

# **RYDA** HELPING TO SAVE YOUNG LIVES



Hannah Olsen – Program Coordinator (SE QLD)



# the facts

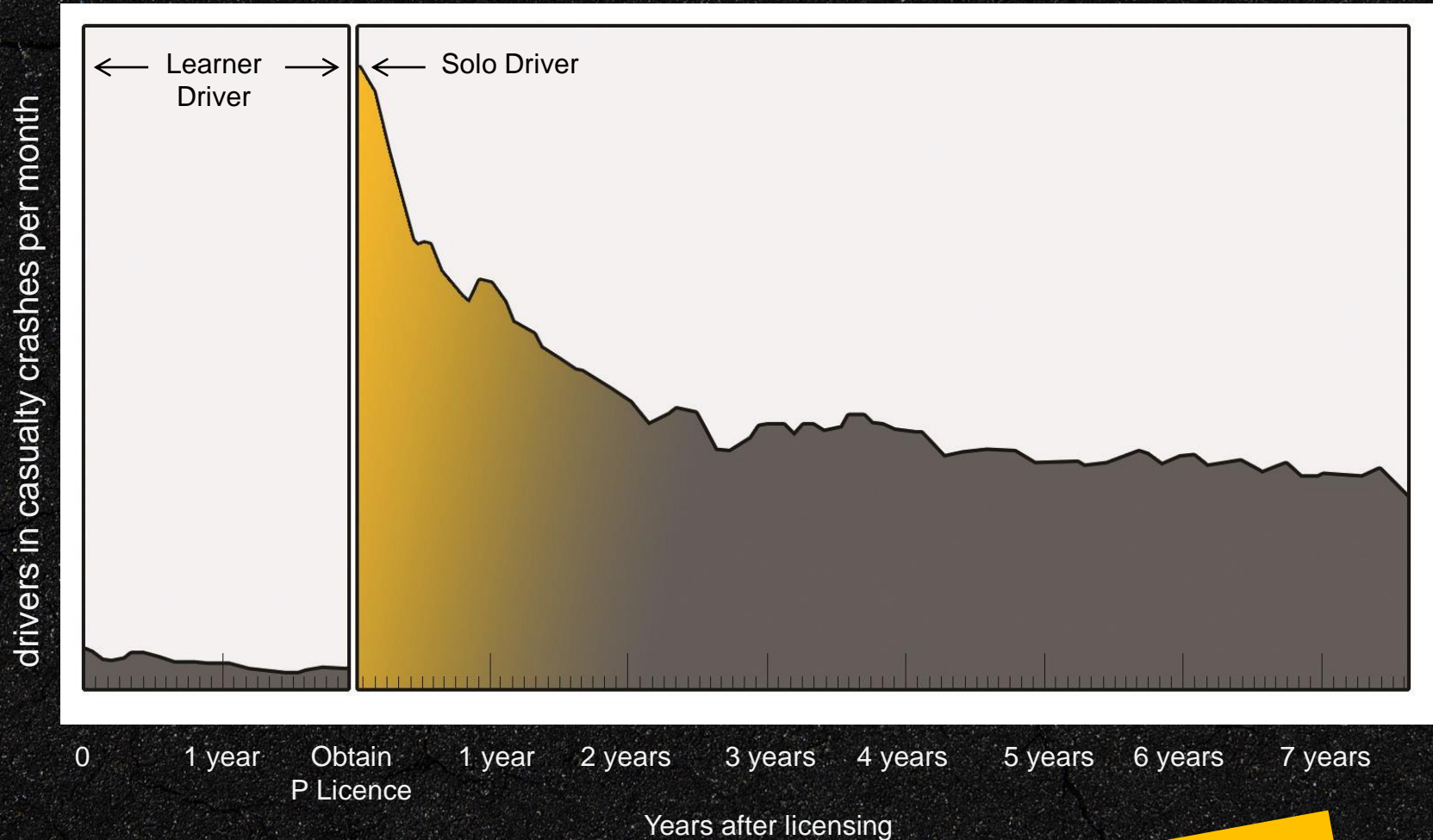
Last year 1,188 people were killed  
on Australian roads and  
353 people lost their lives on New Zealand roads.

many times this number were seriously injured.

