

ROSPA

ISSN 0459-2034

SAFETY Education

Spring 2010



Facing the perils of
Morecambe Bay

Around the World in 2½ Days: LESSONS FOR THE UK

LAST CHANCE
TO BOOK



75th Road Safety Congress



February 22-24, 2010. Holiday Inn Hotel, Stratford-upon-Avon

The government has proposed that Great Britain adopts a new long-term vision for road safety: 'Making Britain's roads the safest in the world'. From 2010, Britain will be entering a new road safety strategy and target period, with fresh updated priority areas and new ambitious casualty reduction targets. RoSPA's 75th Road Safety Congress will explore what the UK can learn from how other countries address road safety.

LAST CHANCE TO BOOK - Full programme available at www.rospa.com/road

We expect this year's event to be as popular as ever, so book now to avoid disappointment. A provisional programme is now available online.

**Book online today at: www.rospa.com/road
or call: 0121 248 2120**

RoSPA
The Royal Society for the
Prevention of Accidents

Inside this issue...



News

School fined over injury

Drama

Road safety message

£500,000 on offer

New scholarships

Music aids campaigns

Warwickshire's lessons

Seminar news

Focus on young people

Student counsellors

Peer to peer

Shifting sands

Morecambe Bay latest

Speeding

Casualty figures

New Forest

Advice for college

Calendar

600 entries

2

3

4

5

6-7

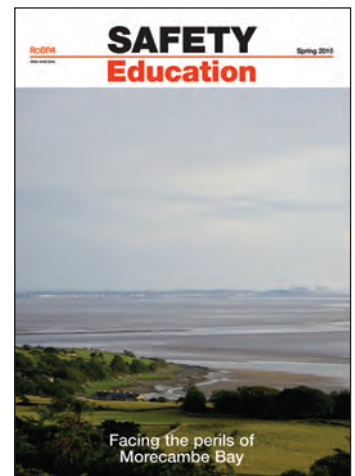
8

9

10

11

12



Managing Editor
Janice Cave MBE

Editorial Consultant
Jim Barrow

Occupational Safety Adviser
Roger Bibbings

Risk Education Adviser
Jenny McWhirter

© Published termly by RoSPA Enterprises Limited - a wholly owned subsidiary of The Royal Society for the Prevention of Accidents.

Opinions expressed and claims made by individual contributors are not necessarily subscribed to by RoSPA. No responsibility can be accepted

**The Royal Society for the Prevention of Accidents,
Edgbaston Park,
353 Bristol Road,
Birmingham B5 7ST.**

Telephone: 0121 248 2000

Web site: www.rospace.com

RoSPA is a registered charity No. 207823
VAT registration No. 655 1316 49

To advertise in Safety Education
please contact:
safetyadvertising@rospace.com

Printed by Ortek Colour Printers
Aldridge, Walsall, West Midlands

Design and production:
The Cheese Room
Graphic Design Studios
www.thecheeseroom.com
01827 50341

Posters pinpoint construction perils

Pupils from Wrenthorpe Primary School in Wakefield are celebrating after scooping top honours in a competition to design an awareness poster to keep children safe and away from the dangers of construction sites.

Construction company ISG ran the poster design competition as part of its programme to highlight the very real dangers posed by construction sites. The winners received a framed copy of

their original design and a book voucher.

Jane Coyle, head at Wrenthorpe Primary School, added: "The poster competition has proved very popular with pupils and really helped reinforce the awareness talk given in assembly. The winning designs will be displayed around the school, helping to keep everybody safe and away from the dangers of construction sites."



ISG's health and safety adviser, Mick Quealy with poster competition winners (from left) Kate Honeyman, Iona Ross, Sam Scholey and Stephanie Shires

School fined for catastrophic injury

A school has been fined £16,500 after a 16-year-old pupil lost eight fingers when her hands got stuck in a bucket of plaster of Paris during an art lesson.

The girl was making a cast of her hands in January 2007, magistrates in Boston, Lincolnshire, were told.

The plaster heated up and set. Neither staff nor paramedics could get it off, leaving the pupil at Giles School in Boston with serious burns.

The school admitted breaching health and safety rules. It also admitted failing to report the matter to the Health and Safety Executive which only found out about what happened from the girl's plastic surgeon. The school was also ordered to pay £2,500 in costs.

The court was told temperatures of up to 60C can be generated in large quantities of plaster of Paris.

Jo Anderson, prosecuting for the HSE, said the girl had been told by her teacher to put her hands into clay to make a mould. She was then supposed to pour the liquid plaster into the clay mould. Instead she put her hand up to the wrist into the bucket of plaster.

It is understood the mixture

began to solidify within about 10 minutes and she soon realised she could not remove her hands.

"The student's hands were literally being burnt as the plaster was setting around them," Miss Anderson said. "There was no way the student could or should have known of the catastrophic consequences."

Plastic surgeons did what they could to help the girl, but after 12 operations she was

left with no fingers on one hand and just two on the other.

