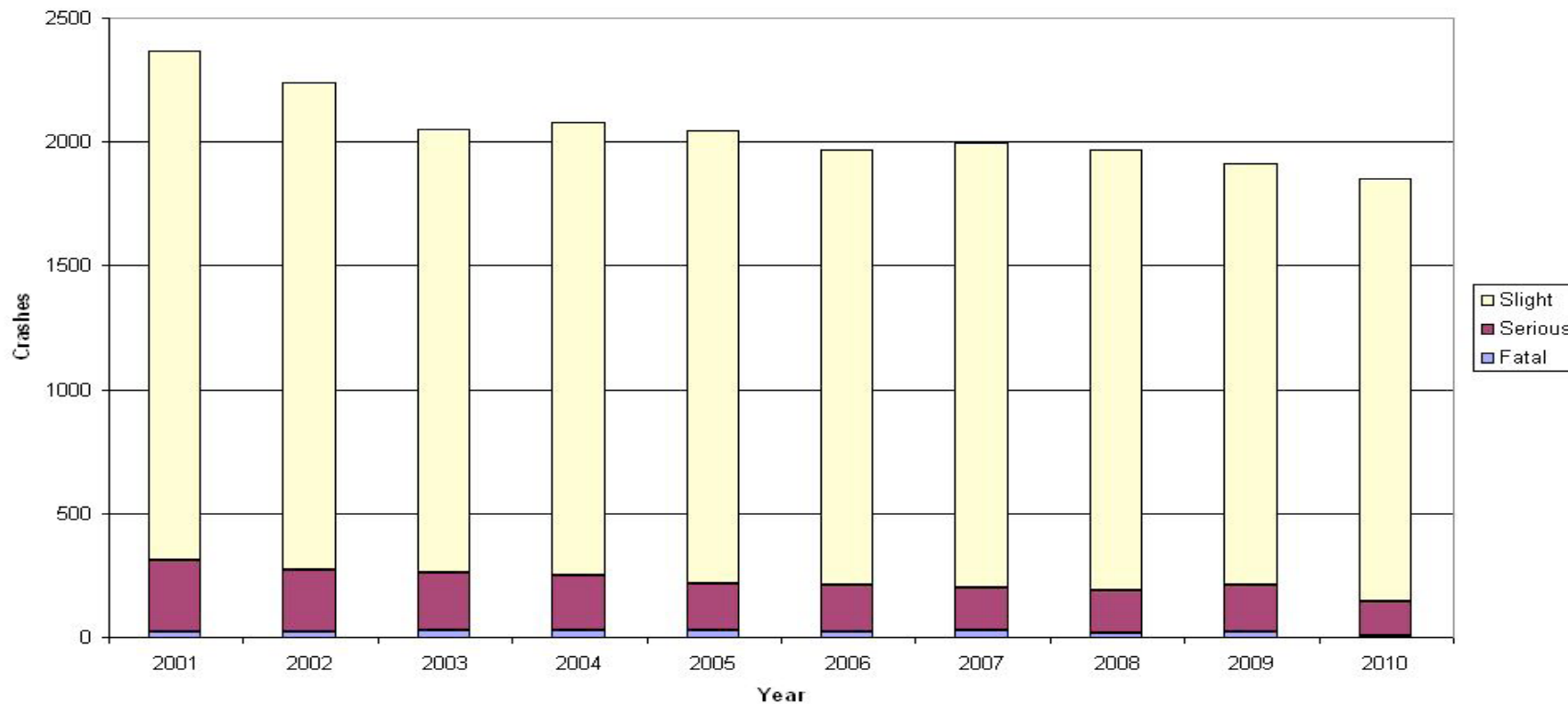
- Delivery of young driver course to yr 12 pupils across the County (expected 1,000 reach). Aimed at KS5, usually 4 separate 1 hour sessions, classroom based, but planned as a discussion group. Covers peer pressure, impairment, speed and crashes, incorporating interactive elements where appropriate.
- Delivery of Dead End Theatre production across the county (expected 4,100 reach). This year our chosen TIE is “Dead Ahead” which complements our YD campaign “Speak Up – don’t lose your voice”. Touring 30 schools, it deals with passenger behaviour and responsibility, followed by a workshop.
- Support the delivery of “Licence to Kill” theatre performance for KS5 students across the county (expected 6,000 reach). An innovative theatre production funded by KCC and their partners. Audiences are transported to theatres around Kent, free of charge. This is a hard hitting performance which is remembered by students for many years and wholly supported by schools.

Training objectives

- Supports and subsidises Pass Plus training for Kent residents aged 17-19 years old who have recently passed their driving test (expected 400 reach). Drivers aged 17-19 years olds can take pass plus training with one of our registered ADI’s, and we subsidise £60 towards the cost of the course. This valuable additional driver training which in turn will help young drivers be safer on our roads.

