

CURRENT STATUS

**\$20K
FUNDING
SECURED**

**PILOT WORKSHOP
SESSION PLANS
COMPLETE**
AND ALIGNED TO
WA CURRICULUM



LETTERS OF SUPPORT



Nationals MP & Road Safety Advocate, Hon Martin Aldridge



Paraplegic Benefit Fund Australia CEO, Martin Browning



Crash survivor & Road Safety Advocate, Cory Payne

**WEBSITE
LAUNCHING
FEB 21**



  **~8K**
SOCIAL MEDIA
FOLLOWERS

10M
POST
REACH

12%
AVERAGE
ENGAGEMENT RATE

2021 GOALS

- Launch pilot program; abbreviated version of the complete initiative and will target grades 10-12 and caregivers
- Social media influencer campaign
- Online resources live

GAP TO TARGET

- \$60K funding
- 3x additional letters of support
- Buy in from 7 Western Australian schools

PROJECTED COSTS

- Facilitator salary
- Paid social promotion
- Development of online resources
- Transport
- Collateral
- Travel expenses for regional areas
- Paraplegic benefit fund speakers

POSSIBLE SPONSORS:

- Car manufacturers
- Car dealerships
- Telecommunication companies
- Local government

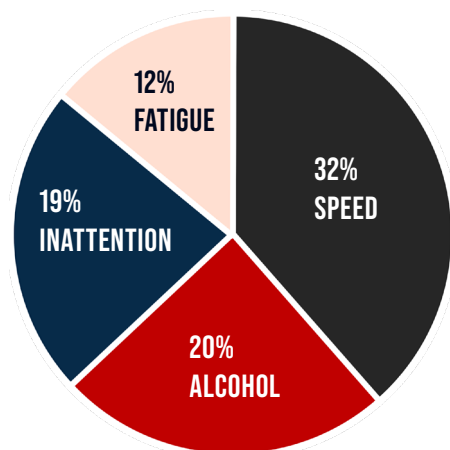


DRIVE THE PROMISE - PILOT

Introducing Road Safety's badass younger cousin. Employing a holistic strategy comprising of education, awareness, and accountability. Drive The Promise challenges the "will I get caught or lose my license?" mindset and redirects it to "will I hurt or kill someone I love?" Focusing less on road rules and more on the emotional reasons behind WHY we need to follow them. The complete Drive The Promise strategy targets youth aged 11-18, while also engaging caregivers and teachers. This affects everyone. Keep reading to understand more about the problem and find out how our rebel antics will provide a solution by turning reckless youth into lifesaving advocates who will influence their own social circle and inevitably the wider community.

EVERY YEAR AN AVERAGE OF 174 LIVES ARE LOST ON WEST AUSTRALIAN ROADS.¹

TOP BEHAVIOURAL FACTORS CONTRIBUTING TO WA ROAD TOLL:



Young people aged between 17-29 are overrepresented in fatalities, they account for 38% of road deaths even though they make up only 12% of the overall 17-80+ group.



The total number of crashes reported to the Insurance Commission of WA in 2019 was 41,826

The total cost of injuries from vehicle crashes in 2019 was \$448.5m paid by the Insurance Commission. At 30 June 2019, the Insurance Commission expected to pay \$2.7 billion in future costs as a result of injuries sustained in crashes reported to the Insurance Commission.¹



Males accounted for 74% of fatalities in 2019 even though they only make up half (50%) of the WA population.²

¹ https://www.rsc.wa.gov.au/getattachment/Statistics/Annual-Statistics/RSC_RoadTrauma_LR.pdf.aspx?lang=en-AU

² Denominators from Australian Bureau of Statistics. (2019). Australian demographic statistics, Australia, June 2019, (Catalogue No. 3101.0). Retrieved from <https://www.abs.gov.au/ausstats/abs@.nsf/mf/3101.0>



HOLISTIC APPROACH

PILOT PROGRAM ACTIVITIES TO BE DELIVERED VIA MULTIPLE TOUCH POINTS

Social media

Drive The Promise started as a social media campaign and has already amassed an engaged following of nearly eight thousand across Facebook and Instagram. The intention is to build on this, posting regular emotive, educational and thought provoking content to inspire an active online community that is empowered to contribute to conversations as well as share road safety awareness messaging to their own social groups.

Online resources

Ongoing support in the form of how-to videos and written educational / guidance materials will be available to caregivers and teachers. Online resources can also be circulated through social circles, therefore spreading the messaging further.

All Drive The Promise guided sessions are created specifically for each target group. Facilitators age, lifestyle factors and where applicable ethnicity will be paired to complement the groups they lead, which will ensure higher levels of engagement from participants.

Caregiver workshops

These workshops will empower caregivers of 11-12 year olds, teaching them effective communication tools they can use to talk to their children about topics like peer pressure, self-worth and decision making. Caregivers will also be confronted with statistics relating to teenage road toll and the likelihood of their child being involved in risk taking activities. By supporting caregivers to have these conversations with their children at a young age we hope to influence decision making and personal values adopted through the child's transition into teenage years.

School incursions

Grade 10-12 students will be presented with road crash statistics and causes then asked to take ownership of the issue by working together to find a solution. Over the course of four sessions students will participate in a number of activities ranging from personal values to an insight into how police notify families of road trauma. The intention is for students to fully comprehend and respect the magnitude of the issue that could so easily affect them, their peers and/or the people they love and challenge them to quite literally take full ownership of their lives. This process will be emotionally confronting; fiercely challenging morals, mindset and behaviour in order to make a lasting impact.

Town hall (regional only)

An anecdotal comment from a South West resident who stated "kids around here start driving as soon as their feet can reach the pedals." highlights the need for program adaptation in regional areas. In cases where young people are learning to drive on family land and adopt behaviours of the adults around them it is imperative the whole community is on board with direction and communications of the program. The approach will be to first gain trust in the community by holding a town hall where residents can voice road safety concerns and have input into what they believe their kids should be taught about risk taking behaviour. The hope is that through this process the participants may also identify and then change these behaviours in themselves.



LOGISTICS

COST TO SCHOOL

\$0.00- ZILCH / ZERO / FREE / ABSOLUTELY NOTHING

LINK TO CURRICULUM

School Year	Learning Area	Strand	SCSA Curriculum link
Grade 10	Health and physical education	Personal, social and community health	Analysis of images and messages in the media related to: road safety. (ACPPS092)
Grade 11 & 12	Health and physical education	Health Studies	Unit 1&2 content: https://senior-secondary.scsa.wa.edu.au/_data/assets/pdf_file/0008/9953/Health-Studies-Y11-Syllabus-ATAR-2016-GD.pdf

IMPACT ASSESSMENT

Achievement Standard: At standard students will be able to explain 5 consequences of reckless driving and create

Evidence of learning:

- Anecdotal notes
- Video recording (with approval from school and caregivers)
- Submission of workbooks upon completion

Assessment:

- Facilitators will complete a checklist after each lesson which will include students names against don't meet/ meets/ exceeds criteria. This will help track students progress in real time to allow for agile program adaption.
- At the end of the workshops students will present a plan of action which clearly displays understanding of the issue and it's impacts followed by their solution to the problem. The solution will include reasoning and strategy for implementation.
- DTP will carry out a pre/post survey where caregivers, teachers and students will be asked a number of questions relating to road safety, risk perception and behaviours. This will help understand whether this form of intervention has had an effect on mindset and behaviour and give guidance on future improvement opportunities.