Appendix 2 (b)

HFRS Road Safety Delivery Function

Core Function First

In terms of the presentation to the SRH Policy Board EGM on the 12th November 2015, the HFRS Road Safety Delivery function is classed as a Secondary Aim – Casualty Reduction initiative.

The roles and responsibilities specific to Humberside Fire and Rescue Service within the current ‘draft’ Safer Roads Humber Service Level Agreement (SLA) are set out as follows;

- Humberside Fire and Rescue Service (HFRS) is committed to working in partnership with our Police and Local Authority colleagues to deliver Road Safety Education to the right people, in the right place, at the right time.
- HFRS will support Safer Roads Humber in delivering local initiatives throughout Humberside on all aspects of Road Safety.
- HFRS will support Safer Roads Humber and provide representation at both Policy Board (SRHPB) and Working Group (SRHWG) level.
- HFRS can provide financial, personnel, and/or other support for Safer Roads Humber initiatives. HFRS can also bid for partnership resources and/or funding in line with the partnership’s aims. HFRS will not undertake activities which incur costs additional to those approved by the SRHPB.

Explain why is vital

The Road Safety Team provides a vital function for both Humberside Fire and Rescue and for the Safer Roads Humber partnership. The Road Safety Team is a dedicated team of likeminded individuals that deliver road safety education and interventions to predominantly young people (aged from 14yrs up to around 24yrs) in educational establishments, clubs, community groups and businesses across the entire Humberside region.

The HFRS Road Safety Team manage the day to day running of the iCar Experience, which together with our bespoke road safety presentation, ‘drive4life’ allows the team to deliver road safety education activities throughout the Humberside region. The ‘iCar Experience’ is believed to influence the attitudes and behaviour of the people who take part in it. Over 20,000 young people have experienced the iCar since its launch in 2010. In 2014, 865 young people, aged between 16 to 24 years old, were injured on the roads of our region, which equates to two young people every day. Whilst the number of people killed or seriously injured (KSI) on our roads has decreased over the last decade, young people still represent 22% of all KSI casualties in our region.

‘drive4life’ has been developed to assist young people to manage their own risk when travelling in a motor vehicle. We offer advice, and hints and tips on how to stay safe, and encourage the young people to come up with their own coping strategies for tackling risky situations they may face, not only as a young driver but as a passenger too, to ultimately bring about a positive change in behaviour.

Need to demonstrate what the benefit/risk is to the partnership

On the 5th January 2016 Ministerial responsibility for fire and rescue policy transferred to the Home Office from the DCLG (Department for Communities and Local Government), in order to support a radical transformation of how the police and fire and rescue services work together.

The move will deliver greater joint working between the police and fire service. It will pave the way for improvement in local fire and policing by providing clear leadership, supporting greater collaboration and delivering value for money, whilst having benefits for both services. Fire Authorities can learn from the journey that police forces have undertaken on reform over the last five years. Equally, the success of fire and rescue services in prevention holds important lessons for the police.
There are already excellent examples of successful collaboration between police forces and fire services across the country. For example, in Northamptonshire, a joint collaboration programme includes sharing training, premises and a joint operations team across the three emergency services, which is expected to contribute to police savings of £21 million, and £2 million savings for fire and rescue, over four years. In Hampshire, senior police officers now operate out of the Hampshire Fire and Rescue HQ, saving both services around £600,000 a year.

Based on the data that is held within CFRMIS (Community Fire and Risk Management Information System), we are able to record each individual activity/booking carried out by the Road Safety Team and the audience numbers that we have engaged with at each venue. Based on the data for Quarter 1 of the 2015/16 financial year (Q1 – 3212), we can estimate that the Road Safety Team will engage with approximately 12,800 individuals by the end of this coming March.

Safer Roads Humber provides funding for education, training and publicity actions within the annual budget provided to the Safer Roads Humber Working Group, which supports national campaigns and priorities as well as targeting areas of local significance. Detailed analysis provided by the partnership’s Data Analyst allows the Working Group to direct resources to best effect.

The quality of working relations between Safer Roads Humber, the local authorities, Humberside Police, HFRS and other partners has proved to be effective in the reduction of casualties, showing consistent reductions, against the national trend which showed an increase in casualties last year. The HFRS Road Safety Team Leader plays a vital role within the Working Group to assist in maintaining effective coordination between all partners, therefore reducing the risk of duplication of effort. The Road Safety Team ensures that all road safety education, training and publicity actions are data led and intelligence based, in line with the Safer Roads Humber Young People’s Road Safety Strategy 2014 - 2018.

The Road Safety Team Leader is the nominated Service senior strategic lead for road safety, and represents the Service at CFOA (Chief Fire Officer’s Association). The Road Safety Team Leader also ensures that HFRS provide timely, consistent and appropriate road safety messaging to the local and national media, and through the use of social media platforms, to support coordinated partnership activity and annual campaigns.

Following the approval by the Safer Roads Humber Policy Board of the Safer Roads Humber Young People’s Road Safety Strategy 2014 – 2018, £130,000 has been allocated to the Working Group from the reserve to fund the full life costs of a three year flagship project that will ultimately replace the iCar. HFRS are the nominated lead for this project and will manage not only the development and procurement processes, but also the day to day running and booking procedures, once the project is live. The vehicle will also be maintained as part of the wider HFRS fleet.

Without the vital role that the dedicated HFRS Road Safety Team fulfil, the partnership must consider how the current levels of education delivered to young people in road safety terms can be maintained and/or increased throughout the Humberside region.

