

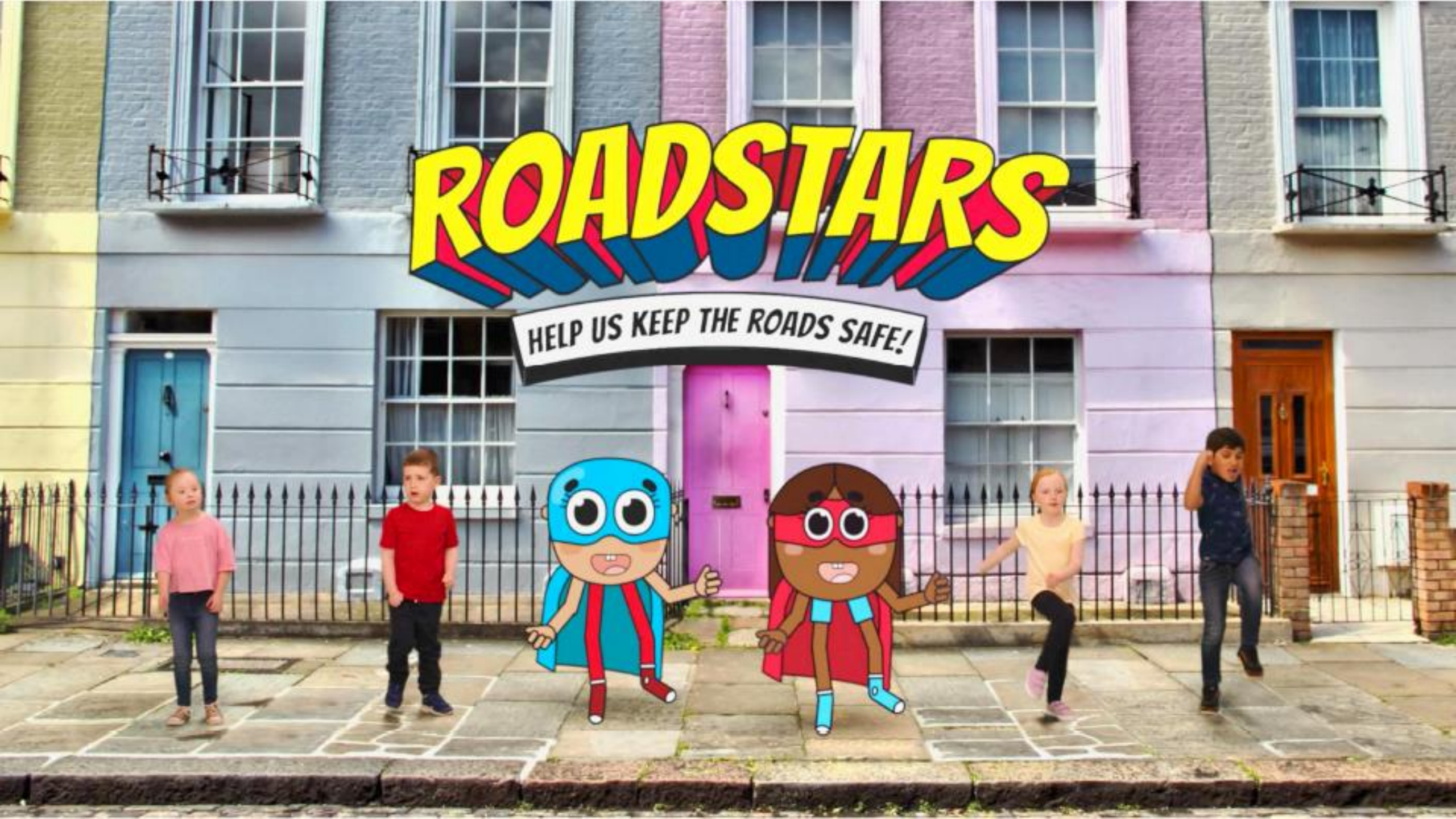
# Roadstars

## Road Safety Scotland and The Gate



# ROADSTARS

HELP US KEEP THE ROADS SAFE!



# Roadstars

This project is to help impart important life-saving knowledge and learning to young children.



