

Safe Drive Stay Alive

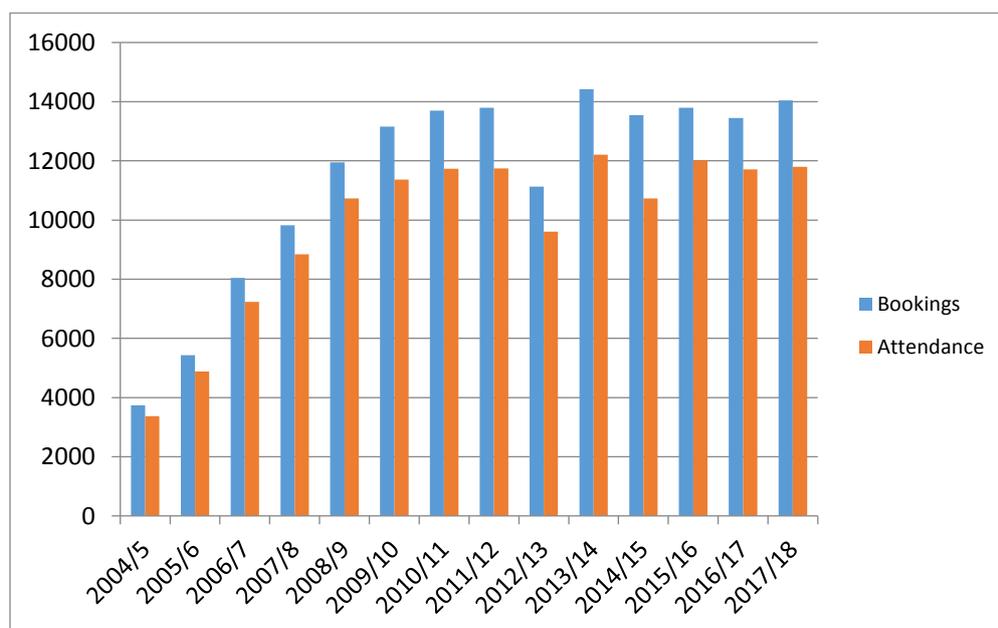


Overview

SDSA aims to positively influence the attitudes and driving behaviours of young people, reducing the frequency and severity of road traffic collisions and, therefore, the number of deaths and injuries on Surrey’s roads. Over the last 13 years we have invited, received and collated a large amount of feedback from students, teachers, parents, VIP invited guests, partner agencies and financial supporters (you can see some of these at www.safedrivesurrey.org) and this has been overwhelmingly positive, supporting the SDSA team’s belief that SDSA has a positive influence on young people’s attitude to driving and risk.

November 2017 performances

11 800 people attended the 19 performances in late October and early November, bringing the total audience, since April 2005, to just under 138 000. Our audience comprised 11 700 students, teachers/tutors/instructors, from over 90 schools, colleges, youth groups and the British Army, and over 100 invited VIP guests.



NB: Charging of £2.50 per person in 2012 affected booking numbers and attendance. Attendance in 2014 was affected by the cancellation of a performance, due to 500 students from Strodes College not being able to attend due to an accident on and partial closure of the M25.

Attendance - Schools from Runnymede Borough

| Organisation - Name | % Attendance | Total Attendance | Total Booked | Adult Attendance | Adults Booked | Student Attendance | Students Booked |
|--------------------------------|--------------|------------------|--------------|------------------|---------------|--------------------|-----------------|
| ACS Egham | 91.80% | 56 | 61 | 6 | 6 | 50 | 55 |
| Fullbrook School | 93.94% | 93 | 99 | 4 | 4 | 89 | 95 |
| Salesian Roman Catholic School | 94.44% | 170 | 180 | 10 | 10 | 160 | 170 |
| Sir William Perkins School | 97.06% | 66 | 68 | 6 | 6 | 60 | 62 |
| St George's School | 98.54% | 135 | 137 | 7 | 7 | 128 | 130 |
| Strode's College | 88.26% | 466 | 528 | 16 | 18 | 450 | 510 |
| Total | 91.89% | 986 | 1073 | 49 | 51 | 937 | 1022 |

Selection of feedback - November 2017

My daughter came to your performance at Dorking Halls with Reed's School recently and I wanted you to know that it really did impact on her and also her friends. She was really struck by the people who had been bereaved by dangerous/drink driving and how brave they were to speak to them so openly. I also wanted to say thank you for the Young Driver's magazine she came home with. What a great resource for new drivers and their parents. Thank you again to all involved. She passed her test on Saturday and I feel more confident that she understands the responsibility of being behind the wheel having heard your speakers.

