

# DIRECTION

Ziggy's message for children...

# STAY SAFE IN THE DARK!



# BREATHTAKING ROADS

Thunder in the Glens, the UK's largest Harley Davidson motorcycle rally held in Aviemore in August, was the setting for the launch of Road Safety Scotland's new video in its Breathtaking Roads campaign to highlight how to ride safely in groups.

The new film features a group of motorcyclists riding on the 80-mile circular route around the Devil's Beef tub – a striking landmark near Moffat in the Borders – and pointing out areas where to take extra care on the road. Since the launch, social media reaction to the video, which was posted on YouTube and Facebook, has been positive with bikers both tagging their friends on the posts and even adding safety tips from their own experiences on the route.

Elizabeth Fong, Senior Marketing Manager with the Scottish Government's Marketing and Insight Unit, said: "The

evaluation of the other three videos in the Breathtaking Roads campaign highlighted the fact that, while more than half of all bikers enjoy riding with others, only 31% said they felt in control in a group situation on the road. This brings with it different challenges such as the pressure to ride outside normal abilities to keep up with others, managing fatigue, and thinking about road position.

"This new video stresses the need for motorcyclists to take individual responsibility to ride to their own abilities when travelling in a group. At the same time, the film also re-emphasises the messages in the three previous videos about taking care when approaching junctions and bends in the road, as well as overtaking."

In addition to social media, the campaign was promoted on posters and car park stencils along popular

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motorcycle routes, and in selected venues such as cafés where bikers stop for breaks.

The campaign also recruited two 'Route Ambassadors' who are sharing their own expert local knowledge of the route with the biking community and also using the LiveFastDieOld website to share videos and commentary about the route for others to learn from.

Liz added: "We are pleased at the level of positive engagement this campaign has had from the motorcycle community. We know that bikers like to learn from each other, so sharing tips about riding on this route with others across our social media platforms is a good way of encouraging peer-to-peer learning.

"We are currently evaluating this year's Breathtaking Roads campaign and will use this information to plan the next year's marketing activity."

Keep up to date with the campaign at [livefastdieold.scot](http://livefastdieold.scot) or by following LiveFastDieOld on Facebook

## ZIGGY GOES TO GREENOCK

Children from Glenpark Early Learning Centre in Greenock were delighted to meet Ziggy in person in late October to learn all about keeping safe during the darker autumn and winter evenings.

The loveable character, who features in a number of books, games and activities for children to learn about road safety, was visiting the centre to promote the messages in 'Ziggy's Halloween Wish' book. This reminds both parents and children of the importance of being bright and visible to cars and other vehicles when out and about during the late afternoon and evenings.

Mairi Blair, from Road Safety Scotland, said: "It has been widely recognised among behavioural psychologists that early experiences shape children's future behaviour, reiterating the importance of practising and teaching safe road habits. So our Ziggy is a fun character with an important role."

This visit is part of RSS's nationwide



'Go Safe with Ziggy' tour to help equip children and parents with the skills, knowledge and attitudes that will help keep children safe on Scotland's roads, now and in later life.

Ziggy will soon be getting involved in other exciting new adventures... so watch this space!

<https://bit.ly/2qNyrkJ>

## LEARNING RESOURCES

**C**opies of the *RSS Road Safety within Curriculum for Excellence 2019-20* booklets were distributed to all Early Learning Centres and schools in August.

The booklet provides teachers with a quick and easy reference to RSS's free learning resources and how these link to Curriculum for Excellence (CfE) experiences and outcomes. These have been developed for specific age groups, from 3-18 years, with a view to developing responsible road use among young people, and offer opportunities for active and



interdisciplinary learning at every level within CfE for Scotland's schools.

Further copies can be found at [www.roadsafety.scot/learning/curriculum-for-excellence](http://www.roadsafety.scot/learning/curriculum-for-excellence)

## CAMPAIGNS WIN AWARDS

Road Safety Scotland, in collaboration with the Scottish Government Marketing Team, has won a prestigious Prince Michael International Road Safety Award for its Country Roads campaign which used a virtual reality experience and 360 film version of hazard perception training to change the driving behaviours of young men.

Tracking research measured the highest-ever motivation score for a Scottish Government advertising campaign, with 93% of 22 to 29-year olds said they felt

motivated to change their behaviour and reduce speed on rural roads.

The Country Roads campaign, together with RSS's Breathtaking Roads videos, were also recognised by the Marketing Society Scotland Star Awards.

The Country Roads campaign received a gold award in the Media category and a bronze in Integrated Marketing, while the Breathtaking Roads campaign won a gold award in the Digital Strategy category and a silver in the Marketing Planning.



# GRAN TACKLES DRUGS



Cocaine video highlights the danger of drug driving and is once again aimed at changing young men's attitudes behind the wheel

**T**o support Scotland's new law which enables the police to conduct on-the-spot roadside testing of motorists they suspect of drug driving, a new 'Drive like Gran's in the car' video has been launched aimed at making young people think twice about drug driving.

In the video, she pops out of the toilet bowl just as her grandson and his friend are about to take a line of cocaine in a nightclub toilet. In no uncertain terms, she reminds him that he's the designated driver and that the police have roadside tests for drugs now. She brushes away the white powder with her feather duster before flushing herself away!

The new video is the fourth in the series of humorous but hard-hitting adverts, specifically aimed at tackling the driving behaviours of young men, with the first three covering mobile phone use, speeding and being distracted by friends while driving.

Liz Fong, Senior Marketing Manager with the Scottish Government's Marketing and Insight Unit, said: "The emphasis of all the adverts is to get young men to consider how they would stay in control of their car if their gran was a passenger. This built on insight that showed this group drive more carefully when they have 'precious cargo' – such as a family member – in the car.

"We had a good engagement with the first three films with an average of four out of 10 who had seen the adverts saying they

had taken action to change their behaviours – which is good for this traditionally hard-to-reach group."

Research from the drug driving campaign found there were some widely-held myths about taking drugs and driving. However, the statistics tell a different story: people are three times more likely to crash if they have smoked cannabis, while taking cocaine increases the crash risk by ten.

Liz added: "When our focus groups discovered the police had new powers to stop and test drivers at the side of the road this proved to be a powerful deterrent to drug driving and helped shape our campaign."

The film has been shown across TV and cinemas as well as social media, including Twitch, a live streaming platform popular with gamers. An audio version of the campaign is also being played across Spotify and podcasts and RSS has partnered with *The Sun* and broadcaster Si Ferry, whose popular football podcast 'Open Goal' has been expanded with a series of 'On the Road' podcasts, which allows for road safety messages to be included.

Three more 'Gran' films have been produced: one which launched in November to promote safe driving around vulnerable roads users, such as pedestrians and cyclists; and two others to go out in December to support Police Scotland's festive drink and drug driving campaign.