Speaking outside the court, the girl's solicitor, Stephen Hill, said his client was a "remarkable young woman" who hoped to go to university and become a teacher working with nursery or primary aged children.

He added: "She is doing remarkably well considering the devastating injuries she did suffer. But she is very sto-

ical. She is a very determined, self sufficient character but she is now only left with one forefinger and an index finger."

The school issued a statement which said it was proud the girl had returned to school and gained three A-Levels.

It added: "We would like to reassure all pupils and parents that our health and safety procedures have been rigorously revised."

Way to new qualification

Five safety education practitioners from around England have signed up for training and support to achieve a nationally recognised qualification in Personal, Social Health and Economic education (PSHE education).

The course is being led by Jenny McWhirter, RoSPA's risk education adviser, with support from two experienced local leads, John Hayman of Coventry LA and Bev Petch of Solihull LA, who have successfully supported teachers, school nurses and other practitioners to achieve this worthwhile standard.

The five will work with

Jenny over the current school year to develop their work in safety education in line with best practice in PSHE education. They will build up a portfolio of evidence which will include sessions observed by qualified practitioners. Their portfolios will then be independently assessed.

The Child Safety Education Coalition has provided the funding for registration and training fees, while employers have agreed to support the participants by allowing them time to attend training and to prepare their portfolios.

One of the participants is

RoSPA's own youth liaison worker and CSEC co-ordinator, Cassius Francis. "I felt I did not know enough about the context in which safety education is delivered in schools, or how best to help and support delivery by teachers. This qualification will help me to help teachers offer high quality practical safety education which meets young people's needs."

Discussions have already begun to consider how to extend the scheme next year. If CSEC members would like more information, please contact Jenny McWhirter (jm-cwhirter@rospa.com).

Crossing over to get message across

A new hard hitting road safety drama was launched in Camden in November to tackle many of the risks young people take on the roads.

'Crossing Over' by Clifford Oliver is aimed at 12 and 13 year olds, an age group in which road injuries peak nationally. It was commissioned by Camden Council's public safety team in partnership with the Arc Theatre and was funded by Transport for London.

From 2007 to 2008, the council in partnership with local organisations worked with a total of 236 young people aged 10 to 17 years and 53 parents to gauge their attitudes to road risk and address why children, particularly those from poorer communities and some social and ethnic groups, are at greater risk of road injury than others.

The research was conducted at the Somali Community Centre, the CarAf Centre, the Research and Development Centre for Ethiopians in Britain and the Samuel Lithgow Youth Centre. The key findings informed the development of 'Crossing Over' and include:

- Like adults, young pedestrians are often distracted and in a hurry. Young people also owned up to not looking before crossing and not waiting for the green man at pedestrian crossings.
- Most young people surveyed sometimes or often run across the road (87 per cent), talk on their mobile (70 per cent) or continue to listen to music (68 per cent).
- Nearly half (48 per cent) sometimes or often mess around while crossing the road.
- A quarter of young people surveyed (25 per cent) play with balls on the road.
- Both young people and parents want more road safety education in schools,



particularly education which is realistic and which demonstrates the possible consequences of not paying attention on the roads.

Councillor Chris Knight, executive member for environment on Camden Council, said: "The research provided us with an invaluable insight into the behaviours of young people on the road and why risks are taken. It enabled us to reassess what we are

doing to educate children about being safe on the road and informed the development of this drama.

"Crossing Over gets the road safety message across in a meaningful and relevant way and will be seen by hundreds of children across Camden. Reducing road danger is essential in encouraging people to choose to walk."

Chris Lines, head of the London Road Safety Unit,

said: "There has been an 84 per cent fall in the number of children killed or seriously injured on Camden's roads since the mid to late 1990s, largely thanks to the excellent progress Camden and TfL have made in improving road safety education and engineering in the past decade.

"Eleven to 14 year olds are more likely to be involved in a road crash than other age groups."

Free moped courses start

Many young students will return to their studies this year on mopeds and motorcycles and parents in Warwickshire are being urged to send them on a free, dedicated training course to help them stay safe on the roads.

Research has shown that 16 to 19 year old motorcyclists are the most vulnerable road users and many still feel nervous and cautious when they first travel on two wheels; even though this heralds an exciting, new-found freedom.

Warwickshire road safety officer, Stephen Rumble explains "A moped or motorcy-

cle is a great way to get around because you no longer have to rely on parents for lifts or be constrained by public transport times.

"However, our behavioural studies suggest that many inexperienced riders quickly change from feeling nervous, cautious and vulnerable to being confident, cocky and believing themselves to be invincible.

"The casualty statistics for this age group would frighten any parent, but we are not trying to discourage the use of mopeds and motorcycles. The Take Control training course is designed to help

young riders develop new skills, temper any over-enthusiasm and improve their road safety awareness."

A number of prominent local motorcycle dealerships are supporting and promoting the Take Control courses and the free half-day rider training would be an ideal follow up to CBT. The advanced instructors are available seven days a week and will usually take one or two motorcyclists per session, starting at a convenient location to suit everyone.