Susie Horwood
Mother of attendee

I have rarely, if ever, attended such a powerful, hard hitting, perfectly organised, impactful event – congratulations to everyone involved with this excellent initiative. Particular thanks to the contributors on stage, who provided such moving personal stories in a way which reached the hearts and minds of everyone in the audience, young and not-so-young alike!

Jim Glover
High Sheriff in Nomination

Once again, a big thank you to yourself and your team for organising Safe Drive. I've heard so many conversations about it afterwards, which is a great sign and also I've had some really positive feedback from students and their parents about its impact.

Daniel Guyte
Head of Year 12
Woking College

On behalf of myself and my colleagues Sienna and Emily, we would like to thank you for allowing us to attend the Safe Drive, Stay Alive event yesterday in Dorking.

All three of us came away taken aback by the true impact of irresponsible driving, due to making poor choices, which can have life changing outcomes for those present at the RTC and the ripple effect impact on those closest to them.

Using real life stories and the public sector speakers made it all very real and present which drilled the core principles of the event into those watching in the audience. It is most certainly a great way to deliver the message. Previously attending a similar event whilst I was at College, 3 or 4 years ago, it struck me how much the presentation of stories has developed over the years with a much more diverse approach to how these RTC's can happen as a result of a range of poor decisions.

Every single one of the speakers are incredibly brave and inspirational to be using their pain into a positive approach to helping others, something many of us struggle with.

Holly Marks, Sienna King, Emily Corning
Surrey Family Services Interns

I wanted to thank you and the rest of the team behind Safe Drive Stay Alive for the presentation on Thursday 2 November at the Dorking Halls. Both myself and Simon Brown, the Road Safety Programme Manager for the Hertfordshire Road Safety Partnership, attended the morning session and found the event was very powerful and well put together, and very much welcomed the opportunity to network with guests. It was incredibly useful to look at ways in which we might refresh and improve the Hertfordshire programme of Learn 2 Live in the future. Please pass on my compliments to all the speakers and people who bring it together.

Katherine Ware
Senior Officer
Hertfordshire Road Safety Partnership

Thank you very much for you and your team for last night's presentation. With what I have heard from individuals it has been an eye opener and they also have mentioned about how professional the presentation and your team was throughout. If your team conducts any other presentation then we would be more than happy to take this opportunity and your support.

Sgt J Gore
The Princess Royal Barracks, Deepcut, Surrey

ITEM 11

Went to Safe Drive Stay Alive with my son last night in Dorking. What an amazing, enlightening and moving event. Thank you so much to all involved. Total respect for you all. It absolutely works. He is telling all his friends to go to the next one

Peter Bush
Business Improvement
Kier Highways

The performance was extremely well put together, it was real and to the point. It really touched me and many ways, I will never forget it that's for sure. It has made me aware of so many things, I admire all of the people that spoke and made the performance truly meaningful and heart-tugging. It was so beneficial and would recommend to all!!

Bethany Fowler
Student (via website feedback)

Runnymede locality feedback - From a previous year

I would like to take the opportunity to thank you for an amazing production, it is such a worthwhile project that has a very hard hitting message and a huge impact on the students that attend. Thank you.

Kind regards

Sandy Simpkins
Student Support Administrator
Fullbrook 6

Thank you - it's such a great performance and we're really keen for our students not to miss out.

Regards,

Caroline

Caroline Hewlett
Head of PSHE
Sir William Perkins's School

Online questionnaire - November 2017 - selection of results

How would you rate the quality of the overall educational experience of Safe Drive Stay Alive?

| | Teachers | Students |
|-----------|----------|----------|
| Excellent | 61% | 47.6% |
| Very good | 30% | 33.1% |
| Good | 9% | 16.2% |
| Fair | 0% | 5.2% |
| Poor | 0% | 0.01% |
| Very poor | 0% | 0.01% |

Do you feel your students/you benefitted from attending Safe Drive Stay Alive?

| | Teachers | Students |
|-----------------|----------|----------|
| Yes | 96% | 83% |
| No | 0% | 8% |
| Not sure | 4% | 9% |

Would you recommend SDSA to other schools and colleges?

| | Teachers |
|-----------------|----------|
| Yes | 100% |
| No | 0% |
| Not sure | 0% |

Results are based on 23 responses from teachers across 16 schools and colleges and 290 students/young people from 34 schools and colleges and 'others'.