# Background

- Lots of materials
- Education
- Joined up
- Production values
- Moved on

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- Established foundation platform to build suite on
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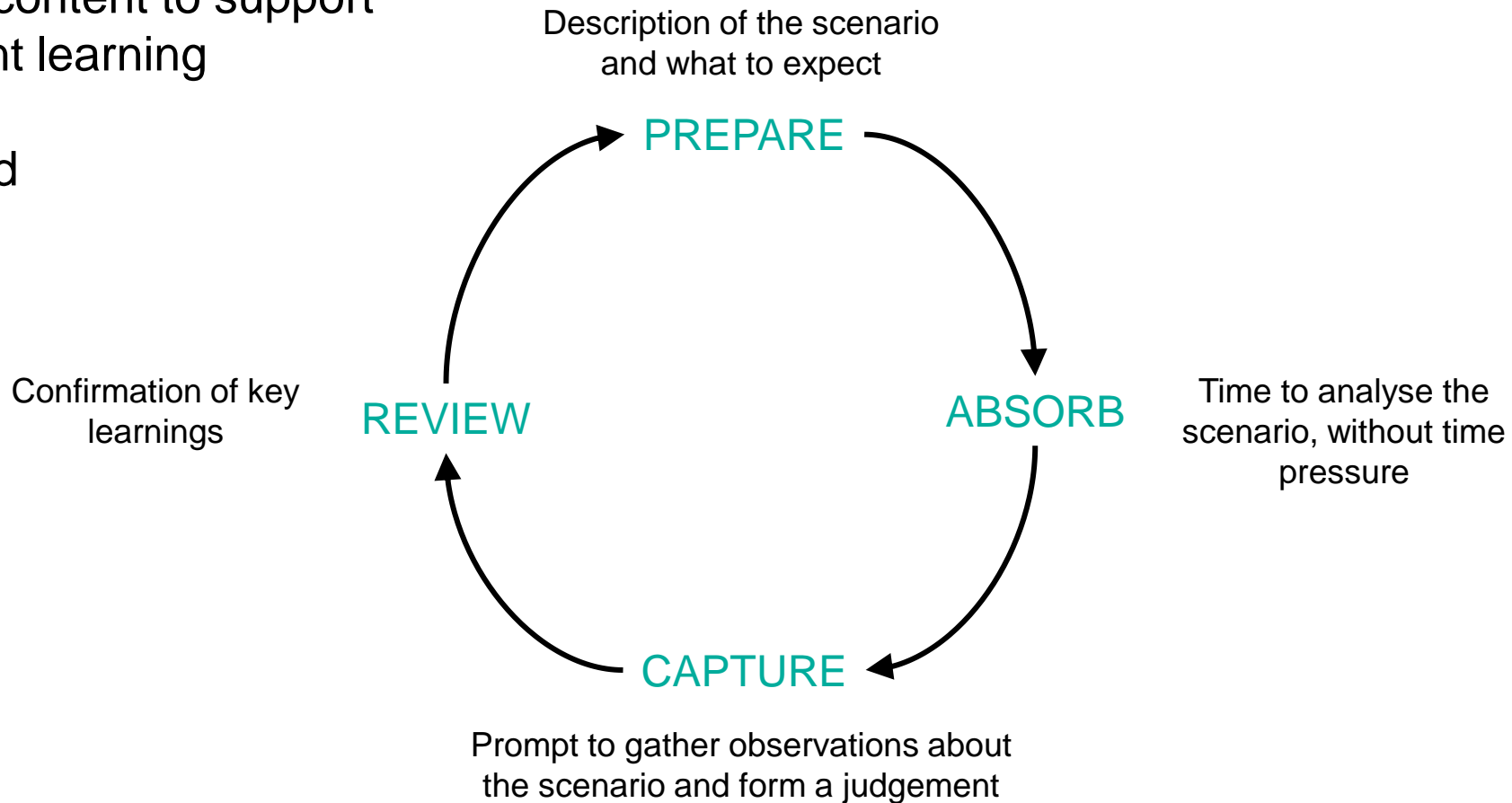
- Put education at heart
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# Challenge

