

# Direction

Summer 2022



**THIS  
ISSUE**

Scotland's  
Road Safety  
Week

Road Safety  
Scotland  
Seminar

Roadstars &  
ICE Card  
Launch



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# Foreword

**Welcome to our jam-packed Summer edition of Direction Magazine.**

Since the last publication, we hosted Scotland's first Road Safety Week (SRSW, 21 -27 March 2022 ) and we were delighted with the response. The Scottish Government's Road Safety Framework (RSF) to 2030 sets out a highly-ambitious vision for Scotland to have the best road safety performance in the world.

The new SRSW provided road safety professionals with the necessary platform to showcase work to achieve that; something we can build upon in the future.

It demonstrated that, with effective partnership working, together we can achieve those targets the Scottish Government has set and the progressive vision the RSF 2030 provides.

As part of the planned programme of events for SRSW 2022, Road Safety Scotland (RSS) also hosted its Annual Seminar on the 23 March at the Edinburgh International Conference Centre (EICC).

The EICC was an incredible event space and we were thrilled to facilitate an in-person event after a two-year break. The seminar, which had a specific focus on the RSF 2030, was exceptionally well attended and provided a long overdue opportunity for everyone to network with friends and colleagues, and to keep up-to-date with important research, projects and campaigns within the field.



# Scotland's Road Safety Week events

## Scotland's Road Safety Week sparks national conversation to make roads safer.

Organisations across Scotland – including Police Scotland, Scottish Fire and Rescue Service, CoSLA and Good Egg Safety – marked Scotland's first Road Safety Week in March by hosting a series of road safety events, from child car seat checks to community action campaigns.

Scotland's Road Safety Week is a new initiative from The Scottish Government and Transport Scotland, designed to encourage road users to take greater personal responsibility and work together to make Scotland's roads safer.

Social media played a key role during the week with organisations across Scotland encouraged to

pledge their support by posting the message: Working together to make Scotland's roads safer #ScotRoadSafetyWeek.

Scotland's Transport Minister Jenny Gilruth, speaking ahead of Scotland's Road Safety Week, said: "The Scottish Government is absolutely committed to making Scotland's roads safer for everyone, and our Road Safety Framework sets out a long-term goal where no-one is killed or seriously-injured on our roads by 2050.

"The launch of Scotland's first Road Safety Week provides a platform for organisations to work together to improve safety on our roads and help achieve this ambitious goal."

Head of Road Policing at Police Scotland, Chief Superintendent Louise Blakelock, said: "Scotland's Road Safety Week would serve as an important reminder that safety on our roads is a shared responsibility."

Police Scotland divisions across the country got behind the important new initiative by hosting road safety events with a focus on drink and drug-driving, vulnerable road users, and older drivers.

Michael McDonnell, Director of Road Safety Scotland, said: "Scotland's Road Safety Week provided the ideal opportunity for organisations to work together and spark a national conversation about making our roads safer.

"Every road user has a part to play by keeping themselves and others safe on the roads."

**“ The launch of Scotland's first Road Safety Week provides a platform for organisations to work together to improve safety on our roads and help achieve this ambitious goal. ”**

# PRIMEs for Motorcyclists

## An Overview of Research Findings for New Road Markings

Founder and Director of Open Road Simulation Ltd, Professor Alex Stedman, explains how psychology can help support safer rider behaviour and reduce casualties. He is working with David McKenzie from Transport Scotland who is managing the work programme, alongside other stakeholders within Transport Scotland and BEAR Scotland Ltd.

As a world-renowned specialist in transport research investigating driver and rider behaviour and psychology, Professor Stedman is leading research to help keep riders safer on our roads.

“What we are doing is using psychology in the real world to help change behaviour,” he explains. “It started with a small piece of work I was involved with in New Zealand and then with Transport Scotland, we had the opportunity to develop it further.”

The research involves installing new road signs and road markings on Scottish roads that are popular with motorcyclists, including the A828, A82 and A85.