12 month Independent Evaluation - Road Safety Analysis November 2015 performances - Report extracts - March 2017

Overview

The new films commissioned for use in November 2014 in Surrey were also used in the inaugural year of SDSA in Greater Manchester. Given the use of the same film in both areas and the partnership that has developed between the two sets of SDSA performances, it was deemed appropriate that the two areas jointly commission an independent evaluation of SDSA (Road Safety Analysis).

Methodology

Pre and post attendance questionnaire design used with 3 stages - October 2015, March 2016 and October 2016.

Pre stage captured views and attitudes of the young people before they attended SDSA. The questions were asked again 2 to 3 months after SDSA to see if any differences could be observed after attendance at the performance. Many interventions aimed at young people don't assess long term effect as it can be difficult to retain contact with them. We used Year 12 students for Stages 1 and 2 so that we could go back to them in Year 13 (Stage 3, October 2016) and see if any changes were still observed 11 or 12 months after SDSA.

We also used a comparison group of non-attending students to assess attitudes and opinions without SDSA attendance. These students that have participated in all 3 stages are there to assess natural change or the effect of outside influences. Without a comparison or control, we cannot be sure that any observed changes are not down to growing up, asking the questions more than once or external influences such as the learning to drive process, adverts on TV, a high profile local crash or even a storyline on a soap opera. A control group couldn't be used as this would involve randomly assigning students to attend or not attend – this wasn't practical. So comparison schools/colleges were chosen who had decided not to attend SDSA, or who were sending Year 13 students or were from neighbouring authorities who do not attend. Every effort was made to ensure the comparison students were as similar to attending students as possible.

The same questions were asked of both Greater Manchester and Surrey students, although for all 3 stages Surrey used paper questionnaires and for stage 1 and 2 GM used an online version. For stage 3, they have switched to paper copies as well.

Sample sizes - Surrey & Greater Manchester

Intervention group and Comparison group

October 2015 (pre) - 2166 and 308

March 2016 (post 1) - 1909 and 482

October 2016 (post 2) - 1096 and 479

Questions

There were 11 questions at the pre stage which asked them some basic demographic information (which we could use to match respondents in the various stages) as well as whether they planned to learn to drive. One question asked them about their levels of agreement with a variety of driving statements, focused on risky behaviour, which were designed to test their attitudes. The other 6 questions were based on a behaviour change theory called the Prototype Willingness Model (PWM).

This particular model was created to predict adolescents' behaviour and suggests that intentions are not always the best indicator of actual behaviour for adolescents as their behaviour, whilst willingly undertaken, is often not planned or intended. It is suggested that adolescents can find themselves in situations which facilitate risky behaviours and once in those situations, their willingness to engage in the behaviour will determine if they actually do it. Social norms and their views of the types of people who engage in risky behaviours shape their behavioural willingness as do their perceived

personal vulnerability – whether or not they think they will be able to get away with the risky behaviour.

The PWM questions focused on 7 risky behaviours: drinking and driving, using a mobile phone while driving, taking drugs and driving, not wearing their seatbelt and speeding in towns, on motorways and on rural roads. One question asked about their willingness to engage in the behaviours; others asked how likely their parents and then their friends were to engage in the behaviours; what were the chances of them being involved in a crash if they engaged in these behaviours; and how much their family and their friends would approve if they engaged in the behaviours.

The post questionnaire includes the same questions but with additional questions about what they thought about SDSA, for Surrey, the use of the Young Drivers Guide, and follow up work. The comparison group did not receive the additional questions.

