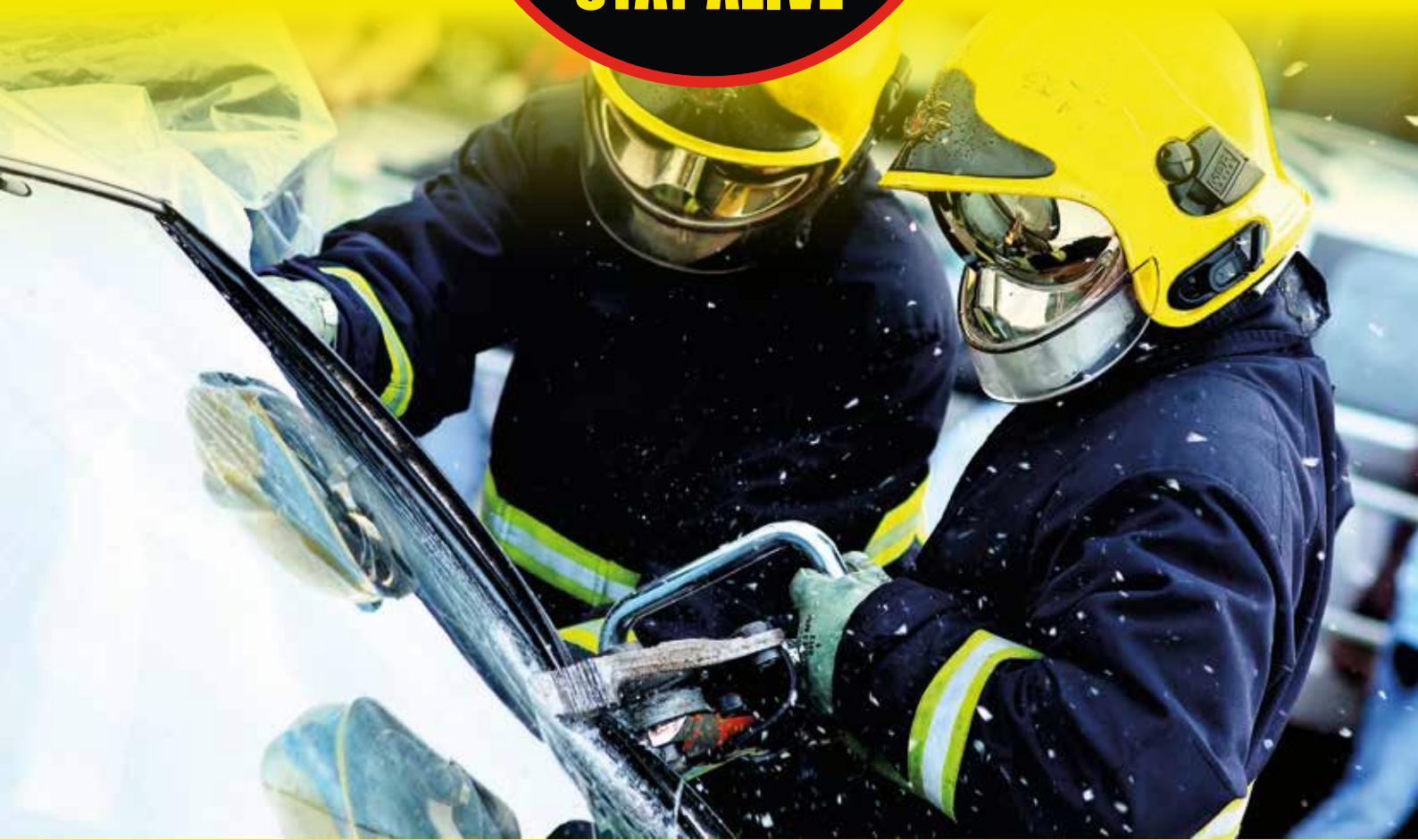


Safe Drive Stay Alive Greater Manchester



EVALUATION REPORT 2014



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 friend's cars.

The emergency services across 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) and Salford Royal NHS Foundation Trust (SRFT).

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.

