



**TRANSPORT  
SCOTLAND**  
CÒMHDHAIL ALBA

# **Scottish Road Safety Week Pilot**

## **Evaluation Report**

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## Executive Summary

### Background

Scotland's Road Safety Framework<sup>1</sup> contains a commitment to "Introduce a Scottish Road Safety Week after consultation with partners". Between 4<sup>th</sup>-10<sup>th</sup> May 2015, a Scottish Road Safety Week (SRSW) pilot was undertaken to explore whether such an event could be delivered successfully and whether it may offer a positive contribution to road safety in Scotland. The SRSW pilot aimed to raise awareness of road safety across the country, but specifically focused on keeping children safe on and around the road, whether as passengers, pedestrians or cyclists.

The pilot was developed by a collaborative working group consisting of a broad range of key road safety delivery partners including Transport Scotland, local authorities, Police Scotland, Scottish Fire and Rescue Service, and other organisations<sup>2</sup>. The pilot was developed to align with the United Nation's Global Road Safety Week both in terms of theme and timing to explore the potential to achieve shared outcomes.

This report presents the findings of an evaluation to assess the possible impact the pilot might have had in realising the aims of SRSW and to provide evidence to help inform whether there may be value in developing SRSW as a regular initiative to support the co-ordination and delivery of road safety themed activity across Scotland's delivery partnerships.

### Main Findings

**The evidence collected for this evaluation suggests that:**

- **In general, SRSW was considered to be a potentially useful initiative and in principle something worth considering again in the future.**
- **It would appear that through the activity delivered during the week, as well as the level of media coverage and online engagement achieved, SRSW may have had some impact on road safety in Scotland through raising awareness of road safety issues.**
- **Delivery partners were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken.**
- **Partners suggested that a SRSW could have a key role to play in bridging gaps and strengthening or forming strong delivery**

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<sup>1</sup> Scotland's Road Safety Framework to 2020: Framework Summary  
<http://www.gov.scot/Resource/Doc/274552/0082161.pdf>

<sup>2</sup> Other organisations included Road Safety Scotland, Scottish Government Community Safety Unit, Cycling Scotland, Living Streets, Scottish Community Safety Network, Scottish Government marketing, Paths for All, RoSPA, and Confederation of Passenger Transport.

**partnerships, especially where relationships have been affected by a reduction in resources in some areas in recent years.**

- **There was a general understanding of the rationale to align the SRSW pilot to coincide with UN Global Road Safety Week. However, there was no particularly strong indication that this had brought any notable benefit, for instance increased impact. Indeed, some suggested that the one of the key benefits of having a Scottish week was that it would enable Scottish-based delivery partners to select a time and theme most suitable and beneficial for achieving impact according to specific issues and conditions in Scotland.**

## **Aims of the Evaluation**

On the understanding that demonstrable long-term road safety benefits associated with the pilot such as casualty reductions would not be possible to directly identify (especially whilst remaining proportionate), the working group agreed that the evaluation would have the following aims:

- Whether the SRSW pilot was delivered successfully and what impact it had on road safety in Scotland (whether that be positive, neutral or negative); and
- Whether there was any added benefit in aligning the SRSW pilot with UN Global Road Safety Week and, if so, what this additionally was.

To satisfy these aims, the specific objectives of the evaluation project were as follows:

- To explore the level of engagement with the Scottish Road Safety Week pilot; and
- To explore the views and experiences of the week amongst delivery partners.

## **Methodology**

To fulfil the aims and objectives of the project, a mixed methods approach was taken to the evaluation which involved:

- An online survey of delivery partners involved in road safety in Scotland to gather views on and experiences of the Scottish Road Safety Week pilot;
- Focus group sessions with a smaller sample of partners to explore views in more detail;
- Secondary analysis of evaluation material provided by the Scottish Government's Safer Marketing team in relation to the media and marketing support provided for the pilot; and
- A review of the quantity and geographical distribution of entries to the Junior Road Safety Officer competition hosted by Road Safety Scotland.

All aspects of the evaluation were carried out by Transport Scotland's Analytical Services.

## Summary of Findings

The evidence collected to inform this evaluation suggests that the Scottish Road Safety Week pilot met its aims of raising awareness of road safety issues in Scotland, although it is less clear whether attitudes and especially behaviours were changed as a result of the week. Other benefits, such as increased co-operation amongst delivery partners, have also been identified as an outcome.

Although those involved in the evaluation reported some challenges and scope for improvement, the findings from the evaluation suggest that in principle a Scottish Road Safety Week is a potentially useful initiative which would be broadly supported by delivery partners if pursued in the future.

Feedback from the focus groups and online survey suggested that having a Scottish-specific road safety week had been useful as a means of providing a national focus to road safety issues in Scotland. This focus enabled delivery partners to highlight the activity undertaken throughout the year by a wide array of organisations across the country.

Whilst the level of activity undertaken as part of the SRSW pilot may have been limited and varied from area to area, delivery partners generally showed a desire to be involved in some way. For instance, the majority of those responding to the survey indicated that they were involved in some sort of intervention or project during the week.

Findings related to the JRSO competition facilitated by Road Safety Scotland suggests it was a useful tool for generating engagement with SRSW activity across a large geographical area in Scotland. Assuming that this was coupled with some sort of lesson or information related to the week and road safety more generally (for instance, tips or guidance), then it is likely to have been a useful way of promoting road safety across the country and raising the profile of the week as a whole at local level. That said, it is worth noting that participation levels in this activity varied greatly across the country.

Analysis of media coverage and online interaction suggests that overall SRSW received a substantial level of media coverage during a busy news period, including articles in most high-profile newspapers in Scotland. Furthermore, a large number of people had the opportunity to see key messages on social media sites, whilst the “top tips” webpage created to provide road safety advice was viewed over 250 times.

The online survey of delivery partners highlighted that although respondents thought activity during the week had been effective in raising awareness, they were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken.

In relation to possible longer term impact, there was widespread consensus that SRSW allowed delivery partners to establish and strengthen relationships with other partner organisations and to co-ordinate plans and activity. Feedback received indicated that such relations have been maintained in

some cases, and partners suggested that a regular SRSW could have a key role in bridging gaps and forming strong delivery partnerships, especially where relationships have been affected by a reduction in resources in some areas in recent years.

It was felt that strengthening the network of road safety partners at local level and throughout the country would allow individuals to share ideas, tips and experiences which could further support and enhance the way road safety initiatives are delivered in Scotland. As such, research participants suggested that whilst there may have been some short-term benefit as a result of activity undertaken during SRSW, more substantial gains in terms of effective delivery may be achieved if partnerships forged through the development of the week can be maintained and enhanced further.

Generally, there was consensus amongst delivery partners that any future initiative should be held during a period which aligns with activity already planned by delivery partners or at a time which may be more relevant to issues in Scotland (such as the beginning of the “cycling season”). There was also support for the idea that future events should allow a substantial lead-in time to enable partners at local level to plan and prepare for activity, and a more convenient time may aid the planning process.

Whilst, there was a general understanding of the rationale to align the SRSW pilot to coincide with UN Global Road Safety Week, there was no particularly strong indication that this had brought any notable benefit, for instance increased impact. Indeed, some suggested that the one of the key benefits of having a Scottish week was that it would enable Scottish-based delivery partners to select a time and theme most suitable and beneficial for achieving impact according to specific issues and conditions in Scotland.

## **Conclusions**

The evidence presented by this evaluation suggests that the activities carried out as part of SRSW and their subsequent coverage may have had an impact on raising awareness of road safety in Scotland. This evaluation has found that delivery partners were not convinced about the impact of the week on attitudes and other outcomes, particularly in the longer term. However, there was support for the notion that SRSW was and could be in future a valuable addition to the range road safety initiatives which take place throughout the year.

Furthermore, should a similar initiative be held in future, the views expressed by delivery partners through the focus groups and survey responses indicate scope for improvement to the development and planning process, which participants suggested will enhance the impact of any future road safety week.

## Recommendations

Drawing upon the evidence collected for this evaluation, if a decision is taken to adopt a Scottish Road Safety Week on a regular basis, it is recommended that:

- It takes place at a time which is considered to be convenient to delivery partners and relevant in terms of road safety in Scotland (for instance, at the beginning of the “cycling season” or the end of British Summer Time);
- It is planned and developed in such a way that partners have appropriate time to consider the initiative within their general activity planning and develop partnerships with other organisations;
- The theme is relevant to road safety issues in Scotland, and sufficiently broad to allow a large number of partners and organisations to take part and support the event;
- Consideration is given to the development of a content calendar to cover the week and, if practicable, significant events related to road safety during the year; and
- Marketing and media support remains proportionate but takes into account the opportunities available to and barriers faced by delivery partners so that assistance is both suitable and effective. Any resources should be provided sufficiently in advance of the initiative as far as possible and some consideration could also be given to the possibility of including some attitudinal, behavioural and local evidence.

## 1 Introduction

### Background

- 1.1 Scotland's Road Safety Framework contains a commitment to "Introduce a Scottish Road Safety Week after consultation with partners". Between 4<sup>th</sup> -10<sup>th</sup> May 2015, a Scottish Road Safety Week (SRSW) pilot was undertaken to explore whether such an event could be delivered successfully and whether it may offer a positive contribution to road safety in Scotland. The SRSW pilot aimed to raise awareness of road safety across the country, but specifically focused on keeping children safe on and around the road, whether as passengers, pedestrians or cyclists.
- 1.2 The pilot was developed by a collaborative working group consisting of a broad range of key road safety delivery partners including Transport Scotland, local authorities, Police Scotland, Scottish Fire and Rescue Service, and other organisations<sup>3</sup>. The pilot was developed to align with the United Nation's Global Road Safety Week both in terms of theme and timing to explore the potential to achieve shared outcomes.
- 1.3 Activity associated with the pilot was largely delivered at local authority or regional level by leads from the various partner organisations, thus subject to a number of practical issues such as local resourcing, partnerships and priorities. Transport Scotland provided some overall co-ordination support, including running a competition for Junior Road Safety Officer (JRSO) schools through Road Safety Scotland, whilst the Scottish Government's Marketing team provided a marketing support toolkit to tie in with partner activity.
- 1.4 As the initiative was undertaken as a pilot, it was considered important by the Working Group responsible for its development that a robust but proportionate evaluation was undertaken to assess any possible impact the week might have had on road safety to help inform whether there is value in Scottish Road Safety Week becoming a recurring event.

### Evaluation

- 1.5 It was widely accepted that the evaluation would be unable to assess longer term casualty reductions or behaviour change outcomes as is often the case with individual road safety interventions or programmes. Whilst evaluations of specific interventions tend to circumvent this issue by measuring knowledge and attitudinal changes (where applicable), the SRSW pilot involved a wide range of partners delivering a variety of different interventions over a short timescale. This made it impracticable to evaluate the potential impact of the week using quantifiable road safety metrics or indicators, which often consider longer-term trends.

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<sup>3</sup> Other organisations included Road Safety Scotland, Scottish Government Community Safety Unit, Cycling Scotland, Living Streets, Scottish Community Safety Network, Scottish Government marketing, Paths for All, RoSPA, and Confederation of Passenger Transport.

## Aims and Objectives

- 1.6 On the understanding that demonstrable long-term road safety benefits associated with the pilot such as casualty reductions would not be possible to directly identify (especially whilst remaining proportionate), the working group agreed that the evaluation would have the following aims:
- Whether the SRSW pilot was delivered successfully and what impact it had on road safety in Scotland (whether that be positive, neutral or negative); and
  - Whether there was any added benefit in aligning the SRSW pilot with UN Global Road Safety Week and, if so, what this additionally was.
- 1.7 To satisfy these aims, the specific objectives of the evaluation project were as follows:
- To explore the level of engagement with the Scottish Road Safety Week pilot; and
  - To explore the views and experiences of the week amongst delivery partners.
- 1.8 These aims and objectives were considered to be proportionate but ones which would yield useful and interesting findings in relation to the likely impact of the pilot week in the absence of more quantifiable evidence.

## Methodology

- 1.9 To fulfil the aims and objectives of the project, a mixed methods approach was taken to the evaluation including:
- An online survey of delivery partners involved in road safety in Scotland to gather views on and experiences of the Scottish Road Safety Week pilot;
  - Focus group sessions with a smaller sample of practitioners and partners to explore views in more detail and contextualise some of the feedback gathered through the survey;
  - Secondary analysis of evaluation material provided by the Scottish Government's Safer Marketing team in relation to the media and marketing support provided for the pilot; and
  - A review of the quantity and geographical distribution of entries to the Junior Road Safety Officer competition hosted by Road Safety Scotland to raise awareness of and engagement with SRSW.
- 1.10 All elements of the evaluation were carried out by Transport Scotland's Analytical Services.

## Limitations

- 1.11 It should be acknowledged that the evaluation relies significantly on the views and experiences of delivery partners rather than independent accounts from the general public or measurements of changed attitudes or increased knowledge. However, this approach was considered to be an appropriate exploration of how the pilot was received according to those most closely

associated with delivery of road safety interventions and programmes in Scotland.

- 1.12 Moreover, participants in the primary research (surveys and focus groups) were informed that any information or views provided would be anonymised in the final report, thus encouraging individuals to give an honest assessment of the week and whether they felt it had contributed positively or otherwise to road safety.

#### This report

- 1.13 This report presents the findings from all elements of the evaluation. Chapter 2 presents the findings related to the online survey. Chapter 3 discusses the key points raised during the focus groups. Chapter 4 provides an analysis of outputs associated with the marketing support for SRSW, whilst Chapter 5 provides a discussion on Junior Road Safety Officer activity during the initiative. A summary of the various strands of the evaluation project and final conclusions are discussed in Chapter 6.

## 2 Online Survey

### Key Findings

- **The Scottish Road Safety Week pilot was generally perceived to be a useful initiative for raising awareness of road safety issues across Scotland.**
- **Respondents were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken as part of the pilot week.**
- **Delivery partners indicated strong support for the initiative becoming a recurring event in principle, but outlined challenges experienced during the pilot and suggested some improvements for any future years which might increase the effectiveness of delivery and impact.**

### Overview

- 2.1 Shortly after the SRSW pilot, an online survey exercise was undertaken with delivery partners to explore attitudes towards and experiences of the initiative. This information was expected to provide an indication of the level of engagement with SRSW and perceptions of any successes, challenges, and failures associated with the week to help to gauge whether the initiative is likely to have had any notable impact on road safety in Scotland.
- 2.2 The survey contained 32 questions (although respondents only answered a selection of these based on initial responses) and sought to gather views and information on matters such as:
- General awareness of Scottish Road Safety Week;
  - Activities undertaken in relation to the week;
  - The marketing support toolkit developed by the Scottish Government's marketing team to support delivery;
  - Perceptions on impact of the pilot; and
  - Support for a Scottish Road Safety Week in principle.

