Our Mission

To provide evidence-based road safety education that supports the development of a road safety culture, contributing to a reduction in road trauma.
Each year in Queensland close to 50 young people die and 1,200 are seriously injured (approx 18% of fatalities)
Road crashes, along with suicide, are the leading cause of death and serious injury for people aged 15-24 years.

Source: ABS Australian Social Trends 4102.0 2008
Road Safety Education (a non-profit)  
**Australasia's Preeminent Road Safety Educator for Youth**

- Programs
  - Best-evidence led
  - Meet government guidelines
  - Curriculum consistent

- Legitimises Government road safety message

- Guided by the RSE Advisory Council

- Unique community partnership model
  Rotary – local community contacts and volunteer contribution.
RSE’s Advisory Council

Leading international researchers

- A/Prof Teresa Senserrick, Transport & Road Safety Research Group (UNSW)
- Professor Barry Watson, Director, Centre for Accident Research, QUT
- Dr. Dorothy Begg, Senior Research Fellow, Otago University
- Dr Neale Kinnear, Principal Psychologist, Transport Research Laboratory, UK
From our Patrons

Dr Brian Owler
President of the Australian Medical Association, Vice Patron Road Safety Education Foundation

“As a neurosurgeon I see the tragic outcome of road crashes that could have been prevented. Broken bodies and broken lives go hand in hand with the choices we make on the road.

As a Vice Patron of Road Safety Education Foundation
I support RSE as the pre-eminent youth road safety educator to help develop a road safety culture that will contribute to reducing road trauma.”
From our Patrons

The Honourable James Wood AO, QC
Chairman of Law Reform Commission of New South Wales,
Vice Patron Road Safety Education Foundation

“The economic cost of road crashes is enormous and the social impact is devastating. Road safety education is a cost effective investment that benefits the whole of our community in so many ways. RSE is in a unique position to bring together the essential elements to provide a highly valuable program for young people.

I encourage corporations and the philanthropic sector to play their part to ensure the RYDA Program is accessible and affordable to all young people in our community.”
Sequential Road Safety Programs

- **SafeStart** (Year 9)
- **RYDA** (Year 11)
- **Good2Go** (Year 12)
- **RoadGuide** (for parents)
- **BetterDriver** (for Corporates)
What is the RYDA Program?

- One-day excursion program for Y11
- Goal: changing attitudes to support changes in behaviour (not driver training)
  Provides life long tools
  …for drivers, passengers and their parents

- Cost pp $40. Funded through student fee ($17-20), corporate/government support, and community partners (Rotary)
Rapid growth - over 350,000 graduates

Now 50,000 students each year

450 schools

80 venues
Queensland Road Safety Awards
Grants to make RYDA accessible and affordable

TMR funding allows us to make RYDA accessible and **affordable to students** in Queensland by reducing fee (often from $17 down to $10 or even FOC) and providing free bus transport.

**Round 1**
- Logan – disadvantaged students (fee subsidy and free buses)
- Noosa – fee subsidy to expand program

**Round 2**
- Nambour – increase participation through fee subsidy
- Toowoomba – expand to six new high school through fee subsidy
- Caloundra – fee subsidy to expand and promote program
Queensland RYDA Venues

• Our second strongest jurisdiction
• Growing steadily.
• Currently 11,000 students in Queensland each year (more than 4,000 in Metro Brisbane)
• 20 venues.
• FT presence in Qld
• RYDA is provided to many regional areas where other programs are not available.
Support for RYDA in Queensland

RYDA strongly supported in Queensland

• by schools,

• Community partners (Rotary)

• Qld Police, and, recently

• State Minister of Justice
RYDA contributes to Queensland Road Safety Strategy

- reducing road trauma among young drivers,
- building young driver (and passenger) positive attitudes to the broad range of government and community road safety measures including GLS, police enforcement and other road safety initiatives
- target same core issues (speeding, impairment, distractions, seat belts)
- shares community driven approach with Join the Drive campaign
Goals for RSE programs in Queensland

- Support government messages and initiatives
- Expansion and increased sustainability for metropolitan, regional and country Queensland RYDA programs
- Engagement with TMR in RYDA reviews
- Work with TMR/DETE to support materials, ensure programs are curriculum consistent and inform school procedures.
RYDA Effectiveness

- Student and teacher feedback collected from programs
- Collected extensive survey and focus group data during the RYDA V3.0 revision process
- Additional data collected through other research projects
Programme Evaluation

Teachers

• **95%** said RYDA should be compulsory

• **82%** give the RYDA program the **highest** rating for effectiveness

• **99%** agreed that RYDA had increased students awareness of personal risks

• **100%** said they would recommend RYDA to colleagues at other schools
Programme Evaluation

*Teachers*

- **89%** said RYDA was very/effective in reducing crashes

- **87%** said RYDA built positive attitude for government and community road safety measures

- **90%** agreed that RYDA was effective in leading to long-term behaviour change for becoming a safer driver/passenger
Students report being more aware

- 96% how hazard perception skills can reduce your chances of a crash;

- 96% how small increases in speed can cause big changes in crash trauma

- 80% of strategies for car safety after parties where there is alcohol, and

- 81% of how passengers can positively influence the driver.
RYDA Evaluation
Student Surveys – Behavioural Change

85% of students said RYDA changed their awareness of personal risks and 90% said they would apply what they learnt at RYDA as a driver and/or passenger.
Qld government guidelines for school road safety education

- Targeting (age and audience appropriate)
- Vehicle handling vs higher order skills
- Rejection of fear-based strategies
- Interactive, on-going, trained facilitators
- Theory driven
- Evaluation.

*Driver education for senior school students (Years 10–12) and young novice drivers*
RYDA V3.0 – new directions

• More INTERACTIVE.
• More focus on core ISSUES (speeding, distraction, fatigue, drink/drug driving and seat belts).
• More on role of PASSENGERS.
• How PERSONAL attributes affects road safety.
• More on social RESPONSIBILITY
• How to gain EXPERIENCE in a wide range of situations (graduated licensing system).
RYDA V3.0 – aspirations

• Age appropriate - targeted at students approaching solo driving age
• Strong philosophical underpinning based on research
• Supportive of classroom teacher, especially where most teachers lack specialised knowledge and skills
• Student focused – engaging for increasing diversity of students
• Rejection of fear tactics philosophy (research says is ineffective and counter-productive).
Working with our Partners

Corporate Partners

- Founding Sponsor
  - BOC
    - A Member of The Linde Group
  - Toyota
    - Community Foundation

- Foundation Donor
  - Tyre & Auto Service

Community Partner

Rotary

- Rotary Clubs in Australia (ACT, NSW, QLD, SA, Tas, Vic & WA) & New Zealand

Community Partner
Thank you

visit our website rse.org.au