

Safe Drive Stay Alive Greater Manchester



#SafeDriveGM

EVALUATION REPORT **2015**



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 risk behind the wheel, or as passengers in their friends' cars.

For a second 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.



In 2015, a new film was introduced to our performance in response to suggestions received following our 2014 performances. The new film highlights the reality that a prison sentence could be the consequence of risk taking on the roads, and features two young people serving sentences in HMP Forest Bank after committing driving offences. This film has added a new dimension to the overall show, encouraging young people to appreciate the enormous responsibility they carry as a driver. After attending a performance, 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.



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
- Develop individual action plans to keep themselves safe when in a car

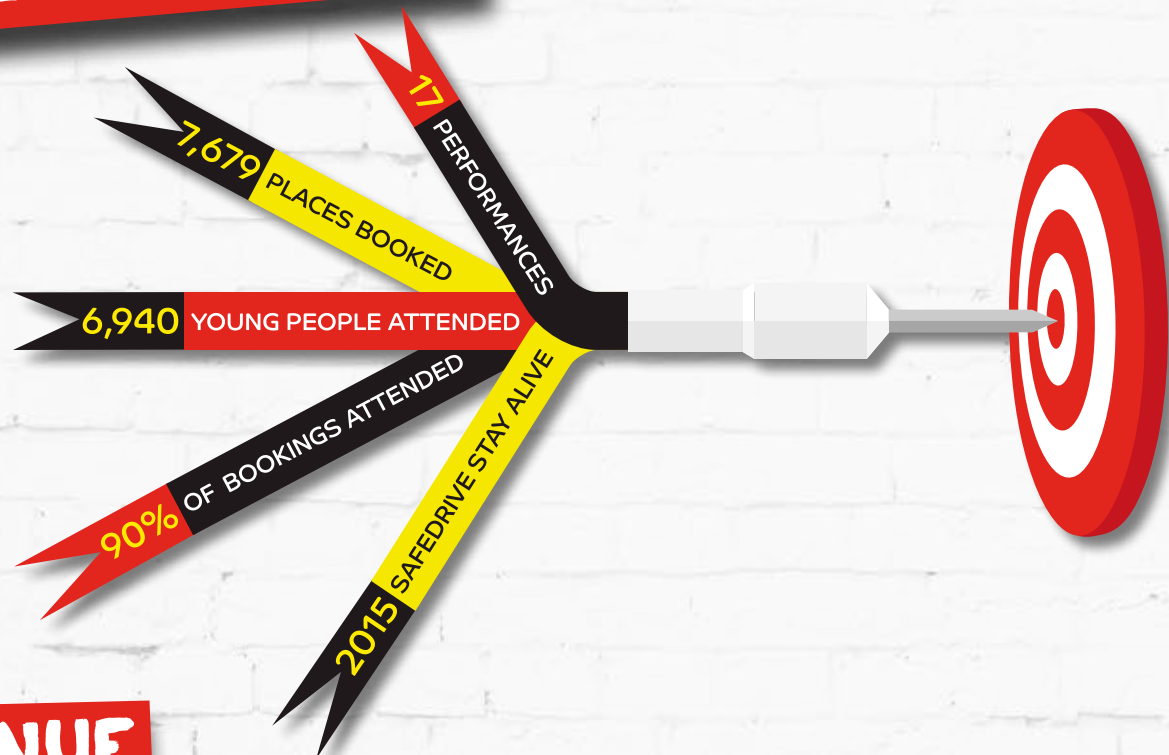
WHO ATTENDED IN 2015?

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 7,679 places booked to attend our 2015 day time performances. Of these bookings, 6,940 young people attended. This represents attendance of 90% 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, and Sale Sharks Youth teams also attended, as did a large group of mechanical engineers apprentices from Alliance Learning in Bolton.



THE STATISTICS



VENUE

For the second 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.



TRANSPORT EVALUATION

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 Buses which we were able to utilise 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 seat belts.

Colleges have praised the smooth planning and delivery of the transport plans, and have expressed appreciation of being kept well informed of plans prior to the day they were attending.

MEDIA COVERAGE

During the lead up to our 2015 performances, many of our Safe Drive Stay Alive team were interviewed by a local "pop-up" radio station, "Road Safety Radio", a project commissioned by the Greater Manchester Casualty Reduction Partnership. These interviews were transmitted across Greater Manchester for one week from the end of September, and gave listeners vital information about road safety such as the dangers of distractions, speeding and drink and drug driving.

The project also gave us the opportunity to promote Safe Drive Stay Alive, and to encourage colleges to sign up for their students to attend.

An embargoed media opportunity took place at the dress rehearsal, a week prior to the 'real' performances.

Media were invited to watch the performance and interview participants. They also had the opportunity to listen to a song which had been written and produced by 18 year old Ella Shaw, following her attendance at Safe Drive Stay Alive as a student in 2014. Ella had been so moved by what she had seen, that she wanted to express her thoughts in a song which she also performed at our 2015 VIP performance.