- Genuinely educational
- Digital
- Three age levels

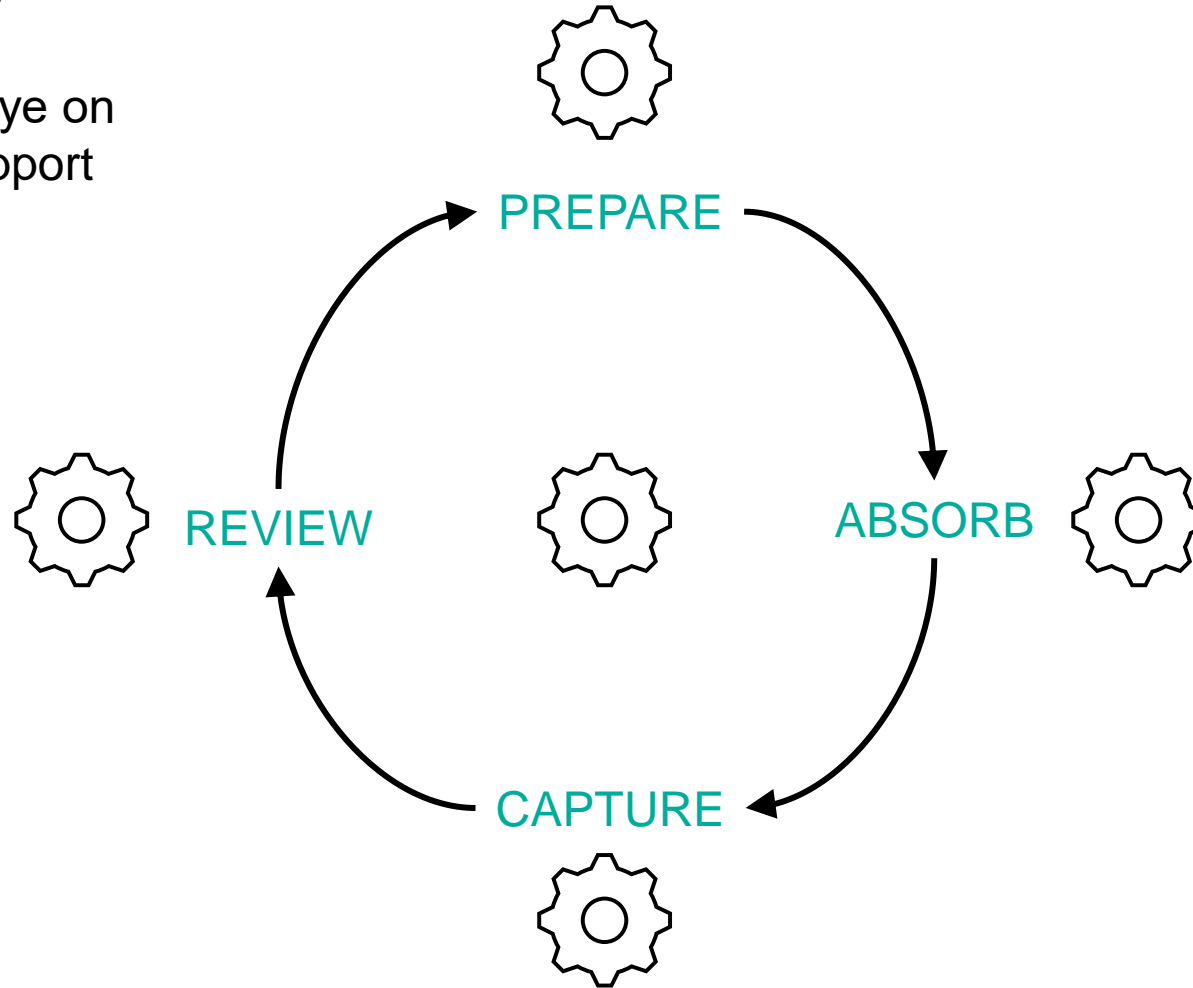
# Learning framework

- Proven learning model for interactive content to support independent learning
- Researched



# Reusable digital mechanism

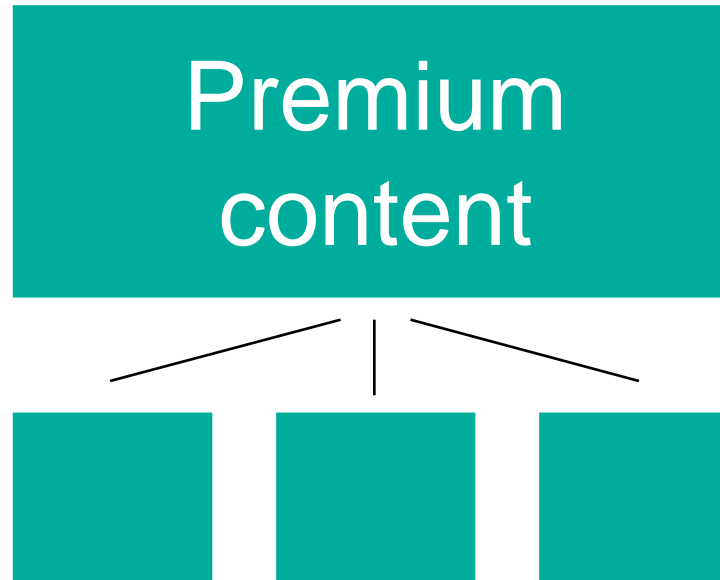
- Heavy investment done
- (Plus, we've kept one eye on Additional Learning Support Needs for later)



# Task

- Create hard working, digital content to teach road safety to three age levels

1 x hero interactive premium piece

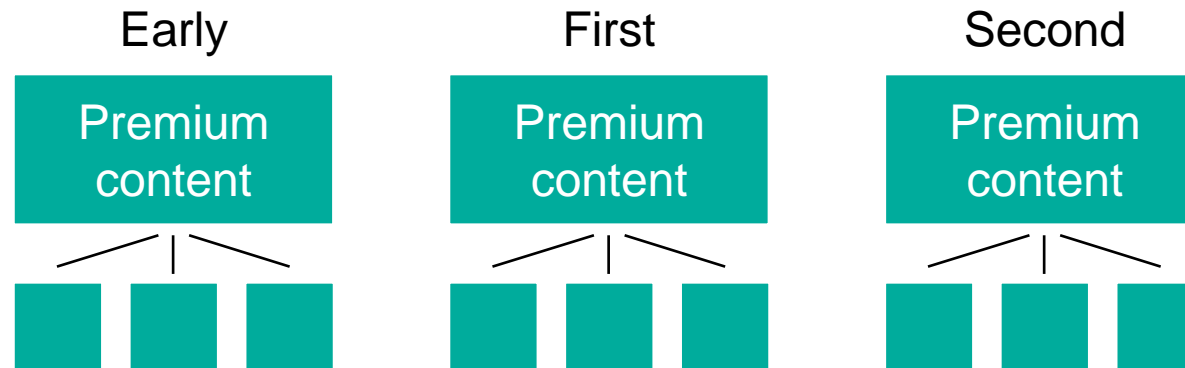


2-3 supporting content pieces

- Quality production value
- Seeing themselves
- Real life

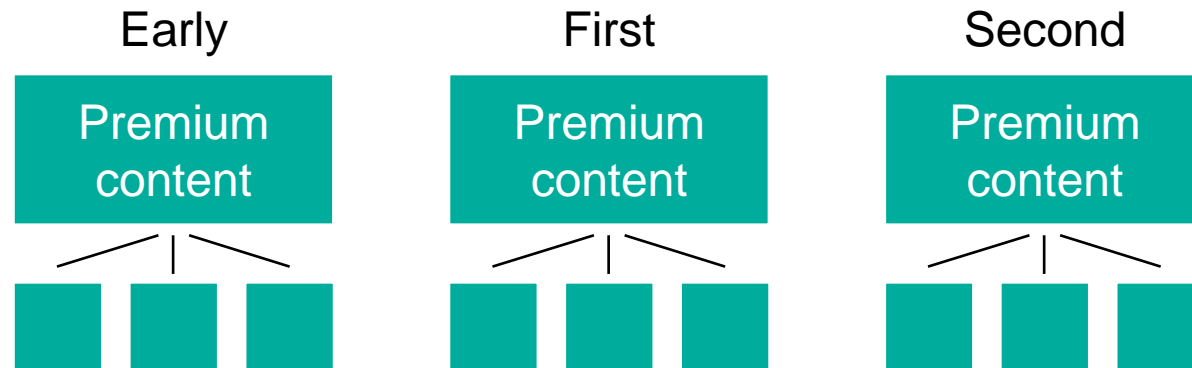
# Task

- Create hard working, digital content to teach road safety to three age levels
- x3 stages