**It's estimated that around 140 people are  
killed or injured on our roads every day**



Getting behind the wheel as a solo young driver is one of the most dangerous things a person will do in their entire life.





To provide evidence-based road safety education that saves lives by supporting the development of a road safety culture across the generations

# Vision MISSION VALUES

- **Best practice meeting individual needs and supporting behaviour change through interactive learning, local relevance, age appropriate content, and promoting social and peer responsibility;**
- **Empowering informed decision making in supportive environments to create enduring change with lifelong learning tools of problem solving and self-awareness of personal risk;**
- **Sustainability through broad community engagement with stakeholders including schools, local communities, volunteers, corporations, government and police;**
- **Continual program improvement through research and evaluation**



# Who's on the RYDA team?

Any winning team has a great base of supporters. From road safety experts, to corporate partners, community leaders and high profile individuals – RYDA has assembled a team of greats.

## Respected Corporate Partners

In Australia  
& New Zealand



In Australia



In New Zealand



## Valued Community Partner



Rotary Clubs in Australia & New Zealand  
(ACT, NSW, QLD, SA, TAS, VIC & WA)

## Expert Advisory Council



(L-R) Prof Barry Watson, Director, Centre for Accident Research, QUT; Dr Neale Kinnear, Principal Psychologist, Transport Research Laboratory, UK; Dr Marilyn Johnson, Senior Research Fellow, Institute of Transport Studies, Monash University; Mary Chamberlain, director of Evaluation Associates/consultant

## Highly Regarded Patron & Vice Patrons



Foundation Patron: The Hon Sir William Deane (former Australian Governor General) | Vice Patrons: Geoffrey McIntyre (Retired Chairman, Bank of China Australia Ltd); Gillian Moore (Retired Principal, Pymble Ladies' College); Kenneth Moroney (former Commissioner, NSW Police Force); A/Prof Dr Brian Owler (Past Federal President, Australian Medical Association); The Hon James Wood (Former Judge, NSW Supreme Court); Ronald (Keith) Barton (retired CEO/MD James Hardie Industries (CEO)

## Passionate Ambassadors




(L-R) Peter Frazer, President, Safer Australian Roads and Highways (SARAH); Andrew Morley, Actor, Philanthropist and Road Safety Advocate

- Targets senior high school students aged 16–18 Yrs
- A one day, out of school excursion
- Designed for the whole year cohort
- Six interactive 30 minute workshops
- Classroom sized groups
- Students develop personalised strategies and resilience
- Supports teachers delivering school curriculum