Positive media coverage was obtained in local and regional media.



PC Jerry Bacchus



PC Keith Wensley



Ella Shaw



PRE AND POST EVENT SURVEY RESULTS

All attending colleges were asked to encourage students to complete a short on-line survey before attending the performance, and again around eight weeks after attending the performance. Road Safety Analysis were commissioned to conduct this survey to ensure that it was independently and professionally carried out.

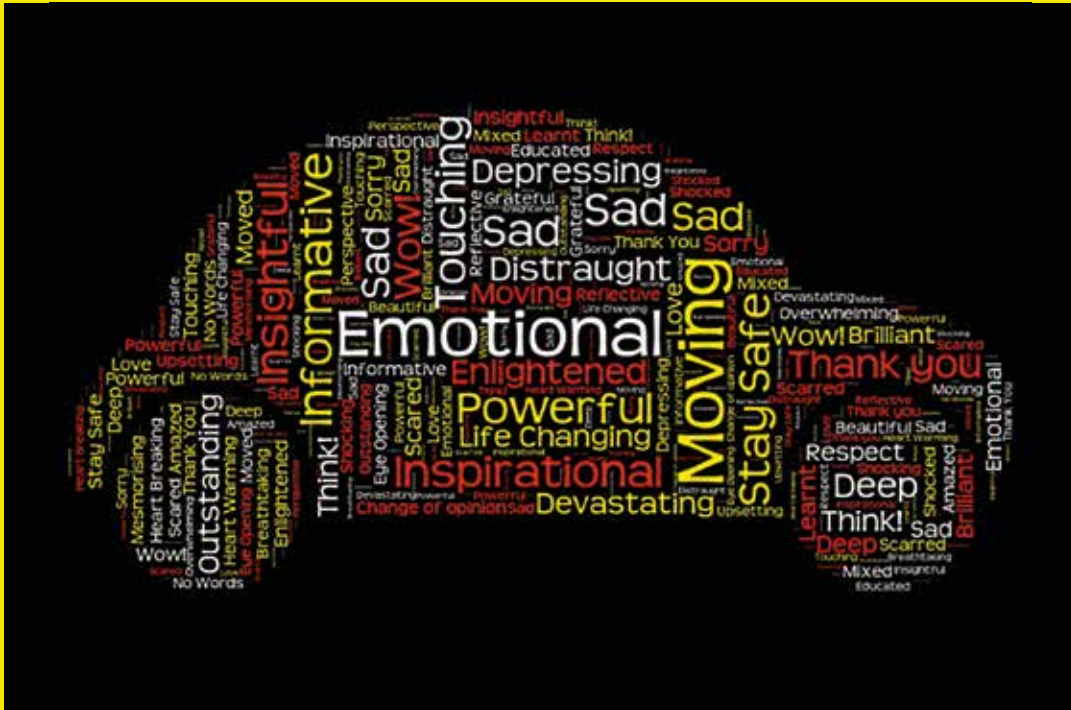
We had 1,334 responses to the pre attendance survey and currently 420 responses have been received for the post attendance survey (as at 08/02/2016). The long-term effect of SDSA will be assessed with a further follow-up in September 2016. Individuals will be matched in the pre and post surveys in order to understand individual change in behaviour.

The surveys themselves are designed to test concepts from an adolescent-focused behaviour change model called the 'Prototype Willingness Model'. The surveys examine 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 are. The post surveys also ask for their opinions of SDSA as an intervention.

The evaluation is running parallel to an identical evaluation of SDSA in Surrey. This will allow comparisons between the two areas and will also enable Greater Manchester to benefit from the results of surveys of non-attending students in Surrey.

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 car" below has been generated from this feedback.



STUDENT COMMENTS

"Extremely moved by the speakers and inspired to be as safe as I can when driving"

"Really drew my attention, very emotional"

"Really life changing"

"It will stop me going on my phone when I drive"

"Overwhelming and outstanding"



Inspector Matt Bailey-Smith from SDSA 2014

Students were encouraged to tweet their thoughts 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.

In total, 623 people were following [@SafeDriveGM](#) on Twitter at the end of the 2015 performances, double the numbers since 2014. Our tweets reached 131,533 Twitter accounts during 2015, reaching over 69,000 accounts in November alone.



SOCIAL MEDIA RESPONSES

Tweets included:

[@SafeDriveGM](#) Thank you for letting me take home a clear message on how safe you should be on the road. The presentation was excellent!