The survey was conducted during June 2015, and 57 of Transport Scotland's delivery partners with an interest in road safety in Scotland were invited by email to take part. A copy of the survey questions is provided in **Annex A**.

### Sample

- 2.3 A total of 29 eligible responses were received, representing 51% of the initial distribution list. This included 21 responses from local authority road safety officials, with 17 of the 32 Scottish local authority areas known to be represented in the sample (two local authority respondents did not specify where they were based). Whilst almost half of LA respondents were based in the West of Scotland, others represented areas included North-East, East and Central Scotland, as well as the Northern Isles, thus demonstrating a

reasonable level of geographic coverage amongst this stakeholder group as a whole.

- 2.4 A further 8 responses were received from partners with a nationwide interest in enhancing road safety in Scotland including Police Scotland, Scottish Fire and Rescue Service (SFRS), and road safety and active travel organisations.

### **Analysis of Responses**

- 2.5 All responses were automatically logged in a database and were analysed once the survey had closed. The questions largely asked for respondents to indicate their view from a range of possible answers on a scale (for example, extent of agreement with a statement), with some follow up questions which requested that views were explained where possible. The comments in response to such questions were examined to inform a qualitative assessment to contextualise and complement the quantitative data gathered through the core questions. Some comments are used for illustrative purposes in the analysis which follows but should be not be taken as representing the views of all respondents.

### **Main Findings**

#### General Awareness of Scottish Road Safety Week

- 2.6 Almost all respondents (28, 97%) indicated that they were aware that the Scottish Road Safety Week pilot had taken place between 4<sup>th</sup> and 10<sup>th</sup> May 2015 prior to taking part in the survey. There was also widespread knowledge that the week aligned with UN Global Road Safety Week (27, 93%) and that the theme of SRSW was 'Children and Road Safety' (26, 90%). Although a small number indicated they were unaware of these points, it is clear that amongst key delivery partners there was widespread recognition of the basic background to the week.

#### Activity Undertaken

- 2.7 17 of the 29 respondents (59%) were involved in delivering or supporting some sort of activity in relation to SRSW. In addition, analysis found a small number of instances where one individual in a local authority had not been involved in activity, but one of their colleagues had been.
- 2.8 All of the activity undertaken was said to be additional to that already planned or typically carried out in a calendar year. This would suggest that the SRSW pilot was associated with an increase in activities designed to tackle road safety issues in Scotland during that specific week than otherwise would have been the case, and that this increase was not facilitated by reallocating resources or rescheduling plans for other activities throughout the year.
- 2.9 When asked for examples or further explanation of the activity undertaken, respondents mentioned:

- General information and awareness raising events, including lessons in schools on a number of instances;
- conducting car seat checks and hosting in-car safety clinics;
- supporting activities being taken forward by Junior Road Safety Officers within schools, including participation in the competition being organised by Road Safety Scotland; and
- promotional and awareness raising activity through the media (including social media).

2.10 Whilst some respondents provided information (if approximate) of how many people they had engaged with through their activity, this was not common. However, where this was provided it did assist with contextualising the extent of what had taken place and the possible value in this activity.

*“Child car seat clinic was held...30 seats checked, 7 correctly fitted.”* (Local authority respondent)

2.11 The limited information provided suggests that activity related to Scottish Road Safety Week may have had some tangible (if small scale) impact, assuming that (for instance) those with car seats fitted incorrectly were given appropriate advice. Whilst the number of individuals who were engaged with through activity such as the above example may be small, the potential impact on the safety for those individuals and the children travelling in their vehicles could have been significant.

2.12 The additional detail also helped to provide an indication of the challenges which delivery partners faced during the week.

*“Again in partnership with Police Scotland and Scottish Fire & Rescue we held 3 events in 3 different town centres...The first day in [town one] was very very wet and we would have spoken to roughly 50 people. [Town two] was drier and a better location and we spoke to around 200 people. [Town three] was great and [we] spoke to around 300 people.”* (Local authority respondent)

2.13 Therefore, it could be said that one potential issue of concentrating activity in a specific week is that it can be hindered by external circumstances (such as the weather) which can limit the ability to engage with the general public or a particular target audience.

2.14 As well as the activities outlined by local authority representatives, Police Scotland undertook enforcement activity during the week with a focus on vulnerable road users. In addition, Scottish Fire and Rescue Service hosted a collision scenario event aimed at engaging young people at Gretna Gateway Shopping Complex which an estimated 400 people attended<sup>4</sup>.

2.15 Aside from these notable strategic interventions facilitated by the emergency services, it is important to note a number of local authority respondents mentioned localised partnership working with the Police, SFRS and other

<sup>4</sup> For further information, please see: <http://www.firescotland.gov.uk/news-campaigns/news/2015/05/crews-deliver-road-safety-message-in-gretna.aspx>

organisations with an interest in promoting road safety. This suggests that SRSW was useful in encouraging various partners to work together on road safety issues during a week of national focus. However, it is not clear from the survey responses whether these organisations tend to work together throughout the year, or whether the scale of a national initiative was useful in encouraging and enabling delivery partners to co-ordinate activity.

- 2.16 11 respondents (38%) reported being aware of activity being undertaken in their local area by others, however when probed for details only 8 (28% of total sample) were able to identify any examples. A couple of the 8 respondents represented national organisations so it may be that they were referring to general national activity rather than to anything specific in a local area, whilst the LA representatives tended to mention activities undertaken by JRSOs or in schools.

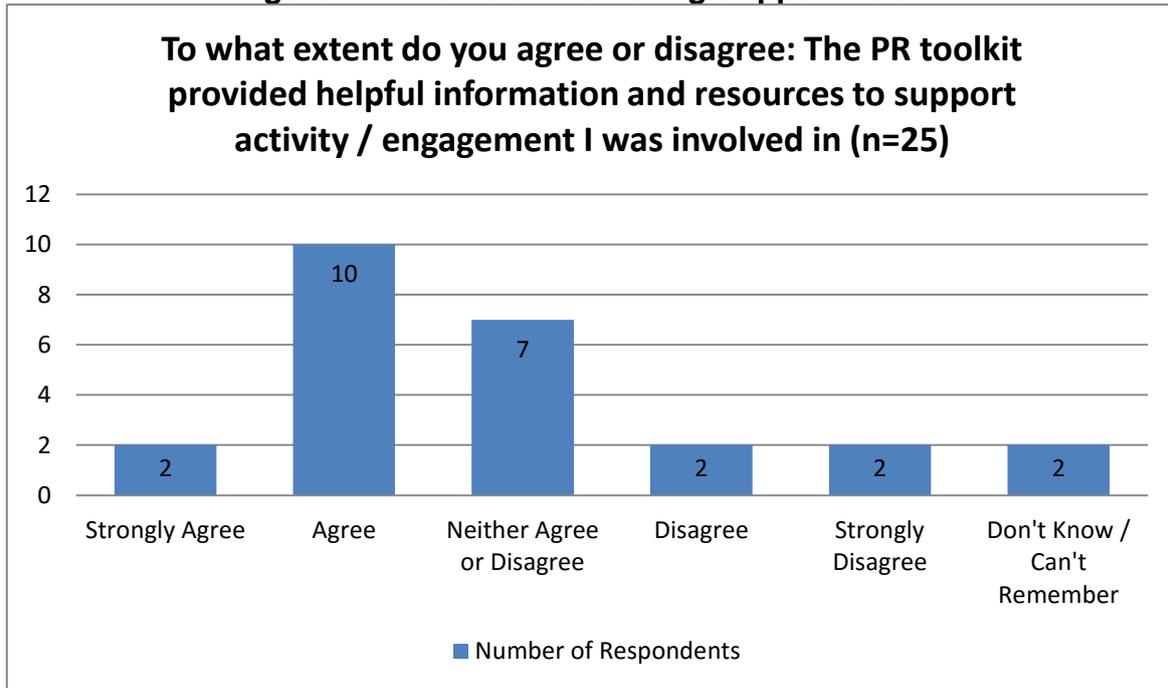
*“I know that several of the JRSO participating primary schools within my area delivered road safety education at assemblies.”* (Local authority respondent)

*“Aware of a broad range of activity through our network of contacts in local authorities.”* (National organisation respondent)

#### Views on Marketing Support Toolkit

- 2.17 To assist partners with delivering activity during the SRSW pilot and raising awareness of the initiative, a marketing support toolkit was developed by the Scottish Government’s marketing team. This toolkit contained a range of key facts and figures, road safety tips and draft press and online media releases.
- 2.18 25 respondents (86%) stated that they were aware of the toolkit prior to being asked to participate in the research. All of those who were unaware of the toolkit (3) or weren’t sure if they had heard about it (1) were local authority representatives.
- 2.19 As shown in Figure 2.1 below, of the 25 who were aware of the toolkit, around half (12) indicated that they thought it had provided helpful information and resources to support the activity and engagement they were involved in as part of Scottish Road Safety Week. Generally, those who agreed or strongly agreed that it had been useful had undertaken activity themselves.

**Figure 2.1: Views on Marketing Support Toolkit**



- 2.20 Nine of the 25 who were aware of the toolkit (36%) said they made use of the information it contained in some way. Respondents highlighted that they had used it to support social media engagement and for press releases. However, of the nine who used the toolkit for some sort of online interaction, four said they would have done this anyway without the resource.
- 2.21 Amongst those who did not make use of the toolkit despite being aware of it, the most common reason given was that they had no opportunity to do so or it was not relevant or required for the work of their organisation.
- 2.22 That said, five did indicate that their reason for not using the toolkit was that it had been received too late. Likewise, when asked how the toolkit might have been improved more generally, eight of the 25 respondents aware of it (32%) indicated that it could have been circulated earlier, including 4 of those who stated that they had made some use of it. This suggests that providing resources to stakeholders in sufficient time is key in enabling them to digest the information and use it to help them plan activity (if relevant), or identify where and how it can support activities already planned.

*“Timescales were tight and we progressed what we could without the toolkit.”*  
 (Local authority respondent)

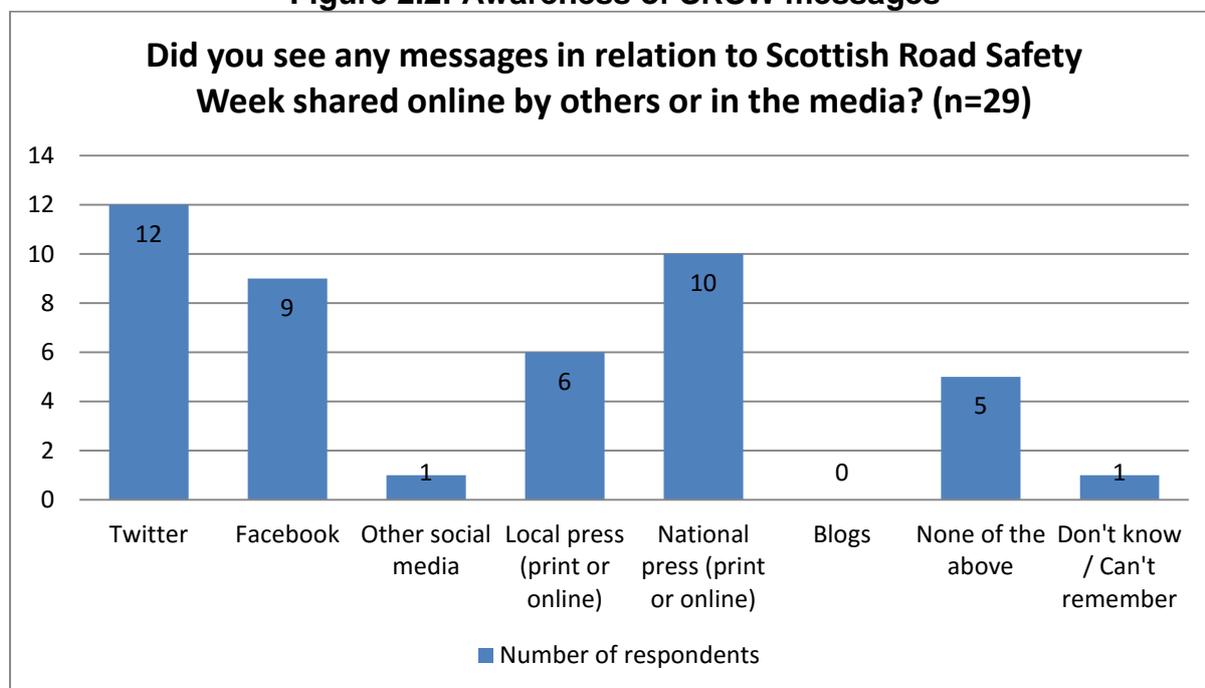
*“The information provided was useful, however we received the toolkit on Friday 1<sup>st</sup> May. This was the final day of the working week directly preceding the SRSW. This did not give ample time for the toolkit to be put to use. Very disappointing considering that the resource itself was good.”* (Local authority respondent)

- 2.23 One respondent indicated that they felt the resource was “quite urban orientated”, whilst some others stated that it did not align with their organisational objectives or role and so was not useful for them.
- 2.24 Overall, this would suggest that some further thought could be given when developing such resources in future to ensure that they appeal to a wide-range of delivery partners operating in diverse environments and at different levels of operation geographically (i.e. local level, national level and so on).

Other Media Activity

- 2.25 The majority of respondents (24, 83%) indicated that they were aware of messages in relation to Scottish Road Safety Week being shared online by others or in the media (see Figure 2.2 below). It should be noted that the following analysis is based upon respondents’ reported awareness of such information and material, which will be influenced by their own use of social media, exposure to news media and so on.

**Figure 2.2: Awareness of SRSW messages**



- 2.26 As can be seen, Twitter (12), the national press (10) and Facebook (9) were the most common media platforms or outlets identified as carrying information or messages related to SRSW. Six respondents indicated they were aware of material in the local press. Nobody mentioned being familiar with any SRSW information in online blogs, whilst five respondents (17%) said they were not aware of information being published in any of the suggested mediums.
- 2.27 Respondents indicated that most online messages they had been aware of had been posted by colleagues, the emergency services and government bodies. Only four people mentioned that they were aware of members of the public sharing information, whilst two said that they knew national companies

had posted messages online. No respondents said they were aware of any local businesses sharing information.

