



**R
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CASUALTY
REDUCTION
TEAM**



‘Making the Roads of the West Midlands Safer’



@WMFSRCRT



West Midlands Fire Service RCRT

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Introduction

West Midlands Fire Service Road Casualty Reduction Team (RCRT) aim to reduce the number of people killed or seriously injured in road traffic collisions across the West Midlands. Our focus is on 17-24 year olds, this age group is the most at risk.

- The RCRT has engaged and interacted with over 30, 000 road users across the West Midlands area in the past year (2014-15).
- The RCRT educated vulnerable people at 61 Colleges and Sixth Form Centres, 198 Secondary Schools and 15 high profile Public Events via road safety programmes.
- The majority of those who received road safety education from the RCRT were also the most vulnerable on our roads, young drivers and their passengers.
- The RCRT educated road users about the fatal four causes of road traffic collisions, speeding, driver distractions, seatbelts and drink-driving.
- Road users received further road safety advice about other issues such as vehicle safety checks, tiredness, passenger behaviour, winter driving, child car seats and pedestrian safety.
- The RCRT has used a number of platforms to engage and interact with a variety of audiences, these include large public events, presentations at schools and colleges, fire station open days, emergency service events, charity event and social media.

This document contains the road safety programmes, activities and resources the RCRT have available to achieve the above aim.

WHEELS & SKILLS Programme

The RCRT and 3-D driving awareness have joined forces to provide an interactive education programme aimed at 16-19 year old students across the West Midlands.

The **WHEELS & SKILLS** programme is designed around different elements of road safety and will be delivered by various road safety experts (Kwik-Fit, The AA, 3D Awareness & WMFS).

Using real-life experiences, the WHEELS & SKILLS Programme encourages students to think independently about the choices they make as a driver.

The three-hour interactive programme aims to encourage students to improve their road safety skills and keep themselves and others safe. The programme will take a carousel rotation format, with various workshops running at one time.

All tours start with an introduction for everyone, after which students are split into groups who are led around the different scenarios by a qualified presenter. At the end of the tour, students come back together for a plenary session.



YOUR CHOICE ON THE ROAD

The '**Your Choice on the Road**' programme aims to educate young people about the importance of wearing seatbelts and the consequences of speeding and irresponsible road use.

The presentation is delivered to 16-24 year old students at Colleges and Sixth Form Centres and Young Offenders across the West Midlands area.

The aim of the presentation is to try and modify young road users driving habits, via education, peer group experiences and exposure to the real life consequences of road traffic collisions.

The RCRT can tailor the presentation to meet specific audience needs (drivers/passengers).

This is a one hour interactive presentation and is delivered to groups of between 30 - 50 students at one time.

Stuart Fisher, MBE and from Walsall is a road casualty victim, sometimes attends the session/s we deliver to help young people understand the real-life consequences and impacts of irresponsible driving. Stuart's parents, Barry and Xena Fisher also attend.

As a 17-year-old when he was knocked down by a drink-driver in a stolen car while crossing the road on holiday in Blackpool in 1996. Stuart was left with life-changing injuries and in need of 24-hour care.



COW

COW is a presentation, which aims to educate young road users about the consequences of using a mobile phone.

A discussion is created after students have watched the COW DVD, about young driver's habits, via education, peer group experiences and exposure to the real life consequences of road traffic collisions.

The presentation is delivered to 16-24 year old students at Colleges and Sixth Form Centres and Young Offenders across the West Midlands area.

This is a one hour interactive presentation and is delivered to groups of between 30 - 50 students at one time.

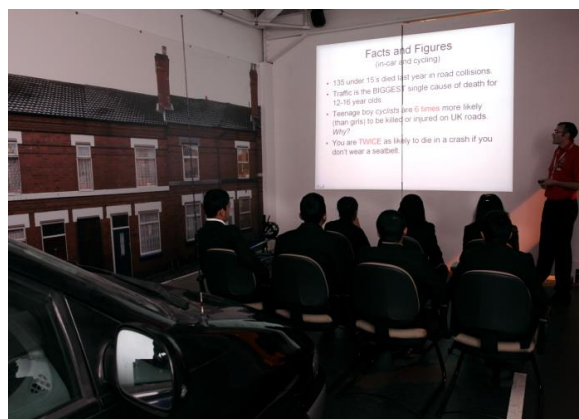
This presentation is based on a true-story.



HOW SAFE ARE YOU?

The 'How Safe Are You?' Package is developed by Solihull Local Authority and delivered by the RCRT.

The package aims to educate young people (Year 7 pupils) about how their behaviour puts them at risk of being killed or seriously injured, when they are walking to and from school or going out with their friends.



The aim of the interactive presentation is to try and modify young people's behaviour, via education, peer group experiences and exposure to the real life consequences of road traffic accidents.

This is a one hour presentation and is delivered to a class size of 30. This package is delivered across the seven Boroughs of the West Midlands.



Road Safety Activities

Every year, West Midlands Fire Service (WMFS) participate in a variety of National Road Safety Events aimed at vulnerable road users.

The RCRT offer assistance and support to Fire Crews at these events, in terms of road safety literature and resources.

NATIONAL ROAD SAFETY EVENTS



When undertaking these events the RCRT encourages Fire Crews to involve **specialist departments** within the Brigade (i.e. Partnerships Team/Safeside www.safeside.org.uk/) and **external Partners** such as West Midlands Police and/or Local Road Safety Teams.

This also gives us a greater understanding of the current issues within a specific area and how we can overcome these together, using our knowledge, skills and experience.

PEDESTRIAN DISTRACTION AWARENESS

This initiative usually lasts for up to 2 hours at a time, dependant upon resources.

