

Evaluation of *PBF*Prevention - road Presentations

Lower Great Southern Tour
August 2008



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Acknowledgements:

Many thanks to the following people:

Kathy Summers – Albany RoadWise committee member (and volunteer) for her methodical data entry of nearly 500 survey forms.

Jen McCrae – School Health Nurse for her consultancy and advice on young people and their attitudes.

Principals, School nurses, form teachers and students from Albany Senior High School, North Albany Senior High School, Mt Barker Community College and Great Southern Grammar for their commitment to the presentation and collection of the surveys.

Hazel Hodgkins - Project Officer, PBF for her support throughout the evaluation process

Fiona - *PBFPREVENTION-road* presenter for her courage and professional approach in sharing her story.

1. BACKGROUND

1.1 Road safety and young people in the Great Southern

Road safety is an important public health issue. In particular, the effect on young people is significant due to their over representation in all areas of road trauma. In Western Australia young drivers aged 17-24 years make up around 30% of all road fatalities while making up only around 14% of all licence holders. (Office of Road Safety).

Road crash statistics for the Great Southern confirm these trends on a local level. Ten year crash statistics for the region (1995-2004) show that young people aged 17-24 years made up 28% of drivers/riders involved in serious crashes. Young drivers in the region are particularly associated with crashes involving the major behavioural risk factors: alcohol, speed, fatigue and the non use of restraints. (Office of Road Safety).

- Of the serious regional crashes involving a BAC in excess of 0.05%, 35% of drivers were aged 17-24, with 70% of these drivers male.
- Of the serious regional crashes with speed as a factor, 40% of drivers were aged 17-24, with 86% of these drivers male.
- Of the serious regional crashes resulting in a vehicle occupant receiving a serious injury, 35% of those occupants not wearing a seatbelt were aged 17-24, with 77% of those occupants male.
- Of the serious regional crashes where fatigue was identified as a factor, 33% of drivers were aged 17-24, with 100% of these drivers male

Recently analysed data from crashes occurring in the Great Southern in 2006 confirms the continuation of this trend, with nearly 30% of people killed or hospitalised aged between 17 and 24 years, despite making up only 8.6% of the total population of the region. (Office of Road Safety).

The Great Southern Road Safety Coordinating Committee (GSRSCC) had previously supported the pilot of a Great Southern Road Safety Mystery Tour in 2005 and 2006. The Great Southern Road Safety Mystery Tours raised awareness of risk taking driving behaviour, the consequences of this action and the impact of road trauma on the young person and the broader community.

The Great Southern Road Safety Mystery Tour was trialled in three schools in the region in 2005 and 2006. The Mystery Tour involved following the steps of a 'crash victim' through their trauma, using short presentations by various emergency agency staff, police and hospital staff to share their experiences. Incorporated in the tours in 2006 were a guest speaker from the Paraplegic Benefit Fund (PBF), who shared their experience of living with spinal injury, as a result of a road trauma.

Though the Great Southern Road Safety Mystery Tours were found to be effective in changing young people's attitudes towards risk taking driving behaviour, the tours were extremely time consuming to coordinate, required considerable support from the various emergency and road safety agencies and there was no long-term commitment or support to deliver.

The Great Southern Regional Road Safety Committee sought an evidence based alternative, which could be delivered in schools, with some support from their various agencies and was proven to be effective. PBF and RAC, both separately and collaboratively had been delivering a series of presentations to schools in the region over a number of years, however no comprehensive evaluation had been undertaken. Following an approach from PBF, Great Southern Population Health, with the support of the GSRSCC, agreed to undertake an evaluation of the *PBF Prevention - road safety* presentations delivered to schools in the Great Southern in August 2008.

1.2 Purpose

The purpose of this project was to evaluate the effectiveness of the *PBF Prevention - road* presentation on young peoples attitude towards risk taking driving behaviour in the Lower Great Southern region.

A longer term goal of measuring any changes in driving behaviour on young people will be evaluated in early 2009.

1.3 Target group

The target group for the presentations were secondary school students (preferably upper-school - Year 11 and Year 12) in the Lower Great Southern who are currently probationary or learner drivers, or who are planning on undertaking the graduated learner driver program in the near future.

Schools throughout the region were invited to take part in the presentations through a direct invitation from PBF and the following schools agreed to take part:

- North Albany Senior High School (NASHS)
- Albany Senior High School (ASHS)
- Mt Barker Community College (MBCC)
- Great Southern Grammar (GSG)

1.4 Planning and development

The *PBF Prevention - road* presentations were offered to schools in conjunction with RAC community education talks. They were coordinated by staff from PBF, with consultation from regional road safety agencies such as Great Southern Population Health, Department for Education through the School Drug Education and Road Aware (SDERA) Officer and WALGA, through the Great Southern RoadWise Officer. In addition, some schools also independently organised a short talk by a local police officer. (see *Appendice A*)

Evaluation of the PBF component was conducted by Great Southern Population Health Injury Prevention Coordinator, Kim Butfield and Research and Evaluation Coordinator, Beth Newton with support from Andrea Smithson, Great Southern RoadWise Officer.

