

The Safe System eLearning Module – A Capacity Building Initiative

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Abstract

The TAC developed an eLearning module to assist all members of staff to understand and be able to describe the principles of the Safe System. As a leader in road safety, recognised internationally, the TAC is committed to developing road safety capacity throughout the organisation.

The module was developed to support the actions of the Victorian Road Safety Strategy 2013-2022, which aims to reduce serious injuries and fatalities by more than 30 percent.

The module was developed by an experienced online learning organisation through a defined program management framework and included consultation and stages of review by the Victorian road safety partners.

The module was deployed to all staff from the beginning of April 2014 for a period of four weeks. The resource is now available on-line and accessible to any organisation or individual. For organisations with a learning management system, it can be downloaded and allocated to staff, as was the case for the TAC.

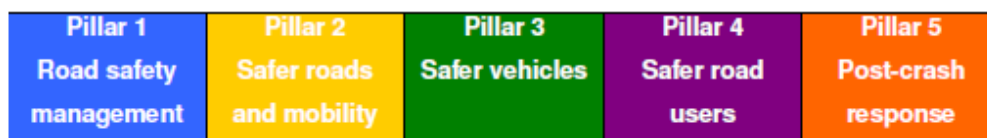
This paper will describe the project development, deployment and evaluation by the TAC, along with providing outcomes for other organisations that have accessed the module.

Introduction

Victoria's Road Safety Strategy 2013-2022 is based on Safe System principles. The strategy comprises sixteen areas of priority with an aim of reducing serious injuries and fatalities by more than 30 percent. The strategy and first action plan, along with a status report, can be accessed at www.roadsafety.vic.gov.au

A key principle of the Safe System is that no one should be seriously injured or killed on our roads. The Safe System philosophy recognises that humans make mistakes, are fallible and have a limited tolerance to force before sustaining serious injury or death, and that road safety is a shared responsibility.

The Safe System, to be managed at local, national and international levels, as defined by the United Nations Decade of Action 2011-2020 comprises five pillars:



Global Plan for the Decade of Action 2011-2020, www.who.int/roadsafety/decade_of_action/, 2014

In Victoria, a long standing partnership coordinates and manages the Victorian Road Safety Strategy. The State has a mature and highly responsive trauma system that has contributed significantly to Victoria's road safety outcomes. Accordingly, the focus on Safe System in Victoria has centred on four pillars including safer roads, safer speed, safer vehicles and safer people:



Safe System, TAC Corporate Presentation, 2014

Within the Victorian road safety partnership, the TAC is the only partner that has road safety prevention and trauma recovery as our key objectives.

The TAC insures against personal injuries sustained in transport accidents, defined under Victorian legislation. The purpose of the Transport Accident Act 1986 is to:

“...to collect and assess data and statistics in relation to transport accidents.”

“...to promote the prevention of transport accidents and safety in the use of transport.”

Accordingly, the underlying Safe System Principles are truly relevant to our work, both in prevention and response.

Some Context

In May 2014, the TAC hosted the inaugural Towards Zero Road Safety Leadership Symposium, which preceded the World Congress of Road Safety in Melbourne, Victoria. The Symposium invited community, business and corporate leaders to learn about the Safe System approach, understand how they can contribute to Victoria’s vision of ‘Towards Zero’, hear from international experts that have implemented Safe System effectively, and to commit to sharing the responsibility of road safety.

In hosting this symposium and asking leaders in Victoria to adopt the Safe System approach, the TAC had a responsibility to ensure its staff had an understanding of the principles and the role of the organisation as a whole, Victoria as a State and each person individually to creating a road safety culture in our state.

The TAC decided to invest in the development of an eLearning module for dissemination to all staff and to be made available to the Victorian road safety partners, business, community organisations and individuals.

eLearning

eLearning provides training and education in part or full in an online or computer based environment to develop staff and track their progress in an automated system.

Many organisations, including the TAC, use eLearning as an approach to comply with statutory responsibilities such as privacy, occupational health and safety, and discrimination.

The development of the Safe System eLearning Module was the first time the TAC undertook a custom development outside of statutory requirements.