- 2.28 Overall, the prevalence of online interaction by respondents' colleagues and the emergency services suggest that many of those with a professional interest in road safety were engaged with the SRSW pilot. However, the reported general lack of online engagement amongst members of the public would suggest that future events could be improved by taking steps to encourage more widespread engagement amongst the general population.

### Views on Scottish Road Safety Week

- 2.29 The vast majority of respondents indicated that they agreed (9, 31%) or strongly agreed (16, 55%) with the statement 'I support the idea of a Scottish Road Safety Week'. Only one person indicated that they disagreed with this notion.
- 2.30 Generally the reasons given for supporting the initiative in principle were that it could help to raise awareness and focus attention at a national level on road safety issues (12 respondents). Nine respondents also mentioned that the idea of having a Scotland specific focus was a key aspect behind their support.

*"A Scottish orientated Road Safety Week is essential in promoting road safety, highlighting Scotland centric issues. The road safety week is a cross cutting theme with health, child safety and education as well as community engagement and safe road use."* (National organisation respondent)

*"Provides a focal point for national and local road safety education initiatives"* (Local authority respondent)

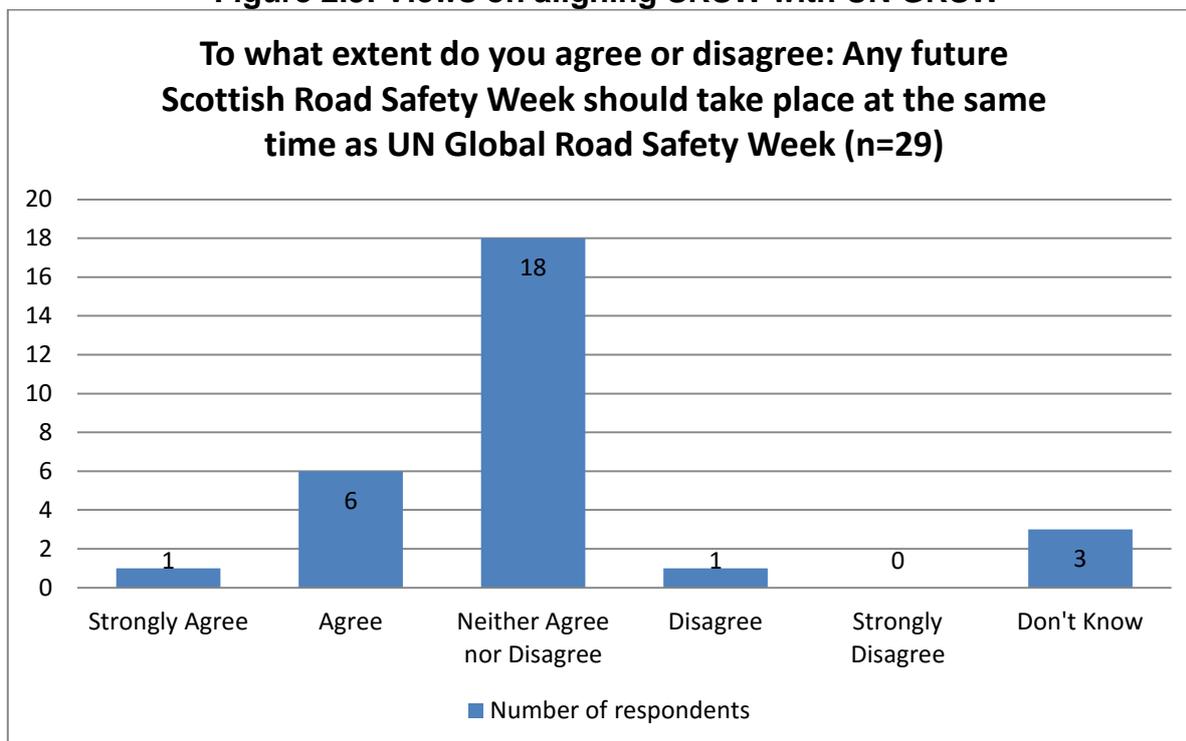
*"I believe there are sufficient differences in the road safety issues in Scotland to merit a separate event. There are also a great range of well linked bodies who can work together well in Scotland"* (National organisation respondent)

*"It would give Scotland a national campaign to work on. Schools and organisations could plan their Road Safety weeks alongside this week. It gives Scotland an identity. People can relate to Scottish problems more than global problems."* (Local authority respondent)

- 2.31 The above comments demonstrate that another key element behind the support for the week was the idea that it enabled a wide range of delivery partners to work together and co-ordinate their efforts during a specific time period. A few respondents did simply suggest that having a week was better than not having one, but in general comments seemed reasonably thoughtful and justified in terms of why and how such a week might (and should) raise national awareness to highlight the significance of road safety. For instance, some commented that providing a national focus could help other organisations and local authorities to plan their work for the year according to overall national priorities, objectives and themes.

- 2.32 The single respondent who indicated that they did not support the idea of a Scottish Road Safety Week suggested that road safety is an on-going issue, rather than one which could be tackled through a specific week of action. Whilst the sentiment here is clear, the views expressed by those who do support the notion of such a week indicate that they consider it to be a welcome addition to their on-going work and something which will enhance their year-round approach.
- 2.33 When asked how regularly they thought Scottish Road Safety Week should be held (if it were to become a recurring event), most indicated that an annual event was most appropriate in their opinion (23, 79%). A further five suggested that a biennial occurrence might be more suitable.
- 2.34 Respondents had mixed views about whether they were given sufficient information about SRSW to enable them to undertake any desired activity with 11 (38%) agreeing or strongly agreeing that they had necessary information, but 10 (34%) disagreeing or disagreeing strongly with the premise. A further eight had no clear view on this issue.
- 2.35 Most (21, 72%) of those taking part in the survey indicated no strong opinion on whether any future Scottish Road Safety Week should align with UN Global Road Safety Week. That said, there was a low level of support for co-ordinating the initiatives, as shown in Figure 2.3.

**Figure 2.3: Views on aligning SRSW with UN GRSW**



- 2.36 The lack of clarity about whether the weeks should be aligned may relate to the fact that 16 respondents (55%) were unclear on whether aligning the weeks made it easier to plan activities. In addition, similar levels of respondents agreed (7, 24%) and disagreed (6, 21%) with this notion, thus making it challenging to draw any strong conclusions in relation to this issue.

2.37 There was also no clarity amongst respondents about whether any future weeks should be aligned even if the themes were not the same across the two initiatives, with 16 indicating no clear view, 8 agreeing and 5 disagreeing.

2.38 Thus, it would seem that in general respondents could not determine any notable benefit from aligning the two weeks as suggested by the limited support for the co-ordinated approach on this occasion. Furthermore, considering the perceived benefits of a ‘Scottish specific focus’, it would appear that there may be value in developing any future SRSW according to a timescale and a theme which is relevant to road safety issues and activity in Scotland in the first instance.

Perceived Successes and Failures of Scottish Road Safety Week

2.39 Around half of those taking part in the survey (48%) thought that the SRSW pilot had made a valuable contribution to raising awareness of road safety issues affecting children in Scotland (4 strongly agreeing, 10 agreeing). A similar proportion (13, 45%) expressed no strong opinion or weren’t sure, but only two said they disagreed with this notion (see Figure 2.4 below).

**Figure 2.4: Views on contribution of SRSW to road safety in Scotland**



2.40 Those who believed SRSW had made a positive contribution to road safety tended to justify this view by making points similar to those expressed in support of such a week in principle. For instance, respondents pointed to the idea that it provided a national focus, allowed partnership working and generally was seen as beneficial compared to not having a week.

*“Road Safety week compliments and highlights the work already undertaken by all the partners throughout the year, it provides a focus for everyone to join forces and get the message out there about the importance of road safety. This year’s was a wee bit rushed, but with more time to plan future campaigns, it will in my opinion, be a great success.”* (Local authority respondent)

*“The combined resources of the partner’s communication channels and networks offer a strong basis to deliver key safety messages.”* (National organisation respondent)

*“...it provides an opportunity for a flagship week at the start of the year that can focus on any number of issues rather than under the heading of a specific theme, e.g. drink driving, with SG as lead. With SG (and partners) highlighting road safety in general as a priority for Scotland through this week then it can only contribute positively to the raising of awareness.”* (National organisation respondent)

- 2.41 In addition to the general support picked up in line with that found elsewhere in the survey, some respondents also indicated that they felt the week had been successful in raising awareness as activities undertaken had actively engaged children, parents and communities on matters which affect them.

*“[Children] start learning...road safety from a young age and they will use it throughout life – so it was a great reason to add in extra road safety work in schools”* (Local authority respondent)

*“It empowered young people to introduce innovative ways to make road safety a priority”* (Local authority respondent)

*“We raised awareness of road safety issues for children and families. We made a real effort to get out there and do some road safety work that involved the community.”* (Local authority respondent)

- 2.42 Some of those who did not believe that the week had raised awareness pointed to the idea that the *“short lead in time, including the delivery of materials and toolkit, did not provide sufficient time to fully publicise the Week”*. Another mentioned that *“there was nothing put on”* in their area during the week to make a difference.
- 2.43 However, it would appear that generally there was widespread support for the idea that the week had been a useful mechanism for highlighting road safety issues, particularly those related to the theme.
- 2.44 In contrast, two-thirds of respondents (19) expressed no clear view when asked to what extent they agreed that the activities or engagement they were involved in during Scottish Road Safety Week changed attitudes towards road safety issues affecting children in Scotland. Only six agreed with this notion, whilst four disagreed, as Figure 2.5 shows.

**Figure 2.5: Views on whether activity or engagement changed attitudes**



- 2.45 Of those who agreed that their involvement had helped to change attitudes, the main reasons given echoed those provided as evidence for raising awareness.
- 2.46 Likewise, two of those who disagreed that attitudes had been changed indicated that they were not involved in activities associated with the week so could not have had any impact. However, a further two respondents did highlight the notion that attitudinal and behaviour change has to be a long-term objective and whilst the week could highlight the work being done in communities and across the country more generally, it couldn't have a lasting impact on its own.

*“Behaviour change can’t occur over a 1 week period. Road Safety week needs to be part of a wider and longer term programme of interventions. It could be used to give interventions profile and media focus adding value.”*  
 (National organisation respondent)

*“the activities were too low key to have any lasting effect”* (Local authority respondent)

- 2.47 Overall, it would appear that the respondents felt the week was useful for providing information, highlighting issues and generating a national focus on the work undertaken by delivery partners throughout the year. However, generally partners were unsure if the pilot week had a tangible impact on attitudes. That said, it should be recognised that this might be as a result of a lack of strong evidence, rather than because they felt the week made no difference, perhaps explaining the low number of individuals who actually disagreed with the notion that the week had an impact on attitudes.

### Involvement in Other Road Safety Events/Weeks

- 2.48 Nineteen respondents (66%) indicated that they are typically involved in activities in relation to other road safety events, campaigns and initiatives during the year. The events mentioned included both:
- localised events, such as Road Safety West of Scotland Week and car seat checks; and
  - national initiatives, such as supporting Police Scotland and Road Safety Scotland campaigns, as well as events such as Brake Road Safety Week and Walk to School Week.
- 2.49 Some also indicated that they are involved in events such as general child safety weeks, and support JRSO activity and young driver events during the year. Furthermore, most respondents involved in other initiatives said that they played some sort of role in more than one event. Whilst this is probably to be expected, it would suggest that the development of any future SRSW should consider how it fits alongside other initiatives supported by road safety partners. However, as discussed above, despite the widespread involvement in other events, support for a Scottish Road Safety Week was strong.

### **Summary**

- 2.50 The survey received 29 responses from an initial distribution list of 59, and had representation from across Scotland both from local authorities and from organisations with a nationwide focus.

### Awareness

- 2.51 Results showed that the vast majority of respondents were aware that the Scottish Road Safety Week pilot had taken place, were familiar with the theme and the fact it ran in conjunction with UN Global Road Safety Week.

### Activity Undertaken

- 2.52 Overall, more than half of the respondents indicated that they were involved in supporting or delivering activity in relation to SRSW, with all of those stating that such action was additional to what they would have otherwise undertaken. Such activity ranged from general awareness raising events, to initiatives such as car seat checks at local supermarkets. Overall, this suggests that there was at least some level of public engagement during the week which could have had some positive impact on road safety in Scotland, assuming that the activities undertaken are known to or at least thought to be beneficial (even if such benefits may be relatively small in scale).

### Marketing Support Toolkit

- 2.53 The majority of respondents were aware of the marketing support toolkit. Around half thought it provided useful information and just over one-third of respondents said they had made use of it in some way (such as for social media engagement and press releases). However, it is worth noting that

around half of those who indicated they had made use of the toolkit said they would have undertaken the same action in the absence of such support.

- 2.54 The most common reason for not making use of the toolkit despite being aware of it was that people had no opportunity to use it and it was not relevant to the work of their organisation. Furthermore, around one-third of respondents who were familiar with the toolkit (including users) suggested that the material could have been circulated earlier than it was. Whether this would have enabled more individuals to make use of the support provided is unclear. However, it does suggest that distribution of such resources in future should seek to allow sufficient time for delivery partners to digest the information and use it to plan or support any initiatives.

#### Press, Online and Social Media Coverage

- 2.55 Respondents were generally aware of other messages or information related to SRSW either online or in the press. In terms of online engagement (including social media), the most commonly identified sources of such messages were colleagues, the emergency services and government bodies. Very few indicated any knowledge of national or local companies sharing any messages, and only a handful were aware of any online interaction from members of the public. Therefore, it could be said that future initiatives could seek to encourage further engagement with individuals and local communities, although it should be noted that this feedback will be determined by the level of exposure of survey respondents to online and print media, including social media.

#### Support in Principle

- 2.56 Overall, it should be noted that the vast majority of respondents support the principle of a Scottish Road Safety Week. Around half of those responding to the survey thought that the pilot week had made a valuable contribution to raising awareness of road safety issues affecting children in Scotland, with most others being unsure if this was the case rather than disagreeing. However, respondents were less clear whether the week had changed attitudes in relation to road safety issues, with two-thirds of respondents indicating no strong view on this notion.
- 2.57 Respondents had mixed views on whether they had enough information about the week to enable them to undertake any desired activity, with similar levels agreeing and disagreeing.
- 2.58 Finally, most respondents said that they are involved in a range of other road safety initiatives at both local and national levels (for instance, Brake Road Safety Week) and said that they believed any future Scottish Road Safety Week should be held on an annual basis. However, delivery partners were less clear whether any benefit had been gained from aligning with UN Global Road Safety Week and did not indicate strong support for aligning any future initiatives with this event.