For more information, go to www.takecontroltraining.co.uk

£500,000 on offer for scholarships

Applications are invited for the second round of funding available through a £500,000 accident prevention scholarship scheme.

The RoSPA/BNFL Scholarship Scheme provides funding for safety-related research which will produce defined, practical and influential outcomes to help save lives and prevent injuries.

Grants of up to £20,000 a project per year are available. The closing date for applications for the 2010 round of

funding is April 2.

Applications are invited for projects addressing themes including safety education: to enhance risk understanding and awareness (particularly risk awareness in preparation for work); and general safety: to increase public awareness of safety and accident prevention (particularly safety and risk literacy among key decision makers and communicators).

The Royal Society for the Prevention of Accidents estab-

lished the scholarship scheme after BNFL donated £500,000 to fund research which would have a significant impact on improving safety in the UK and around the world.

In 2009, funding went to three projects researching the scale and impact of child injuries in Nepal (PhD student, University of the West of England), the threat posed by cold water immersion (University of Portsmouth) and the effectiveness of a learner-driver coaching programme

(Staffordshire County Council and Keele University).

For more information, email Roger Bibbings at rbibbings@rospa.com or call him on 0121 248 2095. Further details at: www.rospa.com/occupational-safety/occupational_health/bnfl-rospa-scholarship.htm

New deputy president

The Royal Society for the Prevention of Accidents has a new deputy president.

Lord Hunt of Wirral, shadow minister for business, innovation and skills, has taken up the role.

Tom Mullarkey, RoSPA's chief executive, said: "Lord Hunt brings a wealth of parliamentary experience to bear on RoSPA's many campaigns. His advice and guidance are superb and he has already started to have an impact as our deputy president. He and Lord Jordan, our president, now make a formidable combination to influence our agenda in the House of Lords and in wider political circles."

Lord Hunt was an MP from 1976-1997 and a member of the Government from 1979-1995, serving in the Cabinet as Secretary of State for Wales, Secretary of State for Employment and Chancellor of the Duchy of Lancaster.

He has been a member of the Privy Council since 1990 and was made a life peer in 1997.

Lord Hunt is also president of the All Party Group on Occupational Safety and Health and is an honorary member of the International Institute of Risk and Safety Management, and an honorary vice-president of the Institute of Occupational Safety and Health.

CSEC's key messages

The Child Safety Education Coalition has defined its key messages.

The key messages are designed to be helpful when talking about what the coalition is, does and stands for. With 55 different organisations coming together so far to form the coalition, having a set of messages which are unique to CSEC will help it develop its own identity.

The key messages:

What? The Child Safety Education Coalition is a group of member organisations which are working together to promote practical education to help children and young people protect themselves from unintended injury.

The five main types of unintended injury CSEC works to reduce are road traffic injuries, drowning, poisoning, burns and scalds and trips and falls.

Why? Children and young people get hurt unintentionally and they are more likely to die from unintended injury than from any other cause.

How? CSEC encourages and supports everyday activities which help children learn about danger and how to cope with it and thereby develop lifelong skills to keep themselves and others safe.

Thirty seconds of fame for Yeovil

The new Vin Diesel movie, Fast & Furious 4, may seem a world away from the streets of Yeovil, but a group of young Fixers from the town are showing their own street race movie alongside the Hollywood blockbuster.

Students from Yeovil College have made a short film about the dangers of illegal street racing, based on their own experiences in the town. They want to encourage safer driving among young people in a bid to stop 'boy racer' culture, and to highlight the consequences of fast and dangerous driving.

Now their advert, made with the support of ITV

Fixers, has been shown to the media and police as part of the UK DVD launch for Fast & Furious 4 at Santa Pod Raceway.

Lead Fixer Mercedes Dare, 17, says she and her friends are astounded by the response to their campaign.

She says: "We never expected the film to take off like this. When we took the idea of a 30-second advert to ITV Fixers, we wanted to have it shown in local schools and colleges. What we have now is an amazing opportunity to get our concerns out to a wider audience."

Mercedes and the other Fixers travelled to Santa Pod

to watch the film being shown to representatives of the UK's film and motoring media and the police.

ITV Fixers, which has been running in ITV regional news programmes for a year, challenges people aged between 16 and 25 to identify an issue of concern and gives them practical help and guidance to 'fix' the problem.

It has been devised for ITV by the Public Service Broadcasting Trust, with support from v, the youth volunteering charity, and the Nationwide Foundation.

View the 30-second film made by the Yeovil students at <http://vimeo.com/6679125>.

Music and drama deliver the message

School children in Kenilworth, Warwickshire have been learning valuable lessons in staying safe on the roads thanks to a new partnership between fuel brand Jet and music education charity Armonico Consort.

The potentially lifesaving messages were delivered to pupils aged 8-11 at St. John's Primary School through a specially designed one-day music and drama workshop in November.