## DRUG DRIVING LAW

**A new law came into force on 21 October, which introduces strict drug drive limits.**

Police can stop and carry out on-the-spot roadside testing using 'druglyser' mouth swabs for any motorists they suspect of drug driving, or who have been involved in a collision or stopped for a traffic offence. If the test is positive, drivers will be arrested and taken to a police station for a confirmatory blood test.

There is a zero-tolerance approach to the eight drugs most associated with illegal use, including heroin, ecstasy and LSD, while drugs associated with medical use have limits based on impairment and road safety.

If convicted, the driver will receive a minimum 12-month ban, between three and 11 penalty points on their licence, a criminal record, up to six months in prison and/or a fine of up to £5,000.

Chief Superintendent Stewart Carle, Head of Road Policing, said: "This new legislation gives the police powers to detect, at the roadside, those selfish motorists who risk the lives of others and themselves by driving after taking substances."



# VISITORS REMINDED TO KEEP LEFT

Visitors to Scotland this summer were reminded to 'drive on the left' through a marketing campaign led by Police Scotland and Road Safety Scotland with support from car rental members of the British Vehicle Rental and Leasing Association (BVRLA).

RSS updated its 'Driving in Scotland' tourist information leaflet which addresses the issues faced by those not used to driving on the left or the concept of single-track roads, so that BVRLA members could give it out to visitors when they picked up their hire vehicles along with 'Drive on the Left' wristbands. The wristband, to be worn on the left hand of drivers, was available in nine different languages: English, French, German, Spanish, Italian, Dutch, Hindi, Japanese and Chinese. In-car stickers were also distributed via car rental companies to remind and prompt visitors to keep left.

The campaign is in response to recent research that revealed that 'inexperience of driving on the left' was a contributory factor in 65 accidents and following a number of serious collisions last year.

Feedback collated by the Leith Agency from car rental companies after the campaign showed that the 'Drive on the Left' wristbands made the most impact out of all the campaign assets.

A Scotland Area Manager from Hertz said: "Customer reaction to the campaign has been great. The staff feel it has helped break down barriers with the customers as they have laughed about



Michael McDonnell, left, helped launch the campaign

it while still keeping the safety issue at the forefront of the customer's mind. We haven't received formal feedback but customers have openly said it is a great idea and happily wore the wristbands."

All car rental companies spoken to were eager to run the campaign again next year, before and during the peak rental period over summer. They believe overall that the campaign has had a positive impact, showing good initiative

at tackling a common and serious problem while providing a touch point and element of humour in the interaction between rental car company staff and customer.

Michael McDonnell, Director of Road Safety Scotland, said: "We want all visitors to Scotland to return safely from their travels and the campaign was designed to raise awareness and remind people to drive on the left at all times."

## TAILGATING IS TARGETED

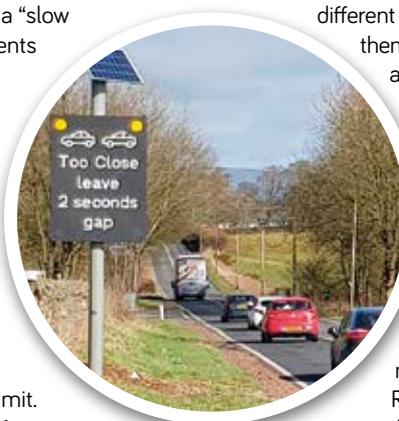
The UK's first road safety initiative to detect and mitigate both tailgating and speeding has been established along a stretch of the A701 between the M74 turnoff and north of Dumfries in Dumfries and Galloway.

The pilot system, which was installed in March 2019, uses vehicle activated sign (VAS) technology at the roadside to give an illuminated warning to drivers when it detects that someone is travelling too closely behind the vehicle in front, or if they are driving above the appropriate speed limit for their vehicle class.

For those tailgating, the VAS will show a "too close, leave two seconds gap" message, while speeding vehicles will be presented

with the appropriate speed limit - 60mph for cars, 50mph for medium vehicles and 40mph for HGVs - and a "slow down" message. In incidents where a vehicle is both speeding and tailgating, the latter message will take precedence.

Scotland TranServ's Road Safety Manager, Vincent Tait said: "Road surveys showed that 25% of vehicles on the route were driving too close to each other, within the two seconds limit. Since previous research from Highways England showed that close following is a factor in one in eight accidents, we decided to deploy the VAS system to change driving behaviours on this route.



"We had developed a similar VAS system on the A75 which detects the speed of different types of vehicles and gives them speed warnings appropriate to their vehicle class. This has proved very successful in reducing speeding so we developed this system with our partners to also detect the gap between vehicles and give them an appropriate warning to slow down and make more room."

Results from the pilot are currently being evaluated and there are also plans to introduce chevron markings on sections of the road, similar to those employed on parts of the UK motorway system, to help drivers keep an appropriate space between vehicles.

**G**eorge Henry, National Operations Manager for Road Safety Policy and Education at Transport Scotland, welcomed delegates to Murrayfield Stadium in Edinburgh for the Road Safety Scotland Annual Seminar in October.

This year, the event attracted a record number of speakers and delegates to hear about and discuss the wide range of national and local initiatives which are under way around the country to contribute to reducing casualties on Scotland's roads.

While there was great interest in the success of recent road safety initiatives, there was also a focus on looking forward as Scotland comes to the end of its Road Safety Framework 2020 and work begins on creating a new Framework to 2030. This was particularly pertinent to George who has responsibility for setting the

## PARTNERSHIP IS THE KEY TO CUTTING CASUALTIES

George Henry says that everyone with an interest in road safety should work together



Government's Casualty Reduction Targets for the next decade and the development of the new Road Safety Framework 2030.

Commenting on the seminar, he said: "When we reflect on the breadth of topics and wide range of road safety initiatives that we are all involved in, we can see that partnership is vital to our work. That's why it's important that everyone with an interest in road safety gets involved in

our public consultation or through stakeholders on our Strategic Partnership Group and Operational Partnership Group and make their voices heard to help us shape the Road Safety Framework 2030.

"In that way, and working together in partnership, we have the real opportunity to make great strides in road safety in Scotland."



## WE MUST DO MORE TO MEET SAFETY TARGETS

Michael Matheson MSP says learning from each other is key to making progress

**Michael Matheson, Cabinet Secretary for Transport, Infrastructure and Connectivity, gave the keynote speech at the seminar in which he highlighted the successes on being on track to achieve some of the targets in Scotland's Road Safety Framework 2020 and the need for all agencies involved in the sector to continue to work together to achieve the remaining targets.**

While he said that the 2017 statistics showed the lowest casualties since records began, there were a rise in road deaths in 2018 which showed there was no room for complacency and that we need to take necessary actions to ensure no deaths in the years ahead. He said that the Scottish Government would play its part in supporting agencies while Scotland continues to build upon its road safety performance with the aim to become the safest country in the world.