## Conclusion

- 2.59 Therefore, in summary, the responses to the survey indicate that the Scottish Road Safety Week pilot was generally perceived to be a useful initiative in promoting road safety across Scotland. Respondents thought activity during the week had been effective in raising awareness of such issues, but were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken.
- 2.60 Whilst respondents highlighted a couple of issues and challenges associated with the pilot week, it is clear that there is strong support for such a SRSW in principle. However, partners suggested that its purpose should be one of drawing attention to key road safety issues and encouraging partnership working, rather than expecting significant progress against issues to be achieved over a 7-day period.

### 3 Focus Groups

#### Key Findings

- **Focus group participants largely echoed the feedback received through the online survey, and indicated support for SRSW in principle.**
- **Participants suggested that whilst there may have been some short term benefit as a result of activity undertaken during the SRSW pilot, more substantial gains may be achieved if enhanced delivery partnerships forged through the development and delivery of the pilot can be maintained and strengthened further.**
- **Delivery partners also outlined scope for improvement in any future initiative, and suggested that a holding Scottish specific week would enable the event to be designed and developed (in terms of timing and theme) in a way which is most relevant to road safety issues in Scotland.**

#### Overview

- 3.1 To complement the findings generated through the online survey and allow some issues to be explored in more depth, two focus groups with a smaller number of delivery partners were held at the end of July 2015.

#### Sample

- 3.2 Participants were drawn from the initial 57 contacts who had been invited to take part in the survey exercise, although invitations for the focus groups were targeted at a more specific sub-sample of this group to attempt to ensure reasonable geographical coverage and to allow a variety of different delivery partners to take part. The two groups were held in central locations (one in Glasgow and one in Edinburgh) and Transport Scotland offered to reimburse travel expenses to encourage participation.
- 3.3 Overall, despite a number of initial invitees being unable to take part due to other commitments, 12 people took part in the two groups – 7 in the first group in Glasgow, and 5 in the second group in Edinburgh. Some of those who were unable to take part (for instance, due to other commitments) offered some high-level written feedback on the week, which was taken into account and fed into the focus groups where appropriate, and has been considered as part of this analysis.
- 3.4 The majority of participants were local authority officials with a road safety role (7) with council areas represented from the West, East and North-East of Scotland. As with the survey exercise, other participants were drawn from Police Scotland, Scottish Fire and Rescue Service, and organisations who promote road safety and active travel throughout Scotland.
- 3.5 It should be acknowledged that the small sample size means that comments should not be assumed to be representative.

- 3.6 Furthermore, it should be noted that on occasion some of those at the group provided views from a general perspective, rather than relating to their own individual opinion or experience. In particular, those representing national bodies and organisations were largely providing insight on behalf of their organisation overall.

### **Focus Group Process and Analysis**

- 3.7 Analysis of the survey data was undertaken ahead of the focus groups to inform the topic guide, and some key findings (for instance general views on the marketing support toolkit) were fed into the discussions in order to stimulate debate.
- 3.8 Key notes were taken by the facilitator and an assistant during the groups, and these were later reviewed to identify the main points raised which add insight to the evaluation overall.
- 3.9 The discussions which took place during the focus group were semi-structured as the content depended largely on participants' professional backgrounds as well as their involvement with and opinions of SRSW. The key issues covered included:
- support for the idea of a Scottish Road Safety Week in principle;
  - activity undertaken during the pilot week and any issues associated with this;
  - views on the marketing support toolkit;
  - experiences of the pilot week held in 2015; and
  - any overall successes, failures and challenges associated with the week.

### **Main Findings**

- 3.10 The sections below synthesise some of the main points covered in the discussions. In the main, it should be pointed out that there was general consensus amongst the groups in terms of their views and perceptions on the week and how things might have gone in an ideal scenario, although the specific examples and terms of reference pointed to differed from participant to participant.

#### Support for Scottish Road Safety Week in Principle

- 3.11 As with the survey responses, there was general support for having a Scottish Road Safety Week in principle. However, some did mention that it was not a “necessity”, but rather “something useful” which could be used to provide a national level profile to road safety issues. Participants seemed to believe that a road safety week could be primarily useful for highlighting the importance of road safety across the country and to demonstrate or raise awareness of the range of activities and action which takes place throughout the year to improve the safety of all road users.

### Perceived Benefits of SRSW

- 3.12 Many felt that the objectives of any week in future should primarily focus on the notion of raising the profile of road safety amongst the population, rather than seeking to focus specific activities or interventions in this week. In other words, the real value from a road safety week could come from using a short period of focus to generate wider recognition of issues of year-round importance. Participants suggested that this was a more realistic objective rather than expecting significant impact or outcomes associated with action taken over the course of seven days (although this would be a positive and intended benefit).
- 3.13 Participants also suggested that highlighting the continuous role public bodies and national organisations play in relation to road safety would offer an opportunity to challenge the public on the actions they can and have to take to minimise dangers on the road. Some mentioned the concept behind *Scotland's Road Safety Framework to 2020* that road safety is “everyone’s responsibility” to exemplify this point.
- 3.14 Overall, there was a feeling that a road safety week was a useful chance to outline to the public the work being undertaken throughout the year. Participants suggested that having a road safety week would enable delivery partners to highlight what resources the public could make use of and how they can access them, for example the Go Safe with Ziggy books, cycle training, and so on.
- 3.15 Some focus group participants suggested that the process of developing of a Scottish Road Safety Week was a beneficial exercise in encouraging various delivery partners with an interest in road safety both at local level and nationally to work together. Participants felt this was particularly useful in areas where relations between partners may have broken down over time. Indeed, one individual commented that such a week helped to “bring Scotland together” referring to the notion that it could not only increase the public’s awareness of road safety issues, but also help in sharing knowledge and increasing the awareness of activity being undertaken in other areas amongst road safety delivery partners.
- 3.16 Another commented how the week was a useful conduit for developing relations with key individuals in their local area from Police Scotland, a partnership which has “since been maintained”. Both groups of participants suggested that one of the benefits of having a Scottish specific week is that it could help to “bridge gaps” and “rebuild partnerships and relationships” in the road safety community in Scotland which have diminished over time due to some individuals with expertise, experience and strong professional networks no longer being in the same role and reductions in resources in recent years.
- 3.17 However, it should be noted that many participants highlighted the fact that the idea of co-ordinated activity and working closely with partners was not something new to them. For instance, some commented about regularly working with Police Scotland to support enforcement campaigns and other road safety weeks. It would seem therefore that whilst a Scottish Road Safety

Week might help to (re)establish partnerships in some places, in other areas it would simply serve to reinforce existing relationships.

- 3.18 Moreover, whilst participants in one group felt that facilitating such connections could be a key benefit of any future road safety weeks in Scotland, the other group quite strongly believed that this might be a beneficial by-product but should not be considered as an aim as such. Participants in this group felt success should be measured by the level of activity and engagement undertaken which could have a direct impact on road safety. That said, both groups were clear that the success of any future road safety week would depend on strong links being forged between delivery partners. Indeed many suggested that re-establishing and strengthening such connections are essential to achieving further impact on road safety issues all year round.

### Relevance of Theme

- 3.19 In terms of the theme, some commented that one of the reasons they did not support some other initiatives such as Brake Road Safety week was that often the main topics or themes are not ones which have a strong link to the issues partners in Scotland consider to be most significant. Therefore, a Scottish week could potentially offer a solution to this issue. However, a smaller number suggested that even a focus on a Scotland-wide basis was too broad and there was support for the notion that any future Scottish Road Safety Week could allow each region to focus on a particular theme which is perceived to be relevant to them.
- 3.20 That said, coordination at national level was still considered useful for agreeing a national date, generating national press coverage and profile for the initiative, and gaining the support of national partners (such as the emergency services). Some were strongly of the opinion that the theme of any future week (whether decided at local, regional or national level) should be guided largely by the latest statistical evidence on the major road safety issues affecting the particular geography. Others commented that there might not be a need for a specific theme, but if there was to be one, it should change on an annual basis (on the assumption that a road safety week would take place every year).
- 3.21 In relation to this year's theme, some suggested that it was fairly negative in tone ("highlighting the death of children on Scotland's roads") and risked presenting child road safety in Scotland as being a more alarming issue than current trends would suggest. Participants recognised that this theme had been chosen due to the alignment with UN Global Road Safety Week but urged caution when selecting themes in future. Indeed, some thought this idea strengthened the case for having a week with a dedicated focus on issues of major significance to Scotland. With this in mind, it would seem that focus group participants were not clear about the value in aligning with UN Global Road Safety Week in relation to theme at least, a finding which resonates with the survey results.

- 3.22 Participants believed that any future theme should be as wide-ranging and as general as possible as some delivery partners do not regularly engage on certain types of issues (for instance, cyclists and pedestrians) and so having too narrow a theme might make it difficult for some groups to feel like they have a role to play. In relation to this, it was suggested that having broad themes would also help those involved in road safety to work more frequently and effectively with partners from sectors considered to have strategic linkages to road safety, such as active travel organisations.

#### Activity Undertaken in Relation to SRSW

- 3.23 Participants who had been involved in activities during the SRSW pilot cited examples which chimed closely with the feedback received through the online survey, with many being involved in school assemblies, car seat checks or more general awareness-raising sessions. As noted with the survey analysis, on the assumption that such activities are known or thought to have a positive impact on road safety, then it can be said that at least some benefit will have been achieved as a result of the week.
- 3.24 Some also mentioned supporting the Junior Road Safety Officer competition developed by Road Safety Scotland to design a logo for SRSW, which mainly took the form of informing schools of the competition and encouraging participation. A couple also discussed encouraging schools to take part in the “Safie” initiative designed to get people to spread the message of SRSW and UN Global Road Safety Week by taking a photo of themselves and uploading it online. However, participants highlighted that the processes involved in gaining the necessary permission from parents for such activity may have limited the success of this project.

#### Barriers to Undertaking Activity

- 3.25 Echoing the survey responses, whilst most focus group participants had undertaken some sort of activity themselves in relation to the pilot, there was a small number who had not been involved in any initiatives during the week. A few commented that they were not aware of anything which had taken place in their region of Scotland, suggesting that there was some disparity across the country.
- 3.26 The reasons given for not undertaking activity were largely related to resource issues, with the most notable of these being that some areas no longer have road safety officers either at all or who can wholly devote their time to road safety issues. That said, there was consensus around the notion that if partners were given a substantial lead-in time to develop ideas, and plan and co-ordinate activity to undertake in the week, then some of these resource issues could be mitigated to an extent. When asked what sort of time-period might be more appropriate, there was a feeling that as much time to plan as possible would be helpful but certainly a minimum of 6 months.

## Timing

- 3.27 On the issue of the timing of the SRSW pilot, but also any future week in principle, participants suggested that it was important to be mindful of significant issues and dates which affect key delivery partners and target audiences. For instance, they highlighted how SRSW had taken place on a week with a Public Holiday and when many schools were closed for an additional day due to the General Election taking place. Participants described how this meant that much of the week was unsuitable for undertaking activity, making particular reference to the availability of public officials and the limited opportunities to engage with schools, parents and children.
- 3.28 Partners also felt that it is important to be aware of other initiatives that they might be involved in throughout the year. Whilst there was recognition that it would be almost impossible to accommodate all individual commitments, there was consensus around the idea that a content calendar could be developed to keep track of significant activities and programmes planned in any given year (for instance, West of Scotland Road Safety Week and Police Scotland enforcement campaigns). This would help to ensure that any future Scottish Road Safety Week takes place at a time perceived to be convenient and appropriate for as many delivery partners as possible.
- 3.29 It was also suggested that a Scottish specific week could benefit from being able to choose a period of time of particular significance to Scotland, such as at the end of British Summer Time when the evenings become darker, or at the (perceived) beginning of the “cycling season”. Once more, participants agreed that the process of identifying, agreeing and planning for a particular date would be aided by making arrangements well in advance. However, it was also suggested by many that any future week should be held at the same time each year (once agreed) as “moving [it] around...will confuse the public”.
- 3.30 Participants believed that a content calendar to outline activity planned across the country on each day during any future road safety week would be useful for enabling practitioners to know how their local action was contributing to a bigger picture of delivery nation-wide. For example, one person commented,
- “[in isolation] how do car seat checks in say Inverclyde benefit people in Aberdeen?”,
- but that the knowledge that such checks were being undertaken in (for instance) six other local authorities on the same day would give some comfort and confidence that they were part of a more significant national initiative.
- 3.31 Some suggested that such a calendar could be designed to record the level of activity undertaken, the number of people engaged with and so on, in each area which would provide an “audit” of the level of delivery across Scotland related to the initiative. Participants explained that this would be useful from their own perspective (to know what was going on and how successful it had been) but might also be useful for those with a national remit (including Transport Scotland) as it would enable them to gauge how successful the week might have been in raising the profile of road safety in Scotland.

### Views on Marketing Support Toolkit

- 3.32 Similar to the survey responses, participants in the focus groups noted that the marketing toolkit was made available at a fairly late stage and that such resources would have to have been provided earlier for them to be used to their full potential.
- 3.33 However, participants also described some of the practical issues of using material like that provided which might limit the potential of any such resource in future. The most notable points made were that many individuals either do not have permission to use social media in a professional capacity (due to IT limitations as well as broader policies), whilst some also indicated that they are not familiar enough with social media in general to be able to make use of it effectively.
- 3.34 In relation to the aspects of the toolkit designed to support more traditional media engagement and coverage (for instance, example text for press releases), some commented that they passed these elements of the resource straight to their corporate communications team to take forward as they do not have permission as individuals to liaise with the media. Whilst this was not perceived to be a challenge in principle, participants highlighted that their communications team often plan and work weeks in advance, and so again the late distribution of the resource was seen to limit its use.
- 3.35 In terms of the content of the toolkit, those representing local authorities suggested that any future resources could seek to incorporate local statistics, key issues and evidence as these are more likely to generate interest with local media outlets and, importantly, resonate with the local community. It is worth also noting that some queried whether statistics about the number of accidents (for example) were effective ways for engaging with the public who might distance themselves from such evidence. There was a suggestion that information provided could make use of evidence and facts which people may be more likely to relate to and thus be motivated by, such as one participant's example that "24% of people have their child's car seat fitted incorrectly". Other suggestions were to make use of attitudinal and behavioural data around issues such as speeding. However, it is important to recognise that providing a wealth of information at granular level would be a significant task, and may be considered disproportionate to the scale of the initiative.
- 3.36 Participants also suggested that further consideration could be given to engaging local radio stations which were said to be a useful mechanism for engaging with people in a fairly defined locality.

