

Direction

Scotland's Authority on Road Safety | Winter 2021



Listen to the locals

THIS ISSUE

Road Safety Framework:
A vision for Scotland

Recognition for Scottish road safety campaigns

Curriculum for Excellence booklet refresh



Road Safety
SCOTLAND

Contents

- 3** Roadsafety.scot receives a welcome update
- 4** Road Safety Framework: A vision for Scotland
- 8** Impactful road safety campaigns continue to engage communities
- 10** Worldwide recognition for Scottish road safety campaigns
- 12** Fewer road casualties in 2020, but no room for complacency
- 14** New appointments: Road Safety Scotland
- 15** Curriculum for Excellence booklet gets a refresh
- 16** Ziggy gets out and about to help kids 'Go Safe'

Welcome

After a two-year hiatus, Road Safety Scotland (RSS) is delighted to bring you this latest edition of Direction magazine.

Throughout the COVID-19 pandemic, RSS continued to promote its suite of high-quality learning resources. We supported the development of a number of national publicity campaigns and were awarded two prestigious road safety awards in 2020; for the Breathtaking Roads films series and the "Gran" Campaign to keep younger drivers safe on Scotland's roads. You can read more about these in this edition.

Admittedly, the last 20 months have been a strain on everyone. The pandemic has had a massive impact on us all and we missed out on months of in-person interaction with family, friends and colleagues, forcing us all to adapt in ways which we previously thought unimaginable.

One of our largest annual events is the SEC Scottish Learning Festival exhibition and this year, we had our first taste of exhibiting virtually. Despite the radical change of format, an impressive 4,000 delegates registered to attend. Two new Ziggy videos were produced to give delegates visiting the virtual stand a flavour of the activities offered through our Go Safe with Ziggy early level learning resource.

Our annual seminar is another important RSS showcase event and, for the first time in two years, we intend to do an in-person seminar. We would love to see you there – so 23 March 2022 is the date to put in your calendar. Note that the planned seminar is part of a wider programme of events to support Scottish Road Safety Week 2022 (SRSW) which runs from the 21-27 March 2022

One of our largest annual events is the SEC Scottish Learning Festival exhibition and this year, we had our first taste of exhibiting virtually. Despite the radical change of format, an impressive 4,000 delegates registered to attend. "

SRSW is another one of several topics that has been packed into this edition of Direction. You'll also find articles on the new Scottish Road Safety Framework to 2030, stories about the latest goings-on with Ziggy, and news and information on other campaigns, such as Staycations.

While this edition tends to largely focus on internal learning and publicity, we plan to bring you a more partner focused edition in late Spring 2022. We would love to hear about any interesting projects your organisations are currently working on. Simply get in touch.

Happy reading!



roadsafety.scot receives a welcome update

Road Safety Scotland's website is the go-to resource for anyone that wants to know anything about road safety. Currently, it's a juggernaut of a site that holds everything from general information, learning resources, research publications and publicity campaigns to the new Road Safety Framework to 2030 – and more.

9 sites in 1

In 2018, the current website was amalgamated to bring no less than nine other road safety websites under one domain. This means that literally everyone who uses our road environment for driving, cycling, horse riding and walking is served; from those at nursery age through to secondary school, their families and teachers, as well as the general public. Its audiences are wide-ranging and also includes road safety stakeholder organisations and partnership groups, in addition to policy and decision makers.

Driving it forward

Over the last few years, it has become clear that, as the information the website holds is growing and we get a better understanding of the needs of our audiences, we need a website that is more user-friendly. We have undertaken reviews of the entire structure, design and content, and we are now delighted there's a project underway to build a brand new site with improved accessibility.

Our destination

Working towards a launch in Summer 2022, the new, streamlined website, will provide information and engaging content better tailored to the needs of our audience. It will also be more intuitive and responsive for those accessing the site via mobile devices. In sum, it's going to be a site that is fit-for-purpose now, and well into the future. ■

“ The site serves anyone in Scotland who uses our roads for driving, cycling, horse riding, wheeling and walking. ”



The New Road Safety Framework: A Vision for Scotland

Scotland's Road Safety Framework to 2030 was published in February this year. It establishes a vision for Scotland to have the best road safety performance by 2030, to be delivered and achieved, not only by efforts from public bodies and emergency responders, but also by all stakeholders and road users.