Results

Many of the measures had high baselines – i.e. that the respondents were positive **BEFORE** SDSA. So we measured net change - of those that were negative at Stage 1, how many improved at Stage 2. **Whilst the percentage changes seem small, with high baselines, it is difficult to improve. These are, therefore, positive results.** We also undertook **statistical testing** on the mean scores for each question to determine if the difference between Stage 1 and Stage 2 was within the normal expected range or was greater than expected. **These results were all statistically significant**, based on those tests. Social norms were tested in how they saw the behaviour of others.

We didn't expect big changes in their views of their parents and family as they have not been exposed to the intervention. **It was very positive to see improvements in likelihood of friends, which suggests that they think their friends were affected by SDSA**, that they no longer want their friends to be the types of people who engage in these behaviours and/or **is a proxy for their own behaviour. All measures for friends' likelihood saw statistically significant improvement, apart from taking drugs and driving.** As with friends' likelihood, it is positive to see improvements in social norms. Something to note and think about for future – strong focus on driver behaviour that is potentially confusing their thoughts on how they should behave as passengers. **In summary, there were statistically significant differences between intervention and comparison groups.**

Evaluation results - 3 months

Safe Drive Stay Alive positively affected:

- Willingness
- Friends' Likelihood
- Family approval
- Friends' Approval
- Attitudes

ITEM 11

Many measures for each showed statistically significant differences between the Intervention Group and Comparison Group.

Safe Drive Stay Alive did not effect:

- Vulnerability
- Parents' Likelihood
- Passengers

Evaluation results - 12 months

'Success' was based on finding three conditions using ANOVA statistical tests.

13 questions met all three conditions, showing statistically significant improvements. These were:

- ❖ Willingness to use mobile phones
- ❖ Willingness to speed on rural roads
- ❖ Willingness to speed on the motorway
- ❖ Friends' likelihood to drink and drive
- ❖ Friends' likelihood to use their mobile and drive
- ❖ Friends' likelihood to speed on the motorway
- ❖ Friends' likelihood to speed on rural roads
- ❖ Friends' likelihood to speed in town
- ❖ Friends' approval if the respondent sped on the motorway
- ❖ Friends' approval if the respondent sped on rural roads
- ❖ Friends' approval if the respondent sped in town
- ❖ Attitudes towards being able to handle one drink and drive
- ❖ Attitudes towards friends making fun of them driving sensibly

"The evaluation has provided a unique insight into the efficacy of Safe Drive Stay Alive, through:

- the employment of large sample sizes
- consistent monitoring over time
- the use of a comparison group and
- utilising an adolescent-based behaviour change model to measure against.

Many evaluations of young and pre-driver education do not employ all or most of these elements.

Many of the successes from the 1st report are still present ...the improvements at 12 months in social norms, attitudes and willingness are all really positive”

Key findings & recommendations

Passenger related behaviours

- ❖ Did not improve to a statistically significant extent
- ❖ The intervention should be adapted to include more passenger focus.

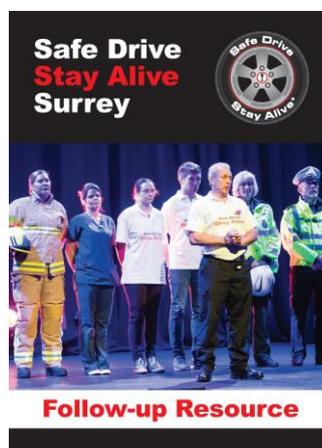
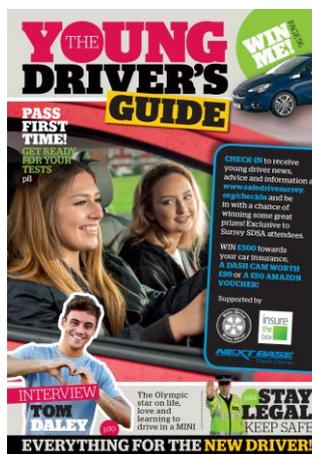
Personal Vulnerability

- ❖ Did not increase to a statistically significant extent
- ❖ Highlighting the alternative consequences of risky behaviour could be effective - such as loss of freedom and mobility and the resulting social stigma
- ❖ Credible coping mechanisms could be provided - either through SDSA itself or follow up lessons.

These recommendations have been a focus for development in 2016, 2017 and will be into 2018, This work includes extending learning through the Young Driver’s Guide, the Follow Up Tutor Resource Pack, incorporating additional Behaviour Change Techniques, and, most recently, Road Safety GB Connect.