Pre and Post presentation surveys were developed and trialled with six Year 11 students prior to distribution (see *Appendice B and C*). These survey tools were

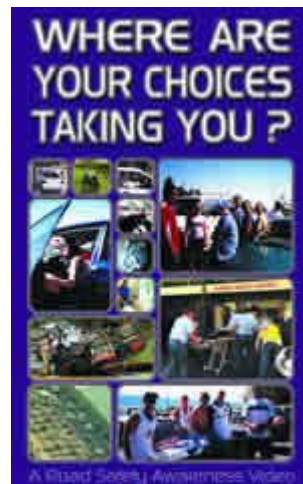
based on a combination of surveys used for the Great Southern Road Safety Mystery Tours and by PBF from previous school visits.

2. PROGRAM

The *PBFPREVENTION - road* is an innovative road safety program which encourages young people to actively participate in safer road user behaviours, by showing the negative consequences of serious road crashes. The PBF presentation is suitable for year 10, 11 and 12 students who are at the pre-driver and novice driver levels. A young person who has sustained a spinal cord injury through a road crash facilitates a 45 minute classroom session that includes:

1. The "Where are your choices taking you?" video. This video provides an emotionally powerful link to the negative consequences of road trauma, specifically spinal cord injury. The stories of six young Australians, who have sustained a spinal cord injury through a road crash are told in this documentary style video.
2. A personal testimony from the presenter. The presenter shares with the students life before their injury, how their injury occurred, and the impact on their life and the lives of the people around them.

All presenters are trained in facilitation techniques, presentation, listening and communication skills, have an understanding of youth risk-taking behaviours and youth road safety issues. Taken from Paraplegic Benefit Fund [Online], Available: www.pbf.asn.au/ [2006]



Each participating school developed a slightly different format for the delivery of the *PBFPREVENTION - road* presentations. In some cases the presentation by the PBF presenter combined with a road safety talk by RAC and/or local police officer.

3. EVALUATION

All students were invited to provide feedback using the pre and post surveys (see *Appendice B and C*).

School health nurses from individual schools were contacted prior to the presentations (see *Appendice D*) and agreed to promote and distribute the pre survey forms one week before the presentations. Post survey forms were distributed by the school nurses and form teachers and completed within one week following each school presentation.

The pre and post surveys were designed to assess any changes in knowledge and attitudes towards road safety and the impact of the presentation.

Focus groups will be conducted in some schools in early 2009, with Year 12 students (who took part in 2008 as Year 11 students) to assess any self reported changed in driver behaviour and any longer term impact the presentation may have had. These results will be added to this report at a later date.

The evaluation was only completed on the PBF presentation, though students may have commented within the survey on other components delivered by their school (eg beer goggles, talk from police, presentation by RAC).

4. RESULTS

The following table represents the number of students from each school completing the pre and post surveys and which schools had additional presentations.

School	Number of pre survey forms returned	Number of post survey forms returned	RAC/Police Presentation
Mt Barker Community College (MBCC)	47	33	Yes
North Albany Senior High School (NASHS)	79	21	Yes
Albany Senior High School (ASHS)	106	68	No
Great Southern Grammar (GSG)	68	55	No
Total	300	177	

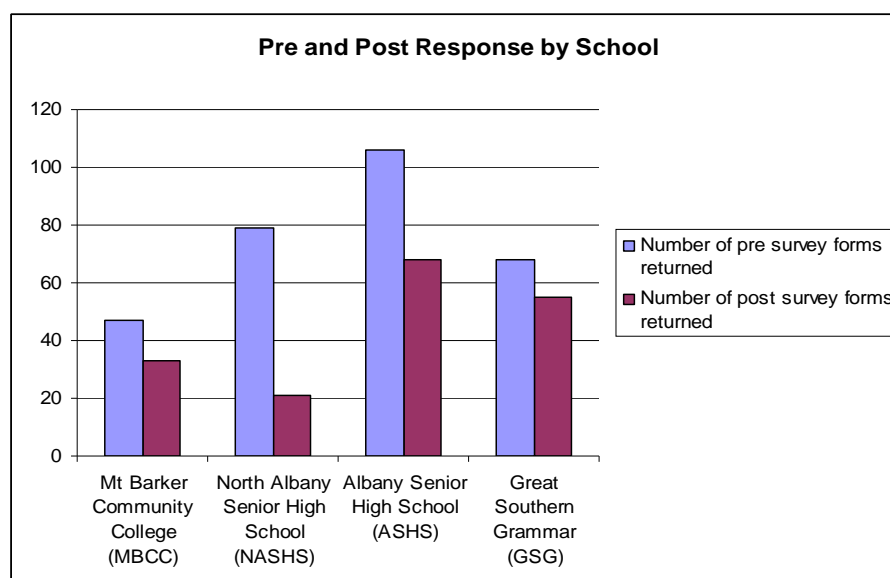
The following results contain charts and percentages that were produced using the collated responses from the pre and post survey forms the students completed.

