

REVIEW OF ROAD SAFETY ISSUES FOR FUTURE INQUIRY

Organisation: Blue Datto Foundation Ltd

Date Received: 24 September 2018



The Committee Manager
Staysafe
Parliament House
Macquarie Street
SYDNEY NSW 2000

24th September 2018

Dear Sir/Madam,

RE: Request for Review of road safety issues for future inquiry

Background

Over the last 12 months Blue Datto has expanded its footprint across NSW, purchasing a 'Blue Datto Bus' and embarking on a Regional Roadshow to areas of the State with high levels of youth fatalities. This included Byron Bay, Ballina, the Central Coast, Albury, Tamworth, the Upper Hunter and Central West. The aim of the Roadshow was to deliver our award-winning Keeping Safe program to youth in these areas, at the same time engaging with local stakeholders and generating conversations (via a Community Forum) to gain greater understanding of the complex road safety issues facing each community.

The Roadshow highlighted the varying complexities of each community and the urgent need for further implementation and exploration of targeted and coordinated road safety projects in order to improve localised road safety culture. Particularly in regional areas, despite the concerning statistics, there continues to be a dominant and reckless culture founded on 'It won't happen to me', as young people and the wider regional communities fail to see themselves or their issues represented in mainstream educational campaigns.

Blue Datto believes there is an urgent need to tailor messaging, education and programs to address new and emerging challenges at a community level. This would involve improved coordination of all relevant stakeholders (including Universities, TAFEs, schools, local councils, Police, Emergency Services and business) to focus attention on identifying local values, developing further understanding the safe system approach and highlighting particular road safety issues within each community (e.g. speed, injury on country roads, overrepresentation of certain groups in road crashes.)

Enabling a Community Approach to Road Safety

Blue Datto believes an Inquiry exploring an improved community approach to road safety would enhance the existing work of Government, whilst highlighting the importance and benefits that can be achieved via empowering and providing greater support for localised non-Government community efforts. Aligning with the Safe System – Safe People approach, such an Inquiry would support a number of key priorities within the 'Road Safety Plan 2021' however specifically 'Building a Safer Community Culture.'

The Inquiry would lead to a greater understanding of the ways in which Government can leverage the knowledge and experiences of local individuals and groups within the community, encourage greater collaboration and help overcome current challenges where progress and action towards priorities at a community level is somewhat limited by a lack of tangible support or recognition from Government – local or otherwise.



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Blue Datto Foundation is registered as a charity with the Australian Charities and Not for Profits Commission ABN 58 602 842 526. NSW Charitable Fundraising Authority CFN23787

Blue Datto believes an improvement in community-specific road safety culture will help change attitudes and behaviours and save lives. This would be enabled by initiatives that:

- Recognise the complexities of each community that impact road safety culture
- Develop a shared understanding of community needs and capabilities
- Better engage and empower active stakeholders and community leaders
- Encourage community-based role modelling (local faces, local experiences)
- Improve integration of resources (local or otherwise)
- Support locally focused, locally driven initiatives (that meet certain criteria)

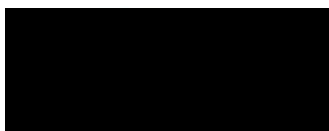
In support of this Blue Datto would also like to see:

- Expanded and consistent localised educational campaigns and improved local 'storytelling' to represent the statistics and issues for each particular community to counteract the Safety illusion that "It won't happen to me."
- Improved driver education resources targeting attitudes and behaviours for young/new drivers and their parents and guardians, with a focus on more relatable, flexible and accessible content to meet modern lifestyle demands.
- The expansion of support and mentoring opportunities not only for disadvantaged, but for all young or new drivers.

For your further information I have included attachments including a Case Study into Blue Datto's work in the Hawkesbury region, as well as information gained from our Regional Roadshow.

Thank you for the continued opportunity to work with the Staysafe Committee to achieve improved road safety outcomes for the wider community.

Yours in Keeping Safe®,



BLUE DATTO FOUNDATION LTD

Director, CEO & Co-Founder

LLM (Commercial Law), LLB, BA (Political Science), NMAS

Blue Datto Accolades:

- *2018 Australian Charity Awards - Outstanding Achievement Award*
- *Winner 2018 Australian Road Safety Awards – Outstanding Achievement Award*
- *Winner 2018 Australian Road Safety Awards – Community Program Award*
- *Winner 2017 Australian Road Safety Awards – School Programs Award*
- *Finalist 2017 3M-ACRS Diamond Road Safety Awards*

Quick Facts:

- *Blue Datto's Keeping Safe program has reached over **10,000** young drivers in the last two years.*
- *Originating in the Hawkesbury region, in the last 18 months Blue Datto has delivered Keeping Safe programs in more than **16 Local Government Areas** in NSW.*



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A CASE STUDY: KEEPING SAFE & REDUCING FATALITIES IN THE HAWKESBURY REGION

Prior to Keeping Safe:

From 2012 to 2015 statistically the Hawkesbury LGA was the worst region in NSW for young driver deaths. With 14 young driver fatalities, the region experienced more road deaths in the 17-25 age bracket than any other area of NSW. During this time fatalities in the 17-25 age bracket accounted for 47% of all fatalities in the Hawkesbury – compared to the NSW state average of 20%.