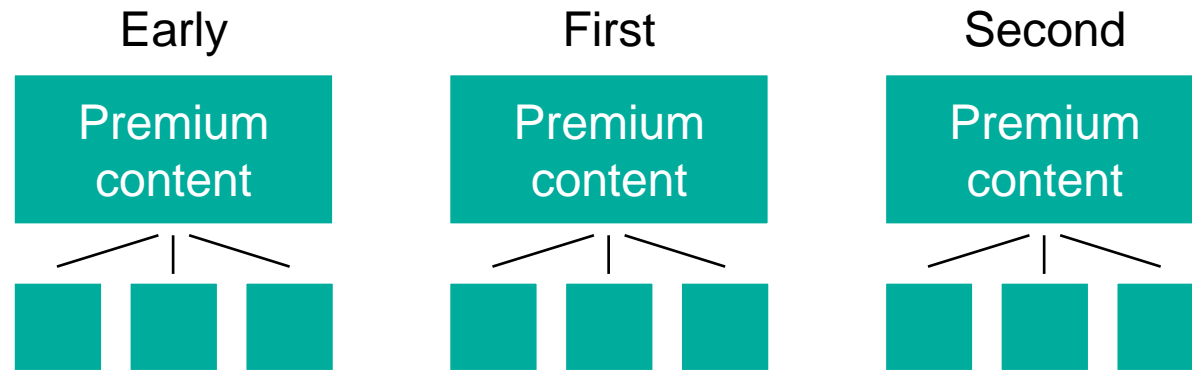
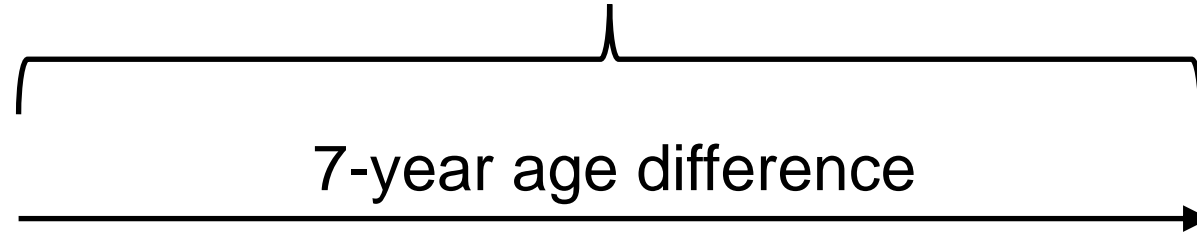
# Challenge

7-year age difference



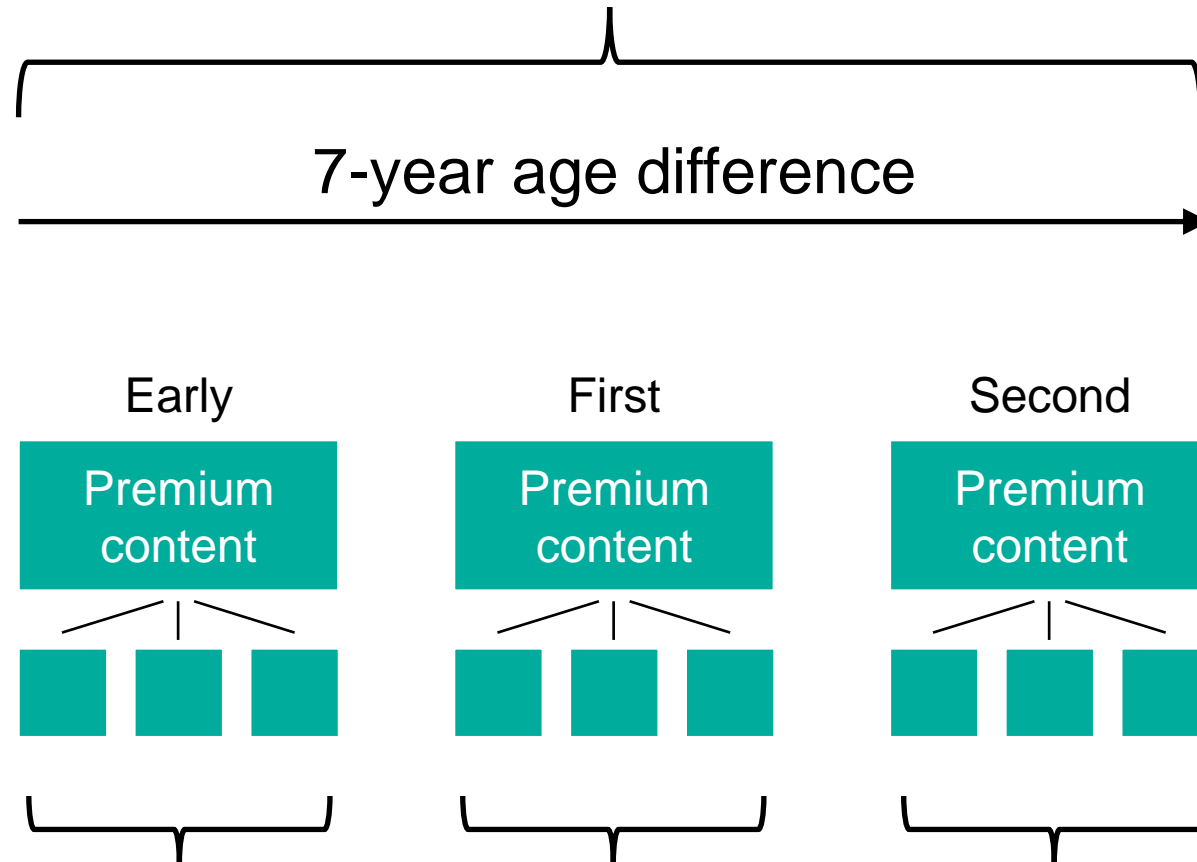
# Synergy?