As Scotland nears the end of its casualty reduction targets for 2020 the focus is now on the decade ahead. He pointed out that it was interesting that the European Union was now using a safe system approach in its

Road Safety Policy and is looking for 50% reduction in fatalities and serious injuries by 2030 while working towards a long-term vision of zero accidents by 2050.

The Minister said the Scottish Government continues to engage with the EU High Level Group on Road Safety and with the European Transport Council to share best practice to improve road safety and driver behaviour.

The new laws have been passed to support Police Scotland to make roadside tests for drugs. This means that Scotland now has the most progressive regulations for drink and drug driving than any country in the UK.

The minister announced that £80 million had been made available for infrastructure to create travel-friendly and safe town centres to give people greater confidence and encourage them to choose active travel and to make that transition. He said that recent consultation on its National Transport Strategy would help shape the Government's approach to transport in the next 20 years and will be useful in finding

out what measures would help and support individuals make active travel choices.

Autonomous vehicles have the potential to bring significant benefits in road safety and he highlighted the work of CAV Scotland in carrying out autonomous bus trials over the Forth Road Bridge and into Edinburgh which will start in the near future. He said that the Government was putting sustainable transport at the heart of all its decision-making and will help towards achieving its 2045 net zero emission targets.

The Minister finished by saying: "Scotland's Road Safety Framework 2020 has created a strong partnership to deal with road safety and we are on target to achieve some of our targets.

"However, we need to take further action to deliver on targets in the remaining 14 months and that means everyone needs to play their part to contribute to the existing Framework 2020 targets.

"Towards Road Safety Framework 2030, all of us have an opportunity to position Scotland as a leader in road safety. We need to use every tool in the box to reduce road deaths and to look both locally and nationally to learn from one another and roll out best practice. To achieve Vision Zero we need to be innovative in our thinking and radical in our approach.

"We all have the ability to help shape the future Framework to deliver on our ambitions and reduce road casualties. I've no doubt we will make significant progress in the years ahead."

More average speed cameras are helping to make our roads safer



## LET'S GET EVERYONE TALKING ABOUT SAFETY

Bertrand Deiss says a national conversation is needed to build on the good work already done

**Bertrand Deiss, Transport Scotland's Head of Road Safety Policy, remarked that holding this year's Annual Seminar at Murrayfield, the home of Scottish Rugby, was particularly apt as teamwork was key to delivering successful road safety outcomes.**

Bertrand reset the scene with Scotland's Road Safety Framework to 2020, encompassing Vision Zero, the Safe System, road casualty reduction targets and the three Priority Focus Areas of speed, age and vulnerable road users.

He said: "The latest statistics confirmed that overall road casualties on Scotland's roads are at the lowest levels since annual records began in 1950. Scotland's overall 2018 road death rate was the fifth lowest across a survey of 42 countries. However, despite this, we are not currently on track to meet the two Road Safety Framework 2020 targets relating to serious injuries."

Bertrand covered the various activities taken this year at a national level to address

the emerging increase in fatalities through encouragement, education, engineering and enforcement. This includes successful road safety marketing campaigns, such as the 'Drive like Gran's in the car' films and the 'Drive on the Left' campaign for overseas visitors to Scotland. It also involved rationalisation of and improvements to signing at 26 junctions along the A96 Inverurie to Inverness and revising the safety camera programme criteria - with 4,500 new potential sites identified - and the installation of an average speed camera system on A82 and A85 roads between Tyndrum and Lix Toll.

He then provided an update on the development of the next Framework to 2030, which takes cognisance of the other factors coming into play within the roads agenda, such as the EU targets of 50% reduction in fatalities and serious injuries by 2030, which would mean around 80 fatalities for Scotland. He explained: "Now is the time to change the way we are delivering

and publicising road safety, if we want to achieve our future vision and 2030 targets. This can be done through the consistent implementation of the Safe System at national, regional and local levels and the expansion of the Framework's priorities on to active travel, climate change, sustainability, technology and funding resources."

Transport Scotland is working with road safety partners to develop a draft new Road Safety Framework 2030 to go out to public consultation early next year.

Bertrand concluded on the Team Scotland project, also known as 'How can we work collaboratively at a local level to co-design and deliver local change' and on the 'national conversation' on the road safety project to encourage greater personal responsibility for road safety.

He said: "A programme of visits is being organised by my team to go to each local authority area to understand the local system, its relationship to national systems, identify what initiatives are happening at a local level, learn from best practice and evaluate results with a view to sharing best practice.

"Ultimately, roads users have to take more responsibility for their actions and understand that it is unacceptable for anyone to be killed on our roads. We have got to raise the debate and have a national conversation so that we change the culture towards road safety."

### PROGRESS TOWARDS SCOTLAND'S ROAD SAFETY FRAMEWORK TO 2020 TARGETS

2020 Target	Progress to 2018	Status
40% reduction in people killed	45% reduction	On track - currently exceeding target
55% reduction in people seriously injured	39% reduction	Significant improvement, but at current rate of decrease will miss target
50% reduction in children killed	63% reduction	On track - currently exceeding target
65% reduction in children seriously injured	56% reduction	Significant improvement, but at current rate of decrease will miss target
10% reduction in the slight casualty rate	57% reduction	On track - currently exceeding target



# THEATRE BRINGS MESSAGE TO LIFE

Kate Skellington Orr says project is worthwhile, but some people's attitudes are hard to change



**R**oad Safety Scotland commissions educational theatre performances through its Theatre in Education (TiE) programme which are carried out for the benefit of primary and secondary pupils across Scotland, as well as a number of community audiences.

To assess the TiE programme's impact in promoting road safety messages with these audiences Kate Skellington Orr, from KSO Research, undertook an independent evaluation of the four different theatre performances and presented her findings at the seminar. Here is a summary of the results.

**The Journey: for P6-7 pupils**

The children enjoyed the interactive element of the theatre production where the actors involved them in the performance, such as guessing the braking distances of a car travelling at 30mph; they were all shocked at how they underestimated the stopping distance.

**School Daze: S1 pupils**

The children were very engaged, entertained

and interested in the performance and related well to the characters in the play, but there was poor perception of the risks of wearing headphones and using mobile phones in terms of road safety.

**Friend Disunited: S5/6 pupils**

With an older audience there was more variation in the recall of risks and generally less engagement compared with younger audiences. The pupils were more blasé about risks, particularly with regard to unsafe pedestrian behaviours. The research also highlighted that some teachers had not prepared pupils for the performance and what to get from it so, in some cases, it was just seen as a tick-box exercise to cover road safety in the curriculum.