Local to the region, the Vassallo family and Blue Datto chose the region to host the initial roll out of the Keeping Safe program. Blue Datto supported program delivery with community activations, local media stories, networking with local business and Council and community fundraising initiatives.

After Keeping Safe:

From 2016-2017 70% of Year 10 students in the Hawkesbury Region participated in a Keeping Safe program. Over the same period, youth fatalities were significantly reduced with only one young life lost over the two year period. There was a 100% reduction in young fatalities in 2016 alone - against the NSW State average of a 33% increase. In 2016 only two fatalities occurred on Hawkesbury roads across all age groups, by far the lowest fatality count in the LGA for the previous five years

Hawkesbury LGA	2012	2013	2014	2015	2016	2017
Total Fatalities - 17-25 year olds	5	2	2	5	0	1

Average No. Lives Lost 2012 to 2015: 3.5 per year Average No. Lives Lost 2016 to 2017: 0.5 per year



AN INNOVATIVE, COMMUNITY-FOCUSED PROGRAM TO REDUCE CASUALTIES AND ASSOCIATED COSTS.

Blue Datto's Keeping Safe program is a multi-award winning road safety education program that targets young drivers and passengers in school and community settings. Keeping Safe aims to teach safe behaviours, encourage self-belief and empower young people to make safer choices on the roads as drivers and passengers.

The program is an interactive analysis of travel safety risks and examines the influence of family, friends and the social environment on the choices young drivers make. The workshop teaches practical communication and leadership skills that are transferrable to all areas of life.

As part of every program participants complete a **Personal Road Safety Plan** considering strategies they will use to travel safely as both a driver and passenger. They also formalise their commitment in a **Pledge**, which Blue Datto emails to them every year for five years around their birthday. They also brainstorm ideas for ways in which their school and community can improve local road safety culture – presenting their ideas to their Principal and or local Council Member as a **Community Plan** at the conclusion of each program.

Keeping Safe is written by leading Australian road safety and education experts, with input from Police and Emergency Services. Programs are delivered by Facilitators and trained Peer Mentors (1 per 20 participants.) Peer Mentors (generally University students) are trained to lead breakout sessions and encourage open and constructive discussions on a 'near peer' level.



KEEPING SAFE HELPS YOUNG PEOPLE DEVELOP PRACTICAL SKILLS & STRATEGIES TO STAY SAFE.

Keeping Safe participants are anonymously surveyed two weeks after completing their program. Over the last 18 months, participants have reported that Keeping Safe™ taught them to:

- 'Speak up when I don't feel safe' (88%)
- 'Make sure the driver is always safe to drive' (87%)
- 'Always have a plan to get home safely' (83%)
- 'Plan to avoid risky situations' (83%)
- 'Be more confident if faced with risky situations' (80%)
- 'Make sure the car I am in as a driver/ passenger is safe' (80%)

Within two weeks of their program, participants told us they had already used learnings and strategies from the program to:

- 'Avoid risky situations' (71%)
- 'Be more confident and speak up in risky situations' (70%)
- 'Be a better driver' (53%)

Additionally:

- 78% of participants discussed the program with parents and friends
- 92% said they felt free to speak openly and honestly in the program



EXAMPLES OF COMMUNITY SUGGESTIONS FROM REGIONAL YOUTH

THE UPPER HUNTER

- Increase annual Government/ Council subsidised Road Safety Programs relevant to regional areas.
- Create a Mural for those who have died due to Road Crashes in the last 10 years and place it in a central area in the community to raise awareness for the importance of Road Safety.
- Subsidise driving lessons with qualified instructors'
- Create Road Safety campaigns (visual, verbal, audio and social media) within the school and community using the leadership of SRC Members and the talents of music, art and drama students to promote awareness!
- Improve Public Transport for the youth! Local RSL or Council Buses to be used on weekends as a courtesy bus to safely transport youth to and from social venues.

THE CENTRAL WEST

- Do more to discourage underage driving on farms - Many young people in regional areas are familiar with the physical means of driving as they have been raised on farms, large areas of land etc. but they are over confident attitude once they are on the roads.
- More Consistent Road Safety Programs like Blue Datto's Keeping Safe Program available to schools in Regional Areas. They could be tailored also for older generations.
- Better regulation on bull bars on country vehicles.
- Fundraise and organise community petitions to initiate change in the poor road conditions e.g. Strathroy Avenue.
- Create regional specific Radio ads / audio that is hard hitting and impacts the driver to be aware of their fatigue. (From children and family perspective)

BYRON/BALLINA


- Increase education and information for Tourist drivers.
- Visual Arts Students to create signage and posters to spread the word of Keeping Safe within the school community.
- Many students suggested adding more crossings in town, and even using police/fine enforcement on the existing pedestrian crossings as many people freely jay walk.
- Add a Bike Lane on main roads – there are no bike lanes in our area.
- Make the Parent Program a compulsory activity for parents of Year 10 Students.