Road safety context

The Framework is aligned with the National Transport Strategy and is integrated with a wide a range of policies that assist Government national outcomes and indicators. These include better road safety and health outcomes, promotion of active travel, climate change mitigation and place-making (see Figure 1).

The Framework sets out a compelling long-term goal for road safety: Vision Zero, where there are zero fatalities and injuries on Scotland’s roads by 2050. The journey to achieving this goal also includes ambitious interim targets whereby the number of people being killed or seriously injured will be halved, with a 60 percent reduction in child fatalities and

serious injuries by 2030 (based on a 2014-18 baseline).

The Framework puts people at its centre to create a more forgiving road system that takes human vulnerability and fallibility into account; people are fragile and make mistakes which can lead to collisions. The Safe System approach, which is recognised as best practice in road safety delivery, mitigates that problem with its five pillars, which effectively act as layers of protection: **safe road use**; **safe roads and roadsides**; **safe vehicles**; **safe speeds**; and **post-crash response**, all working in harmony to prevent deaths.

“ The Framework puts people at its centre, and aims for a more forgiving road system that takes human vulnerability and fallibility into account; people are fragile and can make mistakes that can lead to collisions. ”



The Framework sets out five new outcomes for road safety, built around the above-mentioned pillars of the Safe System and has twelve strategic actions that are aligned to the Government National Outcomes. These are intended to deliver benefits to active travel, climate change, health and inequalities.

In spite of the fact that Scotland has one of the lowest road casualty rates in the world, we recognise more has to be done and meeting our 2030 casualty reduction targets will require action across a range of fronts. For the first time, mode and user specific targets for key priority groups such as pedestrians, cyclists, motorcyclists and over-represented age groups have been created to focus attention by partners on our priority areas.



“By focusing and investing our efforts on immediate actions to 2022, we can build a strong foundation that underpins and leads the way to our longer-term actions in future delivery plans.”

Achieving these targets will require both a continuation of well-established, proven methodologies and the introduction, where appropriate, of new and potentially more innovative approaches, such as road risk rating for trunk roads, an on-line reporting tool of motoring offences or the setup of focus groups related to the above-mentioned mode, as well as user specific targets. These will be set in the context of the “Safe System”.

Progress of the Framework’s five strategic outcomes and its twelve overarching strategic actions are going to be supported by annual delivery plans. Actions contained within these plans will be delivered through a range of national partners including, but not limited to Police Scotland, Cycling Scotland, Local Authorities, IamRoadSmart, Scottish Fire and Rescue Service, Road Haulage Association and others.

The **Framework’s first delivery plan to 2022** was published on 23 September. It details both 60 national actions led by 14 different Lead Delivery Partners, and Key Performance Indicators that enable monitoring of the road safety behaviours, vehicle safety and road infrastructure as part of the comprehensive Framework performance management system. The deliverables clearly expand on the Framework’s twelve strategic actions. By focusing and investing our efforts on immediate actions to 2022, we build a strong foundation that underpins and leads the way to our longer-term actions in future delivery plans. Here are a few examples of deliverables led by either Transport Scotland or Police Scotland.

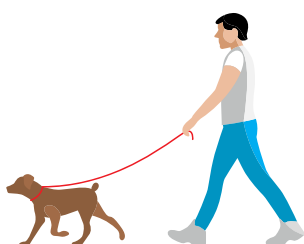


Safe System approach to road safety

Transport Scotland

Transport Scotland, is the Lead Partner for the following:

- a National Speed Management Review to establish appropriate speed limits across the urban and rural roads network, including different vehicle types, as recommended in Phase 1 of the Strategic Transport Projects Review 2 (STPR2);
- consideration of a national Road Safety Improvement Fund which will help all partners meet the challenging 2030 road casualty reduction targets and to embed the Safe System at work;
- a National Conversation on road safety reaching out to all road users to encourage greater personal responsibility and a change in perception which, ultimately, should lead to a transformation of the road safety culture;
- a National Strategy for 20 mph zones and limits in Scotland, as recommended in STPR2 Phase 1, to support a range of policies that assist those Government national outcomes and indicators relevant to this area; we will ensure all appropriate roads in built-up areas have a safer speed limit of 20 mph by 2025, forming a task group to plan the most effective route for implementation; and
- a new Strategic Road Safety Plan for the Trunk Road network that will be developed and published.