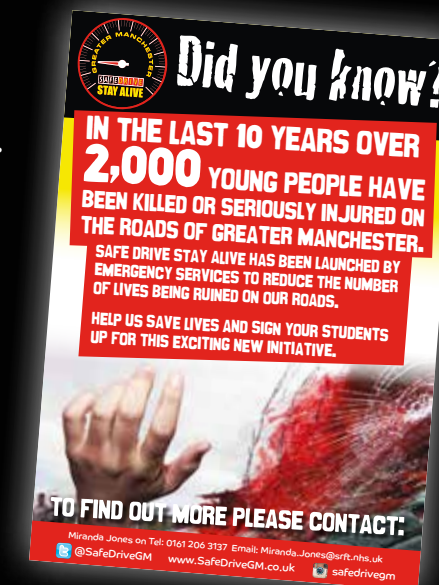
Performances are based around a series of short and emotive films, and live speakers from each of the emergency services.

It also includes presentations from members of families whose lives have been affected by a serious road traffic collision.



Funding was secured through the Greater Manchester Casualty Reduction Partnership, meaning that we were able to offer all Greater Manchester post - 16 colleges the opportunity to attend a performance completely free of charge.

This evaluation report summarises the outcomes following delivery of Safe Drive Stay Alive in 2014.



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 attendance at Safe Drive Stay Alive 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

WHO ATTENDED?

All Greater Manchester 6th form and further education colleges were invited to attend the performances via email and a follow-up telephone call to encourage them to sign up. Our main sports clubs were also contacted to encourage them to book places for their youth / academy players.

Around a third of all Greater Manchester colleges booked places to attend a performance.

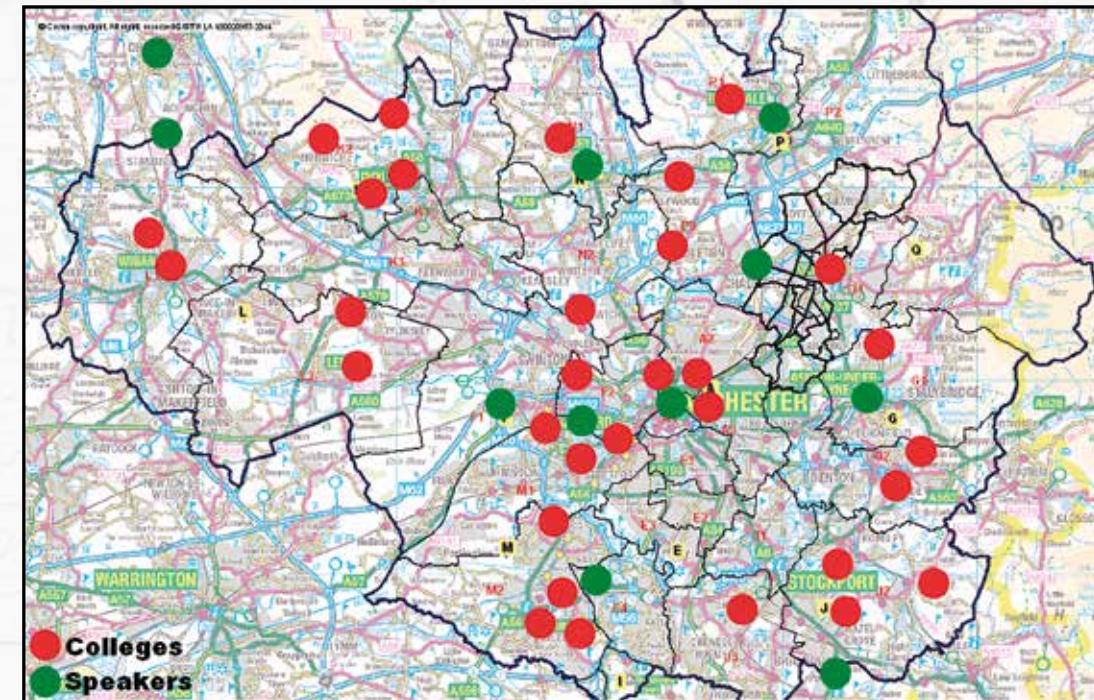


14	performances
4,990	places booked
4,244	young people attended
85%	of bookings attended



As the map below demonstrates, we had a good geographic spread of attending colleges from all boroughs.