Drivers (25-50 year olds)

Personal Injury Crashes involving 25 to 50 year old Car Drivers



All drivers generally are susceptible to the same crash causation factors as young drivers – e.g. speed, impairment and distractions. However, the critical factor is determining the severity of most crashes is the speed of the vehicles involved and much of the casualty reduction work with all drivers is based around promoting the need to drive at an appropriate

speed for the current level of risk and the prevailing conditions. There is also a need to remind drivers that a car should not be seen as an extension to either the office or home environment. Over familiarity with driving and road conditions can lead to an underestimation of prevailing risk – which in turn leads to more risky behaviour, like drink driving and

using mobile devices whilst driving. Drivers also have a crucial role in ensuring vulnerable road users are not placed in danger; like pedestrians, cyclists, motorcyclists and horse riders. The choices that vehicle drivers make ultimately control the safety of all other road users and drivers have it in their power to ensure the roads are used safely.

Publicity Driver – Summer Drink Driver

Don't blow it – Football theme summer drink drive campaign

Objectives

- To increase the knowledge amongst drivers of the fact that even one drink will impair driving and increase the risk of a serious crash
- To raise awareness amongst drivers that "Just because it is legal doesn't mean it is safe"



Communication channels:

- Radio Advertising
- Dedicated campaign website and competition
- Social media (including facebook ads)
- Community engagement in Town centres and local football clubs
- Poster and beer mat mail outs to pubs
- Local media coverage

2010/11 results:

- Recall 17 %
- 381 hits on campaign website
- 17% increase on positive behaviour change

Targets 2012/13

- Recall: 35%
- Positive behaviour change impact: 20%
- increase in awareness: 20%

Timescales

Planning April – Delivery June – Evaluation July

Publicity driver – Rural Speed

August 2012

Country roads – Don't take speed to the limit. Read the road. See the hazards.

Objectives

- To increase the knowledge amongst drivers of on which types of roads most fatal and serious crashes happen
- To raise awareness amongst drivers in rural areas of the need to read the road and to see the hazards and to choose an appropriate speed for the conditions



Communication channels:

- Bus Backs
- Radio Advertising
- Fuel Pump advertising
- Dedicated campaign website and competition
- Social media (including facebook ads)
- Poster mailouts to rural pubs and businesses
- Town centre community engagement
- Local media coverage

2010/11 results:

- Recall 48 %
- 1,624 hits on campaign website
- Increase of 14% of which type of roads most fatal crashes happen (36% to 50%)
- 93% impact on positive behaviour change

Targets 2012/13

- Recall: 60%
- Positive behaviour change impact and/or reinforce message: 93%
- Increase in awareness of which type of roads most fatal crashes happen (50%- 60%): 10%

Timescales

Planning June – Delivery August – Evaluation September



Publicity Driver – Urban Speed

September 2012

See the Hazards – Don't take speed to the limit. Read the road. See the hazards.

Objectives

- To increase the knowledge amongst drivers of the fact nearly 2/3 of all crashes happen in an urban area.
- To raise awareness amongst drivers in urban areas of the need to read the road and to see the hazards and to choose an appropriate speed for the conditions.



Communication channels:

- Bus Backs
- Radio Adverts
- Fuel Pump advertising
- Dedicated campaign website and competition
- Social media (including facebook ads)
- Town centre 48 sheets
- Town centre community engagement
- Local media coverage

2011/12 results:

- Recall 66 %
- 300 hits on campaign website
- 75% impact on positive behaviour change
- 704,000 OTH/OTS
- (approximate campaign reach not including bus backs as immeasurable)

Targets 2012/13

- Recall: 70%
- Expected OTH/OTS: 800,000
- Positive behaviour change impact and/or reinforce message: 75%

Timescales

Planning July – Delivery September – Evaluation October

Publicity Driver – Winter Drink Drive

December 2012

Is one drink worth the risk?

Objectives

- To increase the knowledge amongst drivers of the fact that even one drink will impair driving and increase the risk of a serious crash
- To raise awareness amongst drivers that "Just because it is legal doesn't mean it is safe"



Communication channels:

- Radio Advertising
- TV Advertising
- Dedicated campaign website and competition
- Social media (including facebook ads)
- Viral film
- Community engagement in Town centres
- Poster and beer mat mail outs to pubs
- Local media coverage

2010/11 results:

- 35% saw/heard ads and reconsidered their driving habits
- 55% said they heard radio adverts and recalled KHS/KCC brand
- 26% they saw TV advert and recalled KHS/KCC brand
- Post campaign - 10% more drivers strongly disagree that it's OK to have 'one' drink before driving.

Targets 2012/13

- Recall: 40%
- Positive behaviour change impact and/or reinforce message: 55%

Timescales

- Planning October – Delivery December – Evaluation January

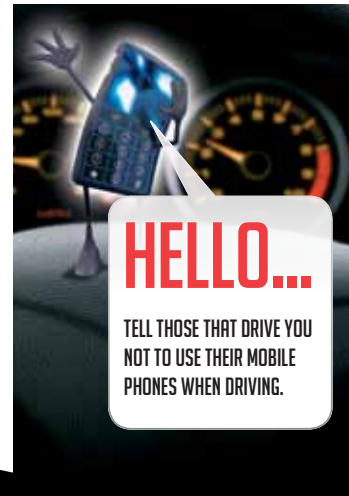
Publicity driver – Mobile phone

March 2013

Mobile phone – Switch off

Objectives

- Increase in the knowledge and awareness of the increased likelihood of being involved in a serious crash when using a hand-held mobile phone hand held.
- Increase in the knowledge and awareness of the increased likelihood of being involved in a serious crash when using a hands-free mobile phone.