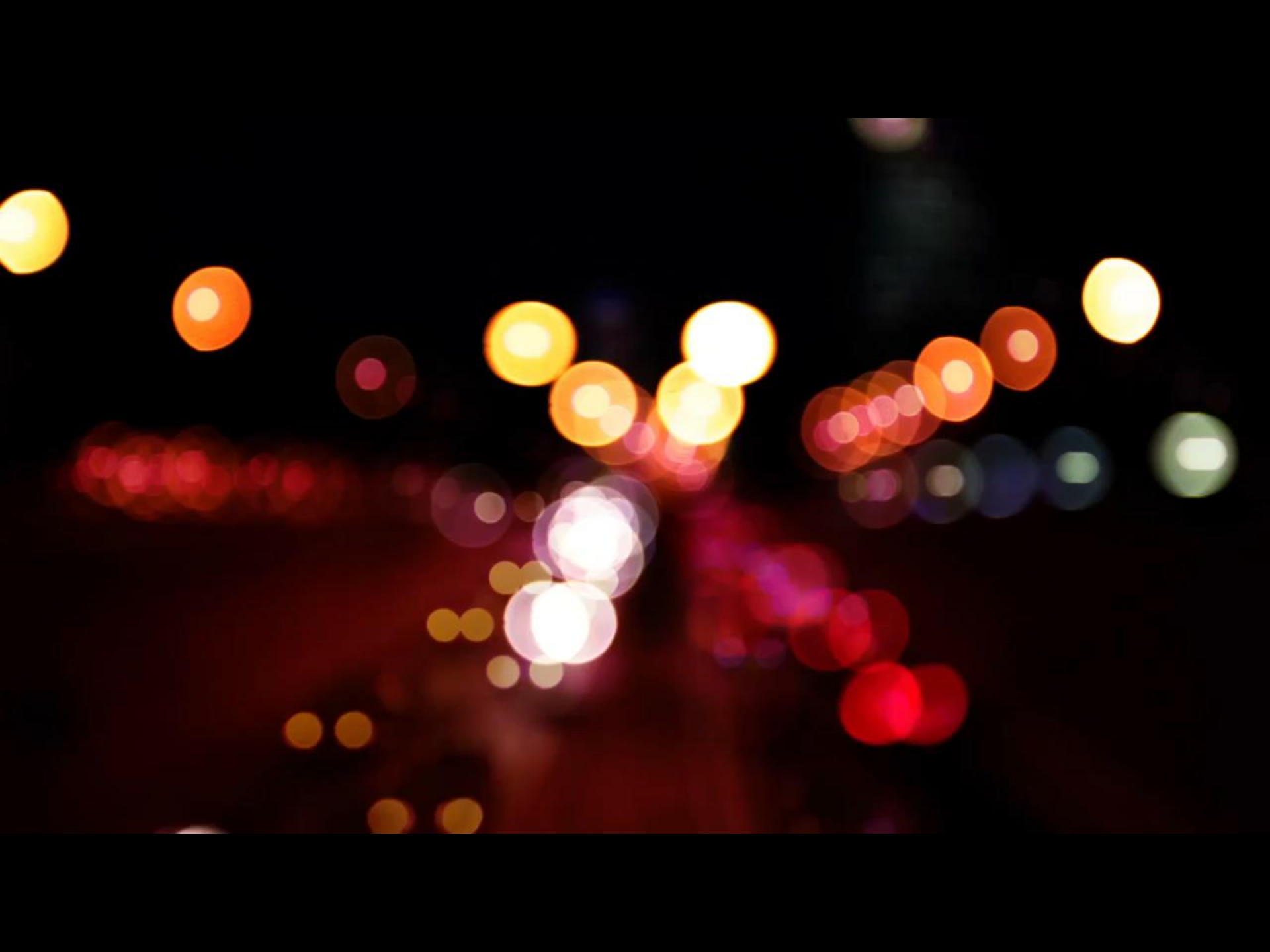
**RYDA AT A GLANCE**





A series of practical and powerful workshops that challenge students to change the way they think about road safety and to lay the foundation for safe road use throughout their lives.

Facilitators work with students to **develop** and **practise personalised strategies** and life skills which will help them respond positively to challenges on the road, both as drivers and highly influential passengers.





# Six Interactive **RYDA** workshops

Students **experience the relationship between speed and stopping distance** through practical observation.



Students see how their **personality is an important aspect of the total road safety equation.**



A discussion, routinely **led by a Police Officer on key risk areas** for young drivers and passengers.



A unique opportunity for students to interview a crash survivor and investigate the **event that changed their life.**



Drawing from a true story and role plays, students look at the role of mood as a risk factor and develop strategies to **recognise and change harmful mindstates.**



Students look at the road from the **perspective of other road users**, gaining an understanding of their challenges and learning how to "Drive So Others Survive".



## > A day at RYDA

- Students arrive by 9.30am
- Split into groups
- Short Introduction
- 2 X 30 min sessions
- Morning Tea Break
- 2 X 30 min sessions
- Lunch Break
- 2 X 30 min sessions
- Conclusion at 2.15pm

