

Safe Drive Stay Alive Greater Manchester



#SafeDriveGM

EVALUATION REPORT **2016**



PROJECT OVERVIEW

Becoming a casualty in a road traffic collision continues to be one of the biggest risks for young people. New and inexperienced drivers are often those who sadly lose their lives, or suffer life changing injuries as a result of taking unnecessary risks behind the wheel, or as passengers in their friends' cars.

For a third year, the emergency services in Greater Manchester have come together to change this, and to ensure that our young people know the risks, enjoy learning to drive safely, and do not become one of our statistics.

Safe Drive Stay Alive is a partnership project between Greater Manchester Police (GMP), Greater Manchester Fire and Rescue Service (GMFRS), North West Ambulance Service (NWAS), Salford Royal NHS Foundation Trust (SRFT) and HMP Forest Bank. It is funded by the Greater Manchester Casualty Reduction Partnership.

This project provides the opportunity for young people to attend an emotionally engaging half day performance which is delivered in partnership between all emergency services.

Performances are based around a series of short, emotive films, and live speakers from each of the emergency services. It also includes presentations from members of families whose lives have been affected by a serious road traffic collision.





AIMS & OBJECTIVES OF THE PROJECT

AIM

To reduce the number of young people (16 – 25) who are killed or injured on the roads of Greater Manchester.



OBJECTIVES

Through taking part in the Safe Drive Stay Alive programme young people will be able to:

- Understand the risks which may lead to becoming a road casualty
- Understand the consequences and impact of risk taking on the roads
- Make a pledge about how they will keep themselves safe as road users
- Challenge unsafe attitudes and behaviour on the roads amongst their peers
- Develop individual action plans to keep themselves safe when in a car

WHO ATTENDED IN 2016?

All Greater Manchester 6th form and further education colleges were invited to attend the performances. Our main sports clubs were also contacted to encourage them to book places for their youth / academy players.

Overall we had 8,650 places booked to attend our 2016 performances. Of these bookings, 7,584 young people attended. This represents attendance of 87% of the total places booked. Students came from colleges in every borough of Greater Manchester, with over a third of all Greater Manchester colleges attending. Wigan Warriors Sports College team also attended, as did large groups of engineering apprentices from Bolton and Stockport and Princes Trust Teams from Stockport and Tameside.

18
PERFORMANCES

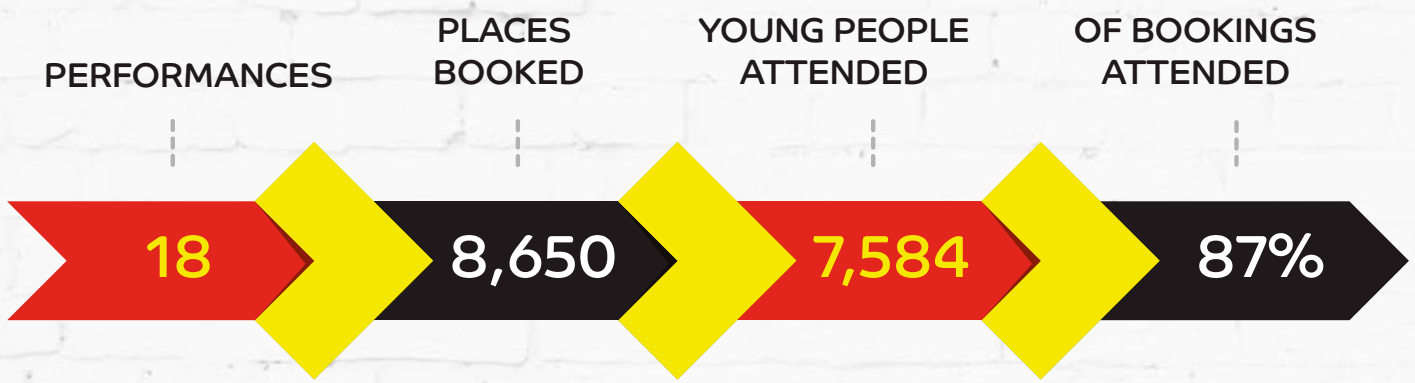
8,650
PLACES BOOKED

7,584
YOUNG PEOPLE ATTENDED

87 PERCENT
OF BOOKINGS ATTENDED



THE STATISTICS



VENUE

For the third year, all performances took place at The Middleton Arena. The Arena has proved again to be an excellent venue on all fronts, including accessibility, parking, technical support and cost effectiveness. Thanks to everyone at the Arena, including The Fruits of Life Café who provided the team with refreshments throughout each day.