Communication channels:

- Cinema Adverts
- Radio Advertising
- Dedicated campaign website
- Viral ad
- Social media (including facebook ads)
- Bus backs
- Washroom advertising in cinema
- Local media coverage

2010/11 results:

- Recall 20%
- 2,021 hits on campaign website
- 71 % reinforce the message
- 14% increase on positive behaviour change

Targets 2012/13

- Recall: 35%
- Positive behaviour change impact increase and/or reinforce message: 80%

Timescales

- Planning December – Delivery March – Evaluation April (2013)



Education objectives

Delivery of Driver Diversion scheme which is the collective name for education and training schemes offered by KCC Road Safety, in partnership with Kent Police. These schemes deal with drivers who the Police offer the opportunity to be 'diverted' from prosecution and who attend courses like National Speed Awareness and National Driver Alertness (expected 35,000 reach)

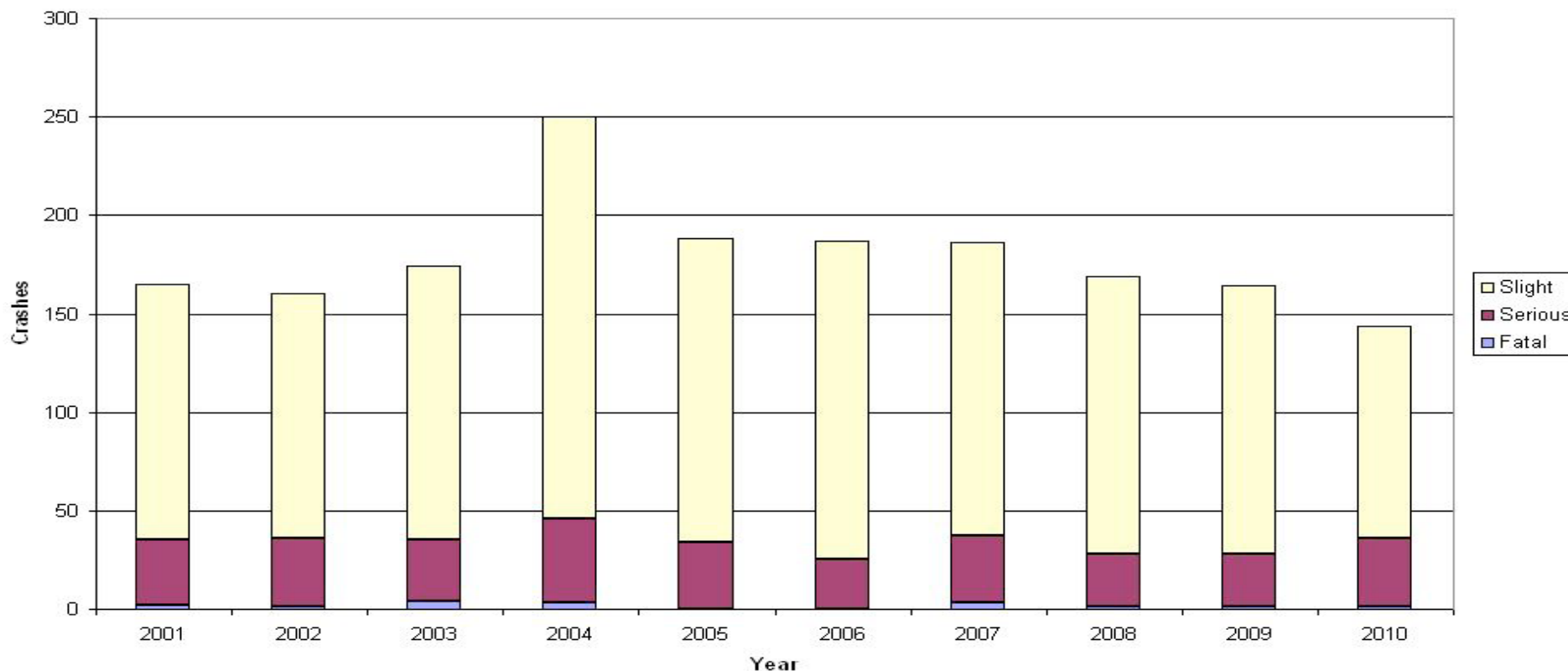
- Support the delivery of Driving business Safety campaign seminars (where appropriate)

Training objectives

- Delivery of At Work Driver training courses for those using Kent County Council minibuses and Kent Highways vehicles (expected 1,300 reach)
- Promote risk management policies to organisations that operate driving fleet (regardless of size)

Motorcyclists (16-19 year olds)

Personal Injury Crashes involving 16 to 19 year old Motorcyclists



From the age of 16 youngsters can ride their first motor vehicle on the road. Whilst there is a level of Compulsory Basic Training that has to be completed before road riding is allowed, the relative lack of experience of young riders leads them into a range of

hazardous situations. Most scooter rider crashes tend to happen in urban areas and often involve conflict with other road users (e.g. right turns, filtering, etc.). Additionally, the choice of appropriate clothing whilst riding can have a huge impact on the level of injury

resulting from a crash and young riders can benefit from making informed decisions on what they wear whilst riding.