The aim of this initiative is to raise awareness amongst **pedestrians** about how mobile phones can distract them whilst crossing the road.

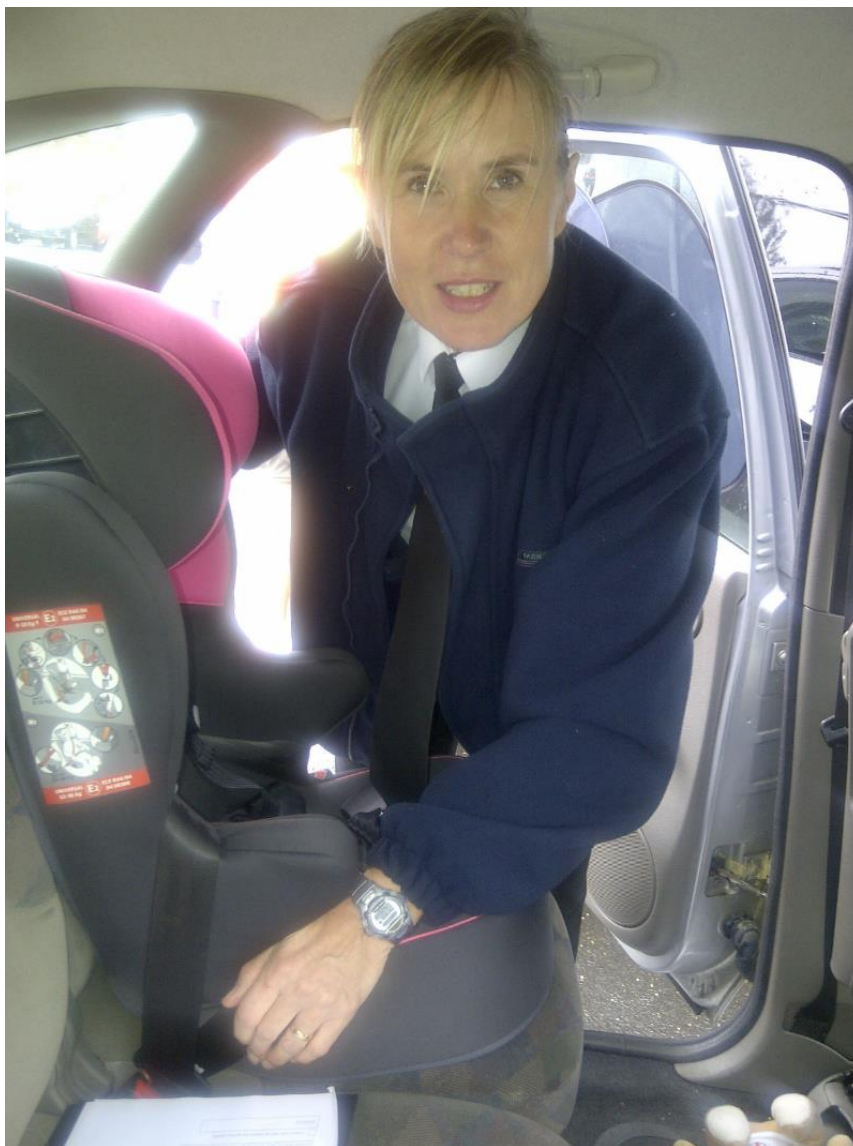
The stencil prints a **temporary image** on the ground at pedestrian crossings. It can be easily washed off by the rain.



CHILD CAR SEAT SAFETY

This initiative usually lasts for up to 2 hours at a time, dependant upon resources.

Qualified child car seat fitters check child car seats, to ensure they are fitted correctly.



ROADSIDE EDUCATION DAYS

This initiative usually lasts for up to 2 hours at a time, dependant upon resources.

This is based upon education, rather than prosecution.

Fire Crews and/or the RCRT work in conjunction with West Midlands Police, to educate motorists about the real-life consequences of:

- Speeding
- Using a mobile phone
- Non-seatbelt wearing



RESOURCES - MG6 GT FIRE CAR

An interactive engagement tool used to educate young people on road safety issues such as non-seatbelt wearing, speeding, driver and passenger distractions.

The **MG 6 GT Fire Car** has been kindly loaned out to the RCRT for one year, courtesy of MG Motors UK.



MIRA CRASH CAR

Motor Industry Research Association (MIRA) kindly crash tested this car using a remote controlled device at one of its centres, to demonstrate the consequences of Speeding (40mph).



BMW FIRE BIKE

This is used to educate Motorcyclists about the importance of wearing the appropriate clothing as well as driving responsibly.



SCHOOLS CAR

The **Schools Car** can be used to educate pedestrians (secondary schools) about how distractions i.e. **mobile phones** put them at risk of being involved in a road traffic collision and/or to educate parents about the dangers of parking outside schools (yellow zigzag lines).



RCRT VAN

The RCRT Van contains road safety literature and resources for Fire Crews to deliver an interactive road safety talk to members of the public.

The talk can be delivered via the display boards, which contain real-life road traffic collisions and safety advice.

A computer can be played inside to illustrate various road safety issues.



The Future

- To continue to reduce the number of killed, seriously injured or slightly injured on the roads of the West Midlands.
- The RCRT look forward to continuing its Partnership work (both internal & external) in the future, educating the most vulnerable in our Communities.
- The RCRT estimates that an audience of 60, 000 road users will receive vital road safety education during 2015-16.
- We will be delivering road safety education to young drivers and passengers at 120 Colleges and Sixth Form Centres, 290 Secondary Schools and 40 high profile Public Events this year.