

New Plymouth injury Safe Trust 10-P Project Report*

KIDDS (Kids Involved in Driving down Speed) Project April 2007 – November 2007



* Model developed by Michael Bourne, Victorian Safe Communities Network Inc, Australia

KIDDS Project (April 2007 – November 2007)

10-P Model for documenting Community Safety Projects and Programs

1. Project Description

Project Title	KIDDS – Kids Involved in Driving Down Speed project
Description	<p>The KIDDS project was a partnership initiative between ACC, New Plymouth Police, RoadSense and 6 local primary schools. The project, primarily led by children, aimed to promote road safety around schools through raised awareness and ultimately community action.</p> <p>Children from each school spent 1-2 weeks collecting vehicle speed data (using hand held radar guns) along with information on road and weather conditions. This information was then analysed to identify the main road safety issues affecting the school. The children were then supported to develop their own proposed road safety solutions. The children presented their findings at a conference in New Plymouth on 28th June 2007 attended by the local MP, Minister for Transport Safety, Councillors, Police, Road Engineers and representatives from Land Transport New Zealand and Transit NZ.</p> <p>The presentations were delivered entirely by children involved in the project and each school hosted dynamic displays that included photos, artwork, road models and design work. Safety issues identified included excessive traffic speed, congestion, parking problems and high traffic volume. Solutions proposed by the children included reducing speed limits around schools, improved signage, increased parking spaces and education of parents.</p> <p>The local support given at the conference for addressing these issues means that the KIDDS conference was not the end of the project, but was in fact just the beginning. Following the conference, children from some of the schools put together formal presentations and submissions to the New Plymouth District Council, as well as meeting with those working in road safety and engineering to explore the possibility of putting their proposed solutions into action. NPIS applied to Roadsafe Taranaki, on behalf of the 6 participating schools, for a small grant of \$1000 per school to pay for in-school projects such as road safety signs, publicity etc.</p> <p>7 Children and 3 teachers involved in the project presented at the 2007 IPNANZ conference and the project has since gone on to win the Education Category of the Road Safety Trust's Innovation and Achievement Awards 2008.</p>

Summary of Community Need	<p>The schools involved in the KIDDS project has all previously participated in an ACC Speed project following identified problems at the schools related to speed of traffic. Each of the schools faced particular challenges due to their location (e.g. on state highways, steep hills or based on a split site).</p> <p>At the earliest stage of the project, the team included schools, Police, ACC, RoadSense and the New Plymouth injury Safe Programme Manager. The involvement of children ensured that the project gained from a valuable insight into the perspectives and ideas of those most affected by the issue, but it also secured the interest of parents and the wider school community.</p>
2. Purpose	
Objectives	<p>The objectives of the KIDDS project were as follows:</p> <ul style="list-style-type: none"> • Raise awareness among children, parents and the local community about road safety issues affecting the participating schools • Enable schools to gather reliable data that could be used to identify the main road safety issues affecting the school and to develop solutions to address those issues • Build links between schools and those agencies that could support them with addressing identified road safety issues • Encourage schools to take greater responsibility for road safety issues and develop sustainable solutions to address them
Outputs	<p>The outputs of the project were as follows:</p> <ul style="list-style-type: none"> • Data obtained from 6 schools including vehicle speeds passing schools, weather conditions, parking behaviour and volume of traffic passing schools • Road Safety conference to present findings and proposed solutions • Road safety signs designed and installed at 3 schools • New fencing installed at one school • Parent education packs designed and printed at one school • Alteration to parking spaces/time limits outside one school • Changes to route of passing traffic outside one school while road works were carried out
Outcomes	<p>The main outcome of the project was that the schools took a greater degree of ownership of their own road safety issues particularly those that the school could exert some influence over (e.g. parent's parking behaviour).</p> <p>The schools involved in the project also felt that the project had been an excellent learning opportunity for the children and had increased their awareness of the range of factors that impact on road safety</p>
Target issue	<p>Road Safety</p>

3. Process	
Research Basis for the Intervention Mechanism	<p>This project used a 'whole child approach (log on to www.msd.govt.nz/publications/agenda-for-children-public-report/ for more information). This is an approach the Ministry of Social Development recommends to public service agencies that are seeking to put into place strategies that apply to children, as road safety around schools so clearly does.</p> <p>The project was also informed by community development and empowerment principles that encourage practitioners to identify, and support, those concerns 'close to the heart' of communities (Laverack, 2007). Who identifies the concern to be addressed and how this is taken forward is critical to building empowered communities. Community empowerment is the process by which communities gain more control over the decisions and resources that influence their lives, generating their own solutions to the issues that affect them.</p>
4. People	
Target groups	School children, parents and staff. Regular commuters passing the school.
5. Place	
Setting (taken from ICD-10 code frame)	Street & Highway
6. Partners	
Community; Business; Agencies; Academic; Others	<p>New Plymouth injury Safe – project planning & coordination, applying for funding on behalf of school, media/publicity</p> <p>Central School, Egmont Village School, Vogeltown School, Spotswood School, St Josephs (Waitara) School, Vogeltown School - Staff, Students & Parent Volunteers - planning and running data collection and analysis activities, classroom work to develop road safety solutions, presenting at local road safety conference, participation in follow up activities (e.g. IPNANZ conference)</p> <p>Police Education Officer – training children to use radar gun, facilitating data collection activities, running follow up road safety activities (e.g. kerb drills)</p> <p>Roadsense – assistance with data collection and analysis activities</p> <p>Roadsafe Taranaki – Funding school based project with small grants funding</p> <p>Sport Taranaki – assistance with traffic control and road safety activities with children</p> <p>ACC – Funding initial phase of project, accessing resources (radar gun etc.), support with conference organisation and publicising project</p> <p>Transit NZ, Land Transport NZ & New Plymouth District Council – support with implementation of solutions, where feasible, following conference</p>