1. Value
2. Fast
3. Effective
4. Understanding
5. Diverse but harmonious
6. BUT—DANGER OF FATIGUE



# Synergy?

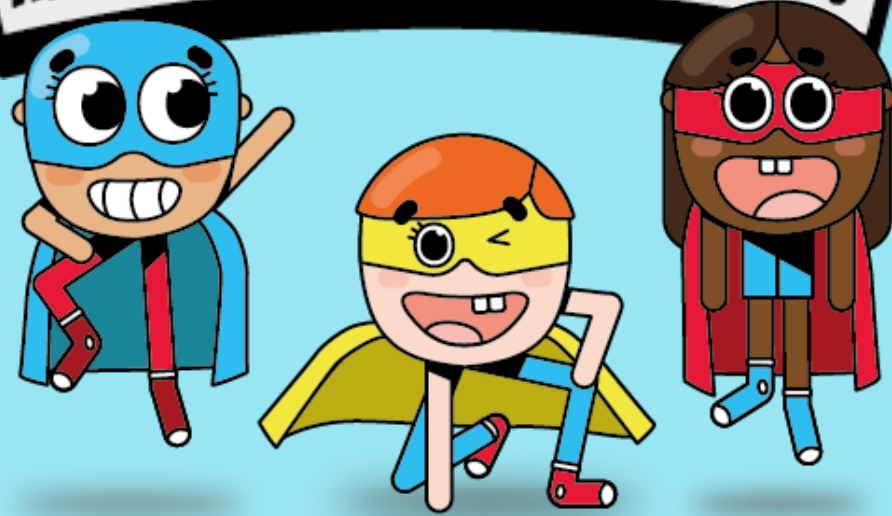
- Create hard working, digital content to teach road safety to three age levels
- x3 stages



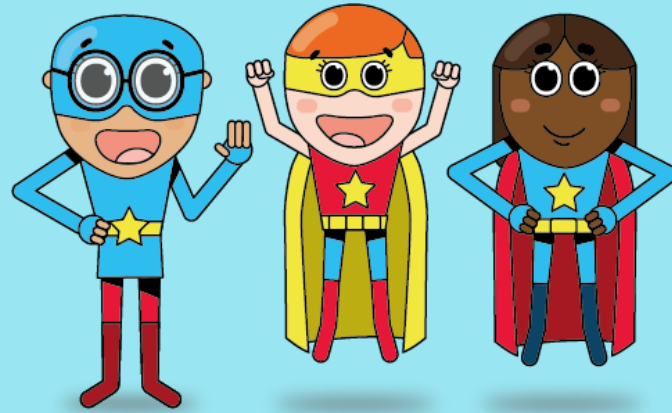
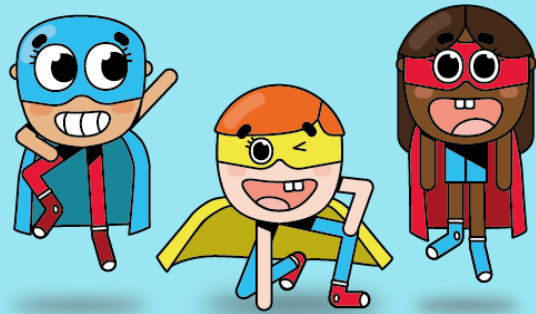
**So, what is it?**

# ROADSTARS

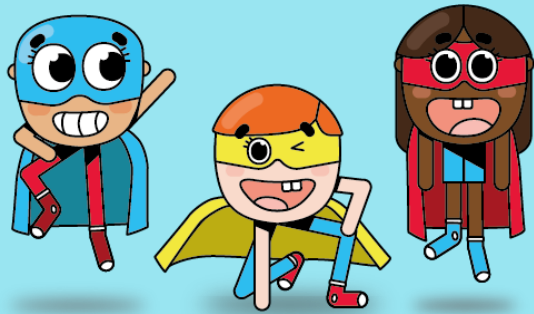
HELP US KEEP THE ROADS SAFE!



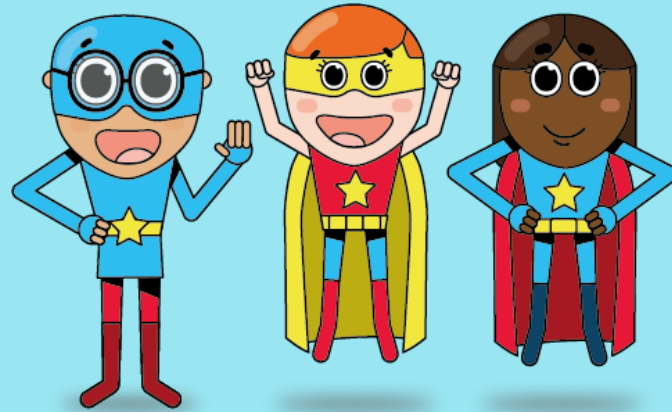
# Flex



# Flex



Little-to-no road safety awareness.