Map of colleges attending and where our speakers came from:



VENUE - MIDDLETON ARENA

Several possible venues were visited and considered and the Middleton Arena met our required criteria. It proved to be an excellent venue on all fronts and the staff were extremely accommodating, during the delivery phase becoming an integral part of our Project Team. College tutors and students expressed that the performance had much more impact as it was professionally delivered with effective lighting and sound equipment. The Middleton Arena has already been provisionally booked for our 2015 performances.

STUDENT WELFARE DURING PERFORMANCES

Due to the emotive nature of the presentation, student welfare was carefully considered and safeguards agreed and put in place. A full risk assessment was provided to every college on making a booking. Colleges were required to let the planning team know prior to attendance of any students who may have any welfare or accessibility issues. We had qualified paramedics and nursing staff present in the audience at all performances, and any health or welfare issues were sensitively managed.

The social media activity following attendance is summarised in this report, and it did suggest that students were, by large, emotionally moved by the performances, but felt able to discuss their feelings with their peers, families and tutors.

TRANSPORT EVALUATION

Belle Vue Coaches managed our transport plan for the project, as they were able to utilise their Big Yellow School Buses at a reduced rate out of the school run times. They also have good relationships and knowledge of many of the colleges across Greater Manchester, and this was a great assistance in helping the transport plans run smoothly. We were also keen to identify a company whose vehicles were all fully fitted with seatbelts.

All students arrived on time for every performance, and colleges have praised the smooth planning and delivery of transport plans. Colleges have expressed appreciation of being kept well informed of plans prior to the day they were attending.

Due to the timings of the afternoon sessions, it was necessary for some students to be allowed to eat their lunches on the coaches, and this was also facilitated. In the future, we will amend the performance times slightly to allow colleges more time to complete morning lessons if they are attending in the afternoon.

Overall, it was essential to work closely with the transport company and to award management of the plans to one single company. This worked very well, and the Project Team will repeat this process in the future. Colleges did comment that the offer of free transport was important to them, so this is something we will continue to offer in the future.



MEDIA COVERAGE

An embargoed media opportunity took place at the dress rehearsal a week prior to the launch in order to minimise disruption and to enable the media to build their packages in advance so they would have something to run on their breakfast bulletins on launch day.

Coverage was secured in most local and regional media, including Granada Reports, BBC Radio Manchester, Key 103, Global Radio Group (Capital, XFM, Smooth & Heart Radio) Manchester Evening News and Rochdale Online amongst others.

All media coverage was positive and supportive of the project and included all key messages. It was the top story on all regional radio bulletins.



The word cloud below illustrates the words and phrases used by journalists in the opening of their piece, showing a complete understanding in the aims and objectives of the project.

