



Action Plan for Anti Drink Drive Resource Pack

This Action Plan covers the process of producing a Teaching Resource Pack on Anti Drink Driving, planned for delivery to secondary schools and online in England for Autumn 2010. In addressing the causes and consequences of drink driving, the Pack aims to:

- **Change Attitudes**
- **Raise Awareness**
- **Reduce Casualties**



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1. Purpose and concept

“Inspired by a two-part poem written as a way of dealing with the loss of my uncle when he died in a drink-driving accident, I feel so strongly about the dangers of drink driving that I am currently developing an Anti Drink Drive Resource Pack, to educate young people about the dangers and issues surrounding drink driving.” Michael McAdam—Writer and Project Manager

The Resource Pack will include a short documentary, lesson plans, teacher notes and other educational material aimed at school children and by planning to distribute the Resource Pack to every secondary school in England, three million 14 to 18-year-olds are being targeted¹, making this a valuable source of information to parents, teachers and pupils; having the potential to influence the lives of a significant proportion of the population. A more detailed description regarding the contents of the Resource Pack can be found in section 3 of this Action Plan.

As the Government currently do not target 14-18 year olds in their drink drive campaigns, the proposed Resource Pack is original, innovative and much needed. Over the last two and a half years reputable organisations and talented individuals have been brought together to develop a Resource Pack that can combat such a serious problem like drink driving.

As well as educating 14-18 year olds about the dangers of drink driving, the Resource Pack examines issues such as peer pressure as well as questioning the responsibility of the passenger, the after effects of causing serious injury or death, and possible consequences on families and the community as a whole. Department for Transport statistics show that in 2006 alone an estimated 2,330 car passengers, aged between 16 and 24 years, were killed or injured in road accidents when at least one of the drivers or riders involved were over the legal drink drive limit.²

Last years Chief Medical Officer's (CMO) Annual Report³ calls attention to the fact that transport accidents are the leading cause of death among 16 to 18 year olds. The Report goes on to quote Department for Transport figures indicating that in 2005 alone, 1080 17- to 19-year-old drivers were involved in drink driving accidents (see footnote 3). The Report also cites international studies that consistently find young drivers are much more adversely affected by alcohol than older drivers, even when well within the legal blood alcohol content limit.

¹ www.statistics.gov.uk/downloads/theme_population/KPVS32_2005/KPVS2005.pdf

² <http://www.dft.gov.uk/172974/173025/221412/221549/227755/2856721/article3drinkdrivetab1.xls>

³ http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/AnnualReports/DH_086176?IdcService=GET_FILE&dID=168947&Rendition=Web





As well as increasing the likelihood of risk taking behaviour, alcohol has a greater disrupting affect on young; novice drivers as more conscious consideration is necessary in driving compared to more experienced drivers.

Young passengers amplify the risk even more, both through exertion of peer pressure and distraction. Unlike older drivers, who drive more safely while carrying passengers, young drivers' crash risk drastically increases when carrying similarly aged individuals; and this risk is proportionate to the number of passengers in the vehicle.

The purpose of the Resource Pack is to reduce the number of drink-driving casualties by making people aware of the dangers of drink driving, all year round. Government funded campaigns currently focus on assumed peak accident danger times of Christmas and summer (Whereas DfT Road Casualty statistics show in 2006 that the peak months for road accidents and casualties, related to drink driving were in fact June and October⁴).

This Resource Pack is different from others that have been produced as it is completely independent with no vested interest. In researching what is available, it has been discovered that aside minimal governmental drink drive materials, aimed at 14 to 18 year olds⁵; materials that are produced have been produced by organisations that may have legal or financial interests in producing such materials.

The above mentioned age group is being targeted to instil good practice as well as sensible, informed attitudes and behaviour towards drink driving as early as possible. At such an impressionable age it is imperative that young people are made aware of the dangers, particularly as they are more prone to risk taking and less able to cope with the physical and mental effects of alcohol than adults. An added benefit of working with, and for, 14 to 18 year olds is that they have proven to be very responsive and motivated in passing on positive messages to others.

www.dont-be-that-someone.co.uk has been developed to provide online content that complements the Resource Pack. Downloadable material, such as the teaching notes and lesson plans will be available once the Resource Pack has been developed. The website will also give the opportunity for viewers to find out more general information as well as being able to order copies of the Resource Pack too. At present the website informs viewers about the Facebook group and the opportunity to assist with research by filling in a short survey related to drink driving.

Finally, Personal Social Health Education (PSHE) advisors are already closely involved to ensure that the Resource Pack covers key targets in key stage three and four in the PSHE National Curriculum; the eventual involvement of Kids Connections (see Section 2) will make the above guaranteed.

