




ROAD SAFETY Education



Why road safety education is important

New Zealand youth are over represented in road trauma statistics.

15-24 year olds represent less than 13% of population but made up 21% of all road fatalities (2024 stats)



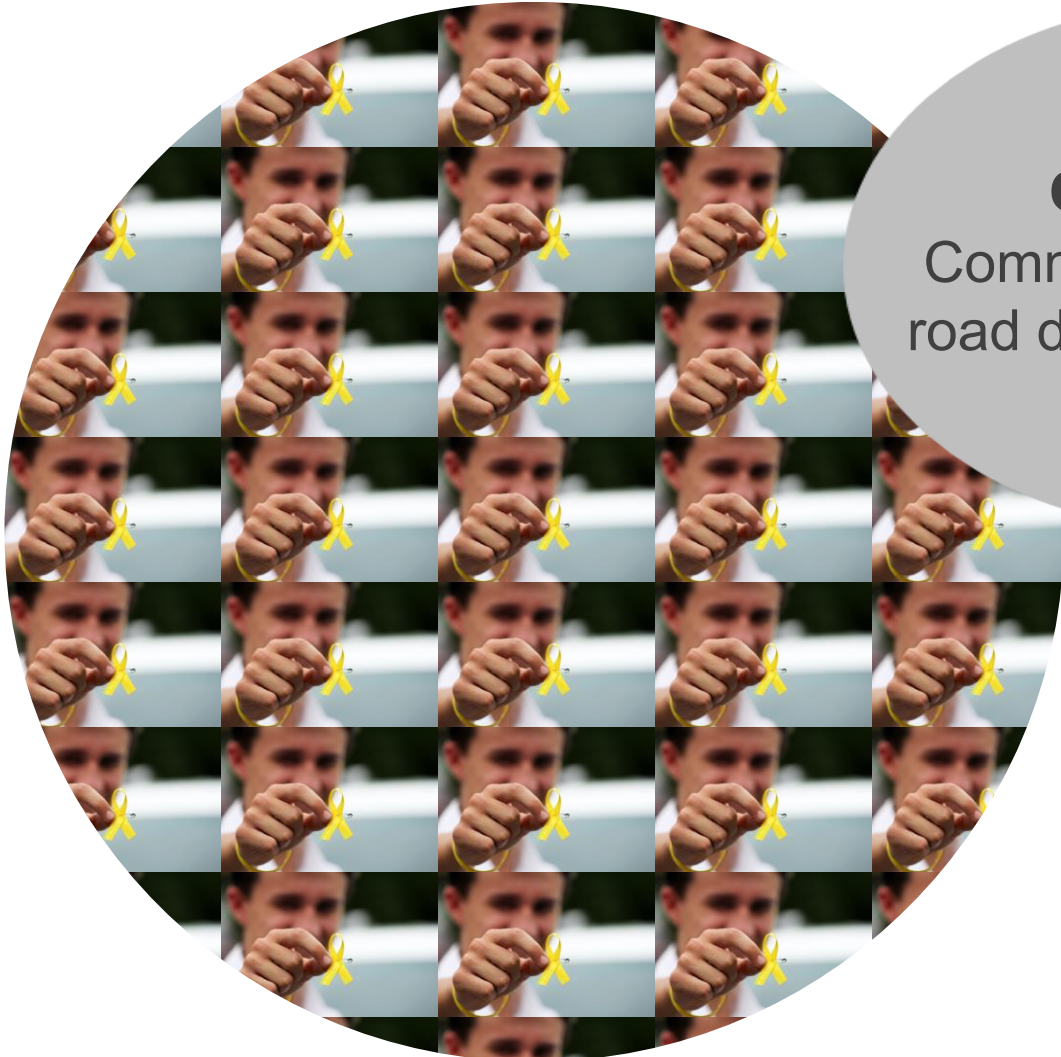
**Approximately 40 people are killed or injured
on our roads every day**

Ryda... Our beginnings

- Started by Rotary in 2001
- First Launched in NZ 2007
- Over 150,000 students



Our purpose



Our Vision

Communities free from road deaths and injuries

Our Values

Evidence-led,
inclusive,
sustainable,
collaborative

Our Mission

Using multiple touch-points to create engaging, interactive and personalised learning, we equip teenagers to take responsible actions as drivers and passengers throughout their lives

- 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

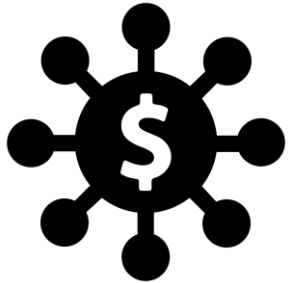
How does Ryda help?

- Builds critical thinking skills to assess risk
- Equips them tools to plan ahead