**Better late than dead on time: for community groups**

Feedback showed this performance was appreciated by all who saw it but older people appeared to be complacent about road safety: typical comments were 'we know all of this already' or 'it's just for kids'.

**Conclusions:**

Kate said: "The evaluation showed that audiences engage well with TiE, and they all commented positively on both the content and mode of delivery.

"Despite very positive feedback, however, there was no measurable impact on attitudes to road safety risks or on self-reported frequency of engaging in risky road safety behaviours. However, the added value is that we can reach 40,000 children and thousands of adults a year, and if the theatre programme was removed it would likely not be replaced by any other road safety provision.

"The biggest challenge appears to be around getting key partners more involved in consolidating the messages that the programme delivers, especially learning professionals and local authorities.

"Overall, however, the programme is enjoyed by audiences and provides a valuable opportunity to reach large numbers of children, young people and adults to reinforce the importance of staying safe on Scotland's roads to prevent accidents and save lives."



# MISSION TO KEEP PEOPLE SAFE ON SCOTLAND'S ROADS

Chief Superintendent Stewart Carle says partnership working is key to success

Chief Superintendent Stewart Carle, Head of Road Policing, gave a brief history of the development of the Road Policing unit from eight legacy forces, the launch of a national unit in 2013 as well as its recent road safety campaigns and outlined the challenges the unit faces going forward.

Today, the Road Policing Division consists of approximately 640 officers in three command areas in the north, east and west of Scotland. It has a range of functions from response to and

management of incidents on trunk roads and investigation of all fatal and serious injury collisions. It also plays a major role in partnership working and policy development on new legislation, such as the new drug driving offences.

New legislation gives police officers roadside powers to test drivers suspected of having taken controlled drugs (see page 4). Stewart said: "Crucially, impairment need not be apparent and officers can quickly take into custody those drivers

who fail the test and pose the greatest risk to other road users' safety.

"Drink and drugs are one of the #FatalFive factors, and road patrols will continue to enforce the laws for speeding, not wearing seatbelts, use of mobile devices, and careless and inconsiderate driving, which particularly endanger vulnerable road users such as pedestrians, cyclists, horse riders and motorcyclists."

He added: "Looking to 2020, there will be significant challenges for Road Policing Division to meet as we support myriad force-wide operations and major public events requiring specialist skills and equipment. Keeping people safe on Scotland's roads remains our mission and we will count upon the support of our partners and the travelling public to #GoSafe, sharing the responsibility to commute, tour and play safely in our communities."



**A**ndy Mulholland heads up an award-winning team of engineers and urban designers at Sustrans, which delivers liveable streets and infrastructure proven to make walking, cycling and wheeling the natural choices for people.

His presentation looked at the challenges and successes of safely delivering greater numbers of people walking and cycling, and the need to focus on the 'perception of risk' rather than just accident statistics.

He takes this approach as he was struck by a mother's comment about her child cycling to school during a discussion in a focus group in 2008. She said: "The thought of my child cycling to school terrifies me. No, there's no way I'd allow that."

Andy said this statement had stayed with him always and has underpinned his work to ensure that active travel routes are not just safe but that people feel safe on the network.

He had three questions for the audience to consider about how we increase in people's minds the relative safety of the mode of transport:

1. Should we value perception of safety more?
2. How do we adapt our thinking to new design approaches?
3. Is relative risk of injury more important than casualty numbers?

A person is more likely to suffer a 'scary' incident, like a close pass by a car or harassment, when on their bike, than a real, physical injury. But it is the repetition of these incidents that makes people feel unsafe on the roads and erodes their confidence in traveling by bike on the network. In this case, exposure to danger exceeds the actual risk of danger.

## EVERYONE SHOULD FEEL SAFE ON THE ROAD

Andy Mulholland explains that changing perceptions of danger will get more people into active travel



Therefore, Andy argued we should value the perception of danger and develop ways of changing the way people view danger.

In the London Borough of Waltham Forest, a great deal of work has been done to design safe cycling routes in urban areas by making them discrete from the roads and landscaping to make them attractive. This has also reduced the traffic volume in the streets.

He said: "The council has taken a systematic approach which has encouraged more people to walk and cycle with increased benefits in air quality. As a result, research has shown that a child born in Waltham Forest today will live six weeks longer than one born in 2016 – this shows the phenomenal impact that engineering and road design can make on a community."

Andy suggested we need to adapt our thinking to new design approaches, if we

**A person is more likely to suffer a 'scary' incident, like a close pass by a car or harassment, when on their bike, than a real, physical injury**

want to change public perceptions about cycling as a safe way to travel in urban areas.

For example, with 88% of cycling injuries occurring at junctions, should we redesign road approaches to give priority to cyclists and pedestrians at junctions?

He cited examples where this has been established in Denmark and the Netherlands, where the cycle routes give cyclists right of way across junctions and are clearly marked in a different coloured carriageway.

He also questioned whether a focus on road casualties placed the Road Safety Framework in direct conflict with Scotland's walking and cycling policy.

He suggested that the relative risk of injury was just as important as casualty numbers and that this could be measured by risk exposure over both time and distance to get useful data.

But he questioned how near miss data could be collected on a system-wide basis to identify junctions and other hotspots that contributed to the perception of risk through repeated 'scary incidents' to cyclists and pedestrians.

Summing up the presentation, Andy said: "There is an appetite for change; in surveys 84% of people want to walk or use cycle ways, so we have to adapt our thinking to new design approaches."



Phil Mackie

## HOW TO PREVENT UNINTENTIONAL HARM

In early 2019, the Scottish Public Health Network (SPHN) published a document that looked at the ways in which major trauma could be prevented through public health interventions.<sup>1</sup>

Why this is important to those in the business of road safety is pretty clear: of the 1,990 deaths due to major trauma in 2017, 174 were due to transport accidents. These were mostly due to road accidents, as were more than 2,500 hospital admissions that year. What is clear is most of these are preventable. Which is easy to say – but how?

The report outlines how, by using public health principles, we can develop programmes that look at educational, enforcement, environmental, engineering and equity approaches that can prevent accidents.

The evidence suggests that activities such as reducing speed, graduated driving licence schemes, driving skills training for inexperienced drivers (but not traditional educational approaches) and reducing driver distraction (smart phones especially) all work. But this is not just about education to change behaviour.

Phil Mackie, Lead Consultant in Public Health, SPHN, said: “We have to understand that injuries result from the way in which people, vehicles and places are interacting. So we must understand these sort of dynamics before, during and after the unintentional event to target interventions. Approaches such as the ‘Haddon Matrix’ are really helpful to help scope interventions.”