Publicity Motorcyclists – Aged 16-19

May – October 2012

Ghostlids

Objectives

- To establish an effective means of communication with the target audience and encourage feedback from them via the web site for the benefit of other riders
- To increase the knowledge amongst young motorcyclists and scooter riders of dangers and the increased risk of them being involved in serious crash



Education and training objectives

- Dynostar (expected 1,300 reach). In partnership with Kent Police we visit schools and collages across the county. This is an educational tool to check scooters/moped are not tuned to provide more performance than they should be capable of, and we educate of the dangers, should this be the case.

Communication channels:

- Dedicated campaign website and competition
- Bus Backs
- Social media (including facebook ads)
- Targeted digital advertising campaign
- Community engagement at Kent Motorcyclists events
- Roadside posters
- Local media coverage
- Incentivised sign up (free tyre tread depth keyring)

Previous years results 2010/11:

- 7,000 hits on campaign website
- 10,000 sign up to free tread depth measure key ring

Targets 2012/13

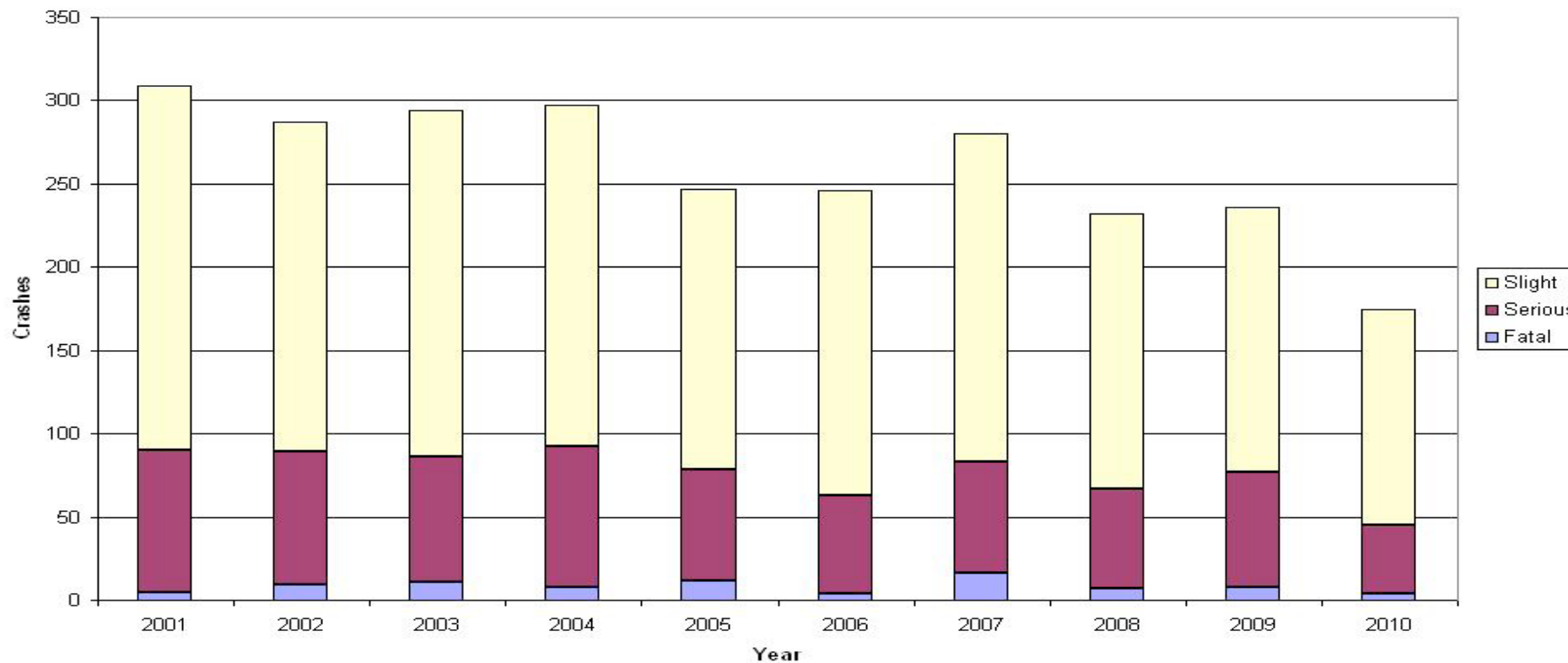
- Recall: 45%
- Positive behaviour change impact and/or reinforce message: 60%

Timescales

- Planning Jan – Delivery May-October – Evaluation November

Motorcyclists (25-50 year olds)

Personal Injury Crashes involving 25 to 50 year old Motorcyclists



Motorcyclists are at risk from not just their own actions but also from the actions of other drivers. Most motorcyclist crashes happen in rural areas (speed limits of above 40mph) and a significant proportion

are single vehicle, loss of control. Bikers can enhance their own safety through their choice of appropriate speed, wearing appropriate clothing and making sure they mitigate for the lack of awareness of other

drivers. However, much work is still needed to remind other drivers of the need to expect the presence of motorcyclists (e.g. when turning right) and to react appropriately when bikers are near.

