Towards survival on the road

A programme created by

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Literature research

• Two main strands were pursued:
  • Road Safety
  • Education
Results

• No whole-of-life Road Safety programmes were found
• OECD recommended a holistic approach
• Cost: as the results of educational programmes are difficult to quantify, costs need to kept to a minimum
• We do know that community attitudes can be changed, eg seat belt wearing
• Public access to Road Safety information is limited
• Past reliance on targeted campaigns
Towards Survival on the road

Educational framework of the programme:
• Scaffolding
• Scope and sequence
• Transfer of learning
• Whole-of-life concept
Road User Groups

• Passengers – private and public transport
• Pedestrians
• Cyclists
• Drivers/riders
• Adult stage
Progress in learning

• Simple to complex, eg passenger vs pedestrian
• Laying the groundwork
• No presumed learning
• Not all the programme is for all people
• Dependence on the mentor through to possible independence
Closing the circle

• Younger people look to older people for examples
• Many poor examples are set
• Opportunities to learn always come along
Community access and use

• Reinventing the wheel can be avoided
• Accessing good information covering all road user groups is currently difficult
• Spreading the word using various technologies