STUDENT WELFARE

Due to the emotive nature of the presentation, the project team consider student welfare very carefully, and put several safeguards in place. A full risk assessment was provided to every college at the point of booking, and tutors were asked to let the team know about any students who may have any medical, welfare or accessibility issues. Paramedics, nurses and consultants were present in the audience at all performances, and private, designated welfare areas were set up within the arena foyer.

Most students do feedback that they are emotionally moved by the performance, but that they are able to discuss their feelings with peers, families and tutors. The follow up resource provided to colleges and groups attending also encourages individual reflection of the issues raised at a later date. Feedback from tutors and students alike continues to inform our team that the level of emotion created by our performances is both necessary and well balanced with the practical safety messages included in each element of the performance.



TRANSPORT

Following a full tender process for the three-year contract to provide the student transport for Safe Drive Stay Alive, Belle Vue Coaches are managing our transport up until November 2017. Their fleet includes the Big Yellow School Busses which we were able to utilise at a reduced rate out of the

school run times. We were also keen to identify a company whose vehicles were all fully fitted with seat belts.

We welcome any feedback from our colleges in relation to the transport.

MEDIA COVERAGE

During the two weeks before our performances several Twitter feeds were posted promoting road safety messages and reminding our followers that Safe Drive Stay Alive 2016 was about to begin. A press release and invitation to the dress rehearsal on 10th November 2016 was issued to all Greater Manchester media, regional TV and radio on 2nd November 2016. Interest and support was expressed by local papers, radio and Granada TV. All coverage was extremely positive, with reporters having the opportunity to see a full run through of the performance, and conduct interviews with the team and a group of young people who had attended performances in 2015. Key 103 in particular gave the project considerable positive exposure on the prime time morning radio shows. The students gave a clear message that they had remembered the positive messages received, and that attending Safe Drive Stay Alive had made a lasting impression on themselves and their friends.



#SafeDriveGM



Carolyn



Matt



Nicky



Scott

PRE AND POST EVENT SURVEY RESULTS

In 2015, Road Safety Analysis were commissioned to conduct an independent longitudinal survey to test the short and long term value of Safe Drive Stay Alive in affecting the attitudes and behaviours of young people as both drivers and passengers.

The surveys themselves were designed to test concepts from an adolescent-focused behaviour change model called the 'Prototype Willingness Model'. The surveys examined changes in attendees' willingness to engage in certain risky behaviours; their social norms related to the behaviours; their personal vulnerability if they were to engage in the behaviours; and what their attitudes towards them were.

Road Safety Analysis have provided a full evaluation report based on the 3-stage survey results, with the following statistically significant results still apparent 12 months after attending SDSA:

- Reduction in willingness to use a mobile phone whilst driving
- Reduced willingness to speed on motorways or rural roads
- Reduction in the perceived likelihood of their friends to drink and drive, use a mobile phone whilst driving or speed
- Reduction in the perceived approval of their friends if they were to speed as a driver
- Reduction in agreement that its' ok to drive after a drink or two
- Reduction in agreement that their friends would make fun of them if they drove sensibly

The evaluation report also highlighted areas where we could improve effectiveness, with the following recommendations:

- Increasing the passenger responsibility content
- Increasing awareness of vulnerability through adopting messages about consequences that are more easily relevant to the audience (such as not being able to go to university etc)
- Help students know how they can engage in safe behaviours through the delivery of follow-up lessons
- Evaluate the follow-up lessons

STUDENT INTERVIEWS

In addition to the independent 3-part survey, the team were keen to capture some qualitative feedback from students 12-months after they had originally attended a performance to see whether there had been a lasting positive influence on their attitudes and behaviours towards road safety. A group of students from Bury College took part in these individual interviews, all reporting clear evidence that their attendance at Safe Drive Stay Alive had continued to help them adopt safer behaviours as drivers and passengers, and also challenge risky behaviours amongst their peers or family members. These interviews can be viewed on our website at www.SafeDriveGM.co.uk

STICKY WALL EXERCISE

Immediately after 4 of our performances, students were asked to write down a word or short phrase which they thought reflected their perception of the performance. These were then displayed on a sticky wall, so that everyone could see a snapshot of thoughts and feelings. This "word cloud" has been generated from this feedback.