Children were assigned roles and encouraged to work together to learn bespoke scripts and songs during Armonico Consort's 'Musical in a Day' workshop, which included two original songs and sections of musical underscoring. The scripts were specifically tailored to reinforce The Jet School Run Code, an initiative designed to safeguard children as they arrive and leave school.

Ziggy and Zaggy, two bright yellow robots who front The Jet School Run Code, were used to bring the learning to life. At the end of the day, parents and other pupils were invited to watch the children perform.

As well as inspiring children to think about road safe-

ty in general, the workshop was also designed with a view to encouraging pupils to educate their parents.

The Jet School Run Code was launched in conjunction with the road safety charity Brake, after research by the fuel brand revealed that over half of parents questioned admitted to breaking basic driving rules on the school run, including speeding, dangerous parking and stopping in unsafe places to drop children off.

Consisting of important do's and don'ts and other road safety guidelines for parents, The Jet School Run Code was developed with the aim of eliminating such dangerous behaviour.

Tony Conway, Jet's marketing manager, is delighted at the positive feedback already received from children, teachers and parents at the school: "The workshop was a great success. Not only was it an incredibly fun day for the children, it's clear that important lessons have been learned by everyone involved – and this is exactly what we wanted to achieve."

"We take our role in the local community very seriously, and with more and



more cars on the roads, the school run is notorious for potentially unsafe scenes outside the school gates. Anything we can do to help bring road safety messages to life and encourage pupils and parents alike to put safety first is very important to us.

"We now have more than 900 schools signed up to The Jet School Run Code initiative, spreading the word about road safety through educational leaflets and special activity packs."

Laura Berridge, educational director at Armonico Consort, was thrilled to be approached

by Jet to help deliver such vital lessons in road safety: "We really had fun with the Ziggy and Zaggy characters and bringing The Jet School Run Code to life. Using creative methods like drama and music are so powerful in learning because they engage children in an exciting and accessible way – and this workshop was certainly no exception."

Each child taking part in the workshop also received a special road safety pack containing a copy of The Jet School Run Code, a hi-vis jacket, Ziggy and Zaggy stickers, a poster and badges.

Infocentre makes life easier for members

The Royal Society for the Prevention of Accidents has launched a new system for searching its unrivalled collection of more than 28,500 accident prevention resources.

The RoSPA Infocentre catalogue has been transferred to a new online system, which is designed to make it easier for RoSPA members to quickly locate the journal articles, books, pamphlets and reports they need.

RoSPA members can use the new Liberty library management system to search the database at any time of day, from anywhere in the world,

free of charge. Once they have found the resource they're looking for, they can ask to borrow the item or to receive a pdf version or photocopy.

Unlimited access to the Infocentre and its resources is just one of the free benefits enjoyed by RoSPA members.

Ibidapo Oketunji, RoSPA's information services manager, said: "We are really pleased to launch the Infocentre's new online search facility for RoSPA members. We hope it will make it easier for them to draw on the expertise con-

tained within our extensive and unrivalled library.

"Each month, the RoSPA Infocentre receives around 550 enquiries from RoSPA members and the public who are looking for a wide range of accident prevention information, guidance and resources. We offer a unique service, because we cover all aspects of safety, and no enquiry is too strange."

RoSPA members can access the new search facility by logging on to their dedicated website - www.rospa.com/members/ - and following the Infocentre links.

As well as searching for specific items, they can periodically search the catalogue for newly purchased/catalogued books or articles. In addition to requesting publications through the system, they can print or save their searches and return to them later.

The RoSPA Infocentre is happy to take enquiries by telephone (0121 248 2130), fax (0121 248 2001), email (infocentre@rospa.com), or by letter (Infocentre, RoSPA, Edgbaston House, 353 Bristol Road, Birmingham, B5 7ST). Visits in person are also welcome.

Seminar focuses on young people

Delegates from across Europe attended the first international seminar looking into young people's involvement in injury prevention.

The three-day event which was hosted by the Child Safety Education Coalition and AdRisk (the Community Action on Adolescents and Injury Risk project, a European initiative) and held at the headquarters of RoSPA in Birmingham.

There were inspiring examples of work from around the continent, including presentations from young people who are involved in injury prevention in the UK, and lively workshop sessions during which delegates sought to define "high quality practical safety education" and "risk competence".

By Jo Stagg

Setting the scene for the opening day's discussions about what constitutes high quality practical safety education were Marcus Bailie, of the Adventure Activities Licensing Service, Ian Park, of Learning Outside the Classroom, and Richard Kimberlee, from the University of the West of England.

Among the points raised during a response session were that teachers needed to have confidence that, contrary to popular belief, there had not been an increase in compensation claims related to school trips, and that the benefits of young people engaging in "risky behaviour" needed to be promoted.

It was also suggested that a

perceived national policy focus on "protecting" and "safeguarding" children and young people should shift to the encouragement of activities which enable them to learn about safety.