4.1 Participants

Schools

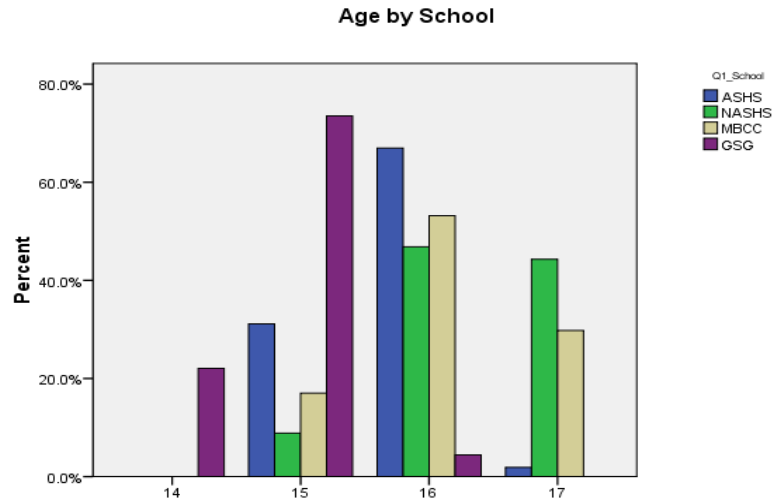
A total of 300 *pre* surveys were completed, with 35% (106) completed by ASHS, 26% (79) completed by NASHS, 23% (68) completed by GSG and 16% (47) completed by MBCC.

A total of 170 *post* surveys were returned, with 38% (65) completed by ASHS, 11% (19) completed by NASHS, 32% (55) completed by GSG and 18% (30) completed by MBCC.



Age

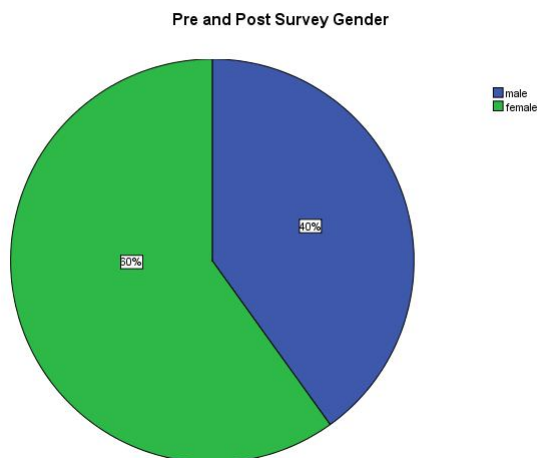
From the total number of students who completed a **pre** survey, 33% (98) were 15 years old, 45% (136) were 16 years old, 17% (51) were 17 years old and 5% (15) were 14. Of the total number of students who completed a **post** survey, 39% (67) were 15 years old, 38% (65) were 16 years old, 16% (27) were 17 years old and 5% (9) were 14.



As can be seen from the graph above, Great Southern Grammar students were a younger cohort, with the majority 14 - 15 years old, whereas the other schools targeted Years 11 and 12, making the students 15 to 17.

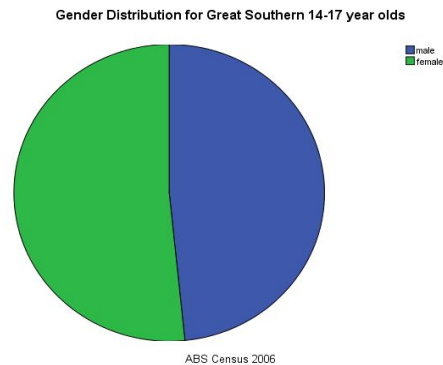
Gender

From the total number of students who completed a pre and/or post survey 40% (172) were male and 60% (272) were female.



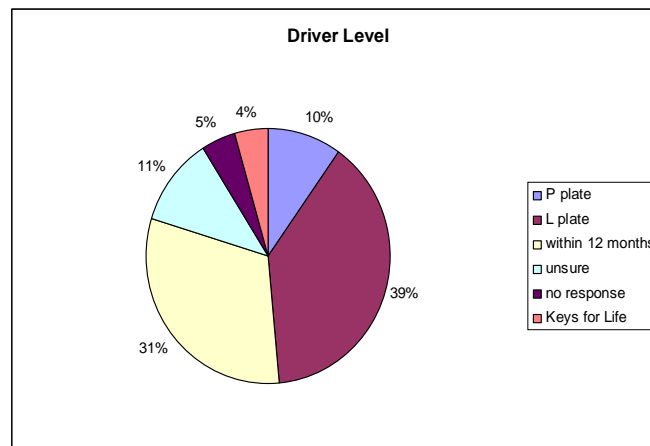
The age and gender of the survey respondents in the school setting was compared to the make up of the general population of younger people aged 14-17 from ABS data for the Lower Great Southern region. Of the total number of 14 – 17 year olds in the region 52% are males, and 48% are females.

Though more females than males were surveyed this was not indicative of the school population or the general population in the Lower Great Southern. This may introduce some response bias.



Driver level

Just under half of the respondents had commenced the Graduated Driver Training and Licensing Process (GDT&L). Ten percent had P plates and 39% had L plates. Over one third (31%) indicated that they would commence in the next 12 months and 4% had commenced through 'Keys for Life'. There was no response from 5% and 11% were unsure when they would commence.



4.2 Pre-Survey Evaluation

Knowledge of risk factors

Prior to the presentation students were asked to identify four major factors that contribute to road trauma. These four factors: speed, fatigue, drink driving and the non use of restraints are recognised as the major behavioural factors involved in crashes.

Of the total number of students who responded 96% (287) identified alcohol/drugs (drink driving), 74% (221) identified speed and 73% (218) identified fatigue. Only 13% (38) identified seatbelts. Half of the students (150) correctly identified three of the four major risk factors, and 9% (28) identified all four.

