

Towards survival on the road

A programme created by

Graeme Horsnell

BA, Dip Ed (Syd)), GCRS (UNE)

Literature research

- Two main strands were pursued:
 - Road Safety
 - Education

Results

- No whole-of-life Road Safety programmes were found
- OECD recommended a holistic approach
- Cost : as the results of educational programmes are difficult to quantify, costs need to be kept to a minimum
- We do know that community attitudes **can** be changed, eg seat belt wearing
- Public access to Road Safety information is limited
- Past reliance on targeted campaigns

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Educational framework of the programme:

- Scaffolding
- Scope and sequence
- Transfer of learning
- Whole-of-life concept

Road User Groups

- Passengers – private and public transport
- Pedestrians
- Cyclists
- Drivers/riders
- Adult stage

Progress in learning

- Simple to complex, eg passenger vs pedestrian
- Laying the groundwork
- No presumed learning
- Not all the programme is for all people
- Dependence on the mentor through to possible independence

Closing the circle

- Younger people look to older people for examples
- Many poor examples are set
- Opportunities to learn always come along

Community access and use

- Reinventing the wheel can be avoided
- Accessing good information covering all road user groups is currently difficult
- Spreading the word using various technologies