Among the thoughts drawn out in workshop sessions about high quality practical safety education were: it is a constant process; it can happen in and out of school; it involves experimental learning; it fosters a culture which promotes responsibility and aspirations of wellbeing; it should be interesting, relevant, challenging, interactive, flexible and fun; it can promote experiencing little injuries to avoid the big injuries; it happens in partnership; it should be evidence-based and evaluated; and it leads to behaviour change.

Young people from the UK were among the speakers on the second day of the seminar, as delegates turned their attention to youth participation in strategies to prevent unintended injuries. They included singer-songwriter Katie Benbow, 16, of Rhyl, Denbighshire, who wrote a song and appeared in a video in memory of her friend David Wares, 22, who was killed in a car crash last year while racing a friend (see www.youtube.com/watch?v=a6lWT0YUoVs).

"I would like as many people to watch the video as possible" said Katie. "If it saves one person's life that will be enough for me. I do not want anybody else to go through what David's family and I have gone through."

She also told delegates that her interest in road safety had now gone beyond the video. "I would love to use the video to reach people but if they



Manpreet Darroch describes his con

were not interested in the video, I would still like to push road safety and awareness. It has become a passion of mine now."

Injury prevention campaigner Manpreet Darroch, 21, of Walsall, who is a stu-

**Young people have s
thought their earpho
when they were c**

dent at Aston University, introduced delegates to the dangers of modern technology and the road. He showed an internet viral which warns other young people of the dangers faced by pedestrians who are distracted by loud music (see <http://battlefront.co.uk/video/21713/>).

"You might be able to stop



Katie Benbow tells her story

ing people at risk



cerns

and look, but one of the most critical aspects of crossing the road is listening as well," he said. "Something which lots of young people have said to me is that they had not thought their earphones put them at risk when they

said that they had not
phones put them at risk
crossing the road

were crossing the road (before this campaign). To me that sounds like someone has potentially saved their own life."

Alysha Ong, 19, a University of Birmingham student from Banbury, spoke about a project which saw her join RoSPA on a "young advocate" placement organised

through the charity Changemakers.

During her placement, Alysha investigated what young people thought about advanced driver training (see www.rospace.com/drivertraining/info/changemakers.pdf). "We wanted to know why people were or were not interested in advanced driving and whether they even knew what it involved," she said.

Five Year 10 students from Heartlands Academy in Birmingham outlined a CSEC peer-to-peer project through which they are developing a practical safety education programme.

Other speakers on the second day included Dr Jenny McWhirter, RoSPA's risk education adviser and a member of the CSEC steering group, who introduced the "Hart ladder of participation", and Britta Lang, of the Transport Research Laboratory, who talked about consulting young drivers.

Manfred Zentner, of the European Knowledge Centre for Youth Policy, outlined a practical safety education project involving skiers and snowboarders, and Cassius Francis, youth liaison officer at RoSPA and a CSEC co-ordinator, spoke about how Facebook could be used in injury prevention.

Sophie Wood, principal officer at NCB and a member of the CSEC steering group, introduced delegates to the concept of youth participation.

The focus of the third day was the issue of "risk competence" - how young people become able to identify challenges, recognise the benefits and hazards involved, assess and manage risks and enjoy the benefits of the challenge.

Ursula Löwe, of Kuratorium

für Verkehrssicherheit (KfV) in Austria and the AdRisk project co-ordinator, Manfred Zentner, Ine Buuron, of the Consumer Safety Institute in the Netherlands, and Eveline Braun, of KfV, introduced the day's theme before delegates broke into workshops.

Feedback from the workshops included that: "learning" rather than "teaching" is the key approach to helping young people develop risk competence; risk competence fosters independence and can be learned through real-life experiences/mistakes; risk competence involves the ability to transfer skills to parallel situations; and different age groups demonstrate differing levels of risk competency (i.e. we must not pin an expectation of risk competency on younger age groups, e.g. five-10s, because there is a

risk we could blame victims if an injury occurs).

Summing up the seminar, John Vallender, CSEC manager, said: "The seminar was a tremendous success. It highlighted that a genuinely shared approach to practical safety education exists across Europe, based on freedoms for children and young people to take ownership of their learning through an inductive approach to safety education.

"The speakers' presentation and the workshop sessions revealed a common desire to give children the freedom to do things. Practical safety education based on this inductive approach is about helping children and young people by preparing them to take part in their world and to get the best out of what they are trying to do."



Katie Benbow with coverage of her campaign

Students aim to counsel peers

Students from Heartlands Academy in Birmingham are running a CSEC peer-to-peer project through which they are developing a practical safety education programme. The project – called Have Fun, Be Safe! – will culminate in Child Safety Week in June 2010.

Working closely with a CSEC co-ordinator and one of their teachers, the Year 10 students – Devante Benjamin, Shanice Johnson, Elizabeth Koko, Aliyah Nesbeth and Govan Rashid – have become “safety mentors” within their school and have been taking presentations about how to prevent injuries into year group assemblies.

