

Safe Drive Stay Alive Greater Manchester



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EVALUATION REPORT
NOVEMBER 2018 TO MARCH 2019

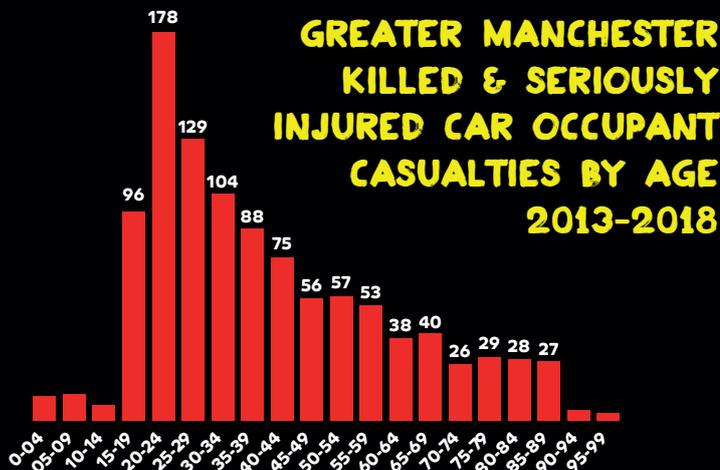


WHAT IS SAFE DRIVE STAY ALIVE?

Safe Drive Stay Alive (SDSA) is an award-winning, performance-based road safety intervention now delivered on a national scale across much of the UK. In Greater Manchester it is delivered in collaboration by Greater Manchester Fire and Rescue Service (GMFRS), Greater Manchester Police (GMP) North West Ambulance Service (NWAS) and Salford Royal NHS Foundation Trust (SRFT). It is funded by Safer Roads Greater Manchester and in March 2019 by the GM Mayors' Office. SDSA GM has been running since 2014, and has been successful in attracting increased numbers of colleges and youth groups year on year due to its' positive reputation and cognisance of leading research into young driver behaviour.

YEAR	Number of performances	Number of young people attending
2014	14	4244
2015	17	6940
2016	18	7584
2017	21	9188
Nov 2018 - March 2019	26	10,967
TOTAL	96	38,923

Becoming a casualty in a road traffic collision continues to be one of the biggest risks for young people, with 17 – 25 year olds being disproportionately represented in the casualty statistics of those killed or seriously injured on our roads.



Between January 2008 and December 2017, in Greater Manchester alone, 139 people died in crashes involving a young driver, and a further 1462 people were seriously injured.

Safe Drive Stay Alive aims to change this, by equipping our young people with the knowledge, determination, skills and confidence to challenge unsafe behaviour, and to keep themselves and others safe when out on the roads. We have already seen some evidence of success in achieving this which is detailed later in this report.

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 with their peers what this means for them as new drivers and passengers.

AIMS & OBJECTIVES OF THE PROJECT



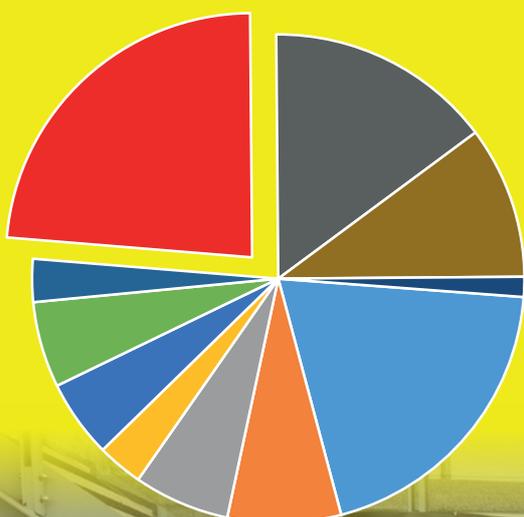
AIM

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.

SDSA BOOKINGS BY AREA NOV 2018 TO MARCH 2019



■ Tameside	2865
■ Bolton	2393
■ Trafford	1814
■ Wigan	1226
■ Bury	905
■ Manchester	767
■ Salford	691
■ Rochdale	625
■ Oldham	365
■ Stockport	345
■ Out of County	161

Our colleges in Bolton, Wigan and Trafford have been especially receptive to booking places at the November performances. Tameside College accounted for most of the Tameside bookings by taking most of the March availability as they are keen that every year 12 student is offered the opportunity to attend a performance.