<sup>1</sup>[www.scotphn.net/projects/major-trauma-injury-prevention/report-preventing-major-trauma-in-scotland](http://www.scotphn.net/projects/major-trauma-injury-prevention/report-preventing-major-trauma-in-scotland)

# ANGELA SHARES HER JOURNEY TO RECOVERY

Angela McShane is the Founder and Director of The Reinvention: Triumph over Injury, where she uses her own experience of recovery from a serious road accident to provide support for others who have been injured in traffic incidents. She is an ambassador for road safety and an inspirational educational speaker.

Angela’s Reinvention presentation offered a personal insight into experiencing post-crash trauma and care to triumphing over injury. It also assessed how road traffic survivors impact on the NHS and related services.

She discussed the current post-hospital care and support that is available, and shared the personal journey individuals will face, including the physical, emotional, intellectual and social changes of a traumatic injury. This was not just focused on the victim but also included the impact such a situation has on family and friends.

The Reinvention champions the support currently available for those involved in road traffic incidents and she looked at where things can be improved and developed going forward with the support

## MARKING THE WAY FOR BIKERS

Professor Alex Stedmon, from Open Road Simulation Ltd, has been involved with motorcycle rider research in New Zealand that established the concept of ‘Perceptual Rider Information for Maximizing Enjoyment and Expertise’ (PRIMEs).

PRIMEs are based on psychological principles that can support motorcyclists through the design of dedicated road markings. The underlying principle is to ‘prime’ rider behaviour in a positive way to increase their enjoyment and expertise without telling them what to do.

Prof Stedmon said: “The Scottish Road Safety Framework has identified motorcyclists as a Priority Focus Area for 2020 casualty reduction targets. However, traditional methods have limited impact and new ways to engage with

riders are required. So we’ve used nudge psychology in New Zealand in the form of chevron gateway markers on the approach to a bend to influence speed, road position and braking, and we are particularly looking at left-hand bends where accidents are more prevalent.”

Field trials in New Zealand used a set of three gateway markers painted on the road surface on the approach to the bend, and video data were collected before and after the PRIMEs were installed to analyse rider behaviour. Initial results show that,

although there was little reduction in speed around the bends, riders did not go any faster.

Also, fewer people were braking on the actual bends, so they had a smoother riding profile around the bend, and fewer riders were going over the middle of the road markings into the oncoming lane.

Prof Stedmon is a keen motorcyclist himself and said the ‘Coromandel Loops’ area east of Auckland on the North Island is very similar to the landscape of north west Scotland.

The 117-mile route in the north and the 81-mile loop in the south are popular with motorcyclists but riding these winding roads is very technically demanding as well as mentally taxing. After a day’s riding this can be very tiring for motorcyclists, so



Professor Alex Stedmon



PRIME markings on the A828



Angela McShane

of the road safety community. The presentation also highlighted the current work of The Reinvention in these fields, how it is set up to work with a range of services to deliver road safety messages and supporting those who have suffered life-changing injuries to triumph over injury.

having the PRIME markings on potentially difficult bends can help guide motorcyclists safety through.

From the New Zealand PRIME trial results, there has been enough positive feedback to interest Transport Scotland in applying the approach in Scotland. David McKenzie, Special Projects Manager at Transport Scotland, has been working closely with BEAR Scotland (North West Unit) who have identified up to 15 collision cluster sites for future road trials across Scotland. Work is currently under way with Transport Scotland to establish the first trial site on bends on the A828 near Appin House, on the west coast about 20km south of Glencoe. The road consists of a series of descents and inclines with complex tightening bends where three motorcyclists were injured in 2018.

Prof Stedmon said: "It's an ideal site as it's been recently upgraded and resurfaced. There are new biker-friendly crash barriers in place so many of the variables that might affect behaviour have been accounted for. Three gateway markings have been made on the approach to a northbound and southbound bend."

David McKenzie said: "We will be conducting a rider workshop at the end of 2019 with motorcyclists to get their feedback on this approach and to understand their requirements, and we hope to start the actual trial in the early spring of 2020. If this is successful we could see the approach rolled out on a larger scale to further trial sites, putting Transport Scotland right at the forefront of motorcycle road safety innovation."

## SPEED LIMITS ARE GOING IN THE RIGHT DIRECTION

Stuart Wilson explains that any changes will always be made with safety firmly in mind



**S**tuart Wilson from Transport Scotland looked at the challenges of managing speed on Scotland's trunk network, which includes 3,500km of roads that range from motorways to single-track carriageways and that carry a third of all traffic and two-thirds of HGV trips.

As National Operations Manager – Safety and Development, he is responsible for responding to all planning applications affecting the trunk road network and delivering the Scottish Government's Strategic Road Safety Plan.

Since nine of the 20 actions in the Strategic Road Safety Plan make reference to speed, the management of speed is a high priority area for Transport Scotland.

Stuart explained a key factor when setting a speed limit is what the road looks like to road users, such as its geometry and adjacent land use.

He said: "A principal aim in determining appropriate speed limits should be to provide a consistent message between the road geometry and environment, and for changes in speed limit to reflect changes in the road layout and characteristics.

"The underlying aim of speed management policies should be to achieve a 'safe' distribution of speeds which reflects the function of the road and the impacts on the local community. This should imply a mean speed appropriate to the prevailing conditions, and all vehicles moving at speeds as close to the posted speed limit as possible."

Transport Scotland manages speed across the trunk network through its Speed Management programme, which is based around the Safety Camera Handbook and speed limit delivery, and its Targeted Casualty Reduction Programme, based on its annual safety review. It also has a Risk Management Programme to deliver safe roads and roadsides and a Motorcycle Safety Programme that includes specific route-based engineering measures, which are also supported by education and enforcement. It also has measures to support active travel casualty reduction.

Transport Scotland is always reviewing speed on parts of the network and it has recently updated its Safety Camera Handbook criteria.

Stuart said: "Current speed limit guidance doesn't require vehicles to be travelling 'as slowly as possible'. Its primary aim is to focus on consistency, legibility and proportionate enforceability."

There will be more pressures on speed management as the landscape and context changes in Scotland with other factors coming in play, such as the new Road Safety Framework 2030 and the pursuit of vision zero, the climate change emergency, as well as greater promotion of active travel and public transport.

With all these other demands, Stuart asked whether the current approach to speed management was fit for purpose going forward. In general terms, Stuart believes it is, as the Safety Camera Handbook criteria offers a more targeted approach and the policy and funding background is evolving to better enable delivery. However, he feels the current criteria and assessment framework may not lend themselves to meeting a balance across these topics for all situations in the future.

Looking forward, priorities may change towards speed management: casualty reduction will continue but managing speed for non-safety outcomes could become more common such as for carbon reduction and climate change. Indeed, they might possibly become more prominent along with promoting active travel, wider accessibility and enhancing local air quality, which would all create resourcing challenges.

