

# Safe Drive Stay Alive Greater Manchester



**EVALUATION REPORT 2017**



# PROJECT OVERVIEW

For a fourth year the emergency services in Greater Manchester have come together to deliver Safe Drive Stay Alive to ensure that our young people think about the huge responsibility that learning to drive brings with it, and enjoy the freedom of driving or being passengers in their friends cars safely.

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. Safe Drive Stay Alive aims to change this, and to equip our young people with the knowledge, skills and confidence to challenge unsafe behaviour, and to keep themselves and each other safe when out on the roads.

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) and Salford Royal NHS Foundation Trust (SRFT). 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.

After attendance at a Safe Drive Stay Alive performance, colleges and groups are provided with a follow-up resource designed to encourage each young person to consider individual SAFE plans to prepare them for situations which they are likely to find themselves in. We recognise that the vast majority of young people would not intentionally put themselves or others at risk, and the follow-up activities encourage group discussion to explore what this means for them as new drivers and passengers.

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



Between January 2007 and December 2016, in Greater Manchester alone, 164 people died in crashes involving a young driver, and a further 1,564 were seriously injured.

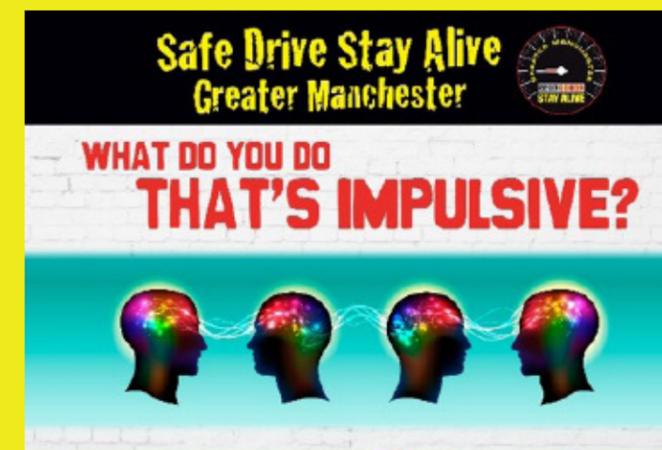


## AIMS & OBJECTIVES OF THE PROJECT

**AIM** Positively influence the attitudes and behaviours of learner and novice young drivers, and passengers, in order to reduce the risk of involvement in road traffic collisions and being killed or injured on our roads.

## OBJECTIVES

- Understand the wide ranging, short and long term potential consequences of a road traffic collision.
- Understand the possible behavioural causes of a road traffic collision, such as risk taking or distraction.
- Develop individual action plans, through follow up lessons, using a Tutor Resource pack, to keep themselves safe when in a car.
- Make a pledge or plan to keep themselves safe as road users
- Be given the tools to challenge unsafe attitudes and behaviours on the roads amongst their peers.



# NEW FOR 2017

Following an independent evaluation of Safe Drive Stay Alive which was commissioned in 2015 by Greater Manchester and Surrey, the team were keen to ensure we were responding to the findings. Two areas for development were identified:

- To strengthen messages about passenger responsibility
- To introduce more diverse and relatable consequences of risk taking on the roads, including social isolation and the loss of normal life opportunities such as going to university or job opportunities.

Our speakers all developed their stories during a series of speaker workshops to respond to these findings, changing the emphasis of the overall performances slightly, and further reducing the "shock" elements which had been present in previous years and strengthening our "take home" messages.

A new film was also created telling the story of a young man, Brooke Trotter, who was a pedestrian casualty in Manchester resulting in him suffering a traumatic brain injury which he has learned to live with over the last 10 years. Brooke tells his own story about how he was a student living a very normal life in Manchester when the accident happened, and how his life has completely changed since. Our audiences related easily to Brooke, especially when he spoke live from the stage.