Other road safety issues identified by this group were hoons/racing (16%), inexperience (8%), mobile phones (8%) and distractions (9%). All of these are recognised risk factors and relevant issues for young drivers.

Road safety as a personal issue

Prior to the presentation students were asked whether they saw road safety as a personal issue affecting them. Sixty three percent (190) reported that they saw road safety as a personal issue affecting them, 18% (54) indicated it wasn't an issue affecting them, and 18% were unsure.

Many students commented on the fact that they are at risk by simply being on the road.

Because I'm not in control of other drivers actions/decision (NASHS)

Yes because if I'm in a car with an unsafe driver it could affect me. (GSG)

Many students also acknowledged that as drivers (or potential drivers) they need to take responsibility for their actions.

Because being a licensed driver has great responsibility.(NASHS)

Because I want to be safe on the road. (GSG)

Road safety as an issue affecting their friends

Prior to the presentation 72% (138) of students felt that road safety is an important issue affecting their friends, 5% (8) indicated it wasn't an issue affecting them, and 10% (18) were unsure.

Many students acknowledged that as younger drivers, their friends are at an increased risk of road trauma.

Because they drive/travel on the road. (MBCC)

We are all learning to drive and need to stay safe and help keep each other safe. (ASHS)

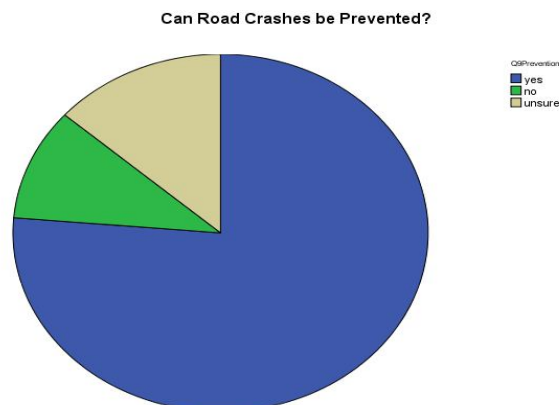
Some students also commented on their friends risk taking behaviour while driving, which may impact on everyone's safety.

Because of peer pressure to be stupid on the road. (NASHS)

Some of them speed (MBCC)

Prevention of road crashes

Students were asked whether they thought road crashes could be prevented. Just over three quarters (226) responded yes, 10% (30) responded no and 13% (40) were unsure if they believed road crashes could be prevented.



Personal views on specific road safety behaviours

Students were asked four specific questions on when they felt it was acceptable to undertake certain driving behaviours. Six possible options were given, for the students to select the answer they felt was most acceptable.

In response to the question 'When do you think it's OK to speed?', 36% (109) of students responded 'never', with an additional 47% (141) responding 'only in an emergency'.

In response to the question 'When do you think it's OK to drive tired?', 70% (208) of the students responded 'never' and 9% (27) indicated 'sometimes'.

The question 'When do you think you should wear a seatbelt?' resulted in 87% (262) of the students indicating 'always'. There were 6% (19) of the student who indicated 'other' with the majority mentioning not needing to wear a seatbelt when reversing.

The final question, 'When do you think it's OK to drink and drive?' resulted in 90% (270) of the students selecting 'never'.

Views on safe driving

Students were asked whether they had thought about ways to be a safer driver. Prior to the presentation 38% (114) had considered ways to be a safer driver, 51% (153) had not considered ways to be a safe driver, and 6% (19) were unsure.

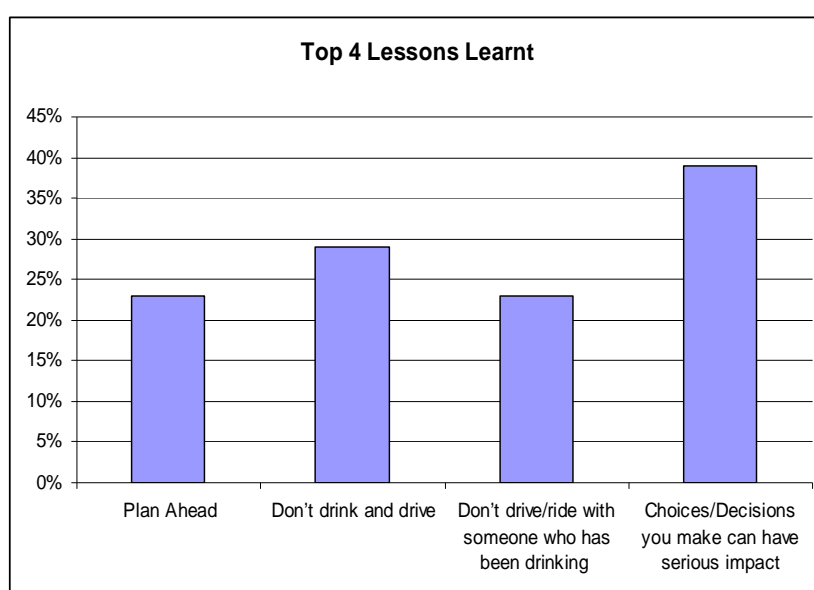
Students were also asked whether they had thought about the consequences of unsafe driving. Prior to the presentation 67% (200) responded that they had thought about the consequences of unsafe driving, 25% (74) had not considered the consequences of unsafe driving and 5% (14) were unsure.