Stuart added: "Over the next few years we have to evaluate these issues and the guidance may have to change to reflect these changes. However, while there may be an ongoing safety-driven demand for general speed limits to fall, I believe that retaining consistency should remain a central theme in speed management – the right limit should apply in the right place."

# 'FITNESS' IS A REAL ISSUE

Superintendent Iain MacLelland and Inspector Neil Lumsden argue the need for a campaign highlighting health and fitness to drive

**W**ith an ageing population, 'fitness to drive' is becoming an increasing issue among drivers.

Superintendent Iain MacLelland and Inspector Neil Lumsden work in the Highland and Islands and they are responsible for Police Scotland's divisional response to Roads Casualty Reduction as part of Operation CEDAR (Challenge, Educate, Detect and Reduce). They have many examples where drivers have been involved in collisions – often involving fatalities – caused by a pre-existing medical condition that either their GP or families and friends were aware of.

They started their presentation – normalising conversations about driver health – by outlining the responsibilities of drivers and health professionals.

Under law, the driving licence holder is legally obliged to declare any medical issue that makes them unfit to drive to the DVLA; but they emphasised this is not related to age.

Regarding healthcare professionals, the guidance is much looser, saying that doctors 'should notify' the DVLA, particularly for something as serious as dementia. However, there are issues of client confidentiality that can put health professionals in a difficult situation at times.

Iain and Neil argue that everyone, including health professionals, family, friends and the community, have a responsibility to start a conversation with a driver if they believe they represent a danger to others on the road.

Although they can cite lots of tragic accidents that have been caused by people who were not fit to drive, they believe they are only seeing the tip of the iceberg. Neil explained: "There are 48 million driving licences out there but

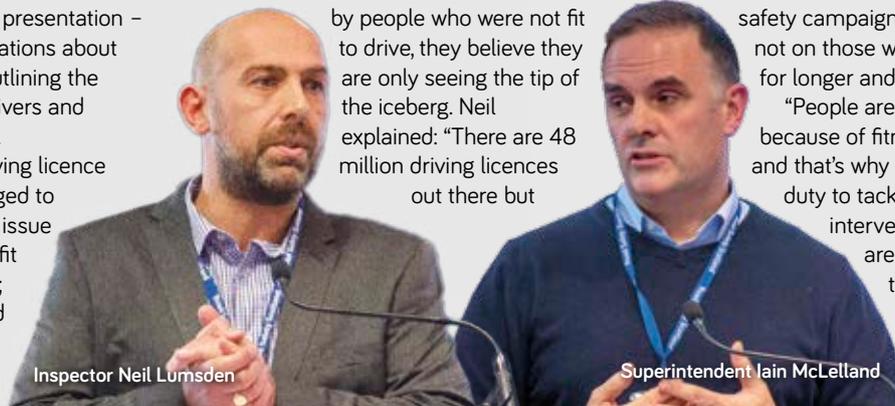
only 4% are declared annually with a medical issue to the DVLA – we think a lot more out there should be having these conversations."

The key to addressing fitness to drive is raising the issue with the driver sooner rather than later, to help the person understand the situation and road safety implications.

Iain added: "You may feel guilty raising this issue with someone, but it is the right thing to do and the individual will also realise this. We have four tips to help with these conversations: understand the problem and how their health is impacting upon their driving; know what the alternative transport options are; be respectful and acknowledge this is difficult for them; and give them time because it's such a big adjustment. It may take more than one conversation before they're ready to give up the car keys."

Neil added: "We focus a lot of our road safety campaigns on young drivers but not on those who have been driving for longer and their fitness to drive.

"People are losing their lives because of fitness to drive issues and that's why we have a collective duty to tackle this issue and intervene before more lives are lost. I believe this is the biggest threat to casualty reduction targets in the next few years."



Inspector Neil Lumsden

Superintendent Iain MacLelland

## MASSIVE REACH OF 'GIVE CYCLE SPACE' CAMPAIGN

Denise Hamilton on how Cycling Scotland helped change attitudes this summer



too closely when driving.

The aim of the new campaign was two-fold: to increase awareness that passing someone cycling too closely is an offence and to change people's attitudes about giving space. The final TV ad showed close passes, a cyclist in primary position, a wide pass and a police presence, with a warning of the legal consequences. Care was taken to ensure the tone was factual.

The campaign received nationwide coverage in the media when it was launched in May, resulting in 1.9 billion 'opportunities to see'.

Research found that awareness of the consequences of close-passing cyclists by motorists had increased and people were more likely to say they would give space post-campaign: the number of people understanding they could get three points on their licence increased from 7% before the campaign to 23% afterwards and the number of those motivated to give 1.5m space for cyclists increased from 32% to 42%.

Every week in Scotland, at least three people cycling on our roads suffer serious, potentially life-changing injuries, usually from a collision with a vehicle. Cycling Scotland delivers an annual campaign to educate drivers about giving space to people on bikes and developed new creative this year, based on insight.

Denise Hamilton, Cycling Scotland's Head of Communications, explained how its 'Give Cycle Space' campaign was developed in partnership with Police Scotland to highlight the issue of close-passing and its legal consequences for drivers.

Cycling Scotland ran focus groups in

Edinburgh, Glasgow and Aberdeen which revealed there was a low awareness that passing a cyclist too closely is an offence. There was also no awareness of Police Scotland's Operation Close Pass programme, which targets drivers who have driven dangerously or carelessly around people on bikes. The biggest learning from the research was that the main motivation for drivers to change behaviour was legal consequences.

It then commissioned a YouGov poll which showed 73% of people in Scotland did not know they could get three points on their licence and a £100 fine for passing a cyclist

# SCOTLAND AT FOREFRONT OF WORLD TECH TRIAL

Transport Scotland's Stephen Davies on the new fleet of buses using technology to limit casualties



**W**ith work starting on shaping the Road Safety Framework for 2030, Stephen Davies from Transport Scotland believes advancements in technology over the next decade will play a considerable role in helping to reduce road casualties – particularly through the development of connected and autonomous vehicles (CAV).

Stephen is Head of Intelligent Transport Systems (ITS) Operations and is leading the development of Transport Scotland's strategy for CAV, which involves fostering collaboration between road safety and ITS professionals to support a collective effort to improve road safety across the network.

There is a technology revolution happening in both vehicle design and in the rapid advances in mobile and broadband telecommunications, which are all contributing to the development of CAV in the UK. Some aspects of CAV are already widespread in vehicles today, with navigation systems (connected) and lane control, assisted braking etc. (autonomy), which are contributing to road safety.

It is predicted that, by 2026, all new vehicles will have 'connected' technology on board and 15% of new vehicles are expected to have level 4 autonomy by 2030, where vehicles will be capable of operating autonomously in defined situations.