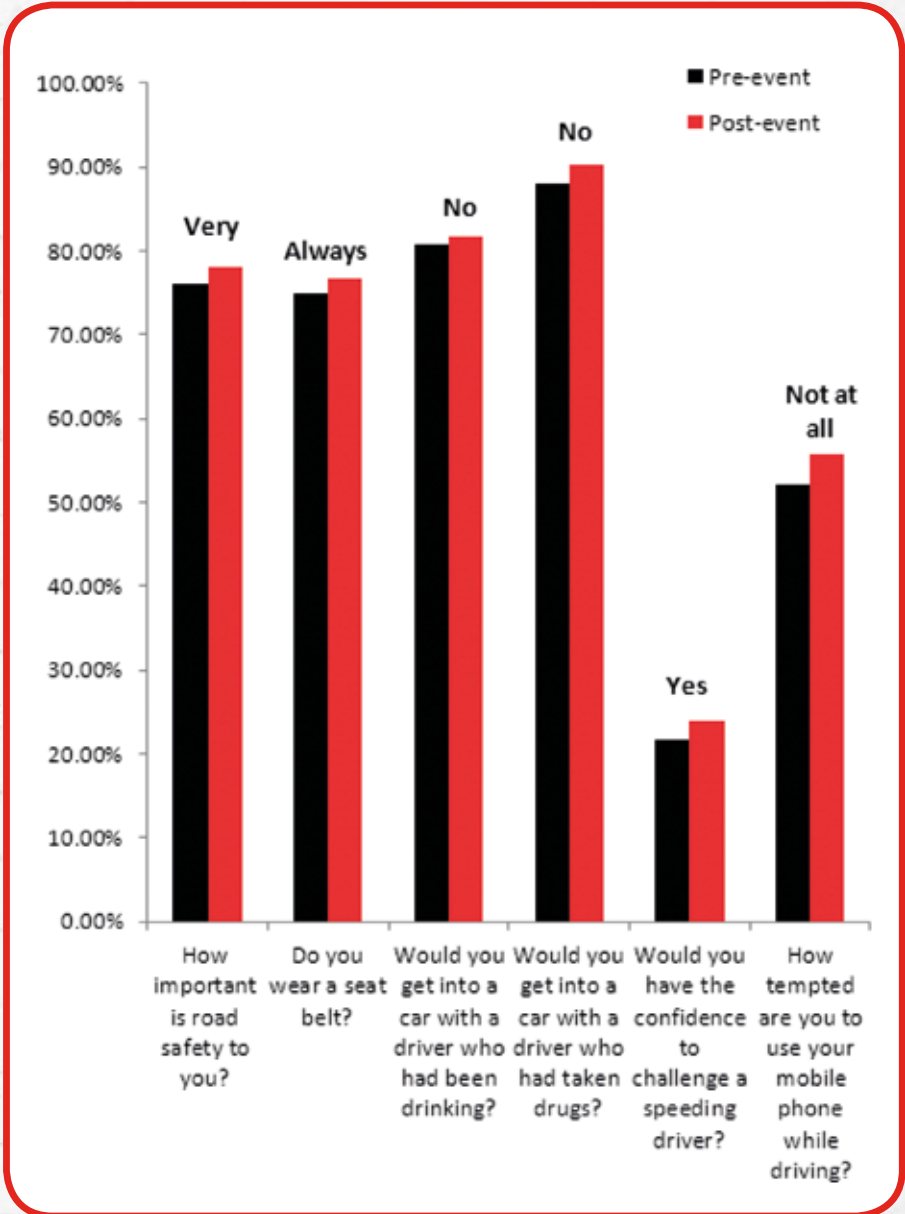


PRE AND POST EVENT SURVEY RESULTS

All attending colleges were asked to encourage students to complete a short online survey before attending the performance, and again around three weeks after attending the performance.

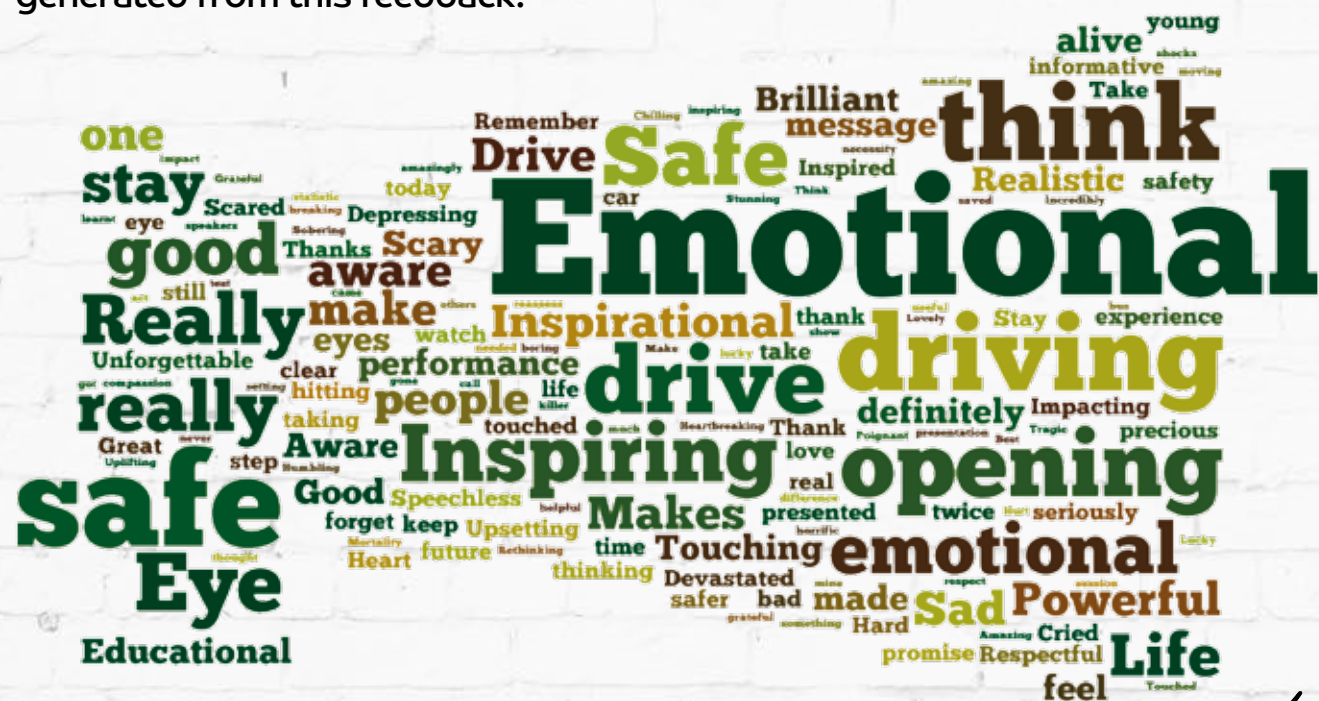
We had 747 responses to the pre attendance survey and 301 responses to the post attendance survey.