These responses may indicate the number of students who have not yet begun their learner driver process and as such have not yet been exposed to the reality of driving and the associated risks they may face.

4.3 Post-survey evaluation

Main learning from the presentation

At the conclusion of the *PBFPrevention - road* presentations students were asked to consider what they had learned. Of those who responded the main learning's were grouped into four headings: plan ahead; don't drink and drive; don't drive with someone who has been drinking and the choices you make can have serious impacts. Nearly 40% of the students who responded commented on the key message from PBF presenters on 'choices'. This was the key theme both from the video and woven through the presentation – 'you can make safe choices by planning ahead, not drinking and driving' etc. You are in control of the decisions you make.'



Greatest impact

After the presentation, students were asked what aspect of the presentation had the greatest impact. Thirty four percent (59) indicated the presenters story had the greatest impact and 22% (38) responded 'the consequences' had the greatest impact.

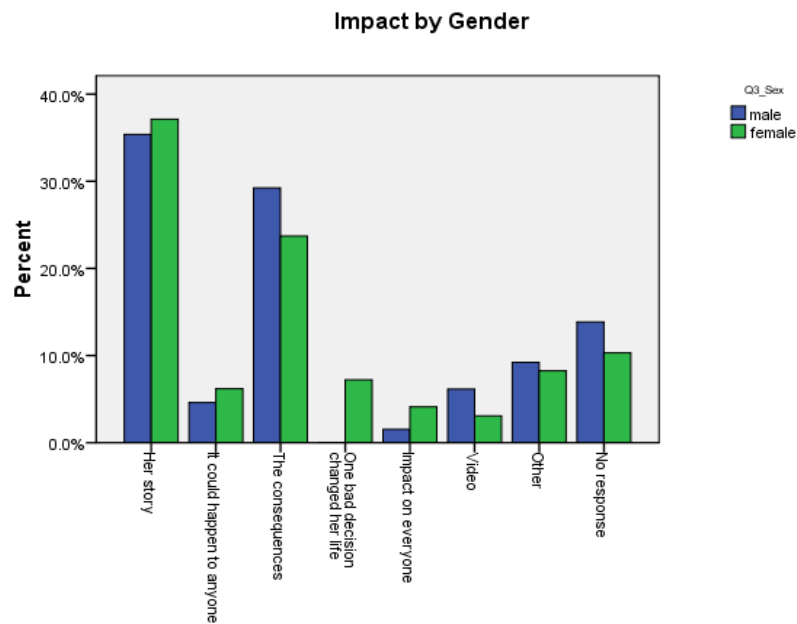
There appeared to be a slight gender difference with the males commenting more on the consequences of the road crash (particularly on the male driver in the story presented) and the impact of the video, where the females commented more on the personal impact on the presenter.

The fact that the presenter had a lifestyle similar to mine before the crash (female)

The fact that she couldn't use her legs, imagine if that was me or my friend (female)

That it is final - a back injury (male)

What problems the driver had after the crash – what people have done to him (male)

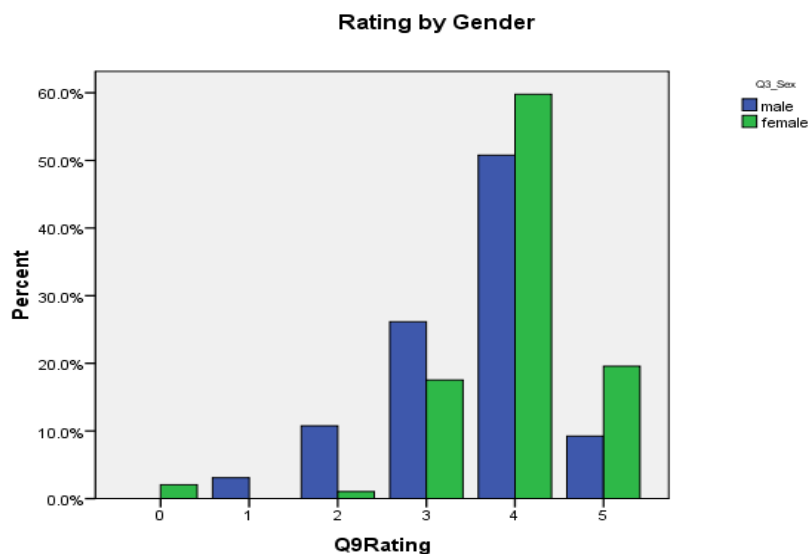


Key behaviour when behind the wheel

After the presentation, students were asked ‘what one thing will you remember/do when you get behind the wheel as a driver’. Twenty one percent (36) indicated they won’t drink and drive, 16% (27) said they would drive safely and 10% (17) indicated they would plan ahead.

Rating of presentation

After the presentation students were asked to rate the presentation on a scale of 1 to 5, with 5 being the best. 72% of the students rated the presentation 4 or 5. The average rating was slightly lower for males at 3.5 compared to 3.9 for females.



Road safety as a personal issue

The students were asked the same question from the pre survey relating to their thoughts on whether road safety is an issue affecting them.