In addition, at our VIP performance in November, around 75 VIP's including most of the mayors from across Greater Manchester attended bringing total attendance for the financial year to 11,042.



OUR SPEAKERS AND THEIR STORIES

GREATER MANCHESTER POLICE

Nick Corlett
John Durham
Nicola Greenhalgh
Rae Willis



Delivering the devastating news that a loved one has died.....



GREATER MANCHESTER FIRE AND RESCUE SERVICE

Scott Barry-Godsell
Andrew Catterall
Russ Maden
John Moss
Pat Johnson
Steve Twinn
Adam Postlethwaite
Phil Nelson

How long would it have taken them to put their seat belts on?.....

NORTH WEST AMBULANCE SERVICE

Steve Blears
Duncan Mayoh
Mohammed Ali
Beckie Barron



If only she'd kept her eyes on the road – that child would still be alive.....

SALFORD ROYAL NHS FOUNDATION TRUST

Karen Higham- Deakin
Carolyn Southern
Danielle Lucas
Helen Parry Jones
Helen Metcalfe
Debbie Fordham
Dr Martin Smith
Dr Angela Coumbarides
Dr Sarah Stibbards

Mum kept saying "She will be ok, she has to be ok" I knew she wasn't going to be ok.



FAMILY SPEAKERS

Dean, Dee and Hannah Wilson – Matt's family

Elaine Gordon – James's mum

Helen Birch – Dan's mum

Mike Peters – Vicky's dad

Heather Gibbins – Andy's wife

Brooke Trotter



It was all so avoidable.
If only he'd stayed
within the speed limit
and kept his eyes on
the road.....

OUR FILMS

Each film was carefully developed to deliver a different crucial message to young people simply by telling a true story. The films reinforce the messages told by our live speakers and serve to depict how easy it can be for simple mistakes to lead to devastating consequences. The last film brings together all messages as a reminder and leads well into the positive top tips we display on the screen during the final part of the performance.



James was too tired and fell asleep at the wheel. He crashed into a barrier and that killed him instantly.

I was easily led and just wanted to be liked. My friends got in the car and I just got in too.



My car crash was the worst day of my life. Because I didn't wear a seatbelt I was thrown against the steering wheel and suffered serious head and chest injuries.

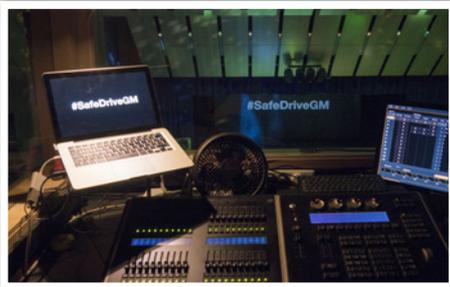
It has completely changed my life. Not a day goes by where I don't suffer from the problems the crash has caused me.



When I was 21 my world was turned upside down when my dad was killed by a drink driver.

VENUE AND TRANSPORT

For the fifth 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.



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.

OUR WELFARE TEAM

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 is provided to every college at the point of booking, and tutors are asked to tell us about any students who may have any medical, welfare or accessibility issues. Medical staff are present in the audience at all performances, and private, designated welfare areas are set up within the arena foyer.

Feedback from tutors and students alike continues to affirm that the level of emotion created by our performances is both necessary and well balanced against the practical safety messages included in each element of the performance. Thanks to Salford Royal Foundation Trust, North West Ambulance Service and Greater Manchester Police staff for their support and care each day.