Publicity Motorcyclists – Aged 25-50

May – October 2012

Kent Biker

Objectives

- To establish an effective means of communication with the target audience and encourage feedback from them via the web site for the benefit of other riders
- To increase the knowledge amongst motorcyclists of dangers and the increased risk of them being involved in serious crash (Motorcyclist represent approximately 25% of all fatal casualties in the county)



Communication channels:

- Dedicated campaign website and competition
- Social media (including facebook ads)
- Targetted digital advertising campaign
- Community engagement at Kent Motorcyclists events
- Poster mailout to Motorcycle dealerships
- Local media coverage

Previous years results:

8000 hits on campaign website

2011 results:

7869 website hits
5,516,297 OTH/OTS

Targets 2012/13

- Recall: 55%
- Expected reach: 4,000
- Positive behaviour change
Impact and/or reinforce
message:60%
- Hits on website:8,000

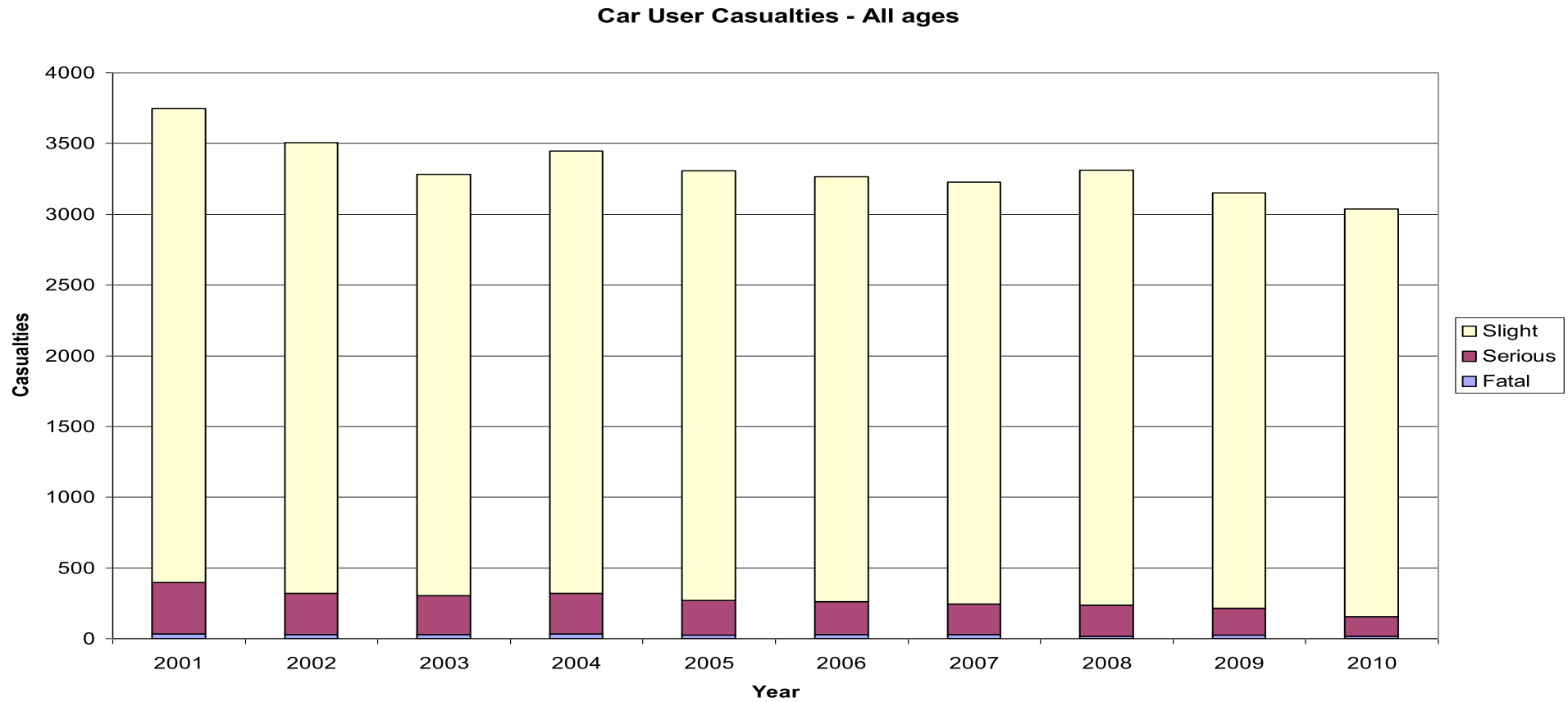
Timescales

Planning Jan – Delivery May-October – Evaluation
November

Education and training objectives

- Delivery of Driver Diversion scheme which is the collective name for education and training schemes offered by KCC Road Safety, in partnership with Kent Police. These schemes deal with riders who the Police offer the opportunity to be 'diverted' from prosecution and who attend RIDE courses (expected 100 reach)

In-car safety (passengers and drivers of all ages)



Whilst not all in-car casualties are caused through a failure to wear a seat belt or use the appropriate child car restraint, the seat belt remains a key safety feature inside every vehicle. Seat belts save lives and contribute to making crashes survivable. The choice

to wear one is made at the start of each journey and is a simply 'plug in and forget' action. However, it's clear that many drivers still do not take this simple life-saving action, although the reasons why they don't are less clear. Setting a good habit in childhood contributes

to encouraging sensible behaviour throughout an individual's life and the power of parent action to influence the choices of their children cannot be underestimated, both in the immediate and in their future chosen behaviour.