⁴ <http://www.dft.gov.uk/172974/173025/221412/221549/227755/2856721/article3drinkdrivetab1.xls>

⁵ Three Lesson plans available to download at: <http://www.dft.gov.uk/think>.





2. Organisations and individuals involved with the Resource Pack

- Officers from the *Road Safety GB (Formerly known as LARSOA)*⁶
- Safety and Citizenship Manager from *Transport for London*
- Public Safety Team Manager at *Camden Council*
- Road Safety Manager at *Westminster City Council*
- Road Safety Officers at *Tower Hamlets Council* and *Swindon Council*
- Road Safety Officers from *North East (NE) Region of Road Safety GB*
 - (NE local Authorities)
 - Darlington Borough Council
 - Durham County Council
 - Gateshead Council
 - Hartlepool Borough Council
 - Middlesbrough Borough Council
 - Newcastle City Council
 - North Tyneside Council
 - Northumberland County Council
 - Redcar & Cleveland Borough Council
 - South Tyneside Met B C
 - Stockton-on-Tees Borough Council
 - Sunderland City Council
- Youth Work Manager—*Nottingham County Council*
- *Campaign Against Drink Driving charity*⁷
- *Form*⁸, a highly talented design agency, who expertise in design and visual branding has helped changed audience perceptions, raised profiles, increased recognition and increased sales, with clients such as Channel 4, Dazed and Confused, Design Council, Media Box and Dorling Kindersley. Form are branding every aspect of the Resource Pack.
- *Kids Connections*⁹ specialises in marketing, research, and school programmes targeting “toddlers, tweens, teenagers and their families.” They work with schools to provide marketing solutions that children, teachers and parents have both contributed to and approved.

⁶ <http://www.larsoa.org.uk/>

⁷ <http://www.cadd.org.uk/>

⁸ <http://www.form.uk.com/>

⁹ <http://www.kidsconnections.co.uk/>





3. Making, Teaching and Distribution of the Resource Pack.

3.1 Research:

The target audience's views on drink driving and the Resource Pack itself have been vital throughout the development of the Resource Pack.

A questionnaire was developed by a PSHE Teacher as a means of collating young peoples opinions on drink driving, as well as their opinions on alcohol. The questionnaire was later tailored to the campaign's target audience by the Head of Consultation at Westminster City Council and is being used to acquire feedback from as many young people as possible.

Community Service Volunteers (CSV) are the largest training and volunteering organisation in the UK. Its young volunteer project Agents4Change, encouraged volunteers aged 16 to 25 to help carry out the research through focus groups of young people with whom they work, using the questionnaire to provide the campaign with valuable feedback. Agents4Change are currently hosting the questionnaire on their website¹⁰ so that the general public can fill in the questionnaire online; this makes it easier, quicker, and more accessible for young people nationwide to give their views on drink driving. So far some statistics from the online questionnaire are below:

98.2% of 222 people who filled in the questionnaire have tried alcohol
42% claimed they have witnessed their peers drink alcohol and drive
54% claimed they have got into a car as a passenger when the driver had drunk alcohol
31.6% were aged between 14-18 years
51.4% were age between 19-25 years

London Youth will be informing its 400+ Youth Clubs of the Resource Pack via a newsletter and poster drive with the view of recruiting potentially thousands of young people to fill in the questionnaire.

A group to support the campaign has been set up on the social networking site Facebook¹¹, and to date has over 1000 members. A focus group meeting was held in Nottingham at the beginning of August 2008 comprising of some the Facebook group members, several of whom had been affected by drink driving through losing a family member or a friend in a drink drive accident. The 14-18 year olds who attended the focus group expressed their views and experiences surrounding drink driving, their feelings on current drink drive campaigns and their views on the Resource Pack that is being produced.

¹⁰ <http://www.comcats.org.uk/news-7-39-Take-part-in-a-national-survey-on-drink-driving.php>

¹¹ <http://www.facebook.com/group.php?gid=15497217138>





Officers from Nottingham County Council and Nottinghamshire Police hosted the focus group, with the Nottingham Evening Post covering the event too.¹²

Feedback from the Focus Group proved invaluable and will shape the contents of the Resource Pack from the short documentary to teacher's notes, as well as teaching and delivery methods.