David McKenzie said, “All the roads link West Highlands beauty spots including Glencoe, Fort William and Oban, and sites include: Appin House (A828) between Oban and



Professor Alex Stedman

Fort William; Kingshouse (A82) between Tyndrum and Glencoe; Loch Lubhair (A85) between Crianlarich and Lochearnhead; Rob Roy’s Dip (A85) between Crianlarich and Lochearnhead; Dunira and Bonawe (A85) between Comrie and Lochearnhead; Taynult (A85) between Tyndrum and Oban; Inveruglas (A82) between Tarbet and Crianlarich;

and Runacraig (A84) between Callander and Lochearnhead.”

It’s a ground-breaking project aimed at reducing motorcycle casualties. So how does it work? Alex’s team at Open Road Simulation have devised a system that uses “applied” or “nudge” psychology to influence bikers’ speed, positioning and braking as they approach challenging bends.

“The new road markings we’ve developed help prepare riders for demanding bends. They are called PRIMEs – Perceptual Rider Information to Maximise Expertise/Enjoyment so the focus is very much on enhancing the motorcyclist’s involvement in their riding.

“Essentially, the road markings provide a tool that riders can use when they are out on the road” says Alex. “They help riders on whatever motorcycle they are riding, the type of road they’re riding and even the weather at the time.”

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He says: "It's ground-breaking research - no-one else is doing this anywhere else in the world and the results are beginning to demonstrate that PRIMEs have a positive effect on rider behaviour. We've even had the first scientific journal paper published on the work in a world-leading journal ('Transportation Research Part F: Psychology and Behaviour')."

This phase of the research began in 2020 and runs to the end of 2022. Transport Scotland funded the first year of the research and the Road Safety Trust is also supporting the work through 2021 and 2022.

David McKenzie says: "In the first year we investigated left-hand and right-hand bends but the recent research has focused on left-hand bends. This is because left-hand bends can be particularly challenging as it is harder to perceive the bend radius and you are more likely to come into conflict with opposing vehicles if you cross the centre of the road."

As road safety experts are aware, motorcyclists can sometimes be a difficult population to reach. "PRIMEs offer a new way of engaging with riders" says Alex. "By positioning signs at the roadside and installing the road markings using specialist high-traction reflective tape on the approach to bends, riders can use them easily. It is important to note that we don't use white paint - the PRIME road markings offer as much grip as the road surface they are applied to.

"So far we've analysed data from over 22,500 motorcyclists. Data is collected over weekends

- popular times for getting out on the bike - and the results indicate riders are changing their behaviour on approach to demanding bends, potentially making them safer."

By the end of this motorcycle season, it is anticipated the signs and markings will be in place at 22 sites across the West Highlands. The hope is that the results will continue to show PRIMEs have a positive effect on rider behaviour and could be rolled out across other locations in Scotland and further afield.

As a keen motorcyclist with over 35 years' experience, Alex believes the concept of PRIMEs is a game-changer, because it focuses on addressing the needs of motorcyclists by giving them something they can use rather than telling them what to do.

"We are not telling motorcyclists they must use PRIMEs," he continues. "But what we are finding is that many motorcyclists use them once they are installed. As a general tool, they will help you improve your riding and, by doing so, you will be a better rider, enjoy your riding more and be safer on the roads."

It is widely accepted motorcyclists are a particularly vulnerable group of road users.

David McKenzie says: "The use of PRIMEs sits well within the Safe System approach to road safety in Scotland, but it also understands that motorcyclists ride for fun, often in groups, so it's a social activity too for many people who love bikes."

**“ The concept of PRIMEs is a game-changer, because it focuses on addressing the needs of motorcyclists by giving them something they can use rather than telling them what to do. ”**

Alex adds: "The use of PRIMEs offers a solution based on riders behaving intuitively, without being told what to do - the road signs and road markings communicate directly with motorcyclists as a road user group and differ from other more generic roadside information initiatives that become less effective over time."