Publicity In-car safety – Adults 17-34 years old

When will it click?

Objective

- To promote that the choice to wear a seat belt is a simple, one-off decision and yet it could have dramatic consequences if the choice to not wear one is made. 11% of people surveyed admitted to not wearing a seatbelt



Communication channels:

- Cinema Advertising
- Radio Advertising
- Viral film
- Social media (including facebook ads)
- Bus backs
- Fuel Pump advertising
- Town centre engagement
- A-frame advertising
- Dedicated campaign website and incentivised competition
- Local media coverage

Targets 2012/13

- Recall: 55%
- Positive behaviour change impact and/or reinforce message: 75%

Timescales

Planning Dec – Delivery March – Evaluation (April 2013)



www.kentroadsafety.com  

Publicity In-car safety – Aged Birth – 12 year olds

Good egg Guide

Objectives

- To establish an effective means of communication with the target audience (people who drive children) and educated them of the importance of a correctly fitting child car seat.



Communication channels:

- 12 good egg clinics
- Bus backs
- Local media coverage

2011/12 results:

- Recall 4%
- 320 seats checked
- 75% car seats found to be incorrectly fitted or condemned

Targets 2012/13

- Recall: 6%
- Expected reach: 1,000

Timescales

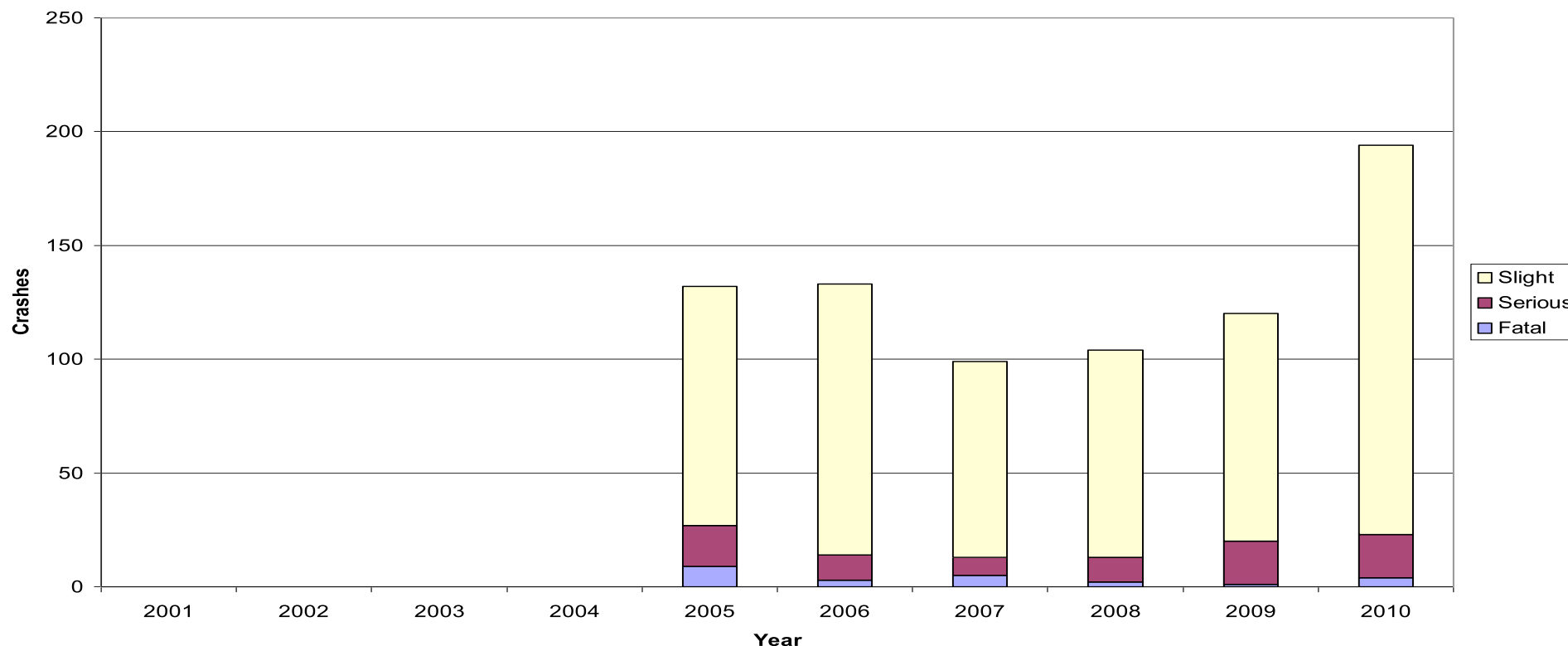
- Planning April – Delivery April- March – Evaluation April (2013)

Education and training

- Deliver 12 good egg clinics across the county (1 in every district) approx reach (1000 parents and guardians). To establish an effective means of communication with the target audience (people who drive children) and educate them of the importance of a correctly fitting child car seat.
- Teddy Takes a Tumble scheme in schools to years R and 1 to encourage the constant use of appropriate child restraints in cars.
- Contribute to the delivery of Safety in Action (SIA) across the county (expected 4,500 approx reach). SIA is an event with educational scenarios covering issues such as Seatbelts and crossing the road.
- Deliver Junior Road Safety Officer scheme across the county to 80 approx schools (expected 20,000 approx reach) The ethos of the scheme is to empower children within their school to highlight road safety issues that affect them locally and raise awareness among other pupils, teachers and the community.