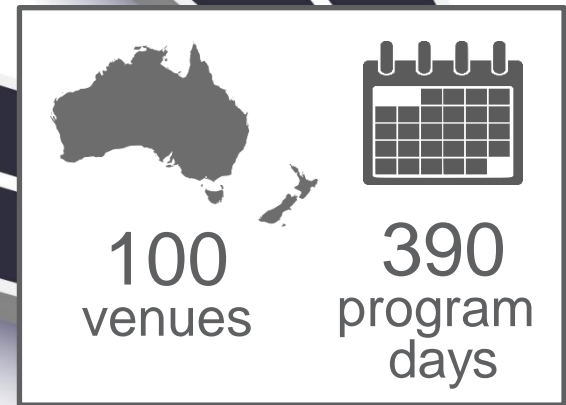
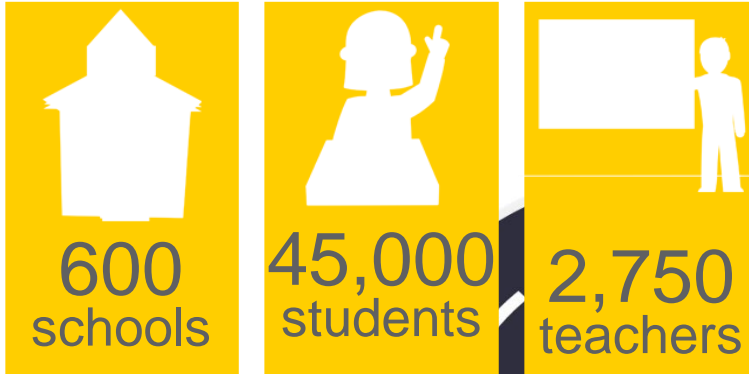




# 600,000+ students to date

## > Our Impact - 2019

### Our Schools



### Our Programs



### Our People



# 3,800 students attended 2019

## Metro Venues



Chandler



Mount  
Gravatt



Bracken  
Ridge



Ipswich



Alexandra  
Hills  
(2020)



Gold  
Coast



6  
venues

➤ **11,070 students  
attended 2019  
(QLD Total)**

## > WORKING WITH ROTARY



Introduce us to your schools

Fundraise for your local schools

Provide volunteers for workshops

Promote RYDA to other Rotary Clubs





## Workshops

## *cost structure*

### **Actual cost to deliver RYDA in Brisbane**

\$49 per student

*major expenses include program research and development, venue hire, catering, facilitators, materials and day manager*

### **Current Sponsors & Supporters**

\$24 per student

*BOC, Toyota Australia, Boral, Bridgestone, MTAA*

### **Transport Main Roads Grant Funding**

\$10 per student

### **Participation fee charged to schools**

\$15 per student

*paid by parents (plus bus transport)*



## > RYDA Evaluation

We conduct regular and robust program evaluation designed to measure knowledge retention, attitude shift and intended and practiced behaviour change across time.

Typically, data is gathered from students and teachers pre, immediately post and three months post RYDA workshop attendance.

The data informs RSE's annual RYDA review and update under the guidance of our Advisory Council.



**Teachers**

# 96%

of the 873 classroom teachers we surveyed believe **RYDA should be compulsory** for senior high school students.

85% said RYDA links with other related programs, initiatives and policies in their school.



**Students**

# 91%

students, 3 months post RYDA attendance said they **would apply the things they learned** at RYDA as a passenger or driver.



# > RYDA Evaluation

## Survey Demographics



**1,763**

Student surveys analysed

(includes matched pre, post and 3 months post evaluation (1,339) and post only surveys (424))

**53%**



**46%**



Aged: 15-18 (12%, 62%, 22%, 4%)