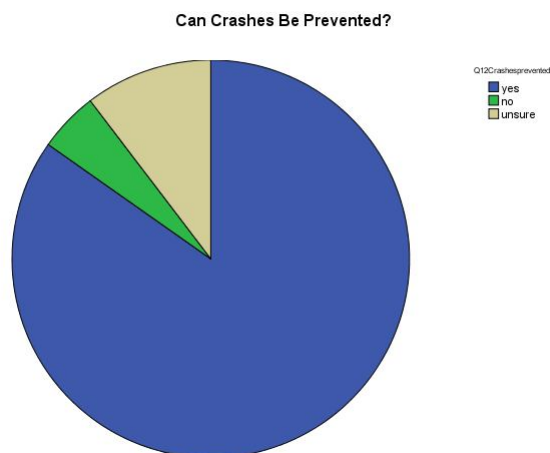
The students showed an increase from 63% to 72% of students believing that road safety is a personal issue affecting them following the presentation.

Road safety as an issue affecting their friends

There was also an increase from 72% to 81% of students believing that road safety is an important issue for their friends following the presentation. From these two questions it appears that the students felt it was a stronger issue for their friends, and this may be due to the fact that some of the students are not yet driving and they may rely heavily on others to get lifts.

Prevention of road crashes

The students were asked the same question as from the pre survey on whether they thought road crashes could be prevented. The students showed an increase from 75% to 82% of those believing that road crashes could be prevented, and a downward shift from 10% to 5% in those who thought road crashes could not be prevented.



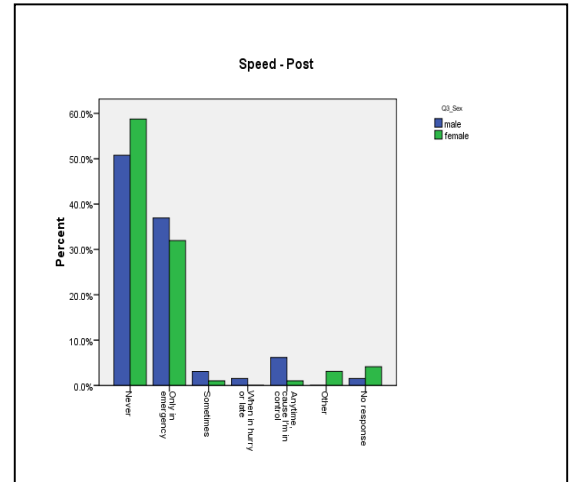
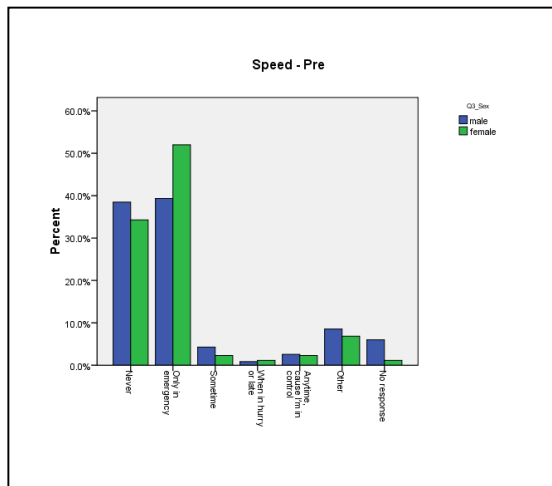
Personal views on specific road safety behaviours

The students were asked the same four questions from the pre survey regarding driving behaviours related to the four main risk factors, to identify any changes in responses after the presentation.

The students showed a positive change in attitude in two of the four behaviours.

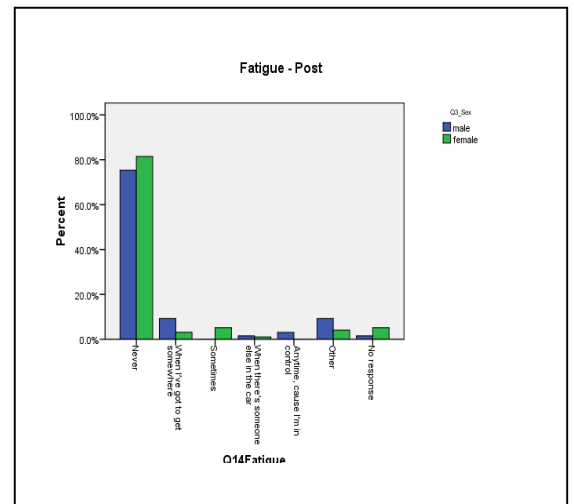
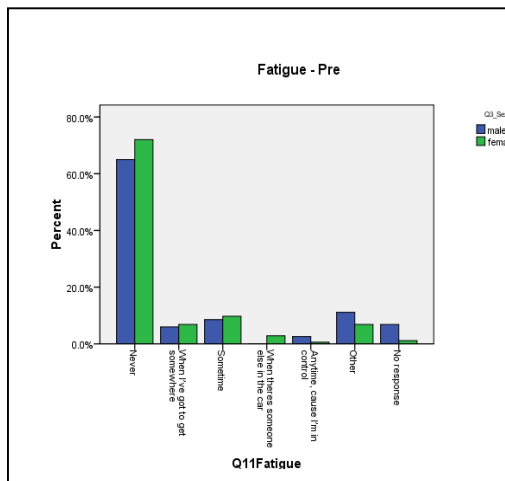
Speed

Students were asked before and after the presentation 'when do you think its OK to speed?'. There was a marked increase in the proportion responding 'never' after the presentation, from 36% to 56%. Those responding 'only in an emergency' dropped from 47% to 33%.