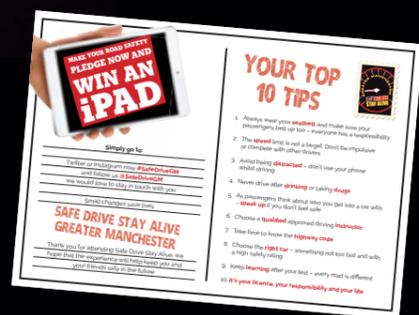


"All of a sudden I wasn't a young lad anymore – I felt I was in an old man's body. That's the thing with brain injury, it's an invisible disability. My mates are still my mates but I don't have anything in common with them anymore. Socialising becomes an absolute nightmare. And it was all so avoidable."

Read Brooke's Blog here:  
[www.braininjurybrooke.co.uk](http://www.braininjurybrooke.co.uk)

# PLEDGE CARDS

In order to increase our social media following and encourage students to make a pledge on Twitter or Instagram, every student was provided with a pledge postcard as they got back on their coach after each performance.



# VIDEO DIARY

This year a new film was produced showing all of the work that goes on behind the scenes to deliver Safe Drive Stay Alive. This film can be viewed on our website here:

[SafeDriveGM.co.uk](http://SafeDriveGM.co.uk)

# WHO ATTENDED IN 2017?

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 9,930 places booked to attend our 2017 performances. Of these bookings, 9,188 young people attended. This represents attendance of 92.5% of the total places booked. Students came from colleges in every borough of Greater Manchester, with around half of all Greater Manchester colleges attending. Wigan Warriors Sports College, Salford Rugby League College, Bolton Wanderers Academy Team and Sale Sharks Academy Team also attended, as did large groups of engineering apprentices from Bolton and Rochdale and Princes Trust Teams from Bolton, Manchester, Heywood, Stockport and Tameside.

**21**  
**PERFORMANCES**

**9,930**  
**PLACES BOOKED**

**9,188**  
**YOUNG PEOPLE ATTENDED**

**92.5 PERCENT**  
**OF BOOKINGS ATTENDED**

# VENUE

For the fourth 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. Thanks to SRFT and NWS staff for their support and care each day.

## MEDIA COVERAGE

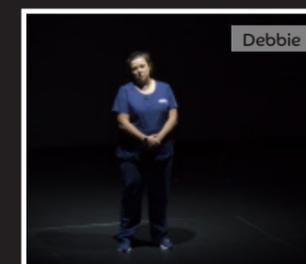
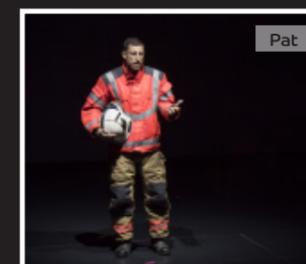
A press release was issued to the media inviting them along to watch a dress rehearsal of the performance on the 2 November that provided the opportunity to interview the speakers and students who had just watched the show to gauge their first hand reactions.

There was good coverage by the local broadcast media with Key 103, Global Radio, Tower FM, BBC Radio Manchester and local TV station 'That's Manchester' all including Safe Drive Stay Alive on their prime time slots, social media and websites. BBC Radio Manchester also included a special edition to their Sunday afternoon programming that focused on speaker Brooke Trotter's own personal experiences and recovery as a victim of a road traffic collision. The local print media of the Bolton News and Bury Times also provided great coverage of the performances and the Safe Drive Stay Alive messages.