Starting to be responsible for their own road safety.



Walking by themselves.  
Surrounded by distractions.  
Getting casual about safety.

Driver Fatigue

Stakeholder  
Resources



Distractions

LEARN MORE

LEARN MORE

LEARN MORE

## Learning

[view by age group](#)

**ROADSTARS**  
HELP US KEEP THE ROADS SAFE!

EARLY YEARS

FIRST LEVEL

SECOND LEVEL

Ziggy's  
**big**  
Day Out

Do our interactive story to get your  
'My Journey with Ziggy' pack.

CREATE YOUR STORY

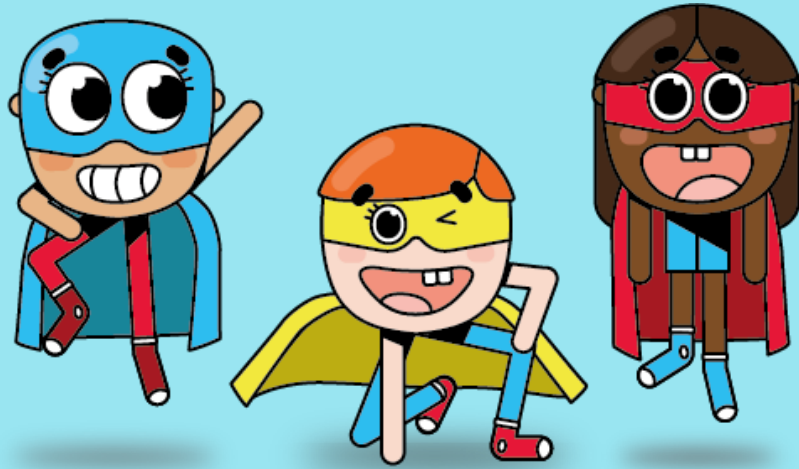
See the amazing entries to the  
gallery

VIEW NOW

**SPEED  
OF TURNAROUND**

**COST  
EFFICIENCY**

**LEARNING  
MODEL**





# BALL ON THE ROAD



GO!



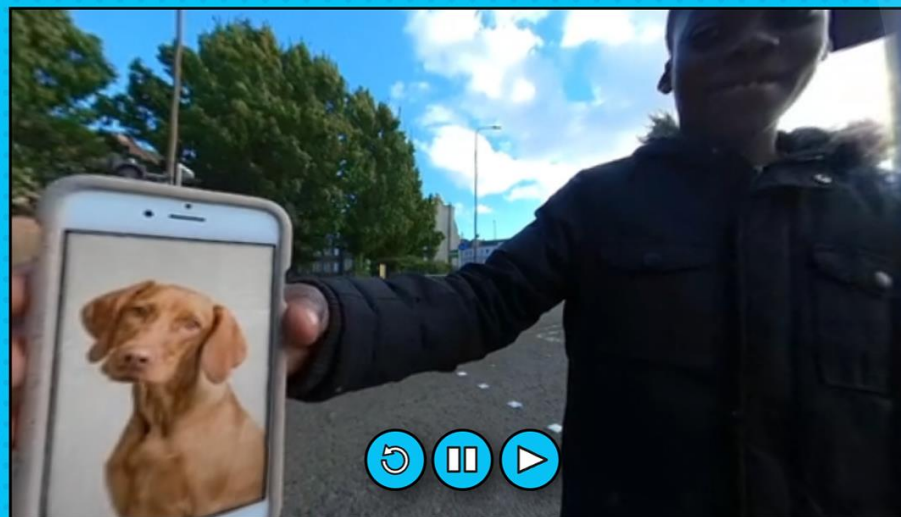


**TIPS:**  
It's unsafe to cross if:

Someone's  
distracting  
you

The red man  
is on

Cars are  
rushing past



Look around this  
tilt and turn film.  
Is it safe to cross  
the road?



✓ **SAFE**

✗ **UNSAFE**

YOUR SCORE **0**



Look around this  
tilt and turn film.  
Is it safe to cross  
the road?



YOUR SCORE **0**

Roadstars



## Safe places to cross interactive challenge

Choose a training mission to boost your Roadstar power!

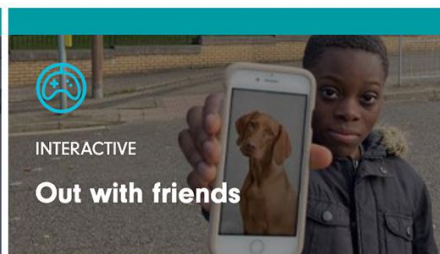
Watch each interactive 360 video below and complete the safe places to cross interactive challenges:



INTERACTIVE

**Difficult to see**

LEARN MORE



INTERACTIVE

**Out with friends**

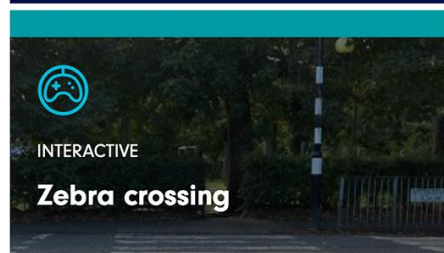
LEARN MORE



INTERACTIVE

**Island crossing**

LEARN MORE



INTERACTIVE

**Zebra crossing**

LEARN MORE



INTERACTIVE

**Ball on road**

LEARN MORE



INTERACTIVE

**Peer pressure**

LEARN MORE

Roadstars



INTERACTIVE

## Name that crossing

Learn the names of four common road crossings.

Here are their names – can you remember them?