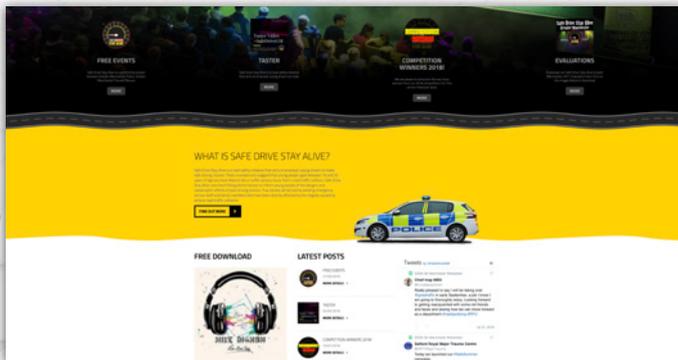
DRIVEGM.CO.UK



SAFE DRIVE STAY ALIVE RESOURCES

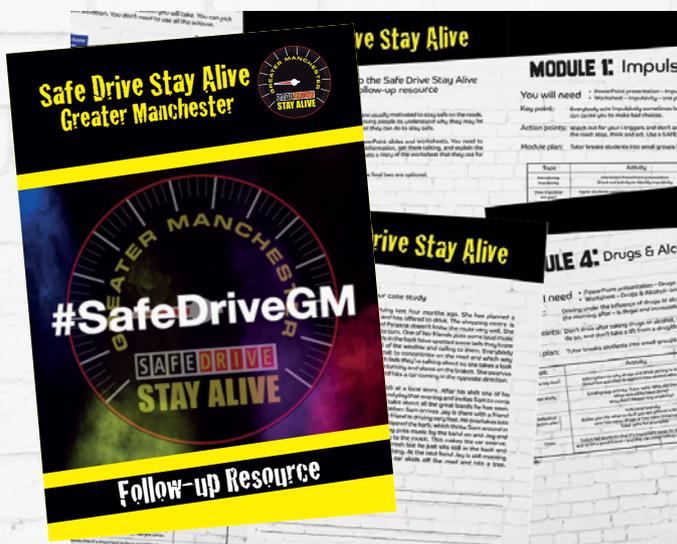
Website

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 to find lots of useful information about Safe Drive Stay Alive, including dates for our 2019 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 SafeDriveGM.co.uk in the section "Free Resource Pack"

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

EVALUATION AND FEEDBACK

Pre and Post Event Survey Results (March 2019)

Two online surveys for students were created and circulated to tutors at Tameside College. One before the events to collect baseline data, and another one after attendance to measure whether the content presented had an impact on students' views of driving risks and road safety. A further survey was circulated to Tameside College tutors after the event to collect feedback on their views of the events and the follow-up materials that were provided. While the student pre-event survey showed quite positive responses to our questions, we saw some significant improvements in attitude after attendance, particularly in relation to challenging a driver who was thought to be driving too fast, seatbelt wearing and also students perceptions of being a good influence as a passenger.

MESSAGES FROM STUDENTS

"Safety is the new cool"

"I will be a safe passenger and not put the driver in a situation where we may be at risk."

"I've learnt that I personally need to challenge people more when getting into a car with them as anything could happen."

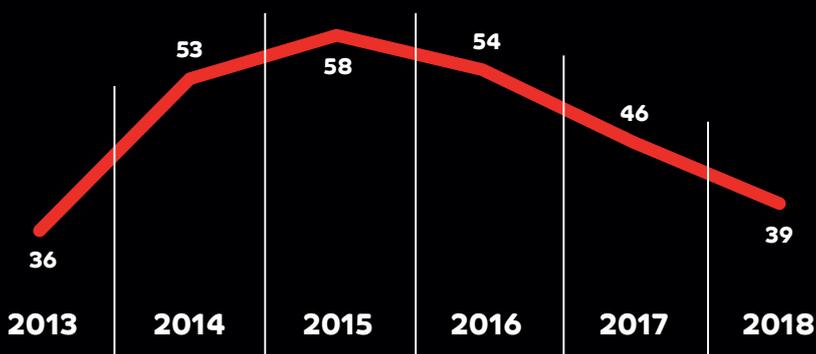
"I pledge to always drive with caution and to not drive when I am under the influence of alcohol etc, I also pledge to listen to the passengers if they are concerned for their or my safety"

"Never be tempted by even the smallest distraction or influence"

"If the driver had consumed alcohol or drugs then I will not get a lift with them. I will always wear a seat belt and never go on a phone and tell other drivers the same."