### **Summary**

#### Support in Principle

- 3.37 In summary, the discussions arising from the focus groups resonated with the feedback received through the online survey. Participants indicated support for the idea of having a Scottish Road Safety Week in principle as it could offer the opportunity to focus on perceived Scottish-specific issues and

provide a spotlight on road safety at a national level. Those involved in the groups were strongly of the view that whilst the amount of impact which could be achieved through delivery of interventions or activity over a seven day period was limited, a future initiative would still be considered a useful addition to the suite of road safety initiatives in operation throughout the year.

### Perceived Benefits

- 3.38 Indeed, one of the main perceived benefits of having such a week was that it would enable delivery partners across the country to co-ordinate activity in such a way which demonstrates to the public the importance of road safety, but highlights the fact that it is a year-round issue and that activity is undertaken by partners all the time to try to address problems. Creating a national focus would enable engagement with the public to stress the important role that individuals and communities have to play in improving road safety and in pointing them in the direction of resources and projects which they can make use of or get involved with.
- 3.39 Participants also highlighted the idea that a week of national co-ordinated activity would provide a useful mechanism for re-establishing relationships between various stakeholder groups which were said to have weakened somewhat in recent years. Indeed, some highlighted that the reason they felt that activity during the pilot in 2015 might have been limited was due to many areas no longer having dedicated road safety officers. The networks that could be forged by encouraging a wide-range of partners to get involved in initiatives like SRSW, were suggested as potential ways of “bridging the gaps” which are said to have appeared in recent years in relation to the delivery of road safety interventions.

### Timing

- 3.40 The groups also provided valuable feedback on other practical aspects of the pilot week such as the timing. There was broad consensus that the timing of the 2015 pilot was not very convenient for some delivery partners, particularly officials in local authorities. More generally, there was a strong suggestion that any future initiatives should be announced as early as possible to provide organisations with a substantial lead-in time to plan and co-ordinate activity.
- 3.41 Related to this, participants suggested that it would be beneficial if a content calendar could be developed to outline road safety activity being undertaken in areas across Scotland throughout the year, but especially during any road safety week. This would enable individual stakeholders to make connections and share experiences with partners involved in similar projects, and would also allow them to understand that a relatively small-scale local activity was contributing to a bigger initiative nationwide.
- 3.42 A content calendar would also allow national organisations (including Transport Scotland) to assess the level of activity being undertaken, and may offer a mechanism for recording information which could point to how successful the initiative might have been. For example, it was suggested that such a tool would enable the collection of evidence on matters such as how

many individual car seats had been checked across the country during a particular week.

### Marketing Support Toolkit

- 3.43 Focus group participants also shared some valuable experiences of and views on the marketing support toolkit. Most agreed with the findings from the survey that this could have been distributed earlier. However, some individuals also highlighted issues in relation to their ability to make use of the material in a professional capacity as they may not have the experience, necessary access or permission to make use of social media or engage with the media more generally.
- 3.44 Views also emerged on the content of the toolkit, with some suggesting that a greater focus on statistics and issues from a local perspective would be useful, as would providing more information about attitudes and behaviours as well as accident figures. That said, it should be acknowledged that providing such granular information could present a significant resource burden.

### Conclusion

- 3.45 Overall, whilst there may have been some short term benefit as a result of activity undertaken during the SRSW pilot, it would appear that more substantial gains may be achieved if partnerships forged through the development and delivery of the pilot can be maintained and enhanced further.
- 3.46 Participants also provided views and experiences on various practical elements of the pilot, which they suggested would increase the potential for positive impacts arising from future initiatives if taken on board.
- 3.47 In short, participants suggested that SRSW had been a good idea and a potentially useful initiative which had likely delivered some beneficial outcomes for road safety. However, it would seem that there is scope for a number improvements in terms of design, delivery and support available if the true potential of such an initiative was to be realised in any future scenario.

## 4 Evaluation of Marketing and Public Relations Support

### Overview

- 4.1 To support and raise awareness of the Scottish Road Safety Week pilot amongst children, parents, carers and teachers, the Scottish Government's Safer Marketing team sought to publicise and draw attention to the week online and in the media.
- 4.2 To engage these groups, the marketing team worked with an agency to:
- Organise the launch of the Scottish Road Safety Week pilot via a photocall and press release;
  - Develop a toolkit for partners to use which highlighted key campaign messages and included suggested social media posts and media releases; and
  - Oversee engagement on the Road Safety Scotland Facebook and Twitter pages.

### Main Findings

- 4.3 The findings presented below are based upon the analysis of quantitative data relating to the level of reach and engagement with online and print activity related to the Scottish Road Safety Week pilot (drawing on an evaluation document provided in **Annex B**), as well as qualitative feedback from Scottish Government marketing officials. The information presented in this section should be considered alongside the feedback in relation to media coverage and activity gathered through the online survey and focus group elements of the evaluation.

### Media Coverage

- 4.4 There were 14 pieces of media coverage identified in relation to the Scottish Road Safety Week pilot. Of these, 10 were in print media (i.e. newspapers), 3 were online and 1 was featured in broadcast media. Overall, the accumulative reach of this coverage provided almost 470,000 opportunities to see some sort of information in the media about Scottish Road Safety Week<sup>5</sup>.
- 4.5 All of this coverage mentioned the date and the theme of SRSW, whilst 92% of the features included statistics from the initial press release. 43% of the pieces made use of the spokesperson quote contained in the initial release.
- 4.6 Overall, whilst the exact number of people engaged by the media coverage (i.e. who actually read the material) is unknown, the extent and content of the coverage would suggest that the initial news release and launch of Scottish Road Safety Week were effective in getting the message out there to at least be potentially picked up by a large proportion of the population. Furthermore, whilst we do not know whether and how people absorbed or made use of the

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<sup>5</sup> Reach is based on average issue readership figures, calculated and audited via the National Readership Survey.

details in the media coverage, the use of the statistics and general information about the initiative mean that anyone who was exposed to the coverage will have been provided with a useful overview of the purpose of and rationale behind the week.

## Social Media

- 4.7 Social media engagement via the Road Safety Scotland Twitter and Facebook accounts was perceived as a valuable tool for making people aware of SRSW and its key messages. The results of the social media interaction are displayed in Table 4.1 below.

**Table 4.1: Social media engagement**

Source	Activity and Engagement	Number of people reached/impressions
Facebook	<ul style="list-style-type: none"> <li>• 9 posts</li> <li>• 183 Likes</li> <li>• 101 Shares</li> <li>• 4 Comments</li> </ul>	14,575
Twitter	<ul style="list-style-type: none"> <li>• 7 posts</li> <li>• 908 engagements (including link clicks, Retweets, and Favourites)</li> <li>• 72 Partner Tweets and Retweets</li> </ul>	81,312 (unique users)

- 4.8 In addition to the results outlined above, 24 partners shared content on social media during the Scottish Road Safety Week pilot with a potential reach of over 121,000 on Facebook and almost 196,000 on Twitter.
- 4.9 Again, it cannot be said that all of those potentially reached by the message will have noticed or absorbed the message, whilst it is also worth noting that the information shared by partners tended to be fairly generic messages of support for the initiative. That said, the potential reach of the social media interaction demonstrates that effective relationships were built up with partners and many organisations were keen to promote SRSW. Moreover, whilst the messages shared were often generic in terms of content, they did tend to contain links to the SRSW webpages which were added to the [dontriskit.org](http://dontriskit.org) website and thus provided a route for the public to access more detailed information about the week.
- 4.10 Overall, it would appear that the social media interaction was fairly effective in making key messages widely available over a short period of time, but it is challenging to assess whether this engagement had any meaningful impact in terms of improving awareness of road safety issues in Scotland (beyond the fact that the pilot week was taking place). An indication of any potential success in this aim can be gained by considering data relating to the usage of the SRSW webpage.

## Scottish Road Safety Week Webpages

- 4.11 The key statistics related to use of the SRSW section (displayed in Figure 4.1 below) of the website indicate that the total number of users were much lower

than the potential reach of the social media interaction and national media coverage, as would be expected. That said, the bounce rate indicates that more than half of those who did access the page made use of more than one page, suggesting that those who did make use of the site were engaged in the subject matter.

**Figure 4.1: Key website statistics – May 2015**

- 631 sessions
- 578 unique users
- 1,865 page views
- Bounce rate<sup>6</sup>: 48.81%
- Average pages per session: 2.96
- Average session duration: 2 minutes 12 seconds
- 86.2% new sessions

4.12 Further online analytics indicate that almost three-quarters (73%) of those accessing the webpages did so via a referral source (for instance, through a link on Twitter), whilst the majority of the other sessions came either through direct entry of the web address or via a search engine. This would suggest that the social media interaction (whether by RSS or partners) was key in driving traffic to the website, thus indicating such engagement was useful to some extent. It could be said that even if some of the 578 people accessing the webpage made use of the information in a positive way, then the online interaction has been somewhat successful in raising awareness of road safety issues. In particular, it is worth considering how 75% of these users would have known about the website in the absence of the social media coverage.

4.13 An additional way of considering potential impact of webpages is to review the average number of pages and average session duration as this can indicate how engaged those visiting the page were. As shown in Table 4.2 below, the average number of page views, average session duration and bounce rate varied notably depending on the referral source.

**Table 4.2: Additional website statistics**

Referral Source	Sessions	Bounce Rate	Pages per session	Average session duration
m.facebook.com (mobile)	182	75.82%	1.68	00:00:34
Twitter	153	55.56%	2.62	00:01:19
Facebook.com	44	50.00%	2.36	00:01:06
Childminding.org	31	38.71%	2.55	00:00:29
Road-safety.org.uk (Road Safety Scotland)	6	0.00%	7.17	00:09:55
Trafficscotland.org	3	0.00%	8	00:08:41

<sup>6</sup> Bounce rate refers to the percentage of people who exit the website having only visited their initial landing page. The Scottish Government’s Marketing Team advise that a bounce rate between 40 and 60% is generally considered to be acceptable.

- 4.14 Analysis shows that whilst Facebook referrals from a mobile device represented the largest referral source, this source had a higher bounce rate, lower number of average page views and shorter average session duration than other common sources. Indeed, it is notable that Twitter referrals appear to have stimulated more engagement amongst users as measured by the above statistics.
- 4.15 That said, despite the notably smaller sample sizes, it would appear that those accessing the webpage via sources related to road safety (for instance, Road Safety Scotland’s website) were much more likely to explore the website in detail (i.e. explore more pages and spend a longer period of time doing so). It could be said that those accessing the pages via these sources are more likely to be already engaged in road safety, thus potentially explaining the implied higher level of engagement with the online material.
- 4.16 More generally, as might be expected, the most common page viewed in relation to SRSW was the section homepage which accounted for almost 37% of all page views. The next most viewed page was the “Top Tips” page which provided information and advice on keeping children safe on the road, which had a total of 254 views (13.6% of total). As with the website views overall, if even a small proportion of users took on board some of these tips then the online material will arguably have had a positive impact, although road safety issues are affected by more than knowledge and awareness alone.
- 4.17 In addition to key tips, downloadable resources were also placed on the website to support activity as required. However, only 3 posters were downloaded over the period studied, suggesting either that people did not consider these to be useful or did not come across them on the website. The low level of usage may also be explained by the idea that a large proportion of users are likely to have accessed the content via a mobile device, however it does also suggest that partners generally did not make use of this content. It is worth noting that this may be related to the relevance and timing issues highlighted in the survey responses and during the focus groups.

### **Feedback on Marketing Activity and Media Coverage**

- 4.18 Discussions with Scottish Government Marketing Officials highlighted a couple of issues which might have limited the extent of coverage of the SRSW pilot. Like research participants, officials noted that the support toolkit was circulated fairly close to the week and that the pilot itself took place against a back-drop of a public holiday, the 2015 General Election and the birth of a Royal baby. All of these factors were considered to influence the level of press interest and coverage, which also could have affected the level of engagement amongst the general public and partners. For instance, as discussed previously, if schools were closed for the public holiday and General Election, then this will have limited the time available for any activity in or involving schools with ties to SRSW.
- 4.19 Feedback from the agency contracted to provide support for the marketing and PR coverage also suggested that future online activity may stimulate more interest and engagement if it covers local events which people can

directly relate to as members of their community. This resonates with the points raised by LA contacts during the focus group discussions that their experience is that the local media are more interested in stories and events with a local angle or narrative. Furthermore, participants indicated that engagement with the press and online is typically handled by their communications departments, and that it can take considerable time to prepare engagement and liaise with local media as these departments have to represent a wide array of council interests.

- 4.20 Thus, whilst it is clear that strong links have been forged with partners such as nationwide businesses (for example, as shown by the number of partner tweets), future weeks or similar events may benefit from stronger links with partners and bodies at a local level (both public and private bodies).
- 4.21 It is also worth noting that a number of LA contacts indicated that they are either unfamiliar with social media or are not encouraged to make use of it in a professional capacity as an individual. Therefore, it would be worth giving further thought to how the potential benefits of social media interaction (in terms of the general public being directed towards resources and information) can be most effectively harnessed. Furthermore, it is worth bearing in mind that there remains significant elements of the general population who may not make use of social media or the internet on a frequent basis, and it is important that ways of reaching these groups are always considered as technology and the benefits of online engagement develop further.

## **Summary**

- 4.22 Overall, it would appear that the SRSW pilot that received a substantial level of media coverage during a busy news period, including articles in most high-profile newspapers in Scotland.
- 4.23 The level of online engagement from partners was encouraging, suggesting there was general support for the initiative from a wide variety of organisations in Scotland. Moreover, the potential reach of social media interaction generated by partners' activity was notable at over 100,000 on both Facebook and Twitter.
- 4.24 However, the number of people who actually interacted with the messages or posts in some way was more limited, although it is worth bearing in mind that only so much can be achieved within a week and against a backdrop of other news items and external events. Furthermore, the messages shared online by partners tended to be fairly generic and so are unlikely to have had much impact themselves other than raising awareness of the initiative (therefore those not interacting are unlikely to have picked up any information which could impact road safety issues).
- 4.25 That said, it is clear that the majority of those accessing the webpages created were directed via a referral source on social media, demonstrating the value and potential of this engagement to stimulate wider interest and enhance the value of other resources. For example, it is worth considering

that in the absence of the social media engagement, almost 75% of those who accessed the SRSW webpages may not have done so.