As Scotland edges towards its shared goal of zero fatalities and serious injuries in road transport by 2050, Alex states: "We need to push boundaries and try different approaches, collaborating with partners as part of the Safe System model but always exploring different methods and ways of engaging with motorcyclists."

Alex has nothing but praise for Transport Scotland for supporting the research. He says: "Without the investment of Transport Scotland we wouldn't be where we are today and it's also great to have the support of the Road Safety Trust to continue the work."

Alex Stedmon is President of the Chartered Institute of Ergonomics and Human Factors (CIEHF) and Royal Academy of Engineering Visiting Professor in the Psychology Department at Cardiff University. ■

# It's All About the Speed

Claire Wood, Joint Head of Strategy and Insight in The Scottish Government, discusses how understanding human behaviour has helped shape Scotland's road safety campaigns.

With some memorable road safety campaigns proving successful in raising consumer awareness of the need to take care on Scotland's roads, it is important to understand the way people think and why they might adopt particular behaviours that affect the way they drive.

That's the view of Claire Wood, Joint Head of Strategy and Insight at The Scottish Government, who also believes that collaboration with all the relevant agencies is key when it comes to creating campaigns that target the right message to the right audience.

One key piece of work has involved Dr Fiona Fylan, a psychologist at Leeds Beckett University who applies behavioural sciences to better understand the human

**“We evaluate all of our campaigns and are confident that they are working really well. Our activity targeting young drivers – the Gran campaign – has been particularly effective.”**



Claire Wood

mind and to develop and evaluate interventions to change behaviour.

Claire's unit has tapped into this work which is based around what is known as the Theory of Planned Behaviour – this means it looks at how intentions to perform a behaviour can predict the likelihood of that behaviour occurring. The work also features elements borrowed from the much-cited Prototype Willingness Model.

In essence, says Claire, Dr Fylan's model recognises that people's intention or willingness to behave

in a particular way is based not only on their attitudes, but also on a number of other points including their emotions, how their behaviour fits with their self-identity, the control they feel they have over their behaviour, and barriers in the environment that stop them engaging in certain behaviour.

“We evaluate all our campaigns and are confident they are working really well,” she says. “Our activity targeting young drivers – the Gran campaign – has been particularly effective.”

Devised by The Scottish Government and Road Safety Scotland as part of the #DriveSmart campaign, the cheeky, straight-talking Gran character – a central character in several recent road safety campaigns in Scotland – urges young male drivers (20-29 years) to prepare for the unexpected and slow down.

“This is probably the road safety campaign that stands out the most,” says Claire. “We know it works because people quote Gran to us. If we get to a point where these young male drivers have a

vision of their gran in their head then they are going to say ‘I’m going to drive more carefully today’.

“We’ve been trying for decades – for over 20 years – to make an impression on young men in Scotland and the country roads ads have really struck a chord because they’re both forward-thinking and innovative.”

The country roads campaign featuring former Formula One driver David Coulthard in 2008 and again in 2013 “did brilliantly” in raising awareness among young men, Claire points out. “A lot of it is down to how we get the message across,” she continues, “and David’s profile was such that people really engaged with him and listened to him.”

“However, the way young people consume news and other content has changed so we need to recognise that and adapt our campaigns and activity accordingly.”

One of the more recent elements of the road safety campaigns has taken an interactive approach, enabling young people to take part in hazard perception training using virtual reality.

“As I mentioned in my presentation at the seminar in March, our research has told us

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that young men get a buzz out of driving faster than they should and on familiar roads they might go faster still as they reckon they know where the risks are,” says Claire.

She continues: “They don’t see their speed as a risk factor – they tend to blame external driving conditions for any mishaps and because they don’t believe they are being watched by the police, there’s a tendency to think they know best, which makes them prone to taking risks in the belief they know their car and the road, and can therefore get away with it.”

More recent evaluation of the Gran campaign looked at how attitudes have changed and, working with Dr Fylan, several statements were included in an attempt to capture if and how young men’s psychological variables changed over time.

Some of the results were surprising, says Claire, and some were less so. “The data showed that despite intending to drive safely, many young drivers find themselves in situations in which they feel they can’t avoid taking risks,” she explains.