While the results only indicated a slight change in attitude, every question did indicate that the change had been a positive one.



STICKY WALL EXERCISE

Immediately after four 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 stuck onto a sticky wall, so that everyone could see a snapshot of thoughts and feelings. The word cloud below has been generated from this feedback.



STUDENT COMMENTS

" Very well presented -
message very clear - definitely
should go further to more colleges
and make more people aware "



"You just saved a life"

"Rethinking driving and how to act in a car"



"Best performance on road safety ever"

"Really good I will definitely be a safer driver now"

"I came to the session thinking it'd be boring but, honestly, I don't regret it one bit. Learn't so much today"

SOCIAL MEDIA RESPONSES



Students were encouraged to tweet their thoughts following each performance using the hashtag [#SafeDriveGM](#)

They were also encouraged to follow us on [Twitter @SafeDriveGM](#) which enables the Project Team to then keep some contact with students, and to reinforce the learning points from the performance via social media.

Tweets included:

“ Totally blown away by [#SafeBlueGM](#) our blue light services are wonderful. such a testament to our region and country’s values ”

“ Still can't get over what I saw/heard today at the #SafeDriveGM presentation! Definitely going to change how I travel in cars!! @SafeDriveGM ”



“ Today’s event was mind blowing!
Thank you for everything. When I learn
how to drive I will be extremely careful.
[#SafeDriveGM](#) ”

" #SafeDriveGM such an excellent presentation today at Middleton arena the stories were so sad and touching, I would like to say a big thank you "

“ Really strong message given by the people at Middleton arena today learnt a lot and loads of respect to the people who spoke **#SafeDriveGM** ”



And this tweet was posted by a young man four weeks after the event!

“ Started driving lessons
wearing #SafeDriveGM wristband.
Stay safe on the road!
@DriveSafeGM ”



In total, 341 people are now following @SafeDriveGM, and we received 1,252 tweets from people who had seen a performance. These tweets will have reached almost 200,000 Twitter accounts.



WORD CLOUD CREATED FROM OUR TWITTER FEEDBACK



INDIVIDUAL COMMENTS FROM ATTENDEES

Young People

"Before seeing the performance, I knew it was wrong to drink and drive, I knew it was wrong to go on my phone whilst driving...But I didn't know the extent of the damage which could be caused just by one small, tiny little mistake which could cost you and others their lives. I don't see the point in dying in a situation that could be prevented, and now I know if you safe drive, you'll stay alive."