They are also inviting teachers to assist them in their preparations for Child Safety Week and have linked a school subject area to each of the unintended injuries they are working to prevent (road traffic injuries – drama; drowning – PE; poisoning – art; burns and scalds – media studies; and trips and falls – textiles).

As well as starting to think more about their own safety since starting the project – including about whether or not to listen to music while crossing the road – the students said being involved with CSEC had brought them a host of other benefits.

“We now have more leadership skills and knowledge, and are being given more opportunities,” said Govan.

Her message was echoed by Elizabeth: “Being involved



Heartlands students in front of Cassius Francis from RoSPA, Sophie Wood from NCB and teacher Sheryl Richards

in this project brings more responsibility. If you are leading people, you are going to

experience, knowledge and opportunity to learn about safety,” said Shanice.

We now have more leadership skills and knowledge, and are being given more opportunities

learn how to be more responsible. It is also very helpful to learn how to speak in front of people.”

All five students said they had been inspired by the other young people who took part in the seminar.

“We’re benefiting from the

And it’s an opportunity they are not taking for granted. Aliyah said: “This experience is good for us. Many people who are older than us would not have got the opportunity that we have to develop these skills.”

Devante saw his involve-

ment in the project as directly relevant to his ambitions for the future. “Most people would not have this opportunity on their CVs,” he said. “This opportunity will help with my future career as a police officer because of the skills which I am developing, like leadership skills, communication and teamwork, and because a lot of my career will focus on safety.”

Advice on shifting sands

By Jim Bennetts

The hazards of Morecambe Bay's sands came to world attention in February 2004 with the tragic incident in which Chinese cockle pickers lost their lives. Scarcely a month goes by without someone getting into serious difficulties.

The bay is the estuary of the river Kent, which flows from the Lakeland hills. Much of the sand is actually quick-sand (sinking mud). There are sand banks separated by channels which can be several metres deep. The tide rushes fast up the channels.

People and animals get stuck in the quick-sand and marooned on the sand banks. They are at the mercy of the rushing tide. Quick-sand and channels are constantly shifting position. Each summer the Queen's Guide to the Sands and his deputies safely

lead parties across the bay, having walked the sands themselves earlier in the day. Others tread the sands at their peril.

After an incident involving youngsters a couple of years ago near Silverdale on the bay, there was concern to make the risks better known and better understood by young people. There should be a leaflet. Youngsters could work on putting it together. The leaflet should be a guide to others. Local children should have ongoing involvement... a contribution they could make to community cohesion.

Key players were Wendy Thompson, then partnership officer for North Lancashire (who lives close by the shore), and Lynne Whelon, leader of the after school care club at St John's C of E Primary School in Silverdale. Wendy's role was drawing together

those with a shared interest in this community issue.

With financial support from the local county councillor's discretionary fund and the Area of Outstanding Natural Beauty, Wendy and Lynne worked with the Coastguard service and a Guide to the Sands.

Children met the Guide. They went to the sands. They learned about the dangers, they could see them for themselves. They enquired about coping with the risks. They considered the advice from the experts. They talked about it. They drew pictures about it. And they put it all together to produce some...

Golden Rules

- Tell someone you are going out and when you will be back
- Know the weather forecast and tide times
- Take a phone, compass and whistle
- If you find quick-sand, back off
- Avoid the edges of chan-

nels, especially after rain

- Wear suitable footwear and bright clothes.

Thousands of leaflets were printed. They are at the caravan sites, in the shops, in the library and at all the schools.

The after school care club is called the 701 club because all the village phone numbers start with that. The leaflet carries the 701 logo. The children are proud of their contribution. One of their drawings is on the front. They carry on learning about the sands. They tell other people. They are getting a good appreciation of how to adopt safe practices.



Speeding is a problem

Detailed road casualty figures just published demonstrate that speeding is a serious problem on Britain's roads, particularly among young men, says the Royal Society for the Prevention of Accidents.

Speed-related factors (exceeding the speed limit or travelling too fast for the conditions) were reported in relation to 211 deaths of 16-25-year-old men on Britain's roads in 2008 – accounting for 41 per cent of road fatalities in this group.

Across all road users, speed-related factors were cited in relation to 586 road deaths – accounting for 25 per cent of fatalities on Britain's roads.

The Department for Transport's report into the contributory factors to road accidents in Britain in 2008 also shows that continuing efforts to encourage drivers and riders to undergo refresher training are needed. Four of the five most frequently-reported contributory factors were a driver or rider error or reaction.

Failing to look properly was once again the most commonly reported factor in accidents of all severities (being cited in 37 per cent of accidents – up from 35 per cent in 2007).

Loss of control was the most commonly reported factor in fatal accidents (reported in 32 per cent of accidents which resulted in a death).

The other contributory factors in the top five across all severities of road accident were: failing to judge other person's path or speed; careless, reckless or in a hurry; and poor turn or manoeuvre.