## TRANSPORT

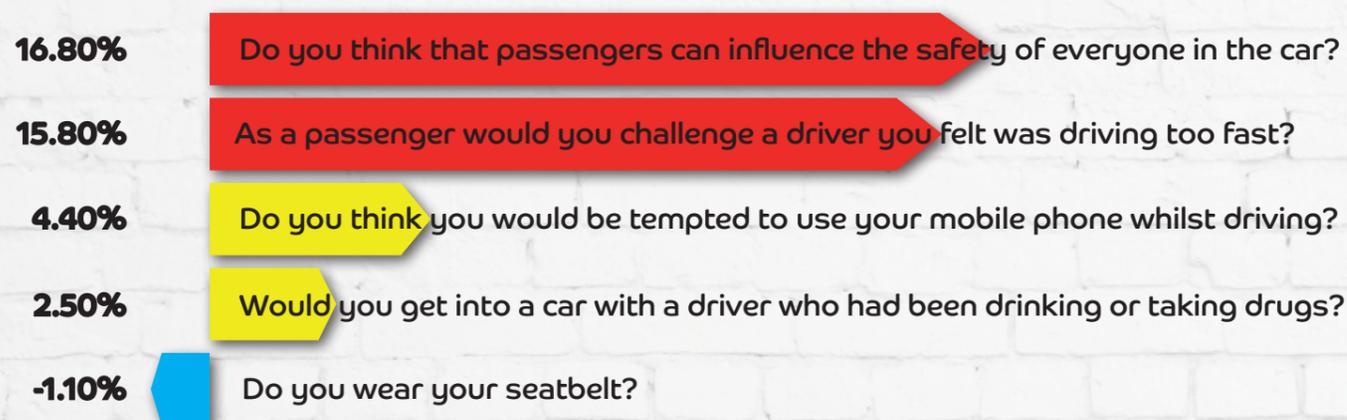
Belle Vue and Tyrers Coaches provided our transport, utilising both fleets effectively. Students arrived at the arena in a timely way, and were able to return to college immediately after each performance. Thanks to Belle Vue and Tyrer's Coaches.



# EVALUATION AND FEEDBACK

## Pre and Post Event Survey Results

All attending colleges were asked to encourage students to complete two on-line surveys, one just before attending, and one around three weeks afterwards. There were 1,700 responses to the pre attendance survey, and 557 post attendance. The results indicated some noticeable improvements in students' attitudes and intentions which can be seen on the chart below, which depicts the percentage change towards the most desired answer to each question. In particular, the two questions relating to passenger responsibilities showed significant improvements after attending SDSA. However, on the question "Do you wear a seatbelt?" we saw a slightly negative trend when we compared the before and after responses, and the team will pick this up as an area for stronger messaging in future performances..



We also conducted a survey with attending tutors 3 months after their attendance and received overwhelming positive feedback to our questions. Over 90% of tutors highly rated the quality of the performance in terms of educational experience, and told us that their students benefitted greatly in terms of improved attitudes towards driving or being a passenger.

"The combination of live speakers and video sequences was excellent. Hearing first hand from all the professionals and relatives was compelling and absorbing. Students and staff were completely immersed from beginning to end."

*Tutor, Wellington School*

Students were again invited to make a pledge at the end of the post attendance questionnaire and these are just a few of the many examples we received:

"I pledge to never get in a car where the driver is under the influence of drugs or alcohol. I will not drink and drive. And if I feel unsafe in a car I will remove myself from the situation."

"Always drive carefully and be a respectful passenger, but challenge the driver if you don't feel safe"

"Do not act like a formula one driver, it is not worth speeding to get to a destination quicker. Your life is more important than getting to a place a few minutes faster!"

"For my actions in a vehicle to never result in a horrifying, life-changing midnight call to my mum."

# SOCIAL MEDIA



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](#) or Instagram, giving the project team the ability to keep some ongoing contact with students, and to reinforce the learning points from the performance.

During November 2017, our Twitter activity earned over 89,200 impressions, and the number of [@SafeDriveGM](#) followers rose to 965. Many colleges used their own Twitter accounts to cascade our messages to the wider college audience to encourage discussion amongst students.

# MESSAGES FROM STUDENTS

"Thank you for the wonderful presentation delivered to us. It was really informative although sad it made me personally gain knowledge of things to look out for and things to do and not do before entering a car. Thank you and continue inspiring young people to drive safe because you've inspired me to responsible with not just my life but also others."

"To not make stupid decisions when I do start driving, don't put myself or others in danger"

"I pledge that I will drive safely and will not let any of my mistakes affect others and their loved ones....By hearing real life stories from parents and others I will not let anyone get harmed by my driving."

"Thanks for the experience today, the first-hand accounts really made me think about how I will approach my lessons in the future and how I will take responsibility for my driving and always stay sensible and focussed."

"Thank you for everything you have done today. I had some past experiences and now it's made me realise how dangerous things can actually be. We all have this feeling that nothing will happen and that we all have a bubble around us and are protected. But we really don't understand what's round that corner."