Student, 17 years

College Tutors, Parents and Partner Agencies

The Project Team has received many emails from tutors and partners attending, with overwhelming positive thoughts about the project. Some of these emails have been provided below:

"First of all, the organisation and transport was really efficient and smooth. I was in Greater Manchester Fire and Rescue prior to teaching and have attended many Road Traffic Collisions over the years. The impact on the students has been striking and the experience has had a profound effect on them. Listening first hand to the raw and powerful accounts of the bereaved parent and rescue workers brought home the message in a way that communicated really well to this target group. Please pass on our thanks to everyone concerned in the initiative and let us know if the programme will be repeated next year as the presentation should be essential safeguarding education for all students."

Tony Greenhalgh, Lecturer in Public Services, Bury College

"We would just like to say thank you for inviting us to the 'Safe Drive Stay Alive' roadshow yesterday. The performance was very hard hitting and emotional and we believe that the performance will leave a lasting impression on our students as they learn to drive. I strongly believe that a version of the performance should be incorporated into the driving test alongside the theory test that young drivers now have to take."

Tracey Witter, Head of 6th Form, Rivington and Blackrod High School

"I wanted to let you know how brilliant I thought the Safe Drive Stay Alive delivery was this morning. I can't imagine that anyone in that room today went away without taking the messages on board and to heart. It had fierce emotional impact, was slick, clever and professionally delivered, and recognised its target audience. Everyone I spoke to afterwards was utterly impressed."

Sarah Hardman, Substance Misuse Co-ordinator, GMFRS

"I could not attend the Safe Drive event and witness that level of professionalism and compassion, without acknowledging it. The entire event was one of the most impressive productions for health and well-being promotion I have ever witnessed. The level of compassion demonstrated by everyone involved made the whole thing extremely moving and I would challenge anyone who said that the event did not provoke some serious reflecting on their own driving styles! (including me). This type of event is difficult to get right, but I could not fault a single element of it and you should all be very proud of your involvement and rest assured that you have saved lives through this campaign, so a huge well done to you all. Good luck with future events and moving this forward as an annual event"

Dan Smith, Central Manchester Advanced Paramedic, NNAS

"My son who is 17 years old attends Connell College and attended this event. He came home that evening and it was all he talked about! He said it certainly made him more aware of the consequences of speeding etc. and that when he passes his test what he heard on the day will remain with him. From a parents point of view I would like to thank everyone involved for what appears to have been a fantastic event, and hitting home to young people that there are serious consequences to being reckless on the roads."

Dawn Teale, Manchester Parent

Family Speakers

"From the first time we were introduced to the team we felt privileged to be a part of an initiative that was going to have a positive effect on how young people would understand and process the dangers of driving. It was great to work with a cross party group of professional that pulled together, all of the time.

We felt safe, secure and supported every step of the way with our emotional and mental health being in safe hands. The feedback has been so encouraging and we look forward to supporting and being a part of the team in the future"

Dean and Dee Wilson (Bereaved parents)

Sport Clubs

"I just wanted to say thank you for allowing us to come to the 'Safe Drive, Stay Alive' show last Thursday at Middleton Arena. I thought that the show was excellent and it had a real impact on our young players. We do a lot of work on Driver Education/Awareness but this was a unique educational tool that had some very real, emotional and hard hitting messages that could not be ignored easily."

Marek Szmid, Assistant Head of Education and Welfare, MUFC

THANK YOU TO ALL OUR 2014 SPEAKERS

Greater Manchester Police

Greg Entwistle
Jerry Bacchus
Joanne Worsley
Don Andrews
Matt Bailey-Smith

North West Ambulance Service

Duncan Mayoh
Sarah Harrison
Matt Mains
Chris Ashton

Family Speakers

Dean Wilson – Matt’s Dad
Dee Wilson - Matt’s Mum
Hannah Wilson - Matt’s Sister
Nicky Pickering - Jade’s Mum
Helen Birch - Dan’s Mum
Elaine Gordon - James’s Mum

**Greater Manchester
Fire and Rescue Service**

Rick Burke
Paul Fearnhead
Phil Nelson
Jim Norcross
Steve Twinn
Ian Bailey

**Salford Royal NHS
Foundation Trust**

Karen Higham-Deakin
Danielle Williams
Jenny Salmon
Dr Martin Smith
Dr Angela Coumbarides
Carolyn Southern

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