**Have to be data led**

Through the effective use of collision data, we are able to utilise a bespoke thematic mapping system to direct our resources to best effect; thus ensuring that we target our highest risk educational facilities throughout the Service area. By cross referencing crash locations and casualty home postcodes the Safer Roads Humber Data Analyst is able to identify the school catchment areas where we are most likely to be able to engage with young people who are at most risk of being killed or injured in a road traffic collision.

We are also able to monitor the amount of RTC’s that HFRS appliances are mobilised to through the effective use of the internal monitoring systems available to us, such as our BOSS Vision mobilising system and Intelimap (GIS). This enables HFRS to identify trends should they appear and record response times within station areas, be it wholetime or retained. We measure RTC’s in two ways;

- LPI 3a – All RTC’s
- LPI 3b – RTC – initial call Persons Trapped
Clear aims and Objectives

The following aim and objectives is taken from the Humberside Fire and Rescue Service Community Safety & Inclusion Strategy 2014 – 2020.

Aim

We will continue to work with our partner agencies to deliver innovative road safety initiatives to our target audiences across the Service area and to reduce the number of people killed or seriously injured.

Objectives

A reduced number of fatalities and seriously injured casualties on our roads
Number of children killed or seriously injured on our roads

In addition, the following supporting aims and objectives are taken from the Safer Roads Humber Young People’s Road Safety Strategy 2014 -2018 and ‘drive4life’.

Aim

Our overall aim is to raise awareness of the dangers young people face both as new drivers, learner drivers or passengers in young driver’s cars.

The partnership concentrate on the following main messages:

- Always wear a seat belts
- Don’t drink/drug drive
- Don’t use a mobile whilst driving
- Don’t speed and don’t drive/ ride in an inappropriate way
- Be responsible for your own behaviour as a driver or passenger

Each of the interventions aims to ensure that these core messages are understood by the target audience.

Objectives

- Gain an understanding of the five core offences which contribute to road traffic collisions
- Identify the consequences of inappropriate or unsafe driving
- Demonstrate how you can keep safe as a driver or passenger

Evaluation, monitoring, measures and outcomes.

The Road Safety Team has now incorporated Prochaska & DiClemente’s Transtheoretical Model of Change in to the delivery of ‘drive4life.’ This behaviour change model helps us to recognise that individuals move through five stages to achieve a positive change in behaviour; pre-contemplation, contemplation, preparation, action and maintenance.

In addition the following behaviour change techniques are used within ‘drive4life’;

<table>
<thead>
<tr>
<th>No.</th>
<th>Behaviour change technique</th>
<th>Type of technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Provide information on consequences of behaviour in general</td>
<td>Information</td>
</tr>
<tr>
<td>2</td>
<td>Provide information on consequences of behaviour to the target</td>
<td>Information</td>
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<tr>
<td>3</td>
<td>Provide information about others' approval</td>
<td>Information</td>
</tr>
<tr>
<td>4</td>
<td>Provide normative information about others’ behaviour</td>
<td>Information</td>
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<tr>
<td>5</td>
<td>Provide information on affective consequences</td>
<td>Information</td>
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<tr>
<td>6</td>
<td>Fear arousal</td>
<td>Information</td>
</tr>
<tr>
<td>7</td>
<td>Goal setting (behaviour)</td>
<td>Planning</td>
</tr>
<tr>
<td>8</td>
<td>Goal setting (outcome)</td>
<td>Planning</td>
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<tr>
<td>9</td>
<td>Action planning</td>
<td>Planning</td>
</tr>
<tr>
<td>13</td>
<td>Use of follow up prompts</td>
<td>Implementing</td>
</tr>
<tr>
<td>28</td>
<td>Provide information on where and when to perform the behaviour</td>
<td>Teaching</td>
</tr>
<tr>
<td>29</td>
<td>Provide instruction on how to perform the behaviour</td>
<td>Teaching</td>
</tr>
</tbody>
</table>
Facilitate social comparison | Supporting
---|---
Plan social support/social change | Supporting

Our current evaluation method for 'drive4life', which we are trialling at the moment, is to carry out a pre-evaluation at the very start of each presentation to establish a baseline of the knowledge held by the young people prior to our delivery. This process is then repeated immediately after the presentation as a post-evaluation to record the increase in subject knowledge throughout the audience. We are able to record this information securely for each of the establishments we attend.

Furthermore, every one in six of our bookings will be sent a further set of evaluation questions, identical to the previous two, at a period of six months after our initial delivery. This will allow us to gather information on how effective our delivery has been after a period of time has elapsed, and how many of the key messages have been retained by the young people. This information will allow us to then monitor and review our product so that our delivery is able to continually adapt and evolve to suit the needs of our audiences.

As part of the research and development phase of the project that will replace the iCar, we will be working with our colleagues and students at Howden School and Technology College. We will be adopting a human-centred design approach, and plan to engage with students and teachers alike; which will allow us to understand how our products and services can evolve to incorporate a baseline of the knowledge already held by the young people prior to our interventions. This scheme of work will also allow us to work with the young people to understand their attitudes around risk, and to develop a suite of coping strategies that can be comfortably employed by a young person to manage their own risk in a given situation.

Through this engagement, and by understanding our ‘customers’ needs, we will also be able to design a further bespoke and robust evaluation framework, by utilising the RoSPA E-val-u-it toolkit and logic models. In turn, this should ensure a consistent rate of return, enabling us to monitor and review our activities as effectively as possible, ultimately to bring about a reduction in the amount of young people that are injured on the roads of our region.