Police Scotland

Police Scotland is the Lead Partner in the development of an online reporting system – a one-year pilot scheme to extend the National Dashcam Safety Portal (NDSP) scheme to Scotland. This online reporting system, enabling anyone to upload camera footage of dangerous driving (for example), currently operates in England and Wales. The introduction of this initiative in Scotland has the potential to have a significant and positive impact on driver and road user behaviour, and road safety outcomes for communities across the country, in line with the aims and objectives of the Framework.

Governance

The Framework is also based on strong political leadership at national, regional and local levels. It was developed and will be delivered collaboratively with partners through new three-tier governance comprising of the Strategic Partnership Board (SPB), the Operational Partnership Group (OPG) and three new Local Partnership Forums (LPFs).

LPFs will look to improve connectivity between what is happening at national and local levels in terms of road safety. This will support monitoring at local level of the Framework's performance management and deliverables set out in this

delivery plan. It will provide feedback upwards to the OPG.

Work is well underway establishing LPFs in the North, West and East. Initial contact has been made with potential members. The LPF meetings will be held twice a year and started in November 2021. Conversations have been productive and have already begun to generate new ideas on what would be beneficial at a local level.

Focus groups

Finally, in order to properly track delivery of the above-mentioned mode and user specific targets, and explore what collectively can be done to further reduce their specific road traffic casualties, nine focus groups will be set up. The first one (Motorcyclists) had its introductory meeting on 23 September with the opening remarks given by Graeme Dey MSP, Minister for Transport. It was attended by the Motorcycle Action Group, the National Motorcycle Council and the British Motorcycle Foundation. Despite making up only 2% of registered vehicles and 1% of traffic, on average over the last five years, they account for approximately 17% of fatalities. This does not mean they were at fault, but indicates they were vulnerable to the circumstances of the collisions in which they were involved. The focus group had a constructive, open discussion on how to work collaboratively on future road safety initiatives to reduce motorcycle casualties in Scotland. ■

▮ **Actions contained within these plans will be delivered through a range of national partners. ▮**

Impactful road safety campaigns continue to engage communities

It's a word that has become part of every day vocabulary since the easing of Covid-19 restrictions. One that simultaneously conjurs up notions of freedom and restriction. Whatever you think of it, the "staycation" is growing in popularity as many of us choose to holiday closer to home.

The recent "Staycations" campaign to help keep UK drivers safe on Scotland's roads this summer was a timely one.

Launched by the Scottish Government and Road Safety Scotland (RSS) at a time when foreign travel remained uncertain as a result of restrictions and Scotland was a popular destination, the campaign's overarching objective was to remind UK drivers to plan ahead, as well as take plenty of rest stops and prepare for busy and unfamiliar roads.

Shelagh Considine, the Scottish Government's Safer Marketing Team Leader, explained: "Research showed over four in five UK residents (84%) planned to take a

2021 staycation, with two of the top ten destinations on the wish list located in Scotland – the Scottish Highlands (43%) and Edinburgh (34%).

"We knew that a large proportion of people coming from south of the border, while being experienced drivers and used to driving longer distances, might not be familiar with the driving etiquette required for more rural locations where they would likely have to navigate single-track roads and passing places, as well as the speed limits."

While the campaign primarily targeted holidaymakers from England and Wales who would be driving up to Scotland, the activity also had to make sense to people who live here and were exploring

more of their own country on a "staycation" or day trip. Again, they could well be experienced drivers who are more used to driving in city locations and less familiar with driving on rural roads.

Listen to the locals

"Our campaign advised people to 'Listen to the locals' for a flavour of what drivers should expect when driving in our beautiful country, with friendly advice from those who know best" says Shelagh.

"The key campaign messages were centred on planning journeys before setting off, scheduling and taking regular breaks to avoid driver fatigue, and being prepared for unfamiliar roads."





Campaigns gather pace

Another notable 2021 campaign that is having a significant impact on audiences is “Breathtaking Roads” which targets motorcycle users.

Now in its fourth year, the campaign was built on its audience’s love of great, iconic, Scottish biking routes. The communications strategy was cleverly designed to deliver content that would generate discussion and persuade motorcyclists to reappraise their behaviour on their bikes.

Shelagh pointed out: “The evaluation for our activity in 2020 was positive, despite a lower-weight campaign and challenges with media channels due to Covid-19 and lockdowns.”

“For 2021, the focus was on coming out of lockdown and the fact that many bikers will have been off their bike for a relatively long period of time, so brushing up on key skills was a big focus of the campaign this year and, in particular, the main message was to stay in control when overtaking and taking corners.”

