

**Appendix 4 – 2019/20 Road safety education, training and awareness programme**

2019/20	Road Safety Issue	Target Audience	Key messages	Activity / Event(s)		Campaign		Press Release / Publicity May include local press, and social media	
<b>Winter 2019</b>	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> <li>• Tyres</li> <li>• Weather related advice</li> </ul>	X	NRSP awareness Events at local stores			X	
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> <li>• Attitudes to driving</li> <li>• Influences on your driving/riding behaviour</li> </ul>	X	NRSP awareness Events at local stores			X	
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> <li>• Designated Driver</li> <li>• Morning After</li> </ul>	x	Mocktails & advice events	x	Local football/sport teams Posters	X	
<b>Spring 2019</b>	British Summer Time begins	All Road Users	<ul style="list-style-type: none"> <li>• Change in driving conditions (commute)</li> </ul>					X	
	Distraction	Teenage Pedestrians	<ul style="list-style-type: none"> <li>• Headphones, mobile phones</li> </ul>					X	
	Cycle Safety	Adult Pedal Cyclists	<ul style="list-style-type: none"> <li>• Road positioning</li> <li>• Group riding</li> <li>• Conspicuity</li> <li>• Cycle helmets</li> </ul>	X	NRSP Partnership events and awareness raising			X	
<b>Summer 2019</b>	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> <li>• Designated Driver</li> <li>• Morning After</li> </ul>	X				X	
	Cycle Safety	Adult Pedal Cyclists	<ul style="list-style-type: none"> <li>• Road positioning</li> <li>• Group riding</li> <li>• Conspicuity</li> <li>• Cycle helmets</li> </ul>	X				X	
	Eyesight	All road users	<ul style="list-style-type: none"> <li>• Affect on your driving/riding</li> <li>• Managing your eyesight &amp; driving</li> </ul>	X	NRSP Partnership events and awareness raising			X	
	In Car Safety	Drivers	<ul style="list-style-type: none"> <li>• Car Seat advice</li> <li>• Seatbelt wearing</li> </ul>	X	Car Seat Advice Events			X	
<b>Autumn 2019</b>	Back to School	All Road Users	<ul style="list-style-type: none"> <li>• Children on school journey</li> <li>• Route planning</li> </ul>					X	
	Cycle to Work	Pedal Cyclist	<ul style="list-style-type: none"> <li>• Road positioning</li> <li>• Group riding</li> <li>• Conspicuity</li> <li>• Cycle helmets</li> </ul>	X				X	
	British Summer Time End	All Road Users	<ul style="list-style-type: none"> <li>• Change in driving conditions (commute)</li> <li>• Use of lights (in working order)</li> </ul>					X	
	Conspicuity	Pedestrians, Pedal Cyclists & Motorcyclists	<ul style="list-style-type: none"> <li>• Visibility of road users</li> <li>• Reflective &amp; Hi Vis clothing</li> </ul>	X	Support and RSE in schools through the JRSO programme			X	
<b>Winter 2020</b>	Winter Driving	Drivers, Riders	<ul style="list-style-type: none"> <li>• Tyres</li> <li>• Weather related advice</li> </ul>	X	Partnership events			X	
	Driver/ Rider Behaviour	Drivers & Riders	<ul style="list-style-type: none"> <li>• Attitudes to driving</li> <li>• Influences on your driving/riding behaviour</li> </ul>	X	Partnership events			X	
	Drink / Drugs	Drivers, Riders & Pedestrians	<ul style="list-style-type: none"> <li>• Designated Driver</li> <li>• Morning After</li> </ul>	X	Mocktails & advice events			X	
<b>All Year Round</b>	Road Safety Education	Primary & Secondary Pupils, Colleges & Universities	<ul style="list-style-type: none"> <li>• The resource package has been developed for each year group</li> <li>• Road Accident data used to target message appropriately for each age group</li> <li>• Particular emphasis on Secondary age group</li> </ul>	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"> <li>• Occupational Road Risk with Businesses</li> <li>• 'Drive On' workshop with Older Road Users</li> <li>• Adult events</li> </ul>	X				X	As above
	Awareness Raising	All Road Users	<ul style="list-style-type: none"> <li>• Messages appropriate to the audience attending</li> </ul>	X	Public and Partnership events			X	As above
	Partnership Events & Campaigns	All Road Users as appropriate	<ul style="list-style-type: none"> <li>• Specific to target group e.g. Young Drivers</li> <li>• Any activity will be 'data led'</li> <li>• Key partners include 'NRSP' – Nottinghamshire Road Safety Partnership</li> </ul>	X	Partnership events	X	Road side campaigns & targeted Police enforcement operations	X	
					Supporting Police				

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## Training

2019-20	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)