

Appendix 4 – 2020/21 Road safety education, training and awareness programme

2020/21	Road Safety Issue	Target Audience	Key messages	Activity / Event(s)	Campaign	Press Release / Publicity May include local press, and social media
Winter 2020	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> Tyres Weather related advice 	X NRSP awareness Events at local stores		X
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> Attitudes to driving Influences on your driving/riding behaviour 	X NRSP awareness Events at local stores		X
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Morning After 	x Mocktails & advice events		X
Spring 2020	British Summer Time begins	All Road Users	<ul style="list-style-type: none"> Change in driving conditions (commute) 			X
	Distraction	Teenage Pedestrians	<ul style="list-style-type: none"> Headphones, mobile phones 			X
	Cycle Safety	Adult Pedal Cyclists, Drivers	<ul style="list-style-type: none"> Road positioning Close Pass Campaign Cycle helmets 	X NRSP Partnership events and awareness raising	X Road side campaigns & targeted Police enforcement operations of 'Close Pass'	X
Summer 2020	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Euro 2020 Football Morning After 	X Mocktails & advice events		X
	Cycle Safety	Adult Pedal Cyclists	<ul style="list-style-type: none"> Road positioning Close Pass' campaign Conspicuity Cycle helmets 	X		X
	Pedestrian Safety	Pedestrians	<ul style="list-style-type: none"> Use of crossings, safe place to cross Distraction 	X	X	X
	In Car Safety	Drivers	<ul style="list-style-type: none"> Car Seat advice Seatbelt wearing 	X Car Seat Advice Events		X
Autumn 2020	Back to School	All Road Users	<ul style="list-style-type: none"> Children on school journey Route planning 			X
	Eyesight	All Road Users	<ul style="list-style-type: none"> Eye Health Vision Checks Eyesight Week 	X Partnership events & Education sessions		X
	British Summer Time End	All Road Users	<ul style="list-style-type: none"> Change in driving conditions (commute) Use of lights (in working order) 			X
	Conspicuity	Pedestrians, Pedal Cyclists & Motorcyclists	<ul style="list-style-type: none"> Visibility of road users Reflective & Hi Vis clothing 	X Support and RSE in schools through the JRSO programme		X
Winter 2021	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> Tyres Weather related advice 	X Partnership events		X
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> Attitudes to driving Influences on your driving/riding behaviour 	X Partnership events		X
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> Designated Driver Morning After 	X Mocktails & advice events		X
All Year Round	Road Safety Education	Primary & Secondary Pupils, Colleges & Universities	<ul style="list-style-type: none"> The resource package has been developed for each year group Road Accident data used to target message appropriately for each age group Particular emphasis on Secondary age group 	X Freshers Fayres and Partnership events in schools		X An occasional press release may be considered for special circumstances or events that promote the 'service' and NCC
		Adults of All ages including businesses & Older Drivers	<ul style="list-style-type: none"> Occupational Road Risk with Businesses 'Drive On' workshop with Older Road Users Adult events 	X		X As above
	Awareness Raising	All Road Users	<ul style="list-style-type: none"> Messages appropriate to the audience attending 	X Public and Partnership events		X As above
	Partnership Events & Campaigns	All Road Users as appropriate	<ul style="list-style-type: none"> Specific to target group e.g. Young Drivers Any activity will be 'data led' Key partners include 'NRSP' – Nottinghamshire Road Safety Partnership 	X Partnership events	X Road side campaigns & targeted Police enforcement operations	X
				X Supporting Police		

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Training

2020-21	Activity	Training Module	Target Age Group
Pedal Cycle Training (Bikeability) including school holidays	Bikeability Core Activities and Training	Level 1	Years 3 -6
		Level 2	Primary
		Level 3	Primary & Secondary
	Bikeability Plus Modules	Balance Bikes	KS1
		Learn to Ride	KS1 & 2
		Bikeability Fix	All Ages
		On Show	Parents
		Bikeability Parents	Adults
		Bikeability Promotion	All Ages
		Bikeability Ride	All Ages
		Transition	Year 6 Primary children
	Partnership events	Fix Track & Road	11-14 yr olds
School Holidays: Easter, Summer and half-terms	Pre Driver Events	All day event	15-17 year olds (prior to learning to drive)