Zebra Crossing



Toucan Crossing



School Crossing Patrol



Pelican Crossing



+ Notes for Educators

+ Curriculum for Excellence associated Experiences and Outcomes



## Road safety with the Roadstars

Walking to school, and when out and about with friends, brings new risks. Luckily, the Roadstars have lots of interactive missions to help us all learn to stay safe around roads and traffic. Choose from these First Level ones.



### Road crossings interactive challenge

[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)

It's the law for  
everyone in a car  
to wear a  
seatbelt.



# WEARING A SEATBELT CORRECTLY

Do you know the  
correct way to  
wear one?

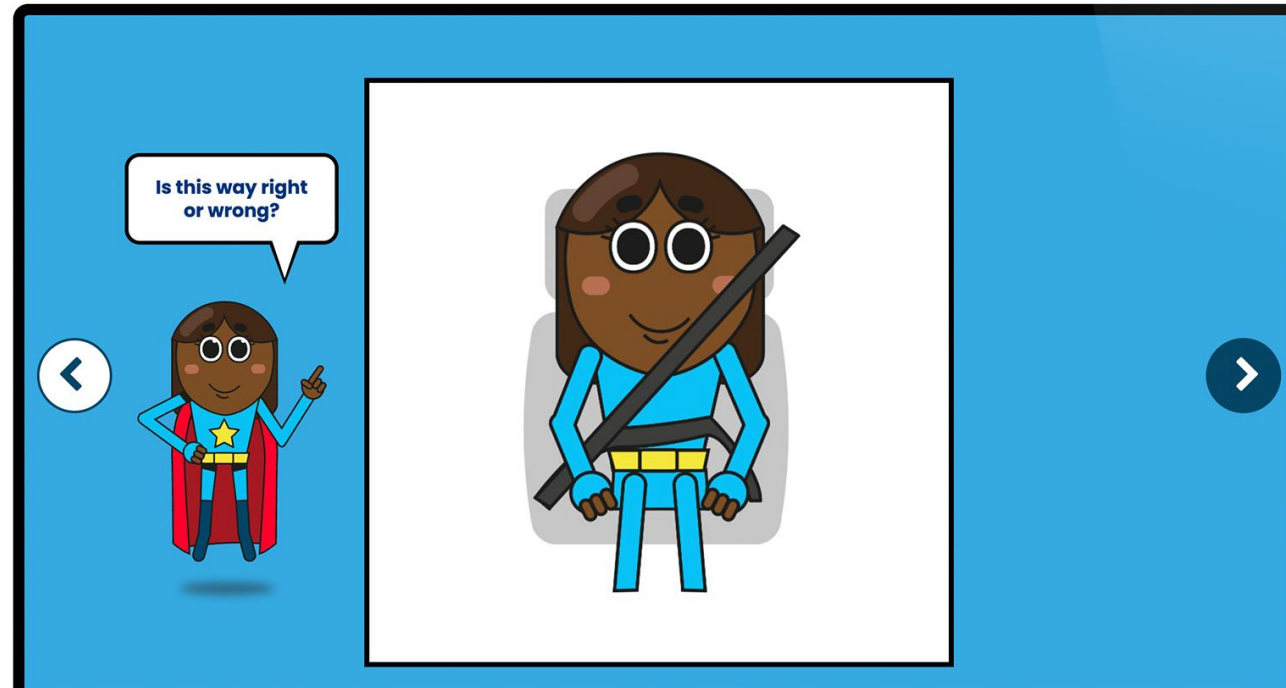


Roadstars



## Wearing a Seatbelt

Learn how to wear a seatbelt correctly to help stay safe on our roads.



**A new roadsafety.scot**  
**Road Safety Scotland**  
**and The Gate**





## ROAD SAFETY SCOTLAND

Promoting safer road use in Scotland



The Official  
**Highway**

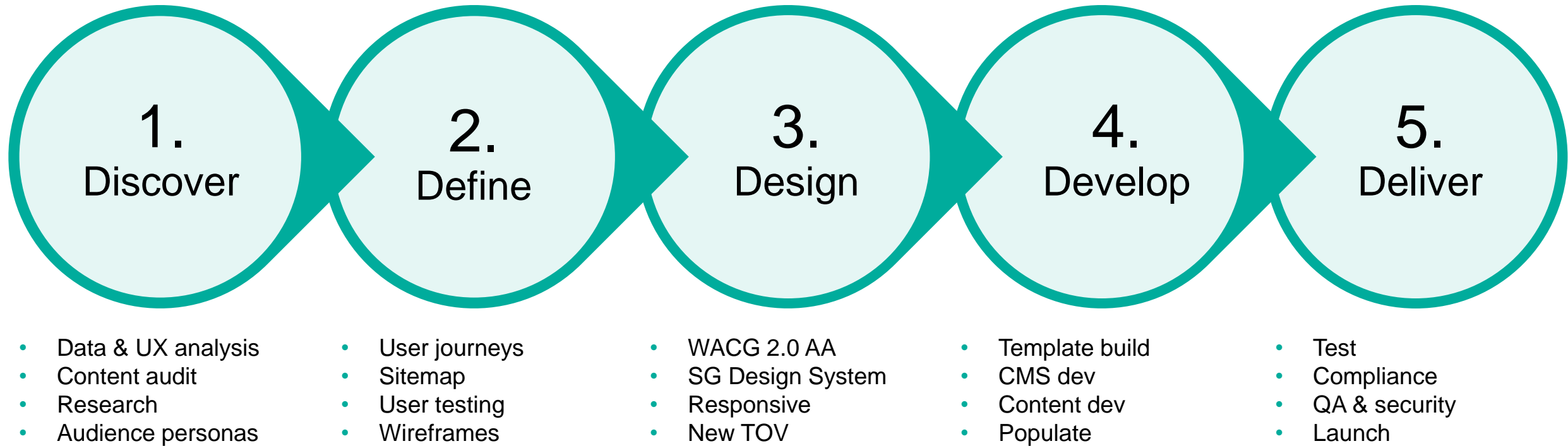
### The Highway Code has changed

From 29 January 2022, changes that include a new hierarchy of road users and updates to pedestrian priority, amongst others, have been