- 4.26 Website analytics revealed that the level of engagement with the webpages (as measured by bounce rate, number of page views and average session duration) varied according to the referral source, and also by the device used to access the website.
- 4.27 Nonetheless, there is an indication that the small number of users accessing the pages via a source related to road safety or traffic information spent a notably longer period of time on the page than those arriving on the page from an alternative source, such as social media. In addition, the fact that the “Top Tips” page was viewed 254 times suggests that some benefit may have been gained here.

## 5 Junior Road Safety Officer Competition

### Overview

- 5.1 To promote the Scottish Road Safety Week pilot, Road Safety Scotland held a competition for school pupils from Junior Road Safety Officer participating schools to design a logo for the week.
- 5.2 The idea behind the competition was to raise awareness of the week amongst children, parents, carers and teachers. Whilst the entries themselves do not explain whether the logo design was accompanied with a specific lesson on road safety (or what the lesson entailed), it is feasible that the initiative will have been introduced and discussed to some extent as a result of the competition amongst those schools that entered. Information on the number of entries received was provided by Road Safety Scotland to allow analysis to be undertaken.

### Main Findings

- 5.3 742 entries to the competition were received from 45 primary schools across 13 local authorities, some of which may have been designed by more than one child. Table 5.1 below provides further details on the geographical coverage of entries.

**Table 5.1: Entries to JRSO competition by local authority**

Local Authority	Number of Schools Submitting an Entry
Aberdeenshire	2
East Ayrshire	1
East Dunbartonshire	6
East Lothian	3
East Renfrewshire	2
Moray	2
North Ayrshire	1
Orkney	1
Scottish Borders	1
Shetland	1
South Ayrshire	6
South Lanarkshire	9
West Lothian	10

- 5.4 Also worth noting is that entries were received from pupils across the range of primary school years, showing that the competition engaged children of various ages. However, it is clear that some local authorities were more engaged in the competition than others (for example, 10 schools in West Lothian submitted entries compared to one in East Ayrshire), whilst 19 local authorities had no schools taking part.

- 5.5 Feedback provided in the survey and during the focus groups from local authority contacts revealed that whilst some were able to support the work of JRSOs within schools, this was not always the case due to time and resource constraints from both a local authority and school perspective. For instance, some local authorities no longer have dedicated road safety officers (RSOs), whilst some with RSOs did not have the time or resource during the week to promote the competition. On the other hand, some suggested that work undertaken in schools is typically taken forward by teachers independently and subject to various other demands on the school calendar.
- 5.6 Overall, this would suggest that the reasons behind entries being submitted or not are likely to be complex, but it is probable that factors beyond the scope of SRSW determined the level of engagement to some extent (for example, on-going relationships between RSOs and schools, and the availability of staff).
- 5.7 That said, it should be noted that a lack of entries into the competition should not be taken as a proxy for no engagement at school level, as other work was undertaken in some schools in relation to the SRSW pilot as feedback provided through the survey and focus groups made clear (see Chapters 2 and 3 for further information).
- 5.8 However, if future competitions or similar projects to encourage engagement are developed, they could benefit from a longer lead-in time so that schools can plan ahead and allow for any associated lesson time. In addition, local authority officials suggested that information about competitions (and road safety events more generally) should be provided directly to schools to raise their awareness and reduce the reliance on RSOs (where these exist) to promote initiatives. It is worth being aware that such engagement would likely require additional time and could prove to be resource intensive.

## Summary

- 5.9 Overall, it is clear that the JRSO competition organised and facilitated by Road Safety Scotland was useful in generating engagement with the SRSW pilot across various areas in Scotland. Assuming that this was coupled with some sort of lesson or information related to the week and road safety more generally, then it is likely to have been a useful way of promoting road safety across the country and raising the profile of the pilot week as a whole at local level (i.e. in schools and amongst parents or guardians).
- 5.10 However, it should be noted that more than half of the local authority areas in Scotland had no schools submitting any entries, whilst amongst those that did there was notably different levels of engagement.
- 5.11 Future road safety initiatives aimed at children could seek to improve the level of geographical coverage by liaising directly with schools (as advised by road safety officers who took part in the focus groups) particularly in places without dedicated RSOs. That said, the role that RSOs can play in supporting activity within schools and with young people more generally given sufficient time should not be overlooked, whilst the potential time and resource implications of engaging with schools should also be considered.

## **6 Summary, Conclusions and Recommendations**

### **Summary**

#### Background

- 6.1 Scotland's Road Safety Framework contains a commitment to "Introduce a Scottish Road Safety Week after consultation with partners". Between 4<sup>th</sup> - 10<sup>th</sup> May 2015, a Scottish Road Safety Week (SRSW) pilot was undertaken to explore whether such an event could be delivered successfully and whether it may offer a positive contribution to road safety in Scotland. The SRSW pilot aimed to raise awareness of road safety across the country, but specifically focused on keeping children safe on and around the road, whether as passengers, pedestrians or cyclists.
- 6.2 It was considered essential that SRSW was evaluated so that an assessment could be made about any possible benefit or impact on road safety in Scotland as a result of the week. However, it was widely accepted that the evaluation would be unable to assess longer-term casualty reductions or behaviour change outcomes as is often the case with individual road safety interventions or programmes.

#### Aims and Objectives

- 6.3 Based on the understanding that demonstrable long-term road safety benefits associated with the pilot such as casualty reductions would not be possible to directly identify (especially whilst remaining proportionate), the working group agreed that the evaluation would have the following aims:
- Whether the SRSW pilot was delivered successfully and what impact it had on road safety in Scotland (whether that be positive, neutral or negative); and
  - Whether there was any added benefit in aligning the SRSW pilot with UN Global Road Safety Week and, if so, what this additionally was.
- 6.4 To satisfy these aims, the specific objectives of the evaluation project were as follows:
- To explore the level of engagement with the Scottish Road Safety Week pilot; and
  - To explore the views and experiences of the week amongst delivery partners.

#### Methodology

- 6.5 To fulfil the aims and objectives of the project, a mixed methods approach was taken to the evaluation including:

- An online survey of practitioners and partners involved in road safety in Scotland to gather views and experiences of the Scottish Road Safety Week pilot;
- Focus group sessions with a smaller sample of practitioners and partners to explore views in more detail and contextualise some of the feedback gathered through the survey;
- Secondary analysis of evaluation material provided by the Scottish Government's Safer Marketing team based on their support for SRSW; and
- A review of the number and geographical distribution of entries to the Junior Road Safety Officer competition hosted by Road Safety Scotland to raise awareness of and engagement with SRSW.

## Findings

### *Online Survey*

- 6.6 The survey was conducted during June 2015, and 57 of Transport Scotland's delivery partners with an interest in road safety in Scotland were invited by email to take part. A total of 29 eligible responses were received, representing 51% of the initial distribution list. This included 21 responses from local authority road safety officials, and 8 further responses from groups with a national interest in road safety (for example, the emergency services).
- 6.7 The vast majority of respondents indicated that they support the principle of a road safety week which offers the opportunity to raise national awareness of Scottish specific issues. The initiative was also felt to both highlight and support the work undertaken by delivery partners across the country throughout the year.
- 6.8 More than half of respondents to the survey indicated that they themselves had been involved in delivering some sort of activity in relation to the pilot week, and provided useful information based on their experiences about the practical opportunities and barriers which can affect delivery.
- 6.9 Around half of those responding to the survey thought that activity during the SRSW pilot had made a valuable contribution to raising awareness of road safety issues affecting children in Scotland. Most others were unsure if this was the case, with only a few disagreeing. Respondents were less clear whether the week had changed attitudes in relation to road safety issues, with two-thirds of respondents indicating no strong view on this notion.
- 6.10 The majority of respondents were aware of the marketing support toolkit. Around half thought it provided useful information and just over one-third of respondents said they had made use of it in some way. The most common reason for not making use of the toolkit despite being aware of it was that the individuals surveyed had no opportunity to do so or it was not relevant to the work of their organisation. Furthermore, around one-third of respondents who

were familiar with the toolkit (including users) suggested that the material could have been circulated earlier than it was.

- 6.11 Respondents were generally aware of other messages or information related to SRSW either online or in the press. In terms of online engagement (including social media), the most commonly identified sources of such messages were colleagues, the emergency services and government bodies. Very few indicated any knowledge of national or local companies sharing any messages, and only a handful were aware of any online interaction from members of the public.
- 6.12 On the whole, respondents agreed that the theme of the SRSW pilot was relevant to the work of their organisation. However, views on whether they had enough information about the week to enable them to undertake any desired activity were more mixed, with similar levels agreeing and disagreeing.
- 6.13 Most respondents said that they are involved in a range of other road safety initiatives at both local and national levels (for instance, Brake Road Safety Week) and said that they believed any future Scottish Road Safety Week should be held on an annual basis. However, partners were less clear whether any benefit had been gained from aligning with UN Global Road Safety Week and did not indicate strong support for aligning any future initiatives.
- 6.14 Thus, whilst respondents highlighted a couple of issues with the SRSW pilot, it is clear that there is support for such an initiative in principle. Respondents thought activity during the pilot had been effective in raising awareness of such issues, but were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken during the week. Overall, delivery partners seemed to feel that the purpose of such an initiative should be to draw attention to road safety and encourage partnership working, rather than expecting significant progress against issues to be achieved over a 7-day period.

#### *Focus Groups*

- 6.15 To complement the findings generated through the survey and allow some issues to be explored in more depth, two focus groups with a smaller number of delivery partners were held at the end of July 2015.
- 6.16 The discussions arising from the groups resonated with the feedback received through the online survey with participants indicating support for the idea of having a Scottish Road Safety Week to focus on perceived Scottish-specific issues and highlight road safety issues at a national level. Those involved in the groups were of the view that whilst the amount of impact which could be achieved through delivery of interventions or activity over a seven day period was limited, a future initiative would still be considered a useful addition to the suite of road safety initiatives in operation throughout the year.

- 6.17 Participants also highlighted the idea that a week of national co-ordinated activity would provide a useful mechanism for re-establishing relationships between various partner organisations which were said to have weakened somewhat in recent years. Indeed some pointed to the fact that some areas no longer have dedicated road safety officers or strong networks of partners as one of the reasons that the level of activity undertaken for SRSW (and thus the impact of the week) might have been limited.
- 6.18 Furthermore, it was suggested that creating a national focus on the amount and scope of the work on road safety carried out during the year would enable partners to actively engage with the public to stress the important role they also have to play in ensuring Scotland's roads are safe.
- 6.19 There was broad consensus that the timing of the pilot week in 2015 was not very convenient for some delivery partners, particularly officials in local authorities. More generally, there was a strong suggestion that any future initiatives should be announced as early as possible to provide organisations with a substantial lead-in time to plan and co-ordinate activity.
- 6.20 Related to this, participants suggested that it would be beneficial if a content calendar could be developed to outline road safety activity being undertaken in areas across Scotland throughout the year, but especially during any road safety week. This would enable individual stakeholders to make connections and share experiences with partners, whilst potentially also allowing national organisations such as Transport Scotland to assess the success of the week.
- 6.21 Focus group participants largely echoed the feedback gathered through the survey in relation to the marketing support toolkit but interesting views also emerged on the content of the resource. Some suggested that a greater focus on statistics and issues from a local perspective would be useful, as would providing more information about attitudes and behaviours as well as accident figures. It was claimed that such additions would help partners to engage with both local communities and media outlets.
- 6.22 Overall, the discussions served to add further detail to the key messages arising from the survey. In short, participants suggested that the SRSW pilot had likely delivered some beneficial outcomes for road safety in this instance, and was a potentially useful initiative to add to the suite of road safety interventions in Scotland. However, it is clear that participants felt that there is scope for a number improvements in terms of design, delivery and support available if the true potential of such an initiative is to be realised in any future scenario.

#### *Marketing and Public Relations Support*

- 6.23 To support and raise awareness of the Scottish Road Safety Week pilot, Scottish Government Safer Marketing sought to publicise the week online and in the media.

- 6.24 It is worth noting that the extent of media coverage and level of interaction amongst the public online (and in general) may have been affected by the fact the week took place alongside a public holiday, a General Election and other high profile news events.
- 6.25 However, overall it would appear that SRSW received a reasonable level of media coverage against various mitigating factors. This coverage will have hopefully have raised awareness of the week as minimum, and may also have potentially drawn attention to some key facts and pieces of advice.
- 6.26 The level of online engagement from partners was encouraging, suggesting there was general support for the week from a wide variety of organisations in Scotland. Moreover, the potential reach of social media interaction generated by partners' activity was notable at over 100,000 on both Facebook and Twitter.
- 6.27 However, the number of people who actually interacted with online messages or posts in some way was more limited, although it is worth bearing in mind that only so much can be achieved within a week against a backdrop of other news items and external events. Furthermore, the messages shared online by partners tended to be fairly generic and so are unlikely to have had much impact themselves other than raising awareness of the week (therefore those not interacting are unlikely to have picked up any information which could impact road safety issues).
- 6.28 That said, it is clear that the majority of those accessing the SRSW webpages created were directed via a referral source on social media, demonstrating the value and potential in this engagement to stimulate wider interest and gain value from other resources.
- 6.29 Overall, it can be difficult to robustly assess the success of webpages based on website analytics, however there is an indication of a reasonable level of engagement. Moreover, the fact that the "Top Tips" page (which provided practical information on how to keep children safe on the roads) was viewed 254 times suggests that some benefit may have been gained here.

#### *Junior Road Safety Officer Competition*

- 6.30 To promote the Scottish Road Safety Week pilot and raise awareness amongst children, parents and within schools, Road Safety Scotland held a competition for school pupils from Junior Road Safety Officer participating schools to design a logo for the initiative.
- 6.31 742 entries to the competition were received from 45 primary schools across 13 local authorities, some of which may have been designed by more than one child. Also worth noting is that entries were received from pupils across the range of primary school years, showing that the competition engaged children of various ages. However, it is clear that some local authorities were

more engaged in the competition than others (for example, 10 schools in West Lothian compared to one in East Ayrshire), whilst 19 local authorities saw no entries submitted.