Meanwhile, work is under way on a new film to expand the “Breathtaking Roads” series. It is going to feature an iconic backdrop to complement the existing suite of films. It will continue to encourage bikers to improve their skills and stay in control.

The film feeds into the Live Fast Die Old campaign launched in January 2020, aimed primarily at male bikers between 40 and 49 years old. ■

“It was also designed to encourage drivers to be patient on roads that were forecast to be busier than ever due to the increase in staycationers and day-trippers.”

Fatigue

Meanwhile, the “Fatigue” campaign ran again during 2021 and, while the TV ad remained unchanged, there were new digital assets which encouraged the audience to take a 20-minute break and have a caffeinated drink if feeling tired with the line “Coffee. Rest. Survive”.

Driver fatigue continues to be an important message to convey to all vehicle users. Shelagh went on to clarify, “Driver fatigue causes hundreds of road accidents each year and these accidents are roughly 50% more likely to result in death or serious injury.”

“We know around one in three UK drivers (31%) admit having experienced a microsleep at the wheel and someone who drives after being awake for 17 hours has impaired driving skills – comparable to a driver with an illegally-high blood alcohol concentration.”

“It’s estimated that fatigue is a major contributor to 15-30% of vehicle crashes and up to one quarter of fatal and serious collisions. These stark statistics highlight the need to continue to drive home the message that tiredness can kill.”

The campaign’s main audience is 25 to 55-year-olds. “Young people might be more likely to drive when tired because they’ve been up late,” says Shelagh. “People with children may have to drive tired because they’re often up through the night with the kids, while others may have continual trouble sleeping well due to erratic shift patterns, lots on their mind, ill health and so on.”

“Modern lifestyles such as early morning starts and late-night socialising often lead to excessive tiredness by making it difficult to get enough rest.”

On a positive note, the results of this campaign are encouraging. As Shelagh explained, “In the second year of the campaign, there was an increase to 77% campaign engagement among the target audience.”

“In addition, 80% of 25 to 55-year-olds claimed to have taken action as a result of the campaign while 81% of the target audience were aware of the actions you can take to reduce your risk when you’re driving tired, and 76% of those who saw the campaign this year took one or more of the suggested actions to reduce the risk of driving when tired.”

Worldwide recognition for Scottish road safety campaigns



Each year, the Prince Michael International Road Safety Awards (PMIRSA) recognises achievement and innovation with the most outstanding examples of international road safety initiatives given public recognition through the scheme.

All road users, including pedestrians, drivers, cyclists, bikers and horse riders, are asked to identify those whose initiatives make our roads safer and nominate them for an award.

It is quite remarkable to think the initiative has been running for over 30 years with HRH Prince Michael of Kent playing a leading role in

supporting improved road safety both in the United Kingdom and around the world.

Scotland has an excellent track record in the scheme and, in 2020, won two awards for Road Safety Scotland (RSS) activity.

One award applauded the Breathtaking Roads series, part

“Gran will chastise in a different way from a parent and influence a young driver in a way that doesn’t judge – that is very effective and powerful.”

of the Live Fast Die Old campaign which saw RSS set out to produce engaging and educational films that show bikers how to improve their riding skills in “killed or seriously injured (KSI)” hot spots.

The films, featuring experienced Police Scotland bikers, highlight specific dangers in an engaging way that doesn’t use patronising language or mention “safety information”.

The second award singled out the impactful “Gran” campaign which focuses on keeping younger drivers safe on Scotland’s roads. Using video, digital and social content delivered via mobile phone, the campaign is supported by placements in cinema, radio, festivals, sports events, pubs and clubs, and on podcasts.

Using humour, the campaign dramatizes the interaction between a young driver and his Gran, who suddenly appears and chastises him when he

attempts to do something risky. Gran delivers her message with a wry humour that is engaging rather than “preachy” – proving the perfect messenger for this audience-led strategy.

Michael McDonnell, Director of Road Safety Scotland, is delighted that these two initiatives were recognised by the judges. “Last year was a difficult one because of Covid, but we still delivered a number of campaigns and submitted these two to PMIRSA.”

“As we all know, it is very, very difficult to address groups so any campaign has to choose its language very carefully because as soon you come across as ‘preachy’ there is a perception you are being patronising – and that applies to young, inexperienced drivers and those who are experienced and perhaps a bit complacent.”