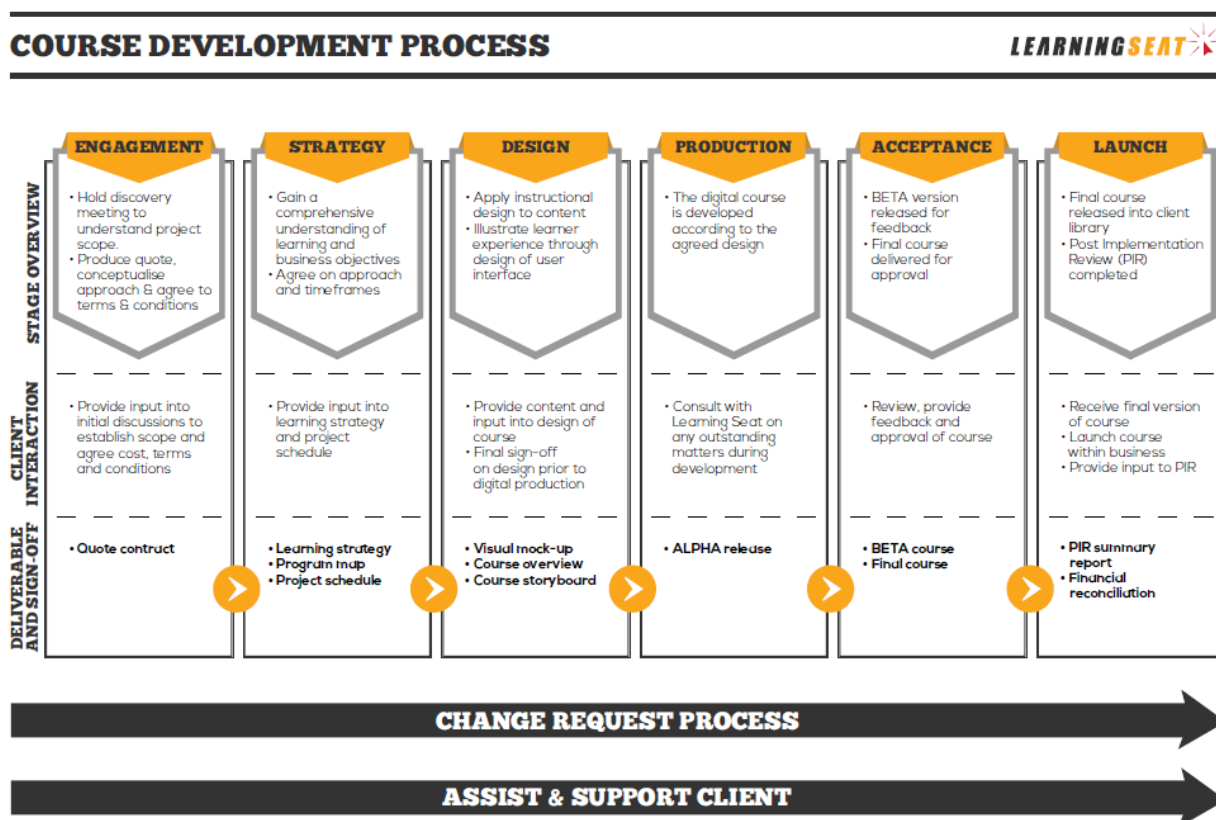
The Safe System eLearning Module

Development process

The TAC engaged a consultant to provide a comprehensive paper describing the principles and components of the Safe System approach, linking it to the Victorian Road Safety Strategy 2013-2022, the Victorian Road Safety Partners and their key responsibilities within the partnership, and examples of effective Safe System activity in each of the pillars.

The TAC also has a corporate presentation that is used in response to requests by organisations for a presentation on road safety, usually as part of OH&S commitments.

Both the paper and presentation was provided to the TAC’s eLearning provider, Learning Seat. These foundation documents underpinned the content for the eLearning module, which was developed according to the following process:



Development Process, Learning Seat 2014

The development commenced in November 2013 and concluded in late February 2014, with the deployment to TAC staff commencing in April 2014 for a period of four weeks, which is consistent with the release of other eLearning modules within the organisation. However, the module remains available to all staff as part of their ‘TAC Learn Online’ program (the TAC’s Learning Management System).