ALBURY

- Improve public transport in Albury (Buses & Ubers) and request for student discount. It's difficult finding public transport on weekend evenings following social events.
- Provide better education within schools that strays from the usual Textbook curriculum – opportunity for visual/ practical lessons & inviting guest speakers with real life experiences.
- Create more youth related road safety ads, directed at Learner & Provisional drivers & pedestrians.
- Better highlight the difference in Road Rules between the Victorian & New South Wales borders (More clarification & consistency required).
- Provide free & accurate breath tests throughout the town.



KEEPING SAFE STUDENT PLEDGE EXAMPLES





Name: _____
 Email: _____
 DOB: _____

**...MY...
•PLEDGE•**

I pledge to try and be the best and safest driver that I can be. I pledge to not give in to peer pressure and to drive cautiously even with 1+ passengers in the car. I pledge to be confident in the decisions that I carry out on the road, but not cocky. I pledge to drive defensively and remember that motor vehicles are weapons. I pledge to remember that there are other people on the road and people that will miss them & me.

Any questions about today?
 Call 02 8999 8005 or email info@bluedatto.org.au today.
 facebook.com/bluedatto







Name: _____
 Email: _____
 DOB: _____

**...MY...
•PLEDGE•**

I learned about safety I already knew alot but this taught me more. Today I learned how to speak up to an irresponsible driver, and ways to stop them. I promise I won't disobey road safety rules because I love my family and if I made a stupid choice, the impact would be unhearable, I love my family xoxo.

Any questions about today?
 Call 02 8999 8005 or email info@bluedatto.org.au today.
 facebook.com/bluedatto





Name: _____
 Email: _____
 DOB: _____

**...MY...
•PLEDGE•**

I pledge to be safe on the roads and be ~~cautious~~ cautious on the roads and in friends cars.


I Promise I will stick to the Law and not drink and drive.


RIP Phil xxx

fly High my man

Duki gang:

Any questions about today?
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WHAT'S THE COST OF SAVING A LIFE?

Blue Datto's Keeping Safe program costs as little as \$20 per student to deliver. With the cost of each fatality estimated to be approximately \$2.67 million (*Cost of Road Crashes in Australia 2006, BITRE*)– program costs pale in comparison to costs currently incurred by the community.

Local Government Area	Number Youth Fatalities 2013-2017	Est. Cost Youth Fatalities 2013-2017	Cost to deliver Keeping Safe to Year 10 Students in LGA (Per Year)
Central Coast	12	\$32 million	\$84,340
Canterbury Bankstown	8	\$21.3 million	\$70,000
Mid Coast	12	\$32 million	\$20,000
Cessnock	10	\$26.7 million	\$10,000
Western Sydney (13 LGAs)	65	\$173 million	\$570,000

State-Wide Roll Out: Blue Datto estimates it would cost approximately **\$2.3 million per year** to make Keeping Safe available across NSW. That's less than the cost of one fatality each year.

Such funding would enable Blue Datto to:

- Deliver Keeping Safe programs for approximately 92,000 Year 10 students each year
- Provide training and employment opportunities for up to 100 University students
- Establish three regionally based Blue Datto satellite offices to coordinate program delivery
- Lead community-based education campaigns 'on the ground' in line with Government strategies



THE BLUE DATTO STORY

Launched in 2015 the Blue Datto Foundation is a NSW based registered charity that aims to save lives of young Australians on our roads. We aim to do this by changing the culture of young drivers, altering attitudes and behaviours and empowering young drivers to make smarter, safer decisions as drivers and passengers. This is primarily achieved through our Keeping Safe program that targets 15-18 year olds in school or community settings. To date over **10,000 young drivers** have participated in Keeping Safe.

Blue Datto was established following the death of **17-year-old Philip Vassallo** (below) in a crash in which both drivers were red 'P' platers. Phil, '**the kid in the Blue Datto**', was a much-loved teenager who brought happiness to everyone who knew him.

In March 2018 Keeping Safe won the Community Program category at the Australian Road Safety Awards as well as the prestigious Founder's Award for Outstanding Achievement. This follows a win of the School Category in 2017. Blue Datto was also a Finalist for the 2017 3M-ACRS Diamond Road Safety Awards.

Blue Datto Advisory Board Members:

Dr Bridie Scott-Parker

Research Fellow, National Health and Medical Research Council; Leader and Senior Research Fellow, Adolescent Risk Research Unit; Founder, Consortium of Adolescent Road Safety; Sunshine Coast Mind and Neuroscience - Thompson Institute

Dr Kerry Montero

Senior Lecturer and Program Manager, Bachelor of Social Science (Youth Work) RMIT University; Extensive background in youth work, youth health, health promotion and health service delivery to young people.

Dr Kristy Coxon

Lecturer and Academic Course Advisor, School of Science and Health, Western Sydney University; PhD in Public Health, Sydney University.

Graham Spencer

Co-Founder, GSC Partner – Young driver Road Safety Consultants to Government and the private sector; Founder, Fit to Drive Foundation.

Suzanne Clarke Spencer

Co-Founder, GSC Partners – Young driver Road Safety Consultants to Government and the private sector