CASUALTY STATISTICS FOR YOUNG CAR OCCUPANTS (17-25) WHO HAVE BEEN KILLED OR SERIOUSLY INJURED IN GREATER MANCHESTER

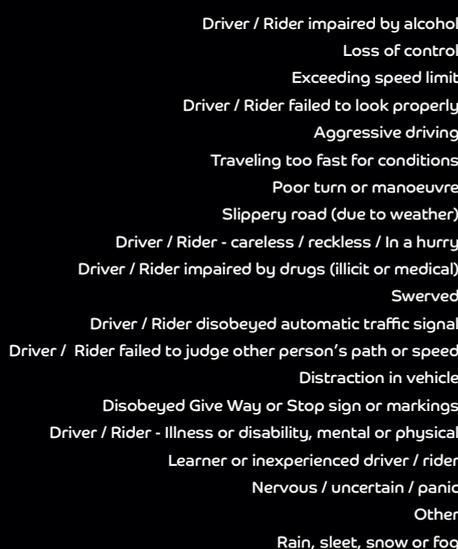
During the 5 years that we have been delivering Safe Drive Stay Alive the number of young people killed or seriously injured in cars in Greater Manchester has started to gradually reduce from 53 in 2014 to 39 in 2018.



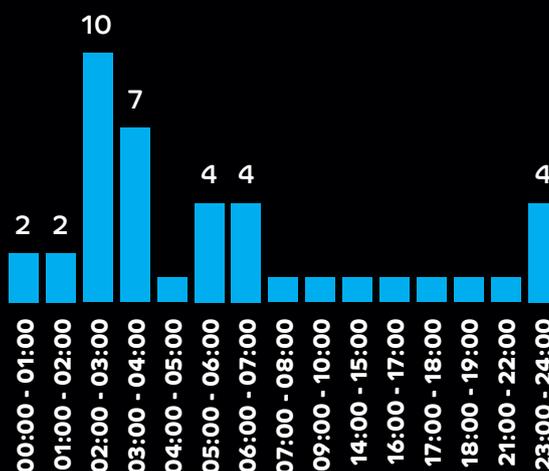
17 TO 25YR OLD CAR OCCUPANT CASUALTIES 2013 TO 2018

We also use our casualty data for young car occupants to try and fully understand the reasons for their collisions to make sure that we are getting our messaging right in each performance. Analysis of young driver collisions shows that they are more likely to crash late at night, when they have other young passengers in the car with them, and they are also more likely than other drivers to be impaired through alcohol or drugs, and more likely to lose control through excessive speed and not looking properly.

17 TO 25YR OLD CAR OCCUPANT CASUALTIES CONTRIBUTORY FACTORS



YOUNG CAR OCCUPANT CASUALTIES BY TIME OF DAY (DRIVER IMPAIRED)



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 2018 – March 2019, our Twitter activity earned over 100,000 impressions, and the number of [@SafeDriveGM](#) followers rose to 1,050. Many colleges used their own Twitter accounts to cascade our messages to the wider college audience to encourage discussion amongst students.

IPAD COMPETITION



All students who sent us a pledge after attending Safe Drive Stay Alive were automatically entered into a competition to win an iPad or £400 Apple or Samsung vouchers. Thank you to all students who took the time to send us a pledge, and congratulations to our winners, Neve Hurst, Maariyah Iqbal and Bethany Roots



Neve's Pledge:
"Thank you – you guys really made me realise the value of life by seeing people who have been affected by dangerous driving. I would never want that for me or my family."



Maariyah's Pledge:
"Loved today's Safe Drive Stay Alive performance. Will definitely be taking into account the tips I learnt today"



Bethany with tutors from Tameside College
Bethany's Pledge:

"Don't show off to try and impress someone as they will disrespect you"



SAFE DRIVE STAY ALIVE GREATER MANCHESTER PROJECT TEAM CONTACTS

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Elaine Gordon		
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Thanks to Safer Roads Greater Manchester and the GM Mayors' Office for their continued support and funding.