# Challenges to address

- Diverse audience
- Varied wants and needs
- 'Buried' content
- Hard-to-use

# 10-month staged process



# New site highlights

- The Scottish Government's Digital First Service Standard  User-centric design and delivery
- The Digital Scotland Design System  Consistent functions and templates
- Subject matter experts  Up-to-date and accessible content

Summer 2022 launch

**Sneak preview...**

## We promote road safety awareness in Scotland.

There were 4,992 Scottish road casualties in 2021.\* Let's make 2022 safer together.

\*down XXX from 2020. Source: [Example source title, 2022](#)



## Wear a seatbelt

Not wearing a seatbelt can have big consequences.  
Here are the statistics



5%





**Road Safety Scotland**  
Scotland's Authority on Road Safety

Part of Scotland's [Road Safety Framework for 2030](#)

[Road User Advice](#)

[Children & Educators](#)

[Research & Reports](#)

[Campaigns](#)



#### [Driver behaviour](#)

[Drink driving](#)

[Drug driving](#)

[Driver fatigue](#)

[Distractions](#)

[Speed](#)

[Seatbelts](#)

[Vulnerable road users](#)

[Safe driving](#)

#### [Drivers by life stage](#)

[Child in car safety](#)

[New drivers](#)

[Young drivers](#)

[Driving for work](#)

[Older drivers](#)

[Drivers with additional needs](#)

#### [Other road users](#)

[Cyclists](#)

[Motorcyclists](#)

[Pedestrians](#)

[Horse riders](#)

[Other road users with additional needs](#)

[Active travel](#)

#### [Driving in Scotland](#)

[Visiting and driving in Scotland](#)

[Country roads](#)

[Motorways & major roads](#)

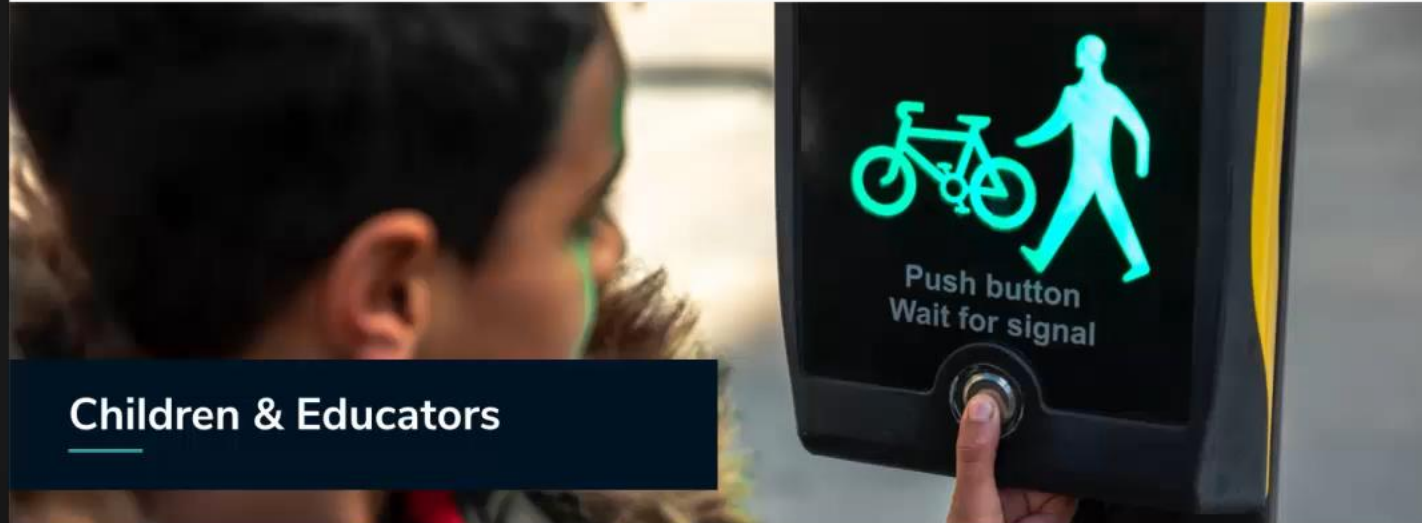
[Driving on the left](#)

[Driving in different conditions](#)

2021.\* Let's make 2022 safer together.

\*down XXX from 2020. Source: [Example source title, 2022](#)

[Wear a seatbelt](#)



## [Children & Educators](#)

### For educators

[Our learning approach](#)



[Curriculum for excellence](#)



[Another example teacher link](#)



## [Find your level](#)



Roadstars  
Help us keep the roads safe!



ELC

P1

## Road safety with the Roadstars

The Roadstars have lots of interactive missions to help us all learn about road safety and practice staying safe around roads and traffic. Choose one of these Early Level ones to get started. (And, if you're an Educator, such as a teacher or parent/carer, look out for the extra ideas below each mission.)

# Young Driver Interventions

- Dr Neale Kinnear, TRL
- Updating content
- Stepped programme
- Late spring launch

**Thank you**