**57%**



**12%**



Licence level



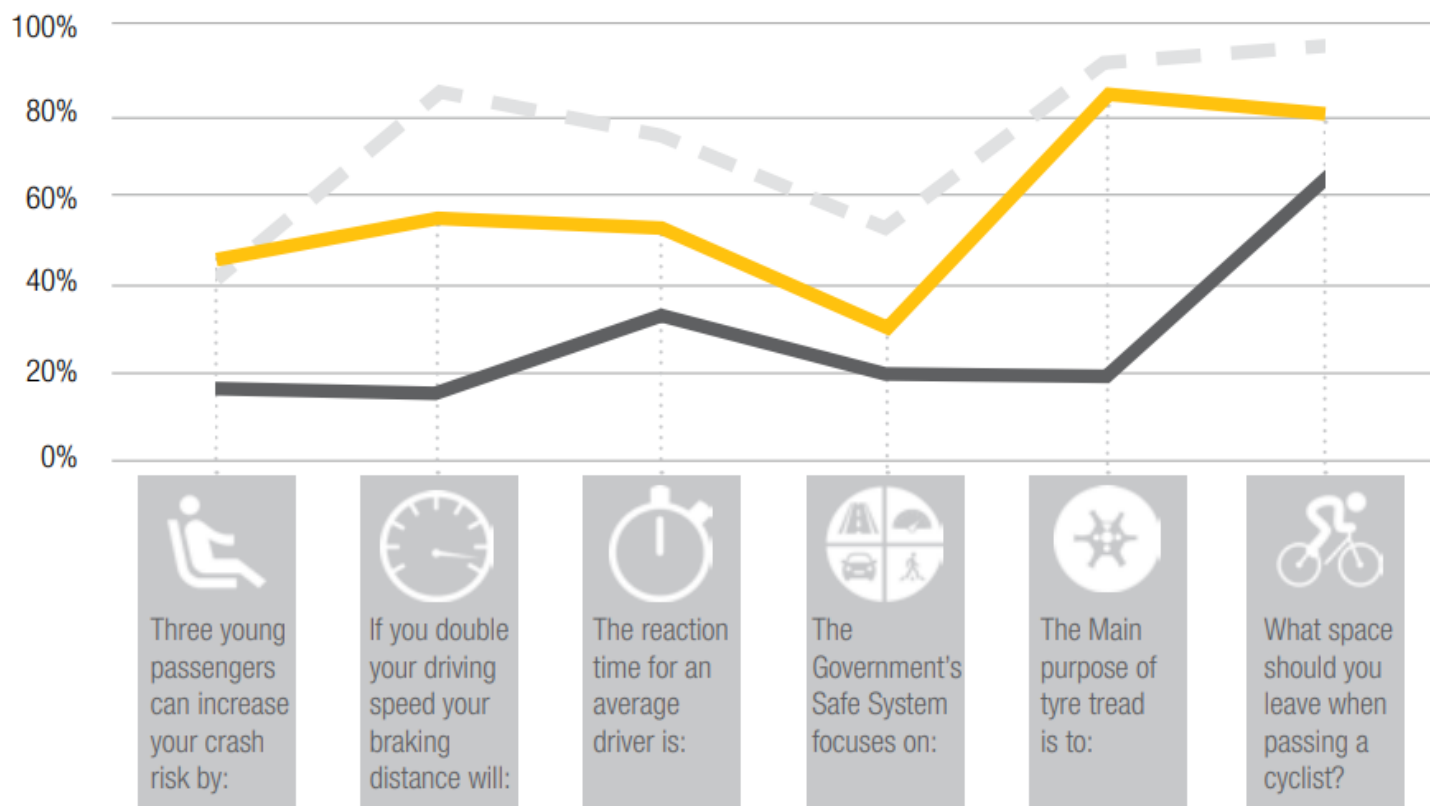
**162**

Schools represented

(including systemic, independent, private and public schools from metropolitan and regional Australia and New Zealand)

# > Evaluation – Knowledge Retention (3 months)

As expected, the biggest shift is seen from pre to immediate post, however the three-month post result show a high retention of knowledge in most areas. Questions (sampled and abbreviated below) were multiple choice. Where the answer to the question was a number, the correct answer was always the highest option offered – showing that pre RYDA workshop attendance, students grossly underestimated the impact of these risk areas.



% correct responses

pre RYDA attendance

immediately post RYDA attendance

3 months post RYDA attendance



## > Evaluation – Behaviour Change (3 months)



**17%**

more students said they would not... **push on to their destination without taking a break, when you know they're feeling tired.**

Encouragingly, our evaluation showed a significant shift in student's intentions in regards to risky passenger behaviour:



**39%**

more students said they would not... **stay quiet, as a passenger, if they feel unsafe.**

**39%**

more students said they would not... **give a lift to a friend who is very loud.**

# > Evaluation – Strategies to Lower Risk

Knowledge alone won't change behaviour. We need tools to make safe choices as challenges arise. We asked students to indicate where they feel more equipped with strategies to reduce risk. This is a sample of questions and the percentage of students who said they were more or much more prepared.





Long after students board their buses home, we continue to provide information and support to help teachers build on the messages and motivation created on the day.



The wealth of resources on our website supports teachers from program booking (including information brochures, sample permission notes, risk assessments and curriculum links) to post RYDA follow-up (from lesson ideas in the Teacher's Companion booklet to student quizzes and games and regular road safety newsletters)









> questions?