Extended learning

In 2017, every attendee received a copy of the Young Driver’s Guide (see below), a SDSA trolley/locker coin key ring and SDSA wrist band and were encouraged to ‘check in’ to register their details www.safedrivesurrey.org/checkin in order to receive driver and road safety information updates (by email via RSGB Connect managed database) in the 12 months post performance. All schools have received copies of the Follow Up Tutor resource (see below) to support follow up work on Impulsivity, Distraction, Peer pressure, Mobile phones and Drink/Drug driving (see below).



ITEM 11

SDSA Greater Manchester shared this resource, with SDSA Surrey free of charge, having commissioned Dr Fiona Fylan, Leeds Beckett University, to guide and advise on how to construct the resource, incorporating activities, in four modules, that draw upon the latest Behaviour Change Techniques (BCT) research. Dr Fylan is a Health Psychologist who specialises in understanding the decisions that people make that affect their health and wellbeing and how to help people make more appropriate or less risky decisions. Fiona's research addresses a wide range of health related behaviours and focuses on two main areas: driving and vision. Her research on driving explores why people drive the way they do, the way in which they think about driving and how to change the decisions they make when driving, in order to increase safe and responsible driver behaviour.

Surrey roads - Killed or seriously injured

Young drivers & passengers of motor vehicles, whose drivers were aged 17 to 24, killed or seriously injured by year.

| Year | Number | Year | Number |
|------|--------|------|--------|
| 2004 | 122 | 2011 | 95 |
| 2005 | 110 | 2012 | 84 |
| 2006 | 124 | 2013 | 88 |
| 2007 | 119 | 2014 | 99 |
| 2008 | 114 | 2015 | 103 |
| 2009 | 114 | 2016 | 72 |
| 2010 | 61 | 2017 | tbc |

Breakdown by mode is shown below.

| | Motorcyclists | Car Occupants | Goods Vehicle Occupants | Total |
|-------------|---------------|---------------|-------------------------|--|
| 2004 | 27 | 89 | 4 | 122 - includes 2 Other Vehicles |
| 2005 | 40 | 69 | 1 | 110 |
| 2006 | 39 | 80 | 2 | 124 - includes 3 Other Vehicles |
| 2007 | 30 | 85 | 0 | 119 - includes 4 Other Vehicles |
| 2008 | 30 | 80 | 1 | 114 - includes 3 Other Vehicles |
| 2009 | 36 | 77 | 1 | 114 |
| 2010 | 17 | 43 | 1 | 61 |
| 2011 | 38 | 54 | 3 | 95 |
| 2012 | 39 | 44 | 0 | 84 - includes 1 Other Vehicle |
| 2013 | 26 | 62 | 0 | 88 |
| 2014 | 53 | 44 | 1 | 99 - includes 1 Other Vehicle |
| 2015 | 49 | 51 | 3 | 103 |
| 2016 | 38 | 30 | 3 | 72 - includes 1 Other Vehicle |

Source: Surrey County Council

Delivery costs - November 2017

| | |
|--|----------|
| Transport (coaches) | £67 535 |
| Venue (Dorking Halls) | £13 880 |
| Young Driver Guides (12 000) | £6 650 |
| Key rings (12 000) | £4 235 |
| Wrist bands (12 000) | £2 160 |
| Road Safety GB Connect - online database | £2 900 |
| Amazon vouchers (RSGB check-in prizes) | £500 |
| Catering (9 days for 25 people + VIPs) | £5 350 |
| SDSA polo shirts | £308 |
| Photographer (VIP) | £330 |
| Total | £103 848 |

Equates to a cost of £8.80 per attendee, based on 11 800 attendees, compared to an estimated cost of £1.8 million for a road traffic collision fatality.

Performances planned for 2018

- 19 performances, across 9 days at Dorking Halls
- Tuesday 30 October - Friday 2 November
- Monday 5 November - Friday 9 November
- Includes VIP performance on Thursday 1 November - 10:30am
- Evening performance on Wednesday 7 November - 7:30pm

Web: www.safedrivesurrey.org

Email: safedrive@surreycc.gov.uk

Mark Taylor
Education & Youth Diversion Manager
Surrey Fire & Rescue Service
February 2018

This page is intentionally left blank