For example, over half (57%) reported that sometimes they can’t avoid speeding, while 37% admit they sometimes can’t avoid driving fast in built-up areas. Meanwhile, 36% say

sometimes they can’t avoid using their mobile when driving.

In contrast, only 13% report they sometimes can’t avoid driving after drinking alcohol and 7% feel they can’t avoid driving after taking drugs.

“While this is obviously somewhat dispiriting, at the same time, it confirms a continued focus on helping young drivers to anticipate how these situations might arise and make a plan for how they will respond.”

Claire points out that her role is to “try to understand what our audiences are doing, so we conduct the right research to enable us to understand what people do and why”, adding: “The vast majority of collisions are unavoidable and/or preventable.”

“Every single person who uses the roads has it in their gift, bar mechanical failure and extraordinary circumstances, to make a difference. I believe that, if we all keep on doing what we are doing to make safe choices, we will achieve our goal of a road network where no-one dies or is seriously injured on Scotland’s roads by 2050.” ■

# Knowing where you fit in

Dr Karen McDonnell, CFIOSH, Head of RoSPA Scotland, believes local partnerships and involving the business community are key to making Scotland's roads safer.

When it comes to road safety, there is one crucial component that must always be addressed: roads are a shared space.

For Dr Karen McDonnell, CFIOSH, Head of RoSPA Scotland, it's easy to fall into the trap of assuming that all accidents on Scotland's roads can be attributed to drivers. "Our roads are a shared space," she points out.

"You can be a pedestrian, a cyclist, a dog-walker or a horse rider – your behaviour when you're on the road can have a wide-ranging impact on other people. Our public safety message has to target everyone – there's a huge amount of public education work to be done."

Karen believes that the five pillars approach within Scotland's Road Safety Framework to 2030 is excellent in that it "gives us all a chance to see where we fit in." Road safety, she believes, should be viewed as a life skill.

Those five pillars, under the Safe System, are:

- Safe Road Use
- Safe Vehicles
- Safe Speeds
- Safe Roads and Roadsides
- Post-crash Response



Dr Karen McDonnell

“In year two of the Framework, the big thing is that everybody sees where they fit,” says Karen. “There’s lots of focus on targets and getting the right message for the right audience and from a RoSPA perspective, there is the Road Safety Scotland message – it’s done so well for each target audience.”

However, there is another group that has a key role to play: business, and that’s where ScORSA – The Scottish Occupational Road Safety Alliance – comes into play. “This group’s focus is all about driving risks at work so we have ensured our key messages cross over to them,” Karen explains.

“We want business to understand the role they can play in making our roads safer and our message to the business community is to manage the risk of your people using the roads in the same way as any risk in your organisation.” ScORSA, she continues, enables people to engage. “During the pandemic, we were encouraging businesses to pause, reset and reflect on the risk of Covid and how to manage that,” says Karen. “We saw companies update their risk management plans.”

“We have our data which helps us understand who is using roads and we know what policies to put in place.”

“Now we want to have that conversation about road safety – and how companies can make a difference, how they can ensure that road safety is a shared responsibility and therefore should always be front of mind.”

“We have our data which helps us understand who is using roads and we know what policies to put in place,” she continues. “It is the conversation that is so important around things like inappropriate speed, driving too close to the vehicle in front – it is about managing the ‘Fatal Four’ of speeding, drink and drug driving, driving while distracted, and non-wearing of seatbelts.”

Organisations, Karen notes, have access to ScORSA’s support. “We can support businesses. We are funded by Transport Scotland. We are a free-to-join organisation,” she points out. “It is really encouraging to see how businesses are developing with our support and the value of that has never been more transparent.”

“The fact so many people drive for work absolutely confirms how important it is to have that national conversation about road safety and, working with RoSPA, ScORSA can bring all the key voices together to have those important discussions.”