[@SafeDriveGM](#) amazing talk today!! Makes you think more carefully about things Amazing! Hats off to the family speakers, such inspirational and incredibly brave people [#SafeDriveGM](#)

[@SafeDriveGM](#) Really surprising to see how bad situations can get because of silly mistakes. Thanks to Steve the paramedic again. [#SafeDriveGM](#)

[@SafedriveGM](#) was a brilliant presentation, very touching but great information

Very emotional speeches, left nothing out. Not gonna forget that any time soon [#SafeDriveGM](#)



[@SafeDriveGM](#) attended the evening performance with my son and his pal totally moving [#eyeopenerformyson](#)



IPAD COMPETITION



All students following us on twitter were then entered into a competition to win one of two iPads, and our lucky competition winners in 2015 were Georgia Wright from Atherton Community 6th Form College and Paige Jackson from Bury College.



Georgia Wright, Atherton Community 6th Form College

College Tutors, Parents and Partner Agencies

"I am just emailing to let you know that the Safe Drive event was again excellent and a valuable addition to our students Study Programme. Feedback from students and staff has been excellent and the organisation has been up to the high standards of last year.

Please convey our appreciation to the Emergency Service workers and, in particular, the parents whose powerful accounts are so valuable in delivering a vital safety message to our students."

Tony Greenhalgh, Lecturer in Public Services, Bury College

"We attended the Safe Drive stay Alive seminar last Tuesday 10th November and it was excellent. Thank you to everyone involved for putting this on, and making it so easy for colleges by providing transport. I'm sure that raising awareness in this way will help young drivers to be responsible on the roads and reduce the number of horrific accidents involving young people."

Anthea Friend, The Deanery 6th Form, Wigan

"The films were of very high quality & extremely relevant to the topic of young driver safety. The expert & personal insights of speakers were given with some emotion but without being overly dramatic, the resulting effect was profound. I don't think anyone in the theatre was left unmoved. I'm positive that this experience will leave a lasting impression on the audience & can only contribute greatly to young driver safety."

Richard Mott, Drivesafe Trainer

Salford Royal NHS Foundation Trust

"The hard work and enthusiasm you've all put in to create a fantastically memorable and hard-hitting experience deserve the highest praise. Please let me know if I can support in any way."

Dr Martin Thomas, Emergency Department Consultant

"Well done to all. What a powerful and impactful message to send to young people, hopefully it will start to get through. I was completely humbled by the comments of the people involved. We are really lucky in Greater Manchester to have such dedicated and professional people in our emergency services working in teams and individually to save lives and prevent future such emergencies."

Jim Potter, Chairman

"An honour to attend"

Andrew Kent, Managing Director - Surgery & Neurosciences Division

"The event was very rewarding to attend and I hope the young adults will remember throughout their driving lives"

Alan Stevens, Director, Greater Manchester Critical Care & Major Trauma Network

Local Authority Road Safety Officers

"All the relevant themes were covered from speed, distractions, peer pressure, seatbelts, drink / drugs, passenger safety and safer driving. I have been encouraging all the Year 11 groups that I see in High School to check out the website and go to the event next year."

Ted Booker, Bury Road Safety Team

Family Speakers

"The Safe Drive family continue to inspire and encourage me, keeping me on my feet and reminding me of why we do this. I am now more certain than ever of the importance of Safe Drive, and my gratitude to the services continues to expand."

Hannah Wilson

Sport Clubs

"Thanks very much for the invite. Brilliant production and very powerful. Speaking to some of the lads on the way out their initial feedback suggests it's opened a few eyes."

Kev Perry, Head of Education, Wigan Warriors Sports College
Safe Drive Stay Alive Resources

Website

Our website has been redesigned during 2015, providing young people and college tutors with extra resources they can use after attending one of our performances. 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 2016 performances.

Safe Drive Stay Alive Resource Pack

After attending Safe Drive Stay Alive, young people are motivated to stay safe on the roads. 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. Each module guides the young people through a series of practical exercises, and encourages them to develop individual SAFE action plans for various situations they may later find themselves in.

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" using the password: **SDSA2016**



Family speakers Dean and Hannah Wilson, with a GMP traffic officer

CORE PROJECT TEAM CONTACTS

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THANK YOU TO ALL OUR 2015 SPEAKERS

Greater Manchester Police

Greg Entwistle
Sandy Turnbull
Keith Wensley
Jerry Bacchus
Rae Willis

Greater Manchester Fire and Rescue Service

Scott Barry-Godsell
Phil Nelson
Dave Pike
Paul Fearnhead
Ian Bailey
Pat Johnson

North West Ambulance Service

Duncan Mayoh
Matt Mainds
Steve Blears
Mohammed Ali
Sarah Harrison
Chris Ashton
Becky Barron

Salford Royal NHS Foundation Trust

Dr Rachel Conway
Jenny Salmon
Dr Angela Coumbarides
Dr Sarah Stibbards
Danielle Williams
Dr Martin Smith
Carolyn Southern

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' mum
Mike Peters - Vicky's Dad



Some of our 2014 team proudly receiving a Chief Constables Commendation

Thanks to the Greater Manchester Casualty Reduction Partnership for their continued support and funding.