



Safe Drive Stay Alive Fife

Executive Summary

Running since 2002, Safe Drive Stay Alive is a Fife-wide annual road safety event which aims to increase young drivers' awareness of safe driving practice and the potential consequences of poor practices on the road. Its main objectives are to raise awareness around speeding and bad driving habits, change attitudes and ultimately reduce casualty numbers.

The initiative began in response to concern from Fife's Community Planning Partnership (CPP) about the high number of fatalities on Fife roads. A project team was assembled to develop an intervention that would create more responsible young drivers in Fife, and reduce the road casualty numbers.

The programme is an annual event which targets young people (16-25 years) from Fife's secondary schools and colleges. Parents are also invited to the event, and in the past ten years Safe Drive Stay Alive has been seen by near 45,000 people in Fife.

The show is delivered annually over the course of a week and consists of a stage production delivered by emergency services and road accident victims. The inputs from the emergency services are updated each year following feedback from the events.

Safe Drive Stay Alive undertakes a more statistically robust evaluation than many community safety projects. It looks at behavioural change in attendees rather than knowledge or attitudes and for that reason significant long-term changes in behaviour are difficult to see from a small sample. Safe Drive Stay Alive is, however, an efficient way of accurately depicting the range of health, social, emotional and environmental consequences of risky behaviours. It has shown some positive trends in driving and passenger behaviour and predictors of behaviour, however these have largely not reached significance for the sample as a whole.

Over the course of the events, it has contributed to a 43% decrease in Fife's road collision casualties since 2002 (1056 in 2002 to 549 in 2012), including a notable reduction in road deaths - a 65% decrease from 20 in 2002 to seven in 2012. Similar decreases are seen for road collision casualties and fatalities in the 16-25 target age groups. Both have resulted in a lower demand for the emergency services and other resources and money spent dealing with a road traffic casualty or fatality.

A real strength of Safe Drive Stay Alive is that it provides highly salient messages, from persuasive sources, and shows visually the consequences of risky driving behaviour. Therefore all informational messages around driving will have been conveyed during the show, which provides an ideal basis to go on and develop further work around changing predictors of behaviour and behaviour.

This project won the 'Early Intervention' category for the Safer Communities Awards 2013.

Background and Aims

In 2002 there were 1056 casualties and 20 fatalities as a result of road collisions in Fife. Concern from the CPP led to the creation of a project team of community planning partners to devise an intervention which would lead to safer young drivers in Fife and a reduction in casualties and fatalities. Some of this group visited Northern Ireland's Fire and Rescue Service to learn from an intervention delivered there, and this concept was adopted in Fife as 'Safe Drive Stay Alive'.

Safe Drive Stay Alive covers the dangers of bad driving habits and looks at good driving practices; covering issues such as speeding and seatbelt wearing and use of mobile phones whilst driving. It also covers consequences of poor driving such as living with an injury following a crash and the impact this has on the individual and wider friends, family and community.

The event, which is a culmination of all road safety education delivered in local schools, aims to create safer drivers by increasing their knowledge of road safety issues, changing their attitude around safe driving practices and ultimately reduce the number of young people involved and injured in road traffic collisions on Fife's roads.

Activities

Research was conducted by the multi-agency steering group to establish the cause and result of road traffic collisions involving the 16-25 age groups, and the content of Safe Drive Stay Alive tailored in response to this.

A planning group was created consisting of an 'Organiser group' made up of partners from NHS Fife, Fire and Rescue Service, Fife Council and Police Scotland (was Fife Constabulary) and a 'Practitioner group' made of victims of road collisions and surviving family members all of whom deliver an input to the stage production.

Young people and parents are invited to attend a stage show at which members of the various emergency services and victims and families speak about their experiences. The stage show is based around a DVD presentation of the build up to a real life serious accident involving three young people. At various stages throughout the show the DVD is stopped and an input is given from the emergency services representative relative to that part of the scenario. This input explains the involvement of the emergency services personnel and the impact it has on them individually and as an organisation. This part of the show is followed by inputs from volunteers, each of whom have been affected by road accidents. These volunteers range from people who are wheelchair bound due to the severity of their physical injuries, to people who have permanent brain damage as a result of their injuries. Additionally, volunteers who have lost close relatives through road accidents give an input on how this has affected their family life and communities.

The show is deliberately designed to be intense and highlight the extreme real life outcomes that inconsiderate, dangerous and careless driving can have.

The events are staged at Rothes Halls theatre and are run over a week with 4,500 young people attending one of nine ninety minute shows.

Impact

Safe Drive Stay Alive undertakes a more statistically robust evaluation than many community safety projects. It looks at behavioural change in attendees rather than

knowledge or attitudes and for that reason significant long-term changes in behaviour are difficult to see from a small sample.

The 2011 evaluation completed by 538 attendees demonstrated a decrease in speeding and an increase in seatbelt use, with almost 85% reporting they always wear a seatbelt.

The most prominent results of the unmatched sample are the positive results for several predictors of behaviour for females and negative results for males. This includes an increase in intentions to drive more safely for females and an increase in social norms whereby females felt their friends were less likely to speed and more likely to slow down for corners and other changes in the road after the intervention. Conversely for males, their risk perception, outcome expectancies and intentions around safer driving behaviours all decreased.

There were also many positive comments on social media sites utilised by Fife's Community Safety Partnership (CSP), and an increase in Twitter followers and 'likes' on Facebook. Since May 2012 this totals 430 followers on Twitter and 412 'likes' on Facebook.

Safe Drive Stay Alive has contributed to a decrease of 43% in Fife's road casualties since 2002 – 1056 in 2002 to 549 in 2012 – and a 65% decrease in fatalities from 20 in 2002 to seven in 2012.

As well as fewer victims and bereaved families and communities, this decrease in road casualties has financial savings for partners that would be involved in dealing with a road traffic collision. The average cost of dealing with a fatality is £1,938,455. In 2004 there were 30 fatalities on Fife's roads costing around £58M, and with six fatalities in 2012 (costing approximately £11.5M), Safe Drive Stay Alive has contributed to financial savings in the region of £45M in these eight years.

Monitoring and Evaluation

An extremely robust external evaluation was undertaken in 2011 by NHS Fife and in 2012 by Educational Psychology, and these are examined by the Strategic Task Group of the Community Safety Partnership Group which can suggest any changes to future Safe Drive Stay Alive events.

Early evaluations of the show which took place a week after the show identified an immediate change in attitude; however it is critical to the success of the show that behaviour changes are identified. This evaluation takes place approximately three to four months after the show which provides an opportunity to identify if attendees have actually changed their behaviours as a result of the show.

Attendees are asked questions about their attitude to their own driving behaviour and also that of their attitude towards driver behaviour when they are a passenger. The evaluation focuses on how the attendees would react if they felt uncomfortable with the behaviour of the driver of a car they were a passenger in.

For the 2012 show contributions of a free car for a year and free insurance were provided by Fife SEAT and Swinton Insurance. This was put forward as a prize draw to an attendee of the show who completed the evaluation. 2012 saw an increase of over 200% in responses to the evaluation.

Annual evaluations have been undertaken to ensure the show remains fit for purpose and trends in driver behaviour are taken cognisance of. As an example the use of mobile phones has become more prevalent within the show over the past five years and the use of social media for feedback has been developed.

Attendees are able to post feedback on social media sites such as Facebook and Twitter during and following the event, and these are monitored and incorporated into the evaluation.

Planning for the event is monitored through monthly meetings of the oversight group to ensure the project is running on schedule. This group also implements any changes that should be made to the event according to evaluations and any emerging trends.

Lessons Learnt and Sustainability

This project has been running since 2002, and each year has been fully funded through private sponsorship that remains committed to maintaining funding for Safe Drive Stay Alive. Partners also remain committed to maintaining in-kind support for the event.

Analysis is undertaken each year and any emerging trends in road safety as well as feedback from the event and recommendations from evaluations are incorporated into future events.

Findings from the evaluations reinforce research that males are harder to influence around driving behaviour, and that although shock tactics can have a short-term effect, positive framed messages can have a greater impact in the long term. The evaluation noted that Safe Drive Stay Alive intervention may benefit from using a less negatively framed message in the future, and there may also be value in targeting children as young as eleven as many will have developed attitudes about risky driving behaviours by their mid to late teens.

The event has increased the general interest in Fife CSP's social media with safety messages around road safety and other areas of community safety now reaching a wider audience.

Resources

Funding: The project costs around £30,000 each year.

The full cost of the show is provided by a range of sponsors including FMC Technologies; Exxon Mobil Chemicals and Diageo each of whom have committed to funding the show for 2013 and beyond. Exxon Mobil has recently increased their contribution as a result of the evaluations.

For the 2012 show contributions of a free car for a year and free insurance were provided by Fife SEAT and Swinton Insurance.

Victims and their families, Fife Council, Police Scotland, Fire and Rescue Service and NHS Fife provided in-kind support.

Partners: Fife Council, Police Scotland, Fire and Rescue Service and NHS Fife FMC Technologies, Exxon Mobil, Diageo, Rothes Halls and Kingdom FM.

Outcomes

National 4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

- 6. We live longer, healthier lives.
- 9. We live our lives safe from crime, disorder and danger.
- 11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.

Local Community Safety Strategy outcome:
“Fewer people killed or seriously injured on Fife’s roads.”

Practice Note Information

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