# 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 an iPad.

Congratulations to Lizzie Price, a year 12 student from Flixton Girls School on becoming our 2017 iPad winner!!



## Messages from College Tutors

"I was really moved by the powerful stories relayed by members of the emergency services and the bereaved mother. On the journey to the forum our students were all lively and full of chat but on the way back to college the mood was definitely more sombre and reflective. Even our 'too cool for school' students said that they were going to have the SDSA wristband around their gear sticks to remind them of the dangers when getting behind the wheel"

**Debi Cassidy, Sixth Form Pastoral/ Admin Assistant, Flixton Girls School**

"Thank you very much for organising the very successful presentation we attended last week with our students. We all thought it was both powerful and meaningful, and the boys were really affected, to the point that so many of them said they will change their behaviour. Looking forward to seeing you next year."

**Therese Harvey-Voyce, Deputy Head of 6th Form, Altrincham Grammar School for Boys**

## Messages from Partners

"I wanted to say a big 'Thank You' for inviting my colleague and I to yesterday's event. It was so well presented, the speakers were excellent and the messages so clear and relevant. I cried more than once as it touched me on a personal level as a mother and from the perspective of our clients who live with the lifelong challenge of brain injury. A brilliant initiative that should be compulsory for all learner drivers!"

**Heather Preston, Clinical Co-ordinator and Occupational Therapist**

"The impact that today's show had on VIP's, including the Deputy Mayor of GM, was significant. But more importantly, the huge impact that it had on the young people was palpable."

**Tony Hunter, Assistant County Fire Officer, GMFRS**

"Attending a session really demonstrated the benefits of Safe Drive. I was struck by how powerful the event was and its impact on the young people."

**Steve Rumbelow, Chief Executive, Rochdale Borough Council**

# SAFE DRIVE STAY ALIVE RESOURCES

## 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](http://www.SafeDriveGM.co.uk) to find lots of useful information about Safe Drive Stay Alive, including dates for our 2018 performances.



Our wristbands and keyrings continue to be given to each student as a memory jogger of the messages they take away.

## TUTOR RESOURCE PACK

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 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 behaviour change techniques proven to work well with this age group. The resource pack can be accessed at [www.SafeDriveGM.co.uk](http://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](mailto:allenl@manchesterfire.gov.uk)



# THANK YOU TO ALL OUR 2017 SPEAKERS

## Greater Manchester Police

Sharon Price  
Rae Willis  
John Durham  
Nick Corlett  
Keith Wensley

## North West Ambulance Service

Duncan Mayoh  
Beckie Barron  
Steve Blears  
Mohammed Ali

## Salford Royal NHS Foundation Trust

Dr Rachel Conway  
Danielle Lucas  
Dr Martin Smith  
Carolyn Southern  
Dr Angela Coumbarides  
Dr Sarah Stibbards  
Helen Metcalfe  
Helen Parry-Jones  
Debbie Fordham

## Greater Manchester Fire and Rescue Service

Scott Barry-Godsell  
Paul Fearnhead  
Phil Nelson  
John Moss  
Paul Duggan  
Pat Johnson  
Steve Twinn  
Jim Norcross  
Adam Postlethwaite

## 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  
Helen Birch - Dan's Mum  
Brooke Trotter

## HEALTH BUSINESS AWARD FOR SAFE DRIVE STAY ALIVE GREATER MANCHESTER

Salford Royal NHS Foundation Trust / Greater Manchester Casualty Reduction Partnership were shortlisted for the NHS Collaboration Award at this year's Health Business awards, held in London in December 2017 for the collaborative success of Safe Drive Stay Alive.

The Awards have an established reputation for showcasing the success stories in the health sector. The Health Business Awards recognise and celebrate the significant innovative contributions made each year by organisations and individuals that work inside and alongside the NHS. The Health Business Awards present awards in 19 different categories, focusing on facilities, specialisms and innovation. Carolyn Southern (SRFT) Nick Corlett (GMP) and Duncan Mayoh (NWAS) represented SDSA at the awards ceremony in December where we were successful in winning the collaboration category.



# SAFE DRIVE STAY ALIVE GREATER MANCHESTER PROJECT TEAM CONTACTS

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