“It’s easy to put motorcyclists in a box they don’t fit so our strategy of capturing the thrill of motorcycling in beautiful parts of Scotland, be that on coastal roads or in the mountains, really resonated with bikers and allowed us to highlight top risk areas – bends, junctions and overtaking – and encourage bikers to consider their actions before riding.”

“This work is so important because bikers continue to be over-represented and that is an issue for us, and with more people choosing Scotland for day trips and staycations these campaigns are even more timely.”

The fifth – and most recent – in the series is Road to the Isles, which focuses on manoeuvres



“It is very, very difficult to address groups that think they are invincible.”

including best practice when overtaking, and dealing with challenging bends and unexpected hazards.

Filmed on the scenic route between Tyndrum and Appin in Argyll (A85) and featuring thrilling close-ups and spectacular aerial shots, the film is supported by Police Scotland and a number of Scottish biking organisations.

In relation to how Gran kept young drivers safe on Scotland’s roads, her “stop driving like a wee bam” message effectively targeted young male drivers in their twenties, urging them to prepare for the unexpected and slow down on country roads.

The campaign’s most recent execution, launched in autumn 2020, sees the straight-talking Gran character appear from a young man’s crashed car to give him a good dressing down following a lucky escape.

“Getting the right balance of humour, while delivering a message that is undeniably stark, helps young male drivers think about their behaviour when they’re behind the wheel and not fall victim to peer pressure,” says Michael, who also has experience as a judge in the Awards scheme.

“Young men might think they are good drivers, but you just don’t have that all-important experience until you’ve been driving on your own for a few years. Often, they will change their driving style depending on who is the car with them – they’ll behave differently with their mates than they would their mum – and also gran.”

“Gran will chastise in a different way from a parent and influence a young driver in a way which doesn’t judge – that is very effective and powerful.”

The Gran campaign has also reached its target audience via online ads on websites and social media platforms including Facebook, Instagram, Snapchat, YouTube and Spotify. Gamers have also been targeted with ads appearing within games such as Grid and Football Manager. ■



Fewer road casualties in 2020, but no room for complacency

Confirmation that the number of road casualties reported in Scotland in 2020 was the lowest since annual records began in 1950 is welcome news despite the fact it was expected given the reduced amount of traffic on roads during the pandemic.

Although there were 4,992 road casualties reported in 2020 – 2,726 or 35% lower than 2019 – there can be no room for complacency. This was a sentiment reiterated by Transport Minister Graeme Day: “One death on Scotland’s roads is one too many.”

Mr Day, who was appointed Scotland’s Minister for Transport in

May, made clear that road deaths “should not be expected to happen” as Transport Scotland announced lockdown travel restrictions had contributed to a record low number of casualties last year.

The figures also revealed that 142 people were killed in reported road accidents in Scotland in 2020, 24 fewer than in 2019. The number of people seriously injured was 1,539.

Compared to 2019, the total reported casualties decreased across all modes of travel except pedal cyclists which increased by 2%. Bus and coach casualties saw the largest decrease in the number of casualties (-58%).

The Department for Transport (DfT) estimates that motor traffic volume dropped by 23% in Scotland in 2020 compared to 2019. It further estimates that, in 2020, cycling on the road network increased by 46% across Great Britain – 61% in Scotland. Bus passenger numbers are estimated to have dropped by 53% in 2020.¹

“ While it is no surprise that with fewer car trips over the lockdown period we’re seeing fewer road casualties, prior to the pandemic road casualties in Scotland had been showing a clear, ongoing reduction. ”

Mr Dey said: “While it is no surprise that with fewer car trips over the lockdown period we’re seeing fewer road casualties, prior to the pandemic road casualties in Scotland had been showing a clear, ongoing reduction.”

“Improving road safety further remains a priority for the Scottish Government.”

“The fact we’ve met all our casualty reductions targets, putting us among the best-performing European countries, means very little to those who have sadly lost friends and loved ones in tragic circumstances. Road deaths are not an inevitability and they should not be expected to happen.” Mr Dey concluded, “The Scottish Government is committed to working with our partners to secure the ultimate vision established in Scotland’s Road Safety Framework to 2030 – Vision Zero – where no-one is killed on our roads.”

Reported number of fatalities

4,992

There were a total of **4,992 casualties (of all severities) reported in 2020**: 2,726 (35%) fewer than in 2019 and the lowest number since annual records began in 1950.