A detailed report of findings will be available in addition to this Action Plan, however some of the main points from the focus group were:

- Young people cannot relate to the current anti drink drive broadcast advertising as at present they are all based in pubs and/or clubs, it has been suggested that they should be based around the home/party scene where young people are more likely to be.
- Nearly half of people in the group admitted to getting into a car after the driver had had an alcoholic drink
- Government Campaigns are currently focused purely on the responsibility of the driver; Young people said the Resource Pack was innovative as it highlighted the responsibility of the passenger too.
- Young people wanted to hear about experiences of drink driving from their peers. They feel that while police officers and teachers have a duty to educate about the dangers of drink driving, they will not be as aware of the surrounding social situation as young people themselves.
- Young people would find a short film/documentary particularly engaging if it was made interactive i.e. the viewer was given a choice of the final outcome.
- Young people find smaller group teaching more effective in delivering messages such as those in the Resource Pack, and would be much more willing to listen and express their own opinions than in larger groups such as assemblies.

All of these research strategies will enable the Resource Pack contents and delivery to be suited to its target audience giving a long-lasting impact on young people's perceptions of drink driving.

¹²<http://www.thisisnottingham.co.uk/displayNode.jsp?nodeId=133965&command=displayContent&sourceNode=133948&contentPK=21224887&moduleName=InternalSearch&formname=sidebarsearch>





3.2 Contents of Resource Pack

(Not including the Documentary)

As it is recognised that teachers already have an 'overloaded' curriculum, the messages put over by the proposed pack are relevant throughout the year and designed to be flexible in their delivery, in terms of both timing and dedicated teaching hours needed (see section 3.4).

As touched upon earlier, the Resource Pack will include a short documentary, lesson plans, teacher notes and other educational material for teachers, road safety professionals and young people.

The short documentary is the main educational tool of the Resource Pack, and is explained in more detail in section 3.3 below.

The lesson plans will assist the educational professional to deliver the Resource Pack successfully by; provoking discussions within the classroom, enabling the young people to discuss amongst themselves what they would do if they were faced with a situation where drink driving could arise. Young people's experiences surrounding drink driving will have the opportunity to be discussed too. Options for different types of teaching methods are explained in more detail in section 3.4 below.

To complement the documentary, a range of activities are currently being developed based on relevant characters and situations. The activities are intended to equip young people with basic facts regarding alcohol and drink driving, enabling a series of further discussions, role-plays and interactive workshops. Factual and creative activities will differ depending on the age and the ability of the group that is being taught.

Kids Connections, in consultation with teachers and educational professionals, will be responsible for writing the entire copy of the Resource Pack, accompanying teachers' notes and lessons plans, ensuring the Resource Pack fits within PSHE guidelines.

Key targets from Key stage three and four that this Resource Pack covers include those concerned with making safer health choices, risks associated with lifestyle, personal safety, basic facts and laws about alcohol and resisting negative pressure from peers.





3.3 Documentary and interactive element

The most sensible and obvious message relayed in the documentary is that if you are going to drink any amount of alcohol then driving is not an option. However, direct research linked to the Resource Pack, and research from Central and Local Government, suggests that peer pressure plays a vital role when influencing the decisions that young people make.

The foundations of the documentary will be to illustrate to young people the affect on themselves, other people and the community that drink driving can have; but the Resource Pack and its contents has a more deeper and insightful role.

The content and visual approach has been developed in consultation with young people, teachers and road safety professionals. The research conducted for the production of the Resource Pack has shown that there are three main factors involved in the decision for young people to drink drive, or to get into a car after the driver has drunk alcohol; peer pressure, the lack of clarity and understanding of the government drink drive limit, and the 'it won't happen to me' attitude. The documentary aims to tackle these factors by using the people in the documentary as a catalyst for engaging students to participate in discussions and act out role-plays, expressing what they would do in a certain given situation.

One of the main proposed interactive features of the Resource Pack, aimed at engaging young people further, is the www.dont-be-that-someone.co.uk website. The site will give different options to decide what characters within various scenarios choose to do and also how this affects other characters. For example, should a young person decide that a character chooses to drink alcohol and then drive; they could decide whether or not his friends accompany him in the vehicle. This explores more than just the obvious messages surrounding drink driving, and intends to provoke a discussion within the classroom and amongst young people. Through this interactive tool, the aim is that young people will be able to place themselves in the situation of different characters and see how peer pressure and other factors can influence their decision making process. The choices that are made will steer the direction of the story, emphasising the issues and dangers drink driving can have on an individual, their family, and the community as a whole.

In addition to the documentary, there will be an extended, optional, role playing activity that young people can participate in; exploring how they would react in situations of various characters from the documentary. More information on ideas for role-playing will follow in section 3.4.





3.4 Teaching Methods

Following on from the short documentary, and relevant discussions, students can participate in a role playing activity where they can re-enact some of the key decisions that can be made surrounding alcohol and driving; putting themselves in the situations of various characters and seeing how they could respond to various circumstances. One of the ways that these discussions could be lead in a motivating way would be to split the class into groups. For example, if the choice that needed to be made was faced by the girlfriend of a drink driver; the teacher could split the class into males and females, asking the females how they would react if their boyfriend drunk alcohol and decided to drive, and whether they would get into the car with him. This in turn would provoke a discussion among the males as to what they would do in the same situation that their peers were faced with, and how they think it could affect their relationships.