Overall, the number of people killed on Britain's roads reached a record low in 2008. A total of 2,538 lives were lost (down from 2,946 in 2007). There were 26,034 serious injuries and 202,333 slight injuries. Disappointingly, the

number of child deaths rose from 121 in 2007 to 124 in 2008.

Kevin Clinton, RoSPA head of road safety, said: "Despite the very welcome drop in road deaths and injuries, these figures continue to show that basic driving skills and attitudes are behind most

road deaths. It is clear that we must continue our efforts to encourage drivers to watch their speed and we must state clearly that road accidents caused by a driver or rider error, whether that is failing to look properly, failing to judge another person's speed or losing control, are

preventable.

"Even though the number of deaths and injuries on our roads has fallen, there are still too many lives devastated by road accidents.

"We all need to maintain our driving skills and RoSPA recommends that everyone takes refresher training."

Musical challenge



The winning band with Cllr John Evans

The road safety music challenge final took place at the Blake Theatre, Monmouth with five schools from Blaenau Gwent, Caerphilly and Monmouthshire. The competing bands and soloist performed their compositions on an anti drink-drive theme with the audience responding enthusiastically.

The winners were decided by a panel of three judges, Polly James from Nation Radio, Steve Baker from RoSPA and St John Diston from Gwent Music.

The winning bands were: Lewis School Pengam, who won £250; Abertillery Com-

prehensive, who won £150 and Nantyglo Comprehensive, who won £100.

The prizes were presented by Chief Superintendent Kevin Price of Heddlu Gwent police who said, "The high standard and amount of effort put in by these young people is very impressive. They are promoting an important message. For many years we have tried a range of strategies to get the anti drink drive message over. Music is a powerful medium and these musicians are in a position to influence their peer group, families and the

wider community. They are our future and I seek their support in getting over this important message."

The event was attended by dignitaries from all over Gwent. Cllr John Evans, Mayor of Caerphilly CBC said, "The standards shown by the students this evening have been absolutely superb. I am glad that I'm not one of the judges as choosing the winner will be very difficult!"

The winning song was used as the basis of an advertisement on Nation Radio to promote the All Wales Anti Drink- Drive Campaign in December.

Drive Safe in the Forest

RoSPA's road safety department was invited by Andrea Fisher, health and safety manager of Brockenhurst College in Hampshire, to participate in their annual Drive Safe programme held at the college. These requests are usually very difficult to accommodate, but the innovative programme and opportunity to encourage the students to develop their own road safety initiatives provided a unique opening for RoSPA.

This was an event which left a lasting memory, besides our, "There's a pony that's not fenced in - oh yeah - it's the New Forest", moment of incredible intellectual clarity! The lasting memory was of community spirit: a memory which began when we were collected from our hotel by a Police Community Support Officer stopping off en route to collect two baskets of hot sausage rolls donated by the village baker.

This community involvement in an event intended for students was successful in achieving more than well fed participants. Brockenhurst College attracts around 2,700 students per year. Situated in the middle of the New Forest there were natural concerns by residents regarding road safety, and the number of animals killed on the road.

As a trusted institution Brockenhurst College designed a weeklong event geared exclusively towards road safety. With the support of enthusiastic local PCSO's, and Clyde Evans of Hampshire Fire and Rescue Service, Andrea Fisher and her colleagues helped to forge positive relationships and build cohesion between

By Cassius Francis and Lindsey Simkins

the college, its students, and the wider community.

It is not easy to pull together a programme like this and we felt that in relation to the 10 principles of effective safety education the programme was particularly strong in the following areas.

- Encourage the adoption of, or reinforce, a whole school [college] approach, within the wider community
- Use active approaches to teaching and learning (including interactive and experiential learning)
- Involve young people in real decisions to help them stay safe
- Assess children and young people's learning needs
- Teach safety as part of a comprehensive personal social and health curriculum
- Use realistic and relevant settings and resources
- Work in partnership

For further information on the 10 Principles please visit

<http://www.rospace.com/safetyeducation/principles.htm>

The event was attended by an impressive array of agencies, including a New Forest Agister, BSM, Connexions, British Horse Society, Hampshire Fire and Rescue Service, Animal Rescue Service, Hampshire Police, DSA, Prism Drug Service, Hampshire and Isle of Wight Air Ambulance and others.

Our role in the event was to talk to students about the risks associated with being passengers, pedestrians and cyclists: the day-to-day risks taken by students which Brockenhurst had previously identified.

This was an opportunity for us to hear what young people think, and how this fits with our policies at RoSPA. We discussed the reasons why some young people choose not to wear cycle helmets or seatbelts, and how aware they are as pedestrians.

The programme incorpo-

rated workshops delivered by DSA, Hampshire Police, Hampshire County Council's road safety team alongside ourselves. It also included a presentation by an ex-student who had suffered serious injuries in a road traffic incident. Her bravery in speaking to groups of current students helped relate the professional agencies' messages to something very real and tangible for those attending.