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For Scottish businesses, says Karen, being involved with ScORSA brings many benefits, not necessarily financial. “It’s about sharing best practice, discussing how you can create the right culture in your business so that your people take that home with them and entwine it into their everyday lives,” she adds.

“And in a Scotland context, it is the local partnership approach that we have that is going to be very effective moving forward.” ■

# The policing response

**Chief Superintendent Louise Blakelock (QPM), is Head of Road Policing at Police Scotland.**

For Police Scotland, all parts of society have a role to play in keeping Scotland's roads safer. While ongoing education about road safety is something everyone can get involved in, the enforcement of the rules always remains the responsibility of the police.

Chief Superintendent Louise Blakelock (QPM), Head of Road Policing at Police Scotland, was one of the speakers at the 2022 Road Safety Scotland Seminar when she used that platform to discuss the wide-ranging work of the police when it comes to road safety.

“Essentially, we are trying to maximise the impact we have on road safety, from our core role of high-visibility patrols to positive engagement and the appropriate enforcement with drivers and other road users,” she says.

“But it is also about influencing road user behaviour in an attempt to make Scotland’s roads safer – we all use the roads so it applies to pedestrians, cyclists and horse riders too, not just drivers.”

While the number of fatalities reduced during the pandemic lockdown, she points out, collisions were still occurring. “In some



**Louise Blakelock**

cases, people had not been driving for many months and when there was a return to more active travel, there were RTCs because some people weren't perhaps as confident as they once were behind the wheel.

"At that time, we were doing a lot of education work around making your vehicle fit for the road after a period of inactivity."

Like other speakers at the conference, Louise points to "partnership and collaboration" as key when it comes to meeting agreed Framework targets. She also refers to the five pillars: Safe Road Use; Safe Vehicles; Safe Speeds Safe Roads and Roadsides; and Post-crash Response.

"And of course we know that many RTCs are caused by speeding, drink and drug-driving, driving while distracted, or non-wearing of seatbelts," she continues.

"So that's where our core objectives of effective patrolling of the roads and influence driver and road user behaviour come into play.

"There are all types of criminality on our roads we must deter. Believe it or not, people don't always wear seatbelts or wear them properly and then there's the mobile phone issue too."

Police Scotland supports and contributes to the development of Local Partnership Forums as part of the Road Safety Framework to 2030. "It's about generating new and innovative ideas to enhance our enforcement role, as well as supporting partners in delivering preventative activity."

Scotland's national calendar of road safety activity for 2022/23 is also a key component of ongoing work to improve road safety.

"The media are really important partners for us to get the message across," adds Louise. "Social media also plays a massive role as people consume information in ways other than more traditional TV, radio and newspapers.

"Seasonal activity, of course, continues to work well in getting certain road safety messages across – for example, the annual campaign targeting the motorcycling community, and our winter road safety campaign when the clocks go back. Geographical campaigns also work well.

**"If we all work together to educate and influence the behaviour of road users, we will make the roads safer."**

"Every road death is a tragedy and may have been avoidable – we know the impact it can have on families and all those involved," says Grampian-based Louise, who was awarded the Queen's Police Medal (QPM) in the New Year's Honours list but insists: "It was a great honour, but I have just been doing my job and see the award as one for everyone in the division - and all those we work with to help make Scotland's roads safer."

Louise continued: "That's why it's important to look at new initiatives such as the national dashcam portal and identify areas where the use of technology can improve service delivery and investigative ability.

"It's all about partnership working and multitasking," she adds. "If we all work together to educate and influence the behaviour of road users, we will make the roads safer."

**"Many RTCs are caused by speeding, drink and drug-driving, driving while distracted, or non-wearing of seatbelts."**

# SFRS Post Crash Response Advancement

Niall MacLennan is Group Commander of Scottish Fire and Rescue Service.

Scotland's emergency services have a key role to play in road traffic incidents and for the Scottish Fire and Rescue Service (SFRS), it is all about providing the best response and post-crash performance.

"Our role is to arrive at the scene as quickly as possible, to manage the incident and get drivers and passengers out of their vehicle as efficiently and safely as possible," says SFRS Group Commander Niall MacLennan.