Vehicles will also become more

connected with the road infrastructure so it won't be long before messages will be relayed directly into the car to give travel information and road condition warnings such as queues ahead. Vehicles will also become more connected with each other so they can travel efficiently in convoys, as well as pick up road conditions individually and feed data back to other vehicles and the infrastructure to warn other road users.

However, while the technology is developing rapidly it will not be adopted by everyone at the same time, so Scotland will have a mixed fleet of vehicles on its network for many years to come and that will present challenges in how road safety solutions are delivered in the future.

The Scottish Government has made clear that it is 'Open for Business' for CAV, and it wants Scotland to be at the forefront of developments by offering high-quality test and demonstrator opportunities to developers and industry, and it's the role of ITS Operations to deliver on this.

The division has published its strategy (Scotland's Trunk Road and Motorway Network Future Intelligent Transport Systems Strategy 2017), which continues to put safety at the heart of its approach to using ITS. It is developing a 'CAV Roadmap for Scotland' which explores opportunities CAV technologies will bring to Scotland, and what Scotland can do to be at the forefront

of that. This will include considering the challenges in getting infrastructure and systems ready to realise the full benefits the changing CAV landscape could bring.

With this in mind, Transport Scotland is also working with a range of partners on Project CAV Forth, which will provide a 'globally significant' demonstration of UK autonomous bus capability on a 14-mile route from Fife to Edinburgh, using the dedicated Public Transport Corridor across the Forth Road Bridge.

The 30-month project, which includes a 12-month service of a fleet of full-size single deck buses, travelling on public roads, carrying fare-paying passengers at speeds of up to 50mph, will commence in 2020.

Stephen said: "We expect it to be the world's first trial of a fleet of full-size buses operating at level 4 autonomy on public roads and will give valuable learnings on how to connect our systems and what other infrastructure is required to support level 4 autonomy. It's a challenging route as it will use a wide range of road types and environments, from motorways to single lane roads, and the system will need to negotiate traffic signals and changing lanes as well as other traffic. This will provide lots of opportunity for us to learn".

"In line with the DfT Code of Practice for Automated Vehicle Trialling on UK Roads, each bus will have a safety driver on board at all times. We will look at the road safety implications, particularly how other road users interact with the buses, and the attitudes from the general public.

"We see huge opportunities to capitalise on the opportunities that CAV presents, and we are committed to continue working with road safety partners to develop and design solutions to continue the downward decline in road accidents in Scotland."





## GRAN'S HELPING TO DRIVE HOME SAFTY MESSAGE

Claire Prentice says drivers are encouraged to behave as if they have 'precious cargo' on board

**C**laire Prentice, Head of Safer Marketing at the Scottish Government, is responsible for delivering national campaigns across a range of different policy areas, including road safety, such as the award-winning *Breathtaking Roads and Country Roads* campaigns. She discussed how her team used insight from the target audience of young men to develop the latest campaign, 'Drive like gran's in the car'.

She said: "Social marketing is at the heart of everything we do. The aim is to change behaviours using evidence-based information to align with the Scottish Government's outcomes, and to use constant feedback to make these campaigns more effective.

"The key to this is seeking out valuable insights about the audience to create bold and impactful campaigns."

In the Road Safety Framework 2020,



the focus has been on delivering for the priority areas, such as increasing the safe driving behaviours of young drivers. However, the 'don't risk it' message of the 2004 campaigns was no longer relevant as young men, paradoxically, enjoyed taking risks.

However, it was young men in the 20-29 age bracket whose speeding and loss of control was responsible for most collisions. Research with this audience showed that 'talking' road safety is a challenge as they have a sense of invincibility which makes

them over confident on the road. Claire said: "So we tried to reframe the perception of what a good driver is: one that is always in control. From our groups we found having someone important to them (which we termed 'precious cargo') in the car would change their behaviours.

"This was a powerful insight and we came up with a creative route, which resulted in our 'Drive like gran's in the car' campaign.

"We created fictional no-nonsense characters where young drivers can see something in their own relationship with their own gran's."

The campaign was promoted heavily on social media in summer 2018 with three films covering drink driving, using a mobile phone and dealing with distractions caused by friends in the car.

Claire added: "The reaction from this hard to reach group has been good, with 58% of people recognising the campaign and four in 10 claiming to take positive action as a result of the messaging, particularly in relation to using mobile phones, increased focus on the road and not letting distractions get to them."

Two more 'Gran' videos have been launched: one on drug driving (see page 4) and the other on vulnerable road users, with further films prepared for the festive drink and drug driving campaign.

## FIRMS URGED TO TACKLE DRIVING RISKS AT WORK

Help is at hand for Scots businesses to reduce the number of road accidents through a series of innovative projects

**One in three collisions, on average, involves someone who is driving for work. That's why the Scottish Occupational Road Safety Alliance (ScORSA) has continued to keep the conversation about driving risks at work in the minds of organisations across Scotland.**

The ScORSA partnership, with the support of Transport Scotland, provides free policy templates, resources and guidance, as well as delivering a range of innovative projects

over the course of a grant-funded year.

Through its network of members and social media champions, the organisation is able to 'give members the confidence that they are doing the same as others'.

ScORSA targets the traditionally hard to reach SME employers by encouraging large businesses to 'drop down' the driving risks at work message and information



about free ScORSA membership through their supply chain.

After a recent evaluation of its activities, ScORSA plans to continue to offer workshops and the annual St Andrew's Seminar, as well as increase the traffic to the soon to be relaunched website and build the momentum around the ScORSA Twitter feed.

The ScORSA Steering Group and membership are managed by RoSPA, which is seeking to introduce mentoring arrangements and benchmarking between ScORSA members, to help in driving up standards in terms of managing driving risks at work and to reduce accidents on Scottish roads.

Sandy Allan, Road Safety Manager with RoSPA, pictured left, said: "We know through the evaluation that ScORSA members have increased confidence in implementing or altering their policies... and to quote one of our members: 'It's all here in one place, you don't need to scuttle about to find things.'"

# VIRTUAL REALITY FOR SCHOOL KIDS

Jen Stark and Simon McLaughlin from Police Scotland were joined by Neale Kinnear, Head of Behavioural Science at the UK's Transport Research Laboratory, to discuss the driVR programme, an award-winning road safety intervention that uses an innovative virtual reality (VR) experience to help change the behaviours of school pupils, aged 16-18 years, around road safety.



Neale Kinnear

The 50-minute classroom-based session uses a VR film that is delivered to the whole group simultaneously through headsets and the situations they encounter in the film are discussed together with a workbook.

The project is a partnership between

Safety Cameras Scotland, Glasgow City Council and Police Scotland and was funded through Transport Scotland's Road Safety Framework Fund.