Fatigue

Students were asked before and after the presentation 'when do you think it's OK to drive tired?'. There was an increase in the proportion responding 'never' after the presentation, from 69% to 78%.



Seatbelts

Students were asked before and after the presentation 'when do you think you should wear your seatbelt?'

There was no difference pre and post presentation with 87% responding 'always'. A difference was noted between genders with 93% of females and only 79% of males responding 'always' pre presentation and 92% and 80% post presentation.

Drink Driving

Students were asked before and after the presentation 'when is it OK to drink and drive'. The 'never' response remained the same at 90% before and after the presentation.

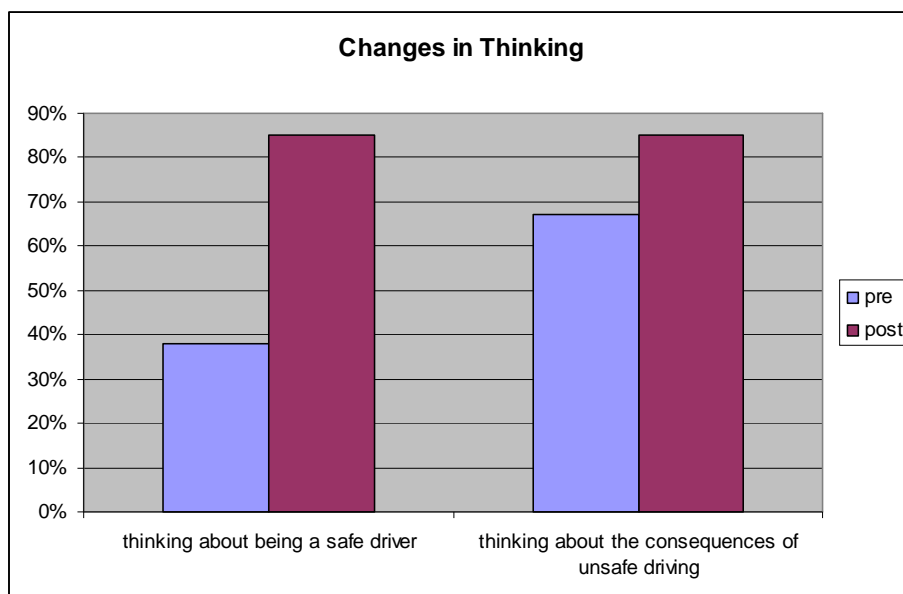
Views of safe driving

Students were asked whether they planned to think about being a safe driver both before and after the presentation. Prior to the presentation 38% had thought about ways to be a safe driver, increasing to 85% after the presentation.

There was also a shift in the students response to the question about thinking about the consequences of unsafe driving. Prior to the presentation 66% had considered the consequences of unsafe driving, increasing to 85% after the presentation.

Having the PBF speaker sharing their 'real life' story seems to have encouraged this shift towards a commitment to thinking about how to be a safer driver.

Thanks for warning us of the consequences of unsafe driving (GSG)



Other comments

Students were given the opportunity to make any additional comments. Many of the comments made by students indicated that they found the presentation confronting, but at the same time acknowledged the guest speaker for being honest and sharing her story.

It was really touching and influential (ASHS)

It was an impacting presentation (GSG)

I don't plan to ever give my passengers a reason to feel scared. (ASHS)

Very interesting and inspirational (GSG)

5. DISCUSSION

The evaluation of the *PBFPREVENTION - road* presentation has identified several key points for discussion.

5.1 Evaluation

Age

The presentation appears to have the most impact when presented to secondary students who have already commenced their learner driver process (ie over 16 years of age). Nearly 50% of the students had their P or L plates, however 50% had not yet commenced the Graduated Driver Training and Licensing process. For younger students (ie Year 10 students) who would be 14 or 15 there may have been less impact as they do not have the experience of driving.

Gender

There does appear to be a slight gender bias, with the presentation appealing to females more than males. Overall the females rated the presentation slightly higher, compared to the males. A similar gender bias was also identified in the Great Southern Road Safety Mystery Tours conducted in 2005-06, but was not able to be explored in any depth.

Male respondents appeared to be more impacted by the consequences of the presentation (ie loss of income, loss of car, impact on friends) whereas the girls commented more on the personal costs and empathised with the presenter.

It is recognised that young males are statistically over-represented in young driver fatalities and serious injuries and they are often seen as the 'high risk' takers. It is important to ensure the presenters stories and the messages are relevant to this key target group.

Knowledge of the risk factors

The knowledge of students of the key driver behaviour risk factors involved in road crashes was high. Students responses to seatbelt usage and drink driving at around 90% was extremely high, and indicated a clear understanding of these messages.

There were a number of discrepancies with the responses relating to seatbelts, with a small percentage of students responding 'never' to wearing their seatbelt. It is felt this is a mistaken response, due to the style and formatting of the previous questions and the students not reading this question correctly.

The improvements in identification of fatigue in particular, when this was not specifically discussed in the presentation and was not one of the poor choices in the presenters story, indicated an overall shift in attitudes towards safer driver behaviour in general.