The Resource Pack is designed with flexibility in mind, so that the contents can be taught in a variety of methods. Teachers or road safety professionals can lead the lesson and related discussions within the classroom. However, the research carried out when developing the Resource Pack has shown that the most effective method of teaching is peer to peer learning; encouraging young people, in a controlled classroom environment, to educate each other using the contents of the Resource Pack; together with their personal experiences, understandings and attitudes surrounding drink driving.

The above teaching methods illustrate how the Resource Pack could be taught, however, as mentioned in section 3.2, the precise lesson plans and teachers' notes will be written by Kids Connections, in consultation with teachers and other educational professionals.

3.5 Design and Print

Form are responsible for the design and art direction of the project; they have already provided a high-impact logo, recruitment poster and interactive leaflet to generate interest, and will be producing the resource booklet, further posters and all related material, as and when practicable.





3.6 Timeline and Distribution

The short documentary has been produced and is currently being promoted through Facebook and other online mediums.

Further short documentaries, showing a young driver who has driven after drinking alcohol, or the story of a passenger who's been involved in a drink drive accident are going to be produced in the near future, and enquiries are being made to the relevant organisations to make this happen.

'Vox pops' of young people sharing their opinions on drink driving, and alcohol in general, are going to be produced in the near future too.

To compliment the documentary and Resource Pack, an interactive website (<http://www.dont-be-that-someone.co.uk>) will be produced to engage young people further.

Once the Resource Pack has been produced, an A5 recruitment mailer will be sent out to all schools in England with a free post return slip included to maximise uptake. Kids Connections, who are very experienced in the successful delivery and take-up of educational materials for Secondary Schools, will be handling the delivery of the A5 recruitment mailers and also the distribution of the Resource Packs; their take-up rate for resources is on average 40%.

After the initial recruitment mailer has been sent out, a reminder mailer will be sent out a couple of months later to the schools who have not responded. To make it easier for schools to receive a copy of the Resource Pack, there will be the option available to email Kids Connections, instead of posting the return slip.

As well as Kids Connections assisting in the distribution of the Resource Pack; Road Safety GB, whose members have links with PSHE Teachers in schools; are happy to assist in the promotion and distribution of the Resource Pack. This will be achieved by publicity on their national website, www.larsoa.org.uk, and through word of mouth by the members, directly to PSHE teachers in schools.

Ultimately, by Autumn 2010, the aim is for the Resource Pack to be an active part of the curriculum, so the dangers of drink driving are recognised more widely by young people and the community as a whole.





4. Sponsorship

Below are organisations that may be able to assist with funding for the Resource Pack; some of whom have already been approached.

Organisations that are aware of the Resource Pack, and are awaiting a funding application:

- *Gem Motor Assist*, who provides car insurance, as well as being a road safety charity, are happy to consider some of the resource for funding. After having various conversations with the Chief Executive, a realistic amount to aim for would be £10,000.
- *RAC Motor Insurance*, through workshops, seminars and interactive self-study, aims “to reduce accidents with a risk management strategy”. The Anti Drink Drive Resource Pack Proposal has been discussed with the Head of Marketing and will be submitted for consideration shortly.

Organisations to which funding applications will be made:

- *Rees Jeffrey's Road Fund*
The Rees Jeffrey's Road Fund provides support for education and research in transport and helps fund projects that improve the roadside environment for motorists and other road users.
- *UK Film Council*
Fund script development, film production, short films, film export and distribution, cinemas, film education, culture and archives, festivals and audience support schemes.
- *Arts Council England*
Provides grants for individuals, arts organisations and other people who use the arts in their work.
- *Local Authorities*

All Local Authorities in England are being approached for support and funding of the Resource Pack. Over 15 Local Authorities have already given their backing, of which three are in the process of assessing their level of financial contribution, with one already contributing financially towards the development of the Resource Pack.





5. 'Working Together'

The development of the Resource Pack, in both design and delivery, has been a close consultation process so far, with a wide range of stakeholders including those in Local and Central Government and the voluntary sector. Working in collaboration ensures that the right opinions are sought and effective messages incorporated into the Resource Pack, producing mutual benefits without duplicating effort. This input and support is vital in the early stages of the project and as visible backing to aid the uptake and implementation of the Resource Pack. As the Resource Pack develops so will the level of support involved too.

For More information contact Michael McAdam, Project Manager and Writer on info@dont-be-that-someone.co.uk or 07972 463 161