"The good news is that over the years we have become more efficient, thanks not just to ongoing training of our people, but because of considerable technological advances. Hydraulic power equipment has been around for a long time and now we are moving towards battery power.

"The SFRS invests considerable time in ensuring our equipment is fit-for-purpose so research and development is ongoing as we look to innovate



Niall MacLennan

and become more efficient with the training of personnel, of course, a key component of that work."

Collaboration is key in dealing with any RTC (road traffic collision). "The police and Scottish Ambulance Service (SAS) usually arrive before us, so when we get there, we liaise with both to assess the scene – this is so important," says Niall, alluding to the Christie

Commission report in 2012/13, which recommended greater collaboration and the sharing of information between services.

As part of the SFRS presentation at the Road Safety Scotland Seminar in March, the ongoing work on incident management at the scene was highlighted, which includes training to ensure scene safety and to reduce timescales involved.

"Scene safety is massively important," Niall points out. "We have a number of roles at a RTC scene and making it safe is key.

"We also have to recognise the human factor as all RTCs involve people – we mustn't judge them at the scene as our role is to make it safe, work quickly and efficiently, and remember we are dealing with human beings who will be scared and more than anything, need our support and reassurance."

"Our role of Post-crash Response is, of course, one of the Safe System's five pillars and often the cause of a RTC will be due to speeding, drink and drug-driving, driving while distracted, or non-wearing of seatbelts - but, we always have to remember that people sometimes just make mistakes."

**“ The good news is that over the years we have become more efficient thanks not just to ongoing training of our people, but because of considerable technological advances. ”**

One advantage, however, is that vehicle safety has improved and there are fewer older vehicles on the road, Niall points out. “Modern vehicles are much stronger now structurally and vehicle technology has changed massively so we welcome that, but understand that with technological advancements come dangers too.

“Electric cars, for example, have been known to go on fire – the EV batteries self-ignite – so there is a lot of working going on to look at that and understand it, which is crucial, as it is anticipated there will be one million electric cars on the road by 2025.”

Meanwhile, SFRS is active in the community with SFRS reminding seminar attendees there are 356 stations across Scotland, operating 353 appliances with RTC-enhanced response capability. Some 92 appliances have RTC support capability and there are five heavy rescue units as well as extraction and other RTC equipment.

All frontline personnel – 3,500-plus – are trained for RTC response and SFRS also works with Police

**“We’re very careful not to preach or patronise, so we talk about cars being very powerful and deserving of respect by all drivers, not just young people, because any driver can have an accident for many different reasons – an older person on medication, for example.”**

Scotland at its Tulliallan training facility.

“With such a significant presence in communities the length and breadth of Scotland, we have an important role to work with other agencies to promote road safety,” Niall explains. “We go into primary schools and particularly target older secondary school pupils who are getting ready to learn to drive.

“We use virtual reality headsets that demonstrate a range of scenarios and consequences, and we’ve found using that technology really helps young people engage in the road safety message.

“It’s not about scare tactics as we’ve found a positive outcome has more effect on young people than a negative one – we focus a lot on speed and distraction which is very relevant

for inexperienced drivers.

“We’re very careful not to preach or patronise, so we talk about cars being very powerful and deserving of respect by all drivers, not just young people, because any driver can have an accident for many different reasons – an older person on medication, for example.

“So we look at the statistics and let the evidence tell us what causes accidents – it is about applying meaningful data which then affects how we plan for the future. I’ve alluded to this previously, that also means inter-agency collaboration and data analysis, because we won’t achieve our long-term goal of moving closer to zero fatalities and serious injuries in road transport by 2050 if we work on our own.”

With 21 years of fire service experience under his belt, Group Commander Niall MacLennan says he will never stop learning. “The challenges will keep coming,” he insists. “Some challenges will be the ones we’ve always been faced with, others new. Technology will continue to make advances both in terms of the equipment we use and technology in transport.