There was a significant shift in responses regarding speed, particularly the increase from 36% to 56% of respondents who said it was never ok to speed, and a drop from 47% to 33% for those who responded 'only in an emergency'. This indicates the presentation, with a focus on the dangers of speeding and drink driving, made an impact in this area. However, there is some concern that overall the percentage of student who still thought it was OK to speed is quite high

Many students also commented on other risk factors specific to their demographic such as hooning, texting while driving and peer distractions. These risk factors, when combined with their general driver inexperience, are important issues to highlight.

Road safety as a personal issue

The presentation personalised the road safety issue through the sharing of a tragic story which the student could all relate to. There was a significant shift in accepting that road safety was an issue affecting them.

There were also a number of responses which referred to the dangers of being on the road, particularly highlighting the dangers presented by other drivers.

Because I drive on the road/passenger and even if I'm doing the right thing other people may not be (MBCC)

I know it can happen to anyone. I don't believe I'm invincible, but it's just that the chance of me taking that risk (at the moment) seems unlikely (ASHS)

Parties, its easy to do things you wouldn't normally (GSG)

Road safety as an issue affecting friends

There was a strong response from students that they see road safety as an important issue affecting their friends more than themselves, suggesting the belief that friends and others are at higher risk than themselves. This may in part be due to the fact that nearly half of the students had not commenced driving, and were reliant on friends and family for travel.

They drive like hoons (MBCC)

Because we are all at an age when we will start driving. (ASHS)

Cause it (presentation) didn't reach them (ASHS)

Key Learning's and Impact

The consistent messages from the PBF presenter in sharing her story were to plan ahead, not to drink and drive and to make good choices. Her own story also provided a message about travelling as a passenger with a driver who had been drinking. These key messages were identified through unprompted responses from the students in the post evaluation.

5.2 Program Planning and Delivery

Delivery of presentations

There were some differences in the way the presentation was delivered in schools throughout the region. With some schools incorporating presentations from the RAC on a range of topics, short presentations from the police and use of aids such as the fatal vision goggles it was difficult to isolate the impact and effectiveness of the *PBFPREVENTION – road* presentation on its own.

However, it appeared that the consistent messages provided by the additional RAC presentations, held prior to the *PBFPREVENTION – road* presentation added value to the overall impact.

Keys 4 Life

Those students who were taking part in the school based SDERA Keys 4 Life program may have been influenced in their responses. By participating in Keys 4 Life, those students may already have a greater awareness of road safety and its impact. It would be worth adding an additional question in future evaluation to ascertain which students had undertaken Keys 4 Life.

It is seen that complimentary road safety education programs such as *PBFPREVENTION – road* presentation would value add to Keys 4 Life and other SDERA programs being offered and delivered through the school system. It would be worthwhile for there to be closer collaboration with the various programs offered to ensure consistent messages and a progressive road education program is offered through middle and upper school.

Ease of Organisation

Many of the schools in the Lower Great Southern region have an ongoing commitment to deliver road safety education. The uptake from the schools to the *PBFPREVENTION – road* presentation was good with only two major schools (Denmark and St Josephs College) not taking part.

However, it would appear that there was some confusion from both schools and local/regional agencies with an interest in road safety as to 'who was offering what and when'. It is recommended that to be efficient, cost effective and to effectively target specific age groups that RAC and PBF coordinate their regional visits with SDERA and other local road safety stakeholders

The cost of delivery of *PBFPREVENTION – road* safety presentations is considerable, and it is therefore recommended that they undertake regional visits on a annual or bi-annual basis.

5.3 Impact of PBF presenter

The 'invincibility' of youth and the younger mind-set of 'it won't happen to me' meant that the traditional approach of using fatality messages might not connect with youth.

Evaluation undertaken as part of the 2005 and 2006 Great Southern Road Safety Mystery Tours found that the guest speaker from PBF was able to reinforce the **non-fatal** impact of road trauma. For many younger people, this may have a greater impact than simply focusing on fatalities as an outcome.

The long term impact of serious injury on our young people, their families and the broader community is now being more widely acknowledged and recognised at a state level and is supported by the findings from these presentations.

The use of the PBF presenters who have shared similar experiences to the students they are speaking to make the presentation highly effective. For students to see a young person who has a spinal injury as a result of making some poor choices makes for a very powerful and confronting presentation.

6. RECOMMENDATIONS

PBFPREVENTION – road safety presentations are seen to be effective in positively influencing young peoples attitude towards risk taking driving behaviour in the Lower Great Southern region. The following recommendations are made as a result of the evaluation of the presentations undertaken in the Lower Great Southern region in August 2008:

1. *PBFPREVENTION* – road safety presentations should be delivered, where possible to Year 11 and Year 12 students on an annual or bi-annual basis in the Great Southern region.
2. *PBFPREVENTION* – road safety presentations should be coordinated to support SDERA school based road safety education, and include complimentary programs such as RAC community education presentations and community police talks.
3. *PBFPREVENTION* – road safety presentations should be promoted well in advance, to assist scheduling within the busy school curriculum.
4. *PBFPREVENTION* – road safety presentations should explore any gender differences in the impact of the presentation, through comparative evaluation of an all-boys and all-girls school within the metropolitan region.