The Drive Safe event reached not only the local community and the students of Brockenhurst College, but also groups of pupils from secondary schools in the area – and of course, their teachers. The reach of this event is to be commended. It was great to be a part of something that so many different groups and agencies were involved in. We think it is fair to say that we all learned something new. Well done to all of those involved, in particular Andrea Fisher and Clyde Evans.



Clyde Evans and Andrea Fisher left with Lindsey Simkins and Cassius Francis from RoSPA

600 enter poster competition

Year Six pupils from across London have been hard at work designing a range of road safety themed posters for a competition to produce images for the 2010 road safety calendar.

The competition, run by the London Safety Camera Partnership and local borough road safety officers, is in its fifth year and has again attracted more than 600 entries from schools across the capital.

The LSCP and Metropolitan Police visited Cannon Lane Middle school in Harrow to award a prize to the school. Ten schools, of which Cannon Lane was one, were chosen as overall winners, with their posters making up the main page of the calendars.

Two other winning schools in Harrow are Alpha Preparatory School and Vaughan Nursery School.

Chris Lines, head of road safety at Transport for London, said: "The London Safety Camera Partnership received excellent work from the children again this year and the judges found it very difficult to choose the winners."

"Teaching young people good road safety habits to last them a lifetime will go a long way in reducing the number of people killed and seriously injured on London's roads. With this particular project, the LSCP aims to educate younger pedestrians about how safety cameras can help to save lives."

Head teacher at Cannon Lane School, Richard Johnson, said: "We are delighted that the London Safety Camera Partnership invited pupils from our school to take part in this competition. In designing these posters, our Year Six pupils have learned a great deal about road safety and the dangers that their age group face. The competition has also reinforced the message that speed can endanger lives. The pupils are



looking forward to seeing their designs in the calendar next year."

The competition encouraged pupils to use their imagination and illustrate road safety issues that were important to them or their school environment. Entries ranged from posters about excessive speed and wearing seatbelts, to the importance of stopping, looking and listening when crossing the road.

The LSCP chose the 12 winning posters from those entries that best represented a positive speed related road safety message. Another 72 entrants across London received highly commended certificate awards and all pupils who participated received an appreciation certificate.

The winning posters have been made into a 2010 calendar that will be sent to every primary school in London to highlight the risks that pupils face on the roads due to excessive speed from cars.



Bucks campaign

A campaign has been launched to encourage young people to play their part in reducing road casualties among their peers.

'In the can' challenges young people to make a road safety film suitable for use on the Internet. The competition is open to anyone under 21, working on their own or in teams, or on behalf of their school, college or university.

There are two £1,000 first prizes and two £250 runner up prizes for the best entries from individuals/teams, and from educational establishments.

Twenty three county councils and unitary local authorities are taking part in the campaign, organised by Buckinghamshire County Council.

Valerie Letheren, Bucking-

hamshire cabinet member for transportation said: "Instead of creating a new road safety campaign about the risks and dangers facing young drivers and their passengers, we've decided to throw down the challenge to young people themselves."

"We think that, potentially, they have the best insight into how their peers think about driving and road safety - and the best way to get messages through to them."

"By challenging them to make their own road safety film we think we can learn how to approach young people - the messages and approaches which might work for this vulnerable group."

The competition runs until April 2010, when the best entries will be shortlisted.

The final winners in each category will be selected via an online public vote, and the winning film(s) may be used as the basis of a national road safety campaign.

The campaign website, www.inthecan.org.uk, contains full details about the competition and useful advice and information for those thinking of entering, including: tips on how to get started and on film making; road safety information relevant to young people; research into attitudes among young drivers; and the competition rules and judging procedures.

For more information contact the road safety team at Transport for Buckinghamshire on 01296 382450 or email roadsafety@buckscc.gov.uk

CLICK

to buy quick



(Take it as red)

It's now even easier to buy your safety resources with the NEW RoSPA Webshop.

Take a look at our new webshop at www.rosplashop.com, which has a full range of DVDs, posters, publications and other safety products, to support your health and safety initiatives and requirements.

Remember, RoSPA Members receive a **15% discount** on selected products and services, so don't forget to use your voucher code when checking out! If you need help retrieving your voucher code simply log onto the Member Zone or call 0121 248 2051 and one of our advisers will be happy to assist you further.

For further information
Call : 0121 248 2233
Email: sales@rospa.com





2010 RoSPA Occupational Health and Safety Awards

Are you committed to health and safety? Yes—then here's a sparkling opportunity!

Our prestigious awards:

- Recognise and celebrate health and safety achievement
- Offer an ideal way of showing commitment to raising standards
- Share good practice and allow benchmarking
- Provide a prime opportunity for gaining positive publicity
- Attracted a record-breaking 1,700 entries in 2009

Be part of the biggest, longest-running and most highly respected occupational health and safety awards programme.

Don't forget RoSPA
Members receive
generous discounts
on awards entry
and much more.

Email: awards@rospa.com

Call: +44 (0) 121 248 2090

Visit: www.rospa.com/awards

Sponsored by



Supported by



RoSPA
The Royal Society for the
Prevention of Accidents