Consultation

As the eLearning module was developed for use by organisations other than the TAC, branding needed to be neutral and it was critical to have input and feedback by the Victorian Road Safety Partners. At each stage of the development, including script, infographics and user testing, the partners were consulted and their feedback incorporated.

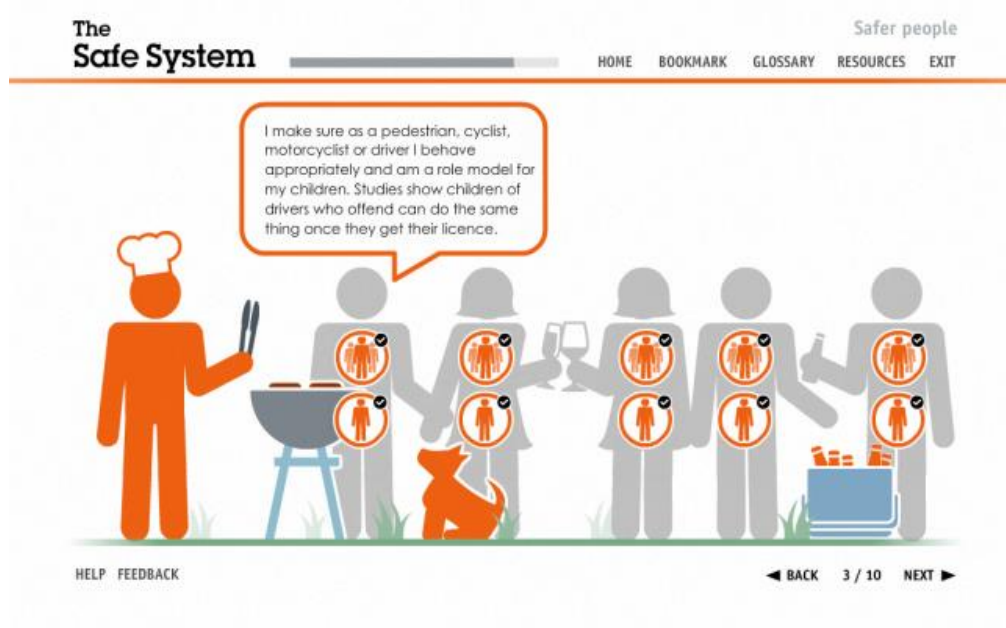
The TAC also provided beta versions to staff across the organisation to review and provide feedback, which was incorporated as appropriate.

The product

The Safe System eLearning module comprises a number of sections to be completed by the learner over a period of around 30 minutes, including:

- Overview - the Victorian road trauma picture, introduction to the Safe System
- Governance - the Victorian Road Safety Partnership
- Safer vehicles
- Safer roads
- Safer speeds
- Safer people
- Conclusion

Each section uses infographics to depict the key issues with a voice over to assist the learner's journey through the module. Learning checks are an important aspect of the program to support learning and embed the key principles of the Safe System approach and support the user's understanding of their role in road safety, as depicted in the image below from the 'Safer People' section.



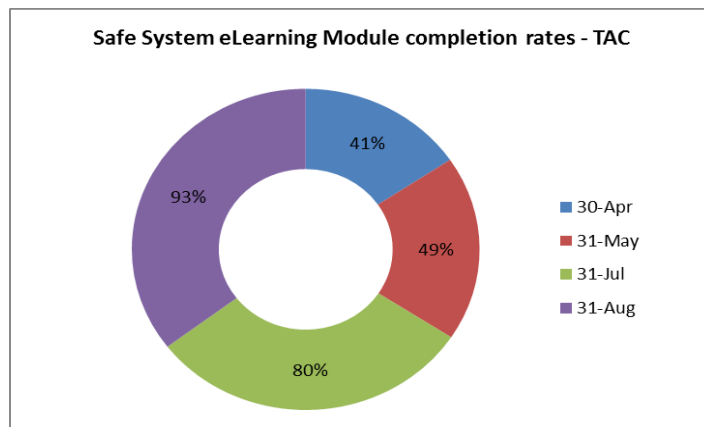
Sample infographic from the Safe System eLearning Module, tac.vic.gov.au, 2014

Program launch, deployment and completion rates

As indicated earlier, the program was launched through the TAC's intranet and deployed to around 700 staff as a non-compliance online learning course by the TAC's Human Resources team in April 2014. Essentially, there was no requirement for staff to complete the module as it did not link to statutory or other regulatory requirements.