- 6.32 Feedback provided in the survey and during the focus groups from local authority contacts revealed that whilst some were able to support the work of JRSOs within schools, this was not always the case due to time and resource constraints from both a local authority and school perspective. The reasons behind entries being submitted or not are likely to be complex, but it is probable that factors beyond the scope of SRSW determined the level of engagement to some extent (for example, on-going relationships between RSOs and schools, and the availability of staff).
- 6.33 Overall, it is clear that the JRSO competition was useful in generating engagement with the SRSW pilot across a large geographical area in Scotland. Assuming that entries were coupled with some sort of lesson or information related to the initiative and road safety more generally (for instance, tips or guidance), then it is likely to have been a useful way of promoting road safety across the country and raising the profile of the week as a whole at local level.
- 6.34 However, it should be noted that more than half of the local authority areas in Scotland had no schools submitting any entries, whilst amongst those that did there was notably different levels of engagement.
- 6.35 That said, it is important to note that a lack of entries into the competition in some areas should not be taken as a proxy for no engagement at school level, as other work was undertaken in some schools in relation to the week as indicated by survey respondents and focus group participants.

## Conclusions

- 6.36 In conclusion, the various analytical exercises used to evaluate the Scottish Road Safety Week pilot have found that the week was generally considered to be an initiative which may have delivered some benefit on this occasion and in principle something worth pursuing in future, although there is scope for improvement in any future years.
- 6.37 Feedback from the focus groups and survey suggested that having a Scottish-specific road safety week would be a useful means of providing a national focus to road safety issues in Scotland and highlighting the activity undertaken throughout the year by a wide array of stakeholders across the country.
- 6.38 Whilst the level of activity undertaken during the pilot week may have been limited and varied from area to area, there appeared to be a general desire for stakeholders to get involved in some way. For instance, the majority of those responding to the survey indicated that they were involved in some sort of intervention or project during the week. On the assumption that the activities

undertaken (such as car seat checks or awareness-raising sessions) are known or at least thought to produce benefits in terms of road safety, then it is likely that the pilot will have had some positive impact across Scotland, if at a small-scale.

- 6.39 Moreover, findings related to the JRSO competition facilitated by Road Safety Scotland suggest it was a useful tool for generating engagement with SRSW across a large geographical area in Scotland. Assuming that this was coupled with some sort of lesson or information related to the week and road safety more generally (for instance, tips or guidance), then it is likely to have been a useful way of promoting road safety across the country and raising the profile of the week as a whole at local level. Although, once more, the level of geographic variation in relation to such activity was notable.
- 6.40 Furthermore, analysis of media coverage and online interactions suggests that overall SRSW received a reasonable level of media coverage against a backdrop of a busy news week. It is hoped that this will have raised awareness of the week as minimum, and may also have potentially drawn attention to some key facts and pieces of advice. Indeed, evidence shows some small-scale success, for example the fact that the “top tips” page providing road safety advice was viewed over 250 times.
- 6.41 However, it is worth noting that whilst survey respondents themselves reported that they thought activity during the week had been effective in raising awareness, but they were less clear on whether any attitudes had been changed in the longer term given the limited nature and scope of activity undertaken.
- 6.42 In relation to longer term impact, there was widespread consensus around the idea that the development, planning and delivery of the SRSW pilot in 2015 allowed delivery partners to (re-)establish and strengthen relationships with other partners and co-ordinate plans and activity. Such relations have been maintained in some cases, and partners suggested that SRSW could have a key role to play bridging gaps and strengthening delivery partnerships, especially where relationships have been affected by a reduction in resources in recent years.
- 6.43 Furthermore, the (re-)establishment and enhancement of a strong network of road safety partners at local level and throughout the country would allow individuals to share ideas, tips and experiences to further improve the way road safety initiatives are delivered in Scotland. As such, research participants suggested that whilst there may have been some short term benefit as a result of activity undertaken during the SRSW pilot, it would appear that more substantial gains in terms of effective delivery may be achieved if partnerships forged through the development and delivery of the pilot can be maintained and enhanced further.
- 6.44 Survey respondents and focus group participants had some strong views on various aspects in relation to the timing of the pilot. Generally, there was

consensus that any future initiative could be held during a more convenient period for key delivery partners given the challenges faced in 2015. In addition, there was support for the idea that future events should allow a substantial lead-in time to enable partners at local level to plan and prepare for activity.

- 6.45 Whilst stakeholders were mindful of the fact that the SRSW pilot had been timed to coincide with UN Global Road Safety Week, there was no particularly strong feeling that this had brought any notable benefit. Indeed, some felt that the one of the key aspects of having a Scottish week was that it would enable Scottish-based delivery partners to select a time and theme most suitable to issues and conditions in Scotland.
- 6.46 Overall, it would appear that through the activity delivered during the week, as well as the level of media coverage and online engagement, the SRSW pilot is likely to have had some impact on road safety in Scotland through raising awareness of issues at the very least. However, this evaluation has found that delivery partners were not convinced about the impact of the pilot week on attitudes and other outcomes, particularly in the longer term. That said, there was support for the notion that SRSW was and could be in future a valuable addition to the range road safety initiatives which take place throughout the year.
- 6.47 Furthermore, should a similar initiative be held in future, the views expressed through the focus groups and survey responses indicate substantial scope for changes to the development and planning process, which delivery partners have suggested will further increase the impact of any future road safety week.

## Recommendations

- 6.48 Drawing upon the evidence collected for this evaluation, if a decision is taken to adopt a Scottish Road Safety Week on a regular basis, it is recommended that:
- It takes place at a time which is considered to be convenient to delivery partners and relevant in terms of road safety in Scotland (for instance, at the beginning of the “cycling season” or the end of British Summer Time);
  - It is planned and developed in such a way that partners have appropriate time to consider the initiative within their general activity planning and develop partnerships with other organisations;
  - The theme is relevant to road safety issues in Scotland, and sufficiently broad to allow a large number of partners and organisations to take part and support the event;
  - Consideration is given to the development of a content calendar to cover the week and, if practicable, significant events related to road safety during the year; and

- Marketing and media support remains proportionate but takes into account the opportunities available to and barriers faced by delivery partners so that assistance is both suitable and effective. Any resources should be provided sufficiently in advance of the initiative as far as possible and some consideration could also be given to the possibility of including some attitudinal, behavioural and local evidence.

## Annex A. Online Survey Questions

### Background

The survey was conducted using an online survey tool. The text below provides an indication of the questions included in the survey although the formatting and layout for certain questions may have differed when using the online tool.

### Survey Questions

#### Consent

1. Having read the above [background information], please indicate whether you are content to take part in the survey.

- I consent
- I do not consent

#### Awareness of Scottish Road Safety Week

2. Prior to being invited to take part in this research, were you aware that Scottish Road Safety Week took place from 4<sup>th</sup> – 10<sup>th</sup> May 2015?

- Yes
- No
- Don't Know

3. Prior to being invited to take part in this research, did you know that this took place at the same time as the UN's Global Road Safety Week?

- Yes
- No
- Don't Know

4. Prior to being invited to take part in this research, were you aware that the theme of Scottish Road Safety Week was 'Children and Road Safety'?

- Yes
- No
- Don't Know

### **Scottish Road Safety Week Activity**

5. Were you involved in organising, supporting or delivering any activity in relation to Scottish Road Safety Week?

- Yes [Go to Question 6]
- No [Go to Question 8]
- Don't Know / Can't Remember [Go to Question 8]

Transport Scotland are keen to hear about any activity undertaken, who this involved (i.e. what partners, organisations or local groups), and how many people benefitted/attended.

It would be helpful to include any numerical information you may have collected, such as the number of people attending, how many events were held, number of car seats checked etc, as well as information about where events were held (e.g. a local primary school). Approximate or estimated figures are also useful.

6. Please provide a brief description of what activity you were involved in during the Week and your role in its delivery.

7. Were any of these activities organised specifically for Scottish Road Safety Week (i.e. additional to what you planned to carry out this week and in the rest of the year)? (Select all that apply)

- Yes – additional
- No – just carried out work planned for this week in regular planning
- No – would have undertaken these activities at another point in the year
- No – would have undertaken similar activity for UN Global Road Safety Week
- Don't Know

8. Are you aware of any other activity undertaken in your local area (including by Junior Road Safety Officers and schools) as part of Scottish Road Safety Week?

- Yes [Go to Question 9]
- No [Go to Question 10]
- Don't Know [Go to Question 10]

9. Please provide a brief description / indication of other activity related to Scottish Road Safety Week which took place in your local area that you are aware of.

### Promotional Material

To assist partners, practitioners and officials during Scottish Road Safety Week, the Scottish Government Marketing team developed a PR toolkit to provide information such as key statistics on road safety issues, tips regarding child road safety and suggested material for use on social media (e.g. example tweets).

I would now like to gather your thoughts on the promotional material and resources which were developed and made available to support the delivery of Scottish Road Safety Week.

10. Prior to being invited to take part in this research, were you aware of the PR toolkit developed to support the delivery of activities and engagement related to Scottish Road Safety Week?

- Yes [Go to Question 11]
- No [Go to Question 14]
- Don't Know / Can't Remember [Go to Question 14]

11. To what extent do you agree or disagree: The PR toolkit provided helpful information and resources to support activity / engagement I was involved in relation to Scottish Road Safety Week.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree
- Don't Know

12. Did you make use of the toolkit or the information it contained in any way?

- Yes [Go to Question 13]
- No [Go to Question 14]
- Don't Know / Can't Remember [Go to Question 18]

13. Please provide a brief description of how you used the toolkit. [Go to Question 15]

14. Was there a particular reason which prevented or put you off using the toolkit? [Go to Question 17]

15. Do you have any comments on how might the toolkit have been improved?

16. If you shared any messages online in relation to Scottish Road Safety Week (e.g. on Twitter), would you have done this without the PR toolkit?

- Yes
- No
- Don't Know

17. Did you see any messages in relation to Scottish Road Safety Week shared online by others or in the media? Please indicate where and select all that apply:

- On Twitter
- On Facebook
- On other social media
- In local press (print or online)
- In national press (print or online)
- In blogs
- None of the above
- Don't Know / Can't Remember

18. Did you see any messages shared online in relation to Scottish Road Safety Week by any of the following (Select all that apply)

- Colleagues
- Members of the public
- Local businesses / organisations
- Major businesses / organisations
- Emergency Services / Government bodies
- None of the above

### **Views on Scottish Road Safety Week**

I'd now like to ask you some more general questions to gather views on Scottish Road Safety Week and the appetite for holding such an event in future years.

19. To what extent you agree or disagree with the following statement: I support the idea of a Scottish Road Safety Week.

- Strongly Agree [Go to Question 20]
- Agree [Go to Question 20]
- Neither Agree nor Disagree [Go to Question 22]
- Disagree [Go to Question 21]
- Strongly Disagree [Go to Question 21]
- Don't Know [Go to Question 22]

20. Please briefly outline why you support the idea of a Scottish Road Safety Week. [Go to Question 22]

21. Please briefly outline why you do not support the idea of a Scottish Road Safety Week.

22. If there was to be a Scottish Road Safety Week in the future, how often do you think this should take place?

- Annually
- Biennially
- Every 5 years
- Other
- Don't Know

23. To what extent you agree or disagree with the following statements about Scottish Road Safety Week:						
Statement	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
The theme of children and road safety was relevant to the work of my organisation and the activities we tend to carry out.						
I understood the theme of Scottish Road Safety Week.						
I was given sufficient information about Scottish Road Safety Week to enable me to undertake any desired activity.						
I was aware of activity being undertaken in relation to Scottish Road Safety Week by other organisations / partners in my local area.						
Any future Scottish Road Safety Week should take place at the same time as UN Global Road Safety Week.						
Aligning with the UN Global Road Safety Week made it easier to plan activities in relation to Scottish Road Safety Week.						
I would support aligning Scottish Road Safety Week with the UN Global Road Safety Week even if the themes were not the same.						

24. To what extent you agree or disagree with the statement: Scottish Road Safety Week made a valuable contribution to raising awareness about road safety issues affecting children in Scotland.

- Strongly Agree [Go to Question 25]
- Agree [Go to Question 25]
- Neither Agree nor Disagree [Go to Question 27]
- Disagree [Go to Question 26]
- Strongly Disagree [Go to Question 26]
- Don't Know [Go to Question 27]

25. Please briefly outline why you think Scottish Road Safety Week made a valuable contribution to raising awareness about road safety issues in Scotland. [Go to Question 27]

26. Please briefly outline why you think Scottish Road Safety Week did not make a valuable contribution to raising awareness of road safety issues in Scotland.

27. To what extent do you agree or disagree with the following statement: Activities or engagement I was involved with during Scottish Road Safety week have changed attitudes towards road safety issues affecting children in Scotland.

- Strongly Agree [Go to Question 28]
- Agree [Go to Question 28]
- Neither Agree nor Disagree [Go to Question 30]
- Disagree [Go to Question 29]
- Strongly Disagree [Go to Question 29]
- Don't Know [Go to Question 30]

28. Please briefly outline why you think activities or engagement you were involved in during Scottish Road Safety Week has changed attitudes in relation to road safety issues affecting children. [Go to Question 30]

29. Please briefly outline why you think activities or engagement you were involved in during Scottish Road Safety Week have not changed attitudes in relation to road safety issues affecting children.

30. Are you typically involved in activity in relation to any other road safety weeks or events during the year (e.g. Brake road safety week)?

- Yes [Go to Question 31]
- No [Go to Question 32]
- Don't Know [Go to Question 32]

31. Please provide a brief outline of what other events or weeks you tend to be involved with.

### **About You**

32. How would you best describe your day-to-day profession?

33. Finally, if applicable, which local authority area or region are you based in?

## Annex B. Marketing Support Wash-Up



To tie in with UN Global Road Safety Week, the pilot for Scottish Road Safety Week ran from the 4th May to 10th May. The week aimed to raise awareness of road safety across the country and had a specific focus on keeping children safe while they are walking, cycling or in the car.

The number of people killed and injured on Scotland's roads has fallen significantly in recent years. However, latest figures show there were 1,062 child casualties reported last year.

Our brief was to raise awareness of the week, targeting children aged 7-11 with a secondary target of parents, carers and school teachers.

V/HITESPACE

stripe

{UNIONCONNECT}

## our approach

### the brief...

to raise awareness of the inaugural Scottish Road Safety Week and highlight that the primary focus of the week was child safety

#### launch & JRSO activity

speaking with a creative and dynamic photographer to develop launch photo ideas that were simple, but effective

liaising with local school to organise attendance of two pupils as well as sourcing appropriate props

organising JRSO competition photocall, drafting news release and issuing to local media

#### partner toolkit

drafted and artworked a conclusive and shareable partner toolkit that highlighted all of the campaign key messages

drafting suggested social media posts for partners

#### social media

developed an interactive two week social media planner for the Facebook and Twitter pages

experimenting with styles and types of content, and developing shareable infographics

community management of both pages including partner engagements

stripe

# coverage overview

- 14 pieces of coverage
  - 10 print
  - 3 online
  - 1 broadcast
- 469,682 opportunities to see
- 100% of coverage contained the date of SRSW
- 100% of coverage mentioned that children were the focus of SRSW
- 92% of coverage featured the stats from the release
- 43% of coverage used the spokesperson quote
- PR value of £47,955
- ROI 6:1

### Road Safety Deaths 'Must Be Cut'

**A Week Ahead** | **From News Local News**

News, May 19, 2013 10:10

The number of children injured or killed on roads in Scotland is increasing, but needs to be cut further, according to a road safety charity.