Foreign Driver (commercial and tourist)

Personal Injury Crashes involving foreign vehicles on KCC & HA Roads in Kent



The interaction between UK and non-UK drivers on the road can lead to misunderstanding, confusion and, ultimately, crashes. Whilst the number of crashes involving non-UK licence holders is small compared to those involving only UK drivers, there is evidence (as illustrated by the trend in the above chart) for this to emerge as a growing concern – especially with huge

events like the Olympics encouraging more visitors to Kent. The approach to supporting safe travel through the county needs to be two-pronged. Non-UK drivers can be helped to understand the differences of driving in Britain (e.g. making turns, signage, etc.) and UK drivers can appreciate some of the challenges that non-UK drivers face that could lead to danger

(e.g. blind spots on the 'off-side'). In addition to the current production of information to non-UK drivers, KCC will carry out research to measure some of the perceptions around sharing the roads with non-UK drivers, involving both UK and non-UK drivers.

Publicity Foreign driver (commercial and tourist)

Ongoing

Foreign driver leaflet

Objective

- To promote safer driving on Kent's roads to foreign drivers which enter the county via ports and channel tunnel



Stopping distances

Allow at least a two-second gap between you and the vehicle in front. The gap should be at least doubled on wet roads and increased still further on icy roads.

To calculate this distance:
Choose a point at which the vehicle ahead is going to pass, e.g. a tree, sign, post etc. and count a minimum of two seconds before you reach the same point.

...one se-cond... ...two se-conds*

Typical stopping distances

Speed	Thinking distance	Braking distance	Overall stopping distance
32 km/h (20 mph)	6m	6m	12 metres (40 feet)
48 km/h (30 mph)	9m	14m	23 metres (75 feet)
64 km/h (40 mph)	12m	24m	36 metres (120 feet)
80 km/h (50 mph)	15m	38m	53 metres (175 feet)
96 km/h (60 mph)	18m	55m	73 metres (240 feet)
112 km/h (70 mph)	21m	75m	96 metres (315 feet)

Remember, larger vehicles need a greater distance to stop.

Road signs

There are three main types, circles, triangles and rectangles and are similar to those found on the Continent, but there are a few exceptions.

Signs that order:
Circular signs are orders, Red = You MUST NOT, Blue = You MUST

A red circle means you must not. For example, 30 in a red circle means you must not exceed 30 miles per hour (48 km/h). 20T in a red circle means that vehicles weighing more than 20 tonnes (including load) must not enter, and a red circle with nothing in it means no vehicles allowed.

Communication channels:

- Two versions of leaflets for both Commercial and Tourist drivers (6 languages)
- Both leaflets displayed on ferries
- Both leaflets available at services and lorry stops in Calais
- Distribution of leaflets via Eurotunnel
- Distribution of leaflets at events in France
- Downloadable leaflets available on www.kentroadsafety.com

Languages currently available

- | | | |
|---------|--------|---------|
| French | Czech | Polish |
| Spanish | German | English |

- Targets 2012/13

- Recall: 25%
- Expected reach: 20,000
- Positive behaviour change and/or reinforce message: 35%
- Hits on website: 3,000
- Leaflet downloads: 5,000
- Leaflets distributed: 12,000

Timescales

Planning April – Delivery ongoing – Evaluation (April 2013)

The public engagement hub – to provide a focal point for media and public information related to campaign activity.

Ongoing

www.kentroadsafety.com

- To establish an effective means of communication with the target audiences
- To provide a platform to host campaign viral films and online interactive education
- To provide a hub for all of our ongoing and previous road safety campaigns
- Ongoing monitoring and updating
- Link in with kent.gov.uk

Communication channels:

12 good egg clinics
Bus backs
Local media coverage

2011/12 results:

12598 hits on website

Target for 2011/12:

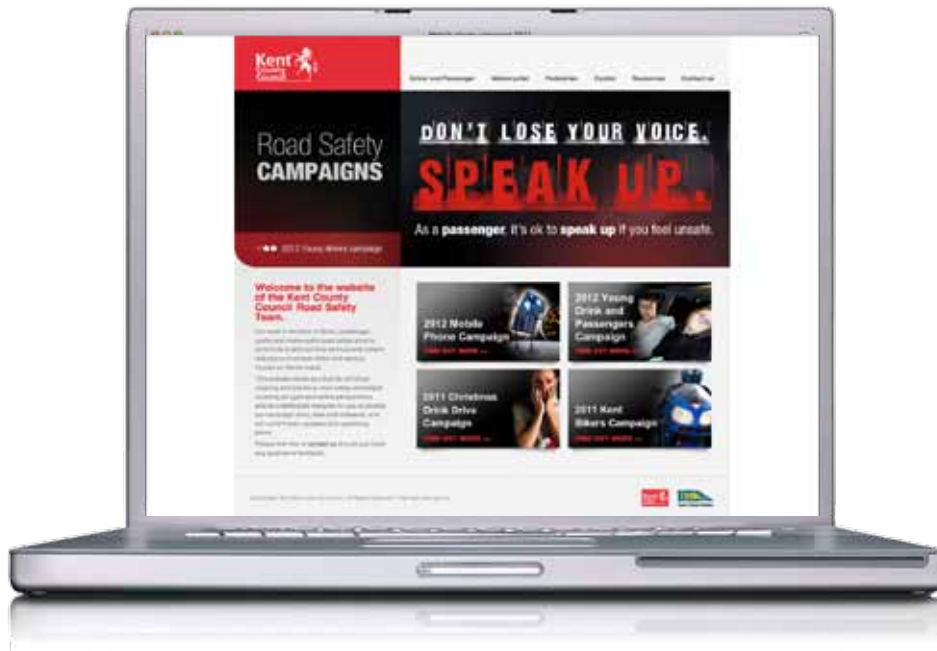
12000 hits on website

Target for 2012/13:

12000 hits on website

Timescales

Planning April – Delivery ongoing – Evaluation (April 2013)



Seasonal public relations messages

Ongoing

(These are in addition to campaign messages)

At various times of the year it is appropriate to highlight seasonal messages, issues or concerns. Many of these opportunities are initiated through media enquiry and many are pre-empted by the work of the team. An example of expected public relations messages is given in the planned timetable below. Additionally, the team are able to respond to ad hoc media and public enquiries, as well as to generate messages in response to road safety concerns that emerge during the year.

April 2012	May	June	July	Aug	Sept	Oct	Nov	Dec 2012	Jan 2013	Feb	Mar
End of year casualty figures	Summer driving conditions	Olympic visitors			Six month crash figures	Clocks going back	Winter driving conditions				

Research and evaluation

An annual survey of 500 Kent residents will be conducted in May 2012 to measure current road user attitudes, perceptions and behaviour towards 'road safety'. These will be measured against previous year's findings. The survey will also test recall of campaigns conducted in 2011/12 as well as measuring their effectiveness.

This will inform the preparation of the following year's (2013/14) communication strategy and help to identify chosen messaging techniques.

Additionally, specific activity evaluation will take place across all aspects of work within the publicity programme. Campaign activity, especially the larger campaigns, will be evaluated to measure awareness, knowledge and recall, as well as seeking evidence for rate of return on the resources invested.

Core data available to the team is the STATS 19 information provided by Kent Police. KCC Road Safety team is responsible for the collation of this data and its availability.

The team will also make use of available data analysis tools like MOSAIC and MAST to identify crash / casualty trends and the most appropriate methods of communication with targeted groups.

Key Target Group research and evaluation

Young pedestrians and cyclists

(5-16 year olds) Pre and post activity research undertaken by a minimum of 500 children reached. Using questionnaires completed in schools to measure the effectiveness of the campaign including the impact, increase in knowledge, admitted behaviour change and recall.

Young drivers (17-24 year olds) Pre and post activity research undertaken by a minimum of 500 young drivers aged 17-24. Using an independent research company to measure the effectiveness of the campaign including the impact, increase in knowledge, admitted behaviour change and recall.

Drivers (25-50 year olds) Part of the annual survey will measure the effectiveness of the campaigns including the impact, increase in knowledge, admitted behaviour change and recall.

Young Motorcyclists (16-19 year olds)

Pre and post activity research undertaken by a minimum of 150 young motorcyclists aged 16-24. Using an independent research company to measure the effectiveness of the campaign including the impact, increase in knowledge, admitted behaviour change and recall.

Motorcyclists (25-50 year olds) Part of the annual survey will measure the effectiveness of the campaigns including the impact, increase in knowledge, admitted behaviour change and recall minimum of 150 surveyed.

In car safety Using an independent research company to measure the effectiveness of the campaign including the impact, increase in knowledge, admitted behaviour change and recall. The seatbelt campaign will have specific target group pre and post activity research undertaken by a minimum of 150 surveyed.

Foreign drivers Pre and post activity research undertaken by a minimum of 150 foreign drivers surveyed (split tourist/commercial). Using an independent research company to measure the effectiveness of the campaign including the impact, increase in knowledge, admitted behaviour change and recall.

Research and evaluation programme 2012/13

Audience	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
Young drivers		Annual Survey		Pre- country roads	Pre-urban Speed	Post -country roads	Post-urban speed			Pre – speak up	Pre – mobile phone	Post – speak up
			Post-Summer drink drive	Post-Winter drink drive								
Drivers		Annual Survey		Pre-country roads	Pre- Urban Speed	Post -country roads	Post-urban speed			Post – winter drink drive	Pre – mobile phone	
Post-Summer drink drive												
Motorcyclists	Pre – Kentbiker.co.uk	Annual Survey						Post – Kentbiker.co.uk				
	Pre-Ghostlids		Post-Ghostlids									
In car safety		Annual Survey										Pre-seatbelt
Foreign drivers												
Young peds and cyclists						Post-Distractions		Post- B-viz				