142

In 2020, **142 people were killed in road accidents in Scotland**: 24 (14%) less than 2019. Since 1978, there has been a clear, steady, long-term downward trend.

Casualties by age and gender

» In 2020, male fatalities rose by two (to 111). Female fatalities fell by 26, 46% (to 31). Fourteen per cent (722) of all casualties were aged 16 to 22, a fall of 28% on 2019, of which 440 were male and 282 were female.

» There were 490 child casualties (under the age of 16) reported in 2020, representing 10% or 490 of all casualties – a decrease of 278 (or 36%) from 2019. Of these, six died, four more than in 2019.

» Three of the children killed in 2020 were pedestrians, two were car passengers and one was a pedal cyclist.

» There were 223 child pedestrian casualties recorded in 2020. They accounted for 28% of pedestrian casualties of all ages (223 out of 799). Of these casualties, 80 were seriously injured (three died). The number killed was one more than in 2019.

» In 2020, there were 181 child casualties in cars, 7% of all car user casualties (181 out of 2,742). Of the child casualties in cars, 30 were seriously injured (two died).

» Child casualties among pedal cyclists numbered 60 (10% of the total of 599 pedal cycle casualties of all ages) including 24 who were seriously injured. One child pedal cyclist was killed in 2020, that’s one more than 2019.

Casualties by type of road

» In 2020, non-built-up roads accounted for two-fifths of the total number of reported casualties (40% or 1,998). However, they accounted for just over three-fifths of those killed (62% or 88) and over two-fifths of the total number of those seriously injured (44% or 684). This will be at least in part due to the higher average speed on these roads – but also because they make up two-thirds of Scotland’s road network.

» NB Built-up roads are those which have speed limits of up to 40 miles per hour (ignoring temporary speed limits on roads for which the normal speed limit is over 40 mph). Non-built up roads have speed limits exceeding 40 miles per hour.

New appointments » Road Safety Scotland



Debbie Nicol Assistant Director

Developing and supporting road safety learning resources for primary schools is a key part of Debbie Nicol's work in her role as Assistant Director of RSS.

Debbie, who first joined RSS as Education Adviser in 2012 and has worked in government for 25 years, was appointed Assistant Director last November and has overall responsibility for learning within

the organisation.

Passionate about education, she strives to ensure that all RSS road safety learning resources remain relevant and current. She maintains close relationships with education specialists across the Scottish learning spectrum and local authorities, as well as other external and internal partners, stakeholders and local Road Safety teams.

“Our aim is to ensure that the development, promotion and use of RSS resources runs as smoothly as possible within the learning environment,” said Debbie. “I also oversee the development of the Early Years approach to road safety learning, working with the relevant partners and creative agencies.

“This ensures a co-ordinated approach across a range of

work and supports our strong engagement with Education Scotland which is important in keeping RSS informed about early level learning strategies.”

RSS is currently developing a new primary school resource called Roadstars as a replacement for the existing Streetsense2 materials – it will comprise of how to videos and activities that are fun and engaging, and aligned with Curriculum for Excellence.

Debbie added: “We will also develop a new resource for those with complex support needs, and I am grateful to Education Scotland who will support us with this piece of work.”

A mum to two teenagers, aged 14 and 19, Debbie enjoys keeping fit in her spare time, unleashing her inner Rocky at the boxing gym as often as she can.



Caroline Hay Education Adviser

Caroline Hay is a new arrival at Road Safety Scotland, who joined the organisation in May from East Dunbartonshire Council (EDC) where she worked for 17 years.

Caroline, a graduate of the University of Strathclyde, has extensive experience in the fields

of community safety, road safety training and education, and traffic – and is thoroughly enjoying the challenge of her new role despite working from home and not having yet met all her colleagues in person.

Although new to RSS, Caroline is familiar with and known to the organisation through her work with EDC. She was a member of the RSS Publicity Advisory Group (PAG) and has been Chair of the Learning Advisory Group (LAG) since 2015.

The roles Caroline held within EDC include Road Safety Training & Education Officer, Community Support Officer, Project Development Officer and Traffic Officer. Caroline has also worked as an independent child car seat

expert as part of the Good Egg Safety In-Car Safety campaign.

Caroline told us: “I enjoyed my time with EDC but this new post has offered me the chance to move back into road safety education having latterly been working in a more technical role. This was very appealing as I feel it is where my skill set truly lies.

“Since joining RSS I have been working entirely from home which has been challenging. However, I already knew some of the team before the move. It represents an exciting new chapter for me.”