“However, what won’t change is the need to share information and collaborate with others – that is what will help us achieve our joint goals.” ■





# Introducing Roadstars

## Primary pupils become Roadstars to help shape Road Safety Scotland's new road safety learning resource.

Roadstars is the new online resource designed to get Scotland's youngest road users thinking about road safety in an active and immersive way.

Launched in the spring, this free road safety learning resource for children aged three to eleven has been specially created using interactive missions to help them practise staying safe around roads and traffic.

Roadstars has been developed by Road Safety Scotland with input from children and teachers at Dean

Park Primary School in the village of Balerno, near Edinburgh. By sharing their thoughts on learning and road safety, the children and their teachers have helped shape this innovative resource.

To help keep youngsters engaged, Roadstars calls on the help of three animated superhero characters (Rae, Rosie and Rory) and the resource evolves as the children get older, tasking them with age-appropriate missions to develop their road safety skills as they grow and learn.

The Early Years level, aimed at

the youngest pupils, teaches ELC (Early Learning and Childcare) and P1 children a song and dance outlining the road safety basics.

For P2-P4, the First level features engaging videos with interactive missions that embed and test children's learning. Meanwhile, the Second level targets P5-P7 with a series of 360° interactive experiences that challenge older children's attitudes and behaviours.

This new online resource is available to enjoy in class or at home, and is linked to Curriculum for Excellence.

Road Safety Scotland's Assistant Director, Debbie Nicol, said: "We know how important it is for children to be immersed in positive

**“ By teaching and reinforcing the importance of staying safe around roads and traffic at a young age, we can provide children with road safety skills that will last a lifetime. ”**

“The characters are very engaging and we look forward to using the resource to enhance our road safety activities.”

road safety attitudes from a young age, both in the classroom and at home.

“Roadstars is an important new resource for children at every level of primary school, free for teachers, parents and carers to access online.

“By teaching and reinforcing the importance of staying safe around roads and traffic at a young age, we can provide children with road safety skills that will last a lifetime.”

Dean Park Primary School’s Head Teacher, Nicola Kurth, described the pupils’ experience in helping to develop Roadstars as “fantastic.”

“At Dean Park we are committed to promoting the health and wellbeing of all pupils,” she said. “It has been a fantastic experience for pupils to engage in supporting the development of this new resource.

“The characters are very engaging and we look forward to using the resource to enhance our road safety activities.”

Roadstars was launched in March as part of Scotland’s first Road Safety Week, a new annual awareness initiative by The Scottish Government and Transport Scotland which encourages road users to take greater personal responsibility and work together to make Scotland’s roads safer. ■



## ICE Card Launch

ICE (In Case of Emergency) Cards have been developed to help first responders.

It’s not something that many people are familiar with, but an ICE Card is a system that enables medical professionals to find out key information about an individual in an emergency situation.

ICE (In Case of Emergency) Cards contain the details of the people who should be contacted in an emergency, along with important information about the individual’s health and medical requirements.

Funded by Transport Scotland, the new Child Passenger ICE Card initiative has been developed by Road Safety Scotland (RSS) in partnership with Good Egg Safety, Police Scotland and the Scottish Fire and Rescue Service.

ICE Cards should be positioned under child car seats so that first responders can access vital details about the identity of the child and any medical conditions, in case the driver or passengers are unresponsive.

In addition, RSS hopes to be able to put ICE Cards at the point of

sale in retailers that sell and fit child car seats. Local authorities will be able to order cards through the [RSS online ordering service for use in their own areas](#).

Good Egg Safety, Police Scotland and the Scottish Fire and Rescue Service will also be distributors of the ICE Card through community engagement events.

Meanwhile, a number of checking events will be held as part of Scotland’s annual Child In-Car Safety programme, with experts handing out ICE Cards when conducting checks.

Training will be a crucial component of this initiative, and RSS have created a short video that shows how to complete and install an ICE Card. This will be a valuable training tool for emergency services, but will also have a role as a public information tool demonstrating how to fill out the card, install the locator sticker, and use the adhesive wallet in which it’s contained. ■