Each staff member received an email with a link to the module with the date by which they needed to complete it. Based on analysis of compliance learning modules, between 50 and 60 per cent of staff complete the training at the four week date since launch.

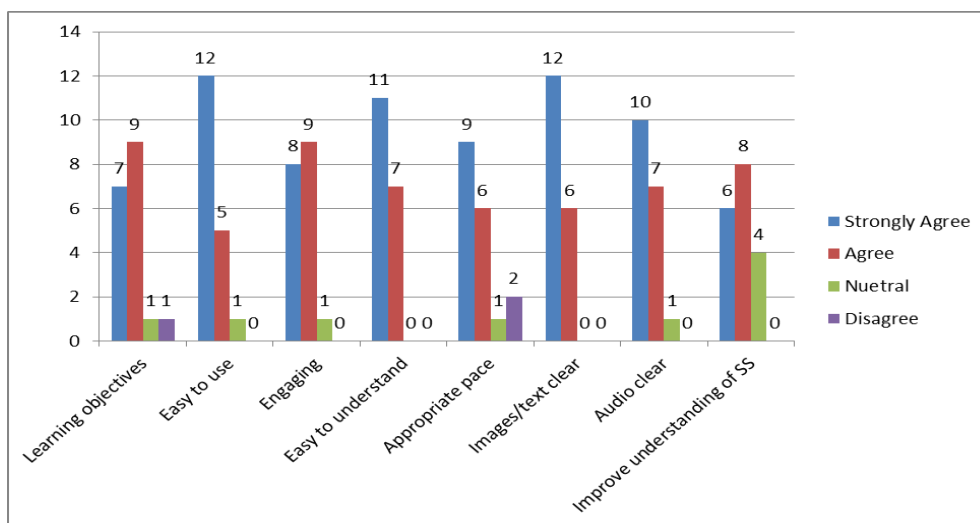
The following graph provides rates of completion by TAC staff at particular dates since the Safe System eLearning module was launched. At the four week period, completion was consistent with completion rates for compliance based eLearning. However, after four months, 93 percent of TAC staff had completed the module.



The TAC’s partners, including VicRoads and Victoria Police will use the module to support capacity building about the Safe System within their organisations.

Victoria Police intend to use it as an introduction to its Road Policing Investigators Course and VicRoads will modify the program to enhance aspects relating to its core functions, such as infrastructure.

VicRoads tested the TAC’s module with eighteen staff across its business, including regionally based staff, some without road safety as a key function of their role to inform any modifications required before being rolled out across the organisation. The response to the module is detailed in the attached graph.



The eLearning module was also announced at the Road Safety Leadership Symposium in May 2014 and made available from early May 2014 on the TAC’s website at www.tac.vic.gov.au/road-safety/the-safe-system/safe-system-learning-module. The module can be accessed online or downloaded to learning management systems. The TAC promoted the module to organisations

which had requested a road safety presentation and through networks including the Victorian Road Safety Alliance and other groups with an interest in road safety.

Since publishing t the TAC's website:

- Almost 500 users have accessed the module
- Almost 1,300 people have viewed module
- 258 people have completed the module online
- 17 people/organisations have requested downloading of the module

Next steps and conclusion

The TAC will conduct a staff survey to gain insights into understanding of the Safe System by staff who have completed the module.

The TAC will also continue to work with our road safety partners to support deployment of the module throughout their organisations.

The TAC will follow up with organisations that have downloaded the module to gain insights to how it has been used and feedback by learners of their understanding of and role in the Safe System, their role in road safety and the role of the Victorian road safety partners in creating a Safe System.

In January and February 2015, the TAC will review the module based on feedback and update data to reflect the road safety outcomes for 2014. It will then be redeployed to TAC staff as a non-compliance module and promoted throughout the state to support Victoria's efforts in implementing the Safe System

References

World Health Organisation (2011). *Global Plan for the Decade of Action for Road Safety, 2011-2020*. www.who.int/roadsafety/decade_of_action/plan/plan_english.pdf?ua=1