



PBF Road Safety Education Program Overview

Program Aim

To contribute to a reduction in serious injury and death due to road crashes in young people aged 15-24 years.

Objectives

- Demonstrate the potential consequences of unsafe road user behaviour.
- Increase knowledge of the major risk factors that cause road crashes.
- Increase knowledge about the broad and intensive impact of serious injury and death.
- Encourage positive attitudes towards safer road user behaviour.
- Increase awareness of the personal responsibility for choices and the resulting consequences.
- Empower young people to be assertive in communicating safer choices to peers.
- Workshop PBF stories with students making them aware that positive behaviour choices around motor vehicle are necessary for safer driving.

Links to the Curriculum

The learning objectives of the PBF Road safety program are consistent with many strands of the Western Australian school curriculum framework. The program provides students with valuable self-management and interpersonal skills and encourages positive attitudes, values, and beliefs regarding road safety.

Key Communication Messages

- Unsafe road user behaviour can have serious consequences such as death and serious injury.
- Making safer choices can help prevent death and serious injury on the road.
- Young people are not invincible and are at greater risk of road crashes.
- Ultimately every individual is responsible for their own choices.
- Young people's road choices can impact positively or negatively on themselves and others.

Target group

Young people aged 15-19 are the primary target audience for the PBF prevention road safety team. Road users in this age group are at the highest risk for sustaining permanent spinal cord injuries. This PBF program reaches out to young people at the pre-driver and novice driver levels to encourage safer road behaviours prior to them becoming licensed drivers.

Key strategies

PBF road safety sessions: 45- 60-minute classroom session is facilitated by a person who has sustained a spinal cord injury through road trauma. The session is delivered to students in years 10, 11 and 12.

The PBF lesson includes:

- A PBF road safety video and PowerPoint presentation to support facilitation of the session.
- Statistics about road crashes and permanent injuries which are personalised with the presenter testimony.
- A personal story of the presenter's life prior to their car crash, the incident itself and life after.
- Outline on contributing factors that lead to the presenter's crash. Hindsight of the incident.
- A specific and relevant call to action to make positive decisions in and around motor vehicles.
- Question time is always important and can help students develop empathy towards the facilitator and their disability caused by road trauma.

Evaluation

Student and teacher feedback forms are collated as evaluation is considered essential in determining if the objectives for the program are being met.

Sponsors: RAC supports the PBF Road safety program and assists with presentation development and professional development of PBF presenters.

Cost: PBF Road Safety Presentations are **free of charge** to schools

Contact Information:

 pbf.asn.au

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