7. Price	
<p>Purchased (Salaries, Operating Expenses & Capital); Donated; Costs to Others (e.g. participants, human, organisational, relational)</p>	<p>Project planning & Coordination undertaken by NPiS programme manager and ACC Injury Prevention Consultant Data collection, analysis and solution designing undertaken by students with support of class teacher, teacher aides, parent volunteers and Roadsense Facilitator Two planning meetings were attended by representatives from each school, ACC Injury Prevention Consultant, Roadsense Facilitator, Police Education Officer and NPiS Programme Manager. Meeting notes and action list circulated to wider group. Speed Radar Guns provided by ACC</p> <p>\$3860 funding from ACC to cover teacher release time and conference hire/catering. \$3250 funding from NPiS for media \$6000 funding from Roadsense Taranaki to fund individual school projects <u>(\$13,1160 Total Funding)</u></p> <p>Expenditure was as follows: \$3000 Teacher release time (\$500 per school) \$6000 School based projects (Approx \$1000 per school) \$600 Conference venue hire \$260 Conference catering \$3250 Centre page media article featuring conference posters to thank project participants for taking part; printing and lamination of media article for distribution to partners/schools</p> <p>\$13,110 TOTAL</p>
8. Product	
<p>Outputs; Exposure; Dose Rates, Results, Outcomes Achieved</p>	<p>Approximately 80 students took part in the project. 5 schools undertook the project with a small group (approx. 10 students per group) and one school used a whole class. Feedback from teachers involved in the project suggested students had been highly engaged in the project and had a good understanding of the road safety issues affecting the school. The students also developed rational and appropriate responses to the problem (although some were cost prohibitive – e.g. underpass).</p> <p>A wider impact of the project was achieved in two ways: 1. The students in the school took road safety messages and requests (e.g. to park safely, to drive slower) home to their parents and the schools reinforced this message through their newsletters. As parents were often identified as part of the schools' road safety problems this was felt to be an effective way of engaging with the parents. 2. Local media became interested in the project and followed it for several months resulting in a regular stream of newspaper and, occasionally, radio reporting. NPiS dealt with the initial media contact but schools increasingly took responsibility for this and promoted their own particular safety message. Good media</p>

	coverage has occurred at each phase of the project and road safety around schools continues to be covered by the local newspaper.
9. Progress	
Current status (Ongoing or Fixed Term); Milestones; Performance Indicators	<p>The KIDDS project won the education category of the 2008 Road Safety Trust Innovation and Achievement Awards. Shortly after the awards a street party was held outside Central School to celebrate the end of the project.</p> <p>In 2009 a new project is beginning, using the same principles and approach as the KIDDS project but instead focusing on school bus safety. This project will involve 6 new schools (including rural schools) within New Plymouth District.</p>
10. Promotion	
Action Resulted; Media & other Promotions; Building knowledge basis with other communities	<p>The project was regularly covered by the Midweek newspaper and the Taranaki Daily News. The event was also promoted in the NPiS Update newsletter, Taranaki DHB 'Pulse' staff newsletter, IP News (national injury prevention newsletter), AA Motorvator (AA magazine) and school newsletters.</p> <p>Children and school staff involved in the project presented at the 2007 IPNANZ (injury prevention) conference in Napier along with the Police Education Officer.</p> <p>Children involved in the project were acknowledged with an award from the Mayor at a local Safe Community celebration event</p> <p>The project was acknowledged at the NZ Safety Awards when NPiS were highly commended in Category 3 (excellence in use of national strategy to guide local action). 13 adults and children involved in the project travelled to Wellington to collect the award.</p> <p>The project won a national Road Safety Trust award and this was publicised by the local media (and possibly some national media as coordinated by the Road Safety Trust).</p> <p>The KIDDS project was the subject of a poster presentation at the 17th International Safe Communities conference in Christchurch in October 2008</p> <p>The children and staff involved in the KIDDS project were invited to receive their individual Road Safety Trust award certificates presented by the Minister for Transport Safety at a local celebration event</p>
Tips for others considering running a similar project...	
	Feedback from schools suggests the project is quite labour intensive but works really well if incorporated into a classroom topic and undertaken as a mainstream learning activity as

	<p>opposed to an 'additional' or extra-curricular activity. Schools tended to rely on parent volunteers, the Police Education Officer and the RoadSense Facilitator to work with the children when collecting data and undertaking classroom work. Issues of safety need to be considered when collecting vehicle speed data. Some children remained within school grounds where as others went on to the street but wore a hi-viz jacket. Children were very aware that they should be hidden in order to get the most accurate data!</p> <p>Maintaining interest in the project following the conference was difficult for some schools so the degree of commitment to addressing the implementation of proposed solutions varied. Some schools were keen to follow through the action stage, holding further road safety activities and lobbying council/NZTA where as others needed more encouragement and support. One school withdrew from the project after the conference as they felt that they had no real issues after the data revealed almost all cars travelling past the school were below the speed limit. Two schools that appeared to have withdrawn from the project after the conference became more actively involved at a later stage and accessed the Roadsafes funding to carry out specific projects within the school.</p> <p>It would be wise for others carrying out a similar project to express to schools the importance of seeing the project as a long term process of achieving change as opposed to a brief awareness raising/learning activity. However, it should also be acknowledged that schools are primarily learning institutions and their priorities may change during the project.</p>
--	--

For More information please contact:	
Name	Channa Perry
Organisation	New Plymouth injury Safe Trust
Address	NPiS Trust c/- Health Promotion Unit Taranaki DHB Private Bag 2016 New Plymouth
Telephone	06 753 7777 ext 8792
Email	npis@tdhb.org.nz
Website	www.npis.org.nz