Married with three young boys, aged 5, 7 and 9, Caroline lives in Kirkintilloch and as well as being an avid gym-goer, she's also a keen motorcyclist. ■



Curriculum for Excellence booklet gets a refresh

The RSS Road Safety within Curriculum for Excellence (CfE) booklet has been refreshed for 2021-2022 and has now been distributed to all Early Learning Centres and schools across Scotland.

Scotland's curriculum is designed to help children and young people gain the knowledge, skills and attributes needed for life in the 21st century. A refreshed narrative on Scotland's curriculum, which sets CfE within the current context, was published in September 2019.

By placing learners at the heart of education, CfE has at its centre four fundamental "capacities" that reflect and recognise the lifelong nature of education and learning. They are aimed at helping children and young people to become:

- Successful learners
- Confident individuals
- Responsible citizens
- Effective contributors

Designed specifically for teachers, the booklet provides a quick and easy reference to RSS's free learning resources and how these link to CfE experiences and outcomes. It has been refreshed based on feedback from users.

The booklet has been developed for use with pupils aged 3-18 years, and features age-specific sections. It is designed to be used as a tool to help facilitate responsible road use among young people, and offers opportunities for active and interdisciplinary learning at every level within the curriculum.

Presented in an easy-to-use format, it allows teachers to extract the relevant information and learning approaches for the age group they are working with – for example, the Ziggy materials

for ELC and young children and interactive activities for S1, S2 and S3 pupils that focus on risk-taking, decision-making and peer pressure in the way they behave in the road environment.

For older pupils, a focus on discussion, debate and self-reflection is designed to help young people develop an understanding of the responsibilities and risks of being a passenger and becoming a driver.

The booklet clearly demonstrates how, at every age level, there are numerous opportunities to engage children and young people on all aspects of road safety through active and interdisciplinary learning in a lively environment that involves them working together. ■



Further copies can be found at:
www.roadsafety.scot/learning/curriculum-for-excellence



Ziggy gets out and about to help kids 'Go Safe'

Ziggy the alien has been back on tour this summer visiting country parks across Scotland to help equip children and parents with the skills, knowledge and attitudes that will keep children safe on our roads now, and in later life.

This year, the loveable character travelled to Aberdeen, Dundee, Dalkeith and the Borders as part of a nationwide Go Safe with Ziggy tour of country parks.

Ziggy, who moved from space to Earth back in 2010, has proved a big hit with young children

over the years, helping them to understand the importance of staying safe around roads and traffic in a fun, interactive way.

Michael McDonnell, Road Safety Scotland Director, said: "Children should be immersed in positive road safety attitudes from a young age and it has been widely

“ With plenty of goodies up for grabs, as well as advice, the sessions help youngsters and their parents understand the importance of staying safe on our roads. ”

Children get to know Ziggy well as he features in a range of books, games and activities that help them learn about road safety.

recognised amongst behavioural psychologists that early experiences shape children's future behaviour, reiterating the importance of practising and teaching safe road habits from the very beginning."

"Ziggy is a fun character with an important role and the Go Safe with Ziggy tour of country parks will help put these invaluable skills into practice and create lasting memories for children and parents alike."

This year, Ziggy held special storytelling sessions at Wilton Lodge Park in Hawick and Harestanes Visitor Centre near Jedburgh in the Borders, as well as at Duthie Park in Aberdeen,



Dundee's Camperdown Park and Dalkeith Country Park.

After reading with their favourite alien, children put their new skills into practice on walks around the parks with Ziggy. With plenty of goodies up for grabs as well as advice, the sessions help youngsters and their parents understand the importance of staying safe on our roads.

Children get to know Ziggy well as he features in a range of books,

games and activities that help them learn about road safety. Written by children's author Lynda Kennedy and illustrated by Lynn Taylor, the Go Safe with Ziggy books are freely-available to all Early Learning and Childcare centres and Primary 1 classes in Scotland.

Parents and teachers have access to online resources and activity ideas with the Ziggy series also available in Scots and Gaelic.

Early Learning and Childcare centres and P1 classes can order books by downloading a form from the roadsafety.scot website. Parents are also able to request the Ziggy books via their children's nursery or school. ■



To keep up with Ziggy's adventures and find out what he will be doing next, follow the Road Safety Scotland social media channels:

 @RoadSafetyScot

 roadsafetyscotland