There were over 1000 road fatalities in 2012, including 1 death.

Tony, in the chair of Scottish Road Safety Week, it will have priority, or being children who, whether walking, cycling or in the car. The number of people injured or killed on Scotland's roads has risen significantly in recent years, since the 2005 introduction of Scotland's Road Safety Plan.

Figures for 2012, the most recent year available, show that 1000 people were killed or seriously injured on Scotland's roads.



### Picture of the DAY



Road safety week to focus on children

### 'Go safe – road safe' to help save kids' lives

10:01 Thursday 19 May 2013

Scottish Road Safety Week aims to focus on road safety awareness, raising awareness and saving lives.

Scottish Road Safety Week aims to focus on road safety awareness, raising awareness and saving lives.

## Reinforcing the road safety message

**The Scottish Road Safety Week follows Tullibody pupils' efforts**

by ANNE MURPHY

SCOTLAND'S Road Safety Week (SRSW) is being reinforced by the Scottish Road Safety Week (SRSW) which aims to focus on road safety awareness, raising awareness and saving lives.

## Highlighting child safety on the road

by ANNE MURPHY

SCOTLAND'S Road Safety Week (SRSW) is being reinforced by the Scottish Road Safety Week (SRSW) which aims to focus on road safety awareness, raising awareness and saving lives.

#### SOBERING STATISTICS

Each year in Scotland Road Safety Week is held in a particular focus on road safety awareness, raising awareness and saving lives.

Each year in Scotland Road Safety Week is held in a particular focus on road safety awareness, raising awareness and saving lives.

### Keep an eye on the kids for Road Safety Week

Police Scotland has launched this year's Scottish Road Safety Week with a focus on children's road safety.

Police Scotland has launched this year's Scottish Road Safety Week with a focus on children's road safety.



## social media

### Facebook

- 9 posts
- 183 Likes
- 101 Shares
- 4 Comments
- 14,575 people reached



### Twitter

- 7 posts
- 908 engagements (inc. link clicks, RTs, Favs, Comms, Follows)
- 81,312 impressions (unique users)
- 72 Partner Tweets & Retweets



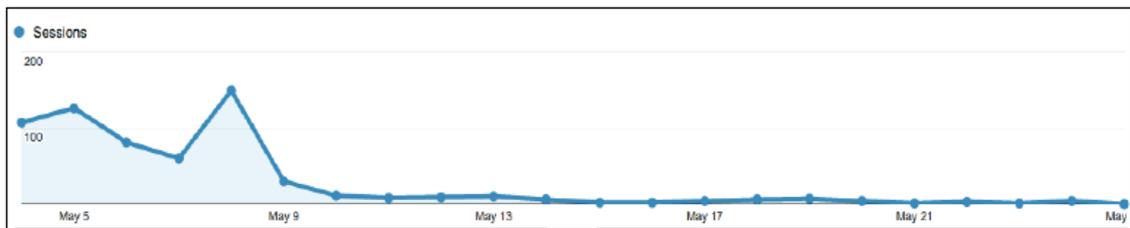
social media was a valuable tool for making people aware of SRSW and its key messages. There were a lot of opportunities to engage with partners and many Tweeted / Retweeted on multiple occasions on the back of this interaction

launch photography and infographics were well received on both channels and were the ideal solution for presenting followers with all the key information on keeping children safe on Scotland's roads.

The content was shareable and could stand alone without an accompanying Tweet or Facebook post, this can be seen in the high levels of engagement on both channels

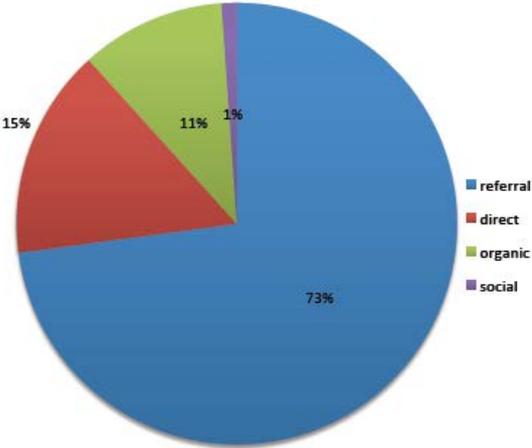
## TOPLINE STATS

- 631 sessions
- 578 unique users
- 1,865 pageviews
- Bounce rate 48.81%
- Avg. pages / session 2.96
- Avg. session duration 00:02:12
- 86.2% new sessions



# TRAFFIC SOURCES

- Majority of sessions were from referral (73%)
- 15.4% of sessions came into the site direct
- Organic search accounted for 10.6% of sessions
- Tracked social traffic accounted for 1.1% of sessions



## REFERRAL SOURCES

- Facebook was the biggest referral source into the site and accounted for 253 sessions (40.1% of all sessions)
- Twitter accounted for a further 24.3% of sessions
- ChildMinding.org accounted for just under 5% of all sessions

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
m.facebook.com	182	96.70%	176	75.82%	1.68	00:00:34
t.co	153	86.27%	132	55.56%	2.62	00:01:19
facebook.com	44	75.00%	33	50.00%	2.36	00:01:06
childminding.org	31	93.55%	29	38.71%	2.55	00:00:29
l.facebook.com	19	94.74%	18	52.63%	2.95	00:02:57
lm.facebook.com	8	87.50%	7	87.50%	1.12	00:00:07
road-safety.org.uk	6	83.33%	5	0.00%	7.17	00:09:55
resolve-creative.co.uk	3	0.00%	0	0.00%	3	00:02:32
trafficscotland.org	3	100.00%	3	0.00%	8	00:08:41
crashmagnets.com	1	100.00%	1	0.00%	7	00:19:00

## TOP VIEWED CONTENT

- The top viewed page was the section homepage, accounting for just under 37% of all pageviews
- The Top Tips page had 254 pageviews, accounting for 13.6% of all pageviews
- The Partners page had 59 pageviews, accounting for 3.1% of all pageviews
- There were 3 poster downloads in total
- There were 62 visits to [www.gosaferoadsafe.com](http://www.gosaferoadsafe.com)

Page	Pageviews	% Total Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/scottish-road-safety-week/	684	36.7%	544	00:00:39	345	70.35%	49.85%
/scottish-road-safety-week/top-tips/	166	8.9%	143	00:01:22	70	77.14%	54.22%
/scottish-road-safety-week/top-tips/	88	4.7%	81	00:00:38	13	92.31%	48.45%
/scottish-road-safety-week/partners/	59	3.2%	45	00:00:16	2	0.00%	10.17%
/http://www.dontriskit.info/scottish-road-safety-week/Share-on/	6	0.3%	6	00:00:00	0	0.00%	0.00%
/scottish-road-safety-week/partners/	5	0.3%	4	00:00:21	4	0.00%	0.00%
/scottish-road-safety-week/partners/	5	0.3%	5	00:00:13	1	0.00%	20.00%
/http://dontriskit.info/scottish-road-safety-week/partners/Share-on/	1	0.1%	1	00:00:00	0	0.00%	0.00%
/http://www.dontriskit.info/scottish-road-safety-week/#.VUikIMwXtkc.facebookShare-on/	1	0.1%	1	00:00:00	0	0.00%	0.00%

## OUR APPROACH

Scottish Road Safety Week aimed to provide leadership and a focal point for awareness-raising about road safety in Scotland, and particularly the need to keep children safe. The aim of partnership activity was to activate key commercial partners within the given timeframe, predominantly in social media.

We chose organisations strategically, to ensure that they would give good reach of parents of 7-11 year olds. Our target organisations were from five key sectors: leisure, retail, transport, services and energy.

## OUR PARTNERS



# OVERVIEW - TWITTER

The image shows a vertical list of four tweets. Each tweet has a profile picture, a name, a handle, a timestamp, and text. The text in all tweets is: "We're supporting Scottish Road Safety Week - #GoSafeRoadSafe #SaveKidsLives learn more: [link]". The first tweet is from SSE Pic (@SSE) 16 mins ago with 3 retweets and 1 star. The second is from Tesco Scotland (@Tesco\_Scotland) 25 mins ago. The third is from Scotmid (@ScotmidFood) 18 hrs ago. The fourth is from National Trust Scot (@N\_T\_S) 50 mins ago. Each tweet has icons for reply, retweet, star, and a menu.

**SSE Pic** @SSE · 16 mins  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [goo.gl/o9cW7L](http://goo.gl/o9cW7L)  
3 retweets 1 star

**Tesco Scotland** @Tesco\_Scotland · 25 mins  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [goo.gl/o9cW7L](http://goo.gl/o9cW7L)

**Scotmid** @ScotmidFood · 18 hrs  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [goo.gl/c9cW7L](http://goo.gl/c9cW7L)

**National Trust Scot** @N\_T\_S · 50 mins  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [bit.ly/1E8ZgJt](http://bit.ly/1E8ZgJt)

# TWITTER



**CHILDREN 1ST** @children1st · 22 hrs  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives Learn more: [goo.gl/o9cW7L](http://goo.gl/o9cW7L)

1



**Children in Scotland** @cisweb · 21h  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [goo.gl/o9cW7L](http://goo.gl/o9cW7L)

[Details](#)



**CalMac Service Info** @CalMac\_Updates · 24 hrs  
We will be tweeting lots of road safety tips this week in support of Scottish Road Safety Week #GoSafeRoadSafe [bit.ly/1DYV2oz](http://bit.ly/1DYV2oz)

2 2



**Argyll Ferries** @ArgyllFerries · 24 hrs  
In support of the Scottish Road Safety Week we will be tweeting useful links and information: [bit.ly/1zrDFCG](http://bit.ly/1zrDFCG) #GoSafeRoadSafe

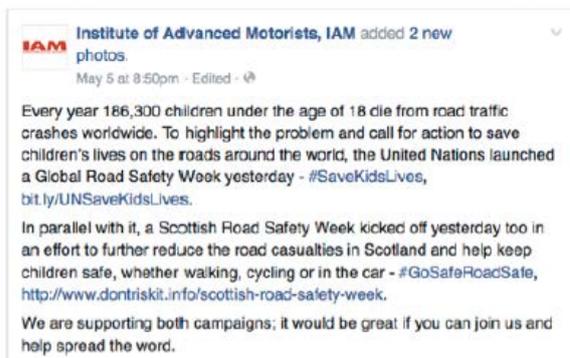
1 1



**NorthLink Ferries** @NLFerries · 23 hrs  
We're supporting Scottish Road Safety Week - #GoSafeRoadSafe  
#SaveKidsLives learn more: [goo.gl/o9cW7L](http://goo.gl/o9cW7L)

1

## OVERVIEW FACEBOOK



## WEBSITE NEWS

The screenshot shows the SCMA website's news section. At the top left is the SCMA logo with the tagline 'committed to quality childcare'. To the right is the SCMA helpline number '01786 449063' and social media icons for Facebook, Twitter, and a 'Members' login' button. A navigation menu includes 'About Us', 'Become a Childminder', 'My Membership', 'Learn with SCMA', 'Specialist Services', and 'Contact Us'. The main heading is 'Scottish Road Safety Week 2015'. The text below explains the importance of road safety for children and lists partner organizations like the Scottish Government, Scottish Fire and Rescue, and Police Scotland. It also provides a link to 'conriskit.info' for more information. The footer contains the SCMA logo, the 'Investor in People' logo, the 'Big Lottery Fund' logo, and a note that SCMA is funded through the Scottish Government's Early Intervention Fund, managed by the Big Lottery Fund. Social media icons for Facebook and Twitter are also present in the footer.

**scma** | Scottish Childminding Association  
committed to quality childcare

SCMA HELPLINE: 01786 449063

f t Members' login

About Us Become a Childminder My Membership Learn with SCMA Specialist Services Contact Us

Home / News / Scottish Road Safety Week 2015

### Scottish Road Safety Week 2015

There's nothing more important than our children being safe and road safety is everyone's responsibility.

That's why the Scottish Government and its partners across Scotland including local authorities, Scottish Fire and Rescue, Police Scotland and many other organisations are all pulling together for Scottish Road Safety Week 2015.

Scottish Road Safety Week runs until this Sunday (10 May) and aims to raise awareness of road safety, focusing specifically on keeping children safe.

Visit [conriskit.info](http://conriskit.info) and you'll find top tips on how your minded children can stay safe on the roads. Teaching them about road safety now, will stay with them for the rest of their life.

Related links:  
[Kids in the Car campaign](#)  
[Good Egg Guide to In Car Safety](#)

**scma** | Scottish Childminding Association  
committed to quality childcare

INVESTOR IN PEOPLE

BIG LOTTERY FUND

SCMA is funded through the Scottish Government's Early Intervention Fund, managed by the Big Lottery Fund.

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# RESULTS

- 24 partners shared content on social media, over the week this led to a potential reach of:



**121,730**



**195,747**

## LEARNINGS AND RECOMMENDATIONS

- The launch photography was strong and worked well for social media; these posts were among the best received. Working directly with the photographer, using his expertise and experience to direct our thinking, was crucial.
- Partnership interaction on Twitter was very positive and helped to increase the reach of the campaign. For future campaigns, it would be useful to develop these relationships further, for example urging local councils to arrange community events. This could then feed into the content planner.
- Social media posts achieved good organic reach in a short time period. In particular, followers responded well to the infographics and launch photography, and sharing was high on both channels. There are a large number of parents following both pages and the content appealed to them directly.
- The toolkit had a range of content for the week so our partners could post multiple times and support the campaign for the entire duration of Scottish Road Safety Week.
- Short timeframes meant that we needed to activate partners quickly. With more time we may have been able to utilise more of the partner's relevant communication channels such as intranet and emails.
- It would have been beneficial to have materials to send to relevant partners as some indicated an interest in collateral.



**TRANSPORT  
SCOTLAND**  
CÒMHDHAIL ALBA

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Buidheann Ie



**The Scottish  
Government**  
Riaghaltas na h-Alba