Jen Stark, Project Officer with Police Scotland, said:

"The aim of driVR is to engage with young road users and to encourage them to contemplate if they could make changes to behaviours that would improve their safety.

"Having delivered the project across Glasgow and now armed with the evaluation results, driVR has given a valuable glimpse into what might be possible using the latest technology alongside the experience and expertise of road safety professionals."



Ian McDonald

## ATTITUDES CHANGE FOR THE BETTER

Ian McDonald, who has responsibility for youth and community development with the Catch the Light consultancy, presented the findings of the Drivewise initiative to change the attitudes and habits of new and experienced drivers in Scotland.

In Scotland, like the rest of the UK, younger and older drivers are deemed to be most at risk of being killed or seriously injured in a road traffic accident. However, the 9,000 casualties recorded in 2017 showed that 15% were aged 16-22 (down 14% on previous years) and 16% were aged 60+ (down 11%) so the picture is improving overall.

Accidents tend to be more fatal in rural areas and young drivers reportedly take more risks, which is why Drivewise was introduced to the Scottish Borders and, more recently, in Fife to address road accidents among these age groups in rural locations.

As part of an innovative partnership between police, other emergency services and backed by sponsorship of car dealers in each area, Drivewise runs training courses for pre-drivers, new drivers, experienced drivers and, occasionally, bike riders.

Evidence shows that 84% of pre-drivers became more confident in their ability to be safe and responsible drivers and reduced their likelihood to take risks. Senior drivers grew in confidence but were already knowledgeable and had less need to adjust their already relatively cautious approach to driving risks.

Bike riders reduced their likelihood of speeding, driving in bad weather and going through lights. As one pre-driver noted: "I've learned it's not just me I need to look out for!"

## DESTINATION DRIVE

Research Scotland's Nadia Hyder says programme for elderly motorists has helped reassure drivers and has provided road advice



Destination Drive aimed to raise awareness of the need to review driver ability among drivers over the age of 65.

The programme was delivered by RoSPA between April 2018 and March 2019 in close partnership with a range of agencies, including Police Scotland, garden centres, Age Scotland, local authorities and local media outlets.

It also aimed to provide information, advice and guidance for older drivers, supporting them to continue driving safely for as long as possible, and to make appropriate driving choices.

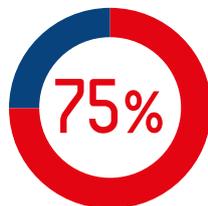
Nine open events were held at garden centres across Scotland and included a range of activities such as an assessed drive with tests for eyesight, reaction times and hazard perception plus general driving advice.

Nadia Hyder, Senior Researcher with Research Scotland, said: "Overall, the events were successful and the programme

reached a broad spectrum of older drivers, aged from 60 to over 90 years old. Older people and their families reported the events were useful and provided much needed reassurance."

Most participants (96%) said that they felt more aware of their own driving skills after attending the event, or having completed an assessed drive with an authorised assessor, and 75% of people said they would be changing their driving habits as a result of the event.

Going forward, RoSPA is developing a campaign to raise further awareness among older drivers.



SAID THAT THEY WOULD BE CHANGING THEIR DRIVING HABITS AS A RESULT OF THE EVENT.

# ROAD TRIP AIMS

## TO SAVE LIVES

European initiative visits Scotland to raise awareness of safety



Pupils at Hilltop Primary School in Airdrie helped police with speed checks

The Transport Minister, plus senior representatives from Police Scotland and Road Safety Scotland, welcomed the Project EDWARD (European Day without A Road Death) team to Scotland on 23 September as part of its 11-day road trip across Europe to raise awareness of road safety.

After setting off from the Czech Republic and travelling through Germany, Belgium and the UK, the team showcased the aims of Project EDWARD Day on Thursday 26 September in Dublin, speaking at a road safety symposium in the city.

The project is an annual awareness-raising initiative run by TISPOL (European Roads Policing Network), which started in 2016 with the aim to get all road users to work together towards zero road deaths.

During the trip, the team met with police forces, safety organisations, local politicians, bereaved families of road traffic victims and local communities to raise the profile of road safety and to stress the need for everyone to play their part in working towards zero road deaths. Currently, 70 people die in road traffic accidents across Europe every day.

To highlight Project EDWARD in Scotland, Road Safety Scotland worked with its partners in Police Scotland to organise a number of awareness-raising activities.

The first involved a multi-agency road check at Higgins Neuk Roundabout, near the Kincardine Bridge, where the Cabinet

Secretary for Transport, Infrastructure and Connectivity, Michael Matheson, and Chief Superintendent Stewart Carle, Head of Road Policing at Police Scotland, signed the Project EDWARD pledge to work towards zero road deaths.

Other events included a visit to nearby Larbert High School where the Project EDWARD team met young people studying the pioneering Police Studies HNC course. As part of the curriculum, senior road policing officers gave the students an account of a fatal multi-vehicle incident to illustrate the consequences on drivers, victims and their families as a result of a serious road traffic accident. The team also stopped off at Hilltop Primary School in Airdrie where pupils helped police officers conduct speed checks on local traffic near their school.

Commenting on the Project EDWARD, visit, Cabinet Secretary Michael Matheson said: "Our vision in Scotland is to have Every Day Without A Road Death, and I am encouraged to see great partnership working across the road safety community in Scotland striving for zero road deaths, not just on September 26, but on each and every day of the year.

"By working in partnership with initiatives like Project EDWARD we hope to bring home the message that all road users need to take responsibility for their own safety and the safety of those who share the roads with them."



## A CLEAR VISION FOR THE FUTURE

Neil Barrett, Head of Technology & Logistics for Project EDWARD, spoke about the initiative's ambitious goal to bring about a European Day Without A Road Death, and covered its work over the last four years to raise awareness of road safety messages.

This year, Project EDWARD's activity included road safety road trips across Europe, including, for the first time, a day of activities in Scotland (see left). During the trip creative videos and thought-provoking activity, which was shared on social media, took place in cities and towns across Europe and an EDWARD day symposium was held on 26 September in Dublin at the end of the road trip, bringing together key thinkers on road safety from across the continent.

Police, transport and road safety NGOs, victims' associations and corporate partners worked together during September to deliver a two-week pan-continental calendar of activity, spreading simple advice to all road users around a clear message: 'We're all more vulnerable than we think'.

Neil said: "On the day, 14 countries recorded zero deaths, including Ireland and Spain, and #ProjectEDWARD had a Twitter reach of 25 million.

"The great strength of Project EDWARD is its ability to bring together all sorts of messages under one clear and uncompromising ambition: a day where no one dies on our roads."

Find out more: [projectedward.eu](http://projectedward.eu)