STUDENT COMMENTS

"Emotional. Will massively impact for the rest of my life. Thank you"

"Made me realise how precious life is, thank you"

"Life changing lessons learnt"

"Such an inspiring man. (the painter) Brave"

"Made me realise the bigger picture of dangerous driving"



Students were encouraged to use Twitter or Instagram to let us have their thoughts or pledges following each performance using the hashtag [#SafeDriveGM](#)

They were also encouraged to follow us on Twitter [@SafeDriveGM](#), giving the project team the ability to keep some ongoing contact with students, and to reinforce the learning points from the performance.

During November 2016, our Twitter activity earned over 63,600 impressions, and the number of [@SafeDriveGM](#) followers rose to 779. Many colleges used their own Twitter accounts to cascade our messages to the wider college audience to encourage discussion amongst students.



SOCIAL MEDIA RESPONSES

Tweets included:

An email received from a student in Manchester:

"I'm a student from The Manchester College Openshaw. I attended the event yesterday and didn't regret my time spent there. I felt very sad watching them people talk and also them videos, so I made myself a promise to never put my parents in them kind of situations. I will be very careful while driving, and will do what I know I should do to prevent myself from being in some very dangerous situation. Safe drive, stay alive."

I want to thank everyone involved in the [#SafeDriveGM](#) production. It was really eye opening and sad

Powerful and moving creation from [#SafeDriveGM](#) this afternoon at Midd Arena. Great work from all emergency services and all families affected.

Still thinking about the [@SafeDriveGM](#) performance yesterday. All young people should go see it!

[@SafeDriveGM](#). Very gripping, moving stories. Pretty sure it had everyone thinking.

[@SafeDriveGM](#) very moving show today, left very emotional but it opened my eyes to the sheer dangers of unsafe driving. Thank you!

[@SafeDrivegm](#) Really opened my eyes. Damn. Glad I went now



IPAD COMPETITION



All students who had taken the time to follow us on Twitter or Instagram, or sent us a message using the hashtag were then entered into a competition to win one of 2 iPads. Our lucky competition winners in 2016 were 17 year old Eleanor Jones from Altrincham Grammar School 6th Form, and 16 year old Emmie-Rose Eastwood from Salford City College, Eccles.



Emmie-Rose Eastwood and Eleanor Jones receiving their iPads
Congratulations Emmie and Eleanor!

College Tutors, Parents

"I just wanted to say thank you to the organisers of Safe Drive Stay Alive. My daughter was moved to tears by all she witnessed today. She will soon be starting driving lessons, like many her age and I think it was an invaluable lesson that you kindly organised. Thank you once again."

Lynne Myatt, Students mother

"The Safe Drive Stay Alive presentation was incredibly powerful and really made our students who have just started driving think about their responsibilities when they get behind a wheel. For those who are not yet driving, it encouraged them to reflect on the role they play as a passenger in a car and understand the pressures that driver may be under and the importance of allowing them to concentrate. It was such a worthwhile morning and we hope that it will continue to run so that future year groups have the opportunity to attend'.

**Katie Galvin, Head of 6th Form,
Altrincham Grammar School for Girls**

"Every student should see this - It was brilliant. Very informative and moving presentation which will change young peoples' decisions and hopefully save lives. Students were moved to tears and openly talked about it to their friends and family upon return to college.

**Sarah Partington, Curriculum
Manager, Bury College**

"I would just like to say a big thank you for inviting us this year, and would like to compliment all the people involved. All our students very much enjoyed the experience, and it is definitely something that we would like to do with our new students next year."

**Alison Wedderburn, The Co-
operative Academy of Manchester
6th Form**

"Once again the Safe Drive event has made a powerful impression on our students and has a lasting effect on their views on safety and driving. Thanks to everyone for all the hard work that was put into the Safe Drive presentations and assure them that as a means of conveying a safety message to a difficult age group it is incredibly effective."

**Tony Greenhalgh, Lecturer in Public
Services, Bury College**

Road Safety Professionals and partners

"I had the distinct privilege of being invited as a VIP guest to the above presentation at Middleton Civic Hall on Thursday, 24th November and I have to say that the professionalism shown by all concerned was a pleasure to witness. Every single piece of the production from the video clips to the individual speakers was delivered to perfection. The more young people who get this message then the more likelihood you can prevent an unnecessary loss of life."

Dave Atkinson, Head of Greater Manchester Police Driver Training Unit

"I thought last year's event was excellent and it is clear that you have been working hard with partners to improve things even further. All of the case studies were relevant and all of the speakers spoke very clearly and concisely about their experiences."

Ted Booker, Road Safety Officer, Bury

VIP Performance Thursday 24th November 2016

"I attended the Safe Drive Stay Alive VIP performance as a Fire Authority member. It was fantastic to see partners working together with the mayors from Greater Manchester supporting the event. The lessons learnt by pupils are of vital importance and hopefully will impress in memories for years to come."

Cllr Jan Jackson, Stalybridge

Website

Our website provides young people, groups and college tutors with extra resources that they can use after attending one of our performances. A taster film has been created for the website helping to promote the project to new groups and colleges. There are also reminders and background information about some of the stories told during our performances, as well as a reminder of our top ten tips. Please visit the website here www.SafeDriveGM.co.uk to find lots of useful information about Safe Drive Stay Alive, including dates for our 2017 performances.



GMP's Safe Drive Stay Alive Team and ACC John O'Hare

On the 24th November, the team invited VIP guests from across Greater Manchester to see a full performance, and senior representatives from each partner agency said a few words of support for the project.

KEEP ON LEARNING!



After attending Safe Drive Stay Alive, we know that young people are motivated to keep themselves and their friends safe on the roads. Colleges and youth groups are then provided with a resource pack to assist them in exploring the issues raised further with students, and to help develop individual SAFE action plans and skills. This resource pack has been designed by Dr Fiona Fylan, a leading psychologist in the field of road safety, with the aim of assisting students to explore their own tendencies in relation to impulsivity, reacting to peer pressure and subsequent risk taking behaviours as drivers or passengers. The activities draw on a variety of proven successful behaviour change techniques. The resource pack can be accessed at www.SafeDriveGM.co.uk in the section "Info for Colleges" Our team will support colleges in delivering the lessons

within the resource pack where requested, and we are available to offer some training to college tutors on its' content and use.

We can also visit your college or group with our Driving Simulators, allowing young people to see for themselves the consequences of risk taking behind the wheel, but in a carefully controlled environment

To find out more please email allenl@manchesterfire.gov.uk



SAFE DRIVE STAY ALIVE GREATER MANCHESTER PROJECT TEAM CONTACTS

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THANK YOU TO ALL OUR 2016 SPEAKERS

Greater Manchester Police

Sharon Price
Jerry Bacchus
Sandy Turnbull
Rae Willis
Keith Wensley
Nick Corlett

North West Ambulance Service

Duncan Mayoh
Sarah Harrison
Matt Mainds
Beckie Barron
Steve Blears
Mohammed Ali

Family Speakers

Dean Wilson - Matts' Dad
Dee Wilson - Matts' Mum
Hannah Wilson - Matts' Sister
Nicky Pickering - Jades' Mum
Elaine Gordon - James Mum
Mike Peters - Vickys' Dad

Greater Manchester Fire and Rescue Service

Scott Barry-Godsell
Paul Fearnhead
Phil Nelson
Ian Bailey
Paul Duggan
Pat Johnson
Kevin Balyckji
(Lancashire Fire and Rescue
Service)

Salford Royal NHS Foundation Trust

Dr Rachel Conway
Danielle Lucas
Jenny Sammon
Dr Martin Smith
Dr Angela Coumbarides
Carolyn Southern
Dr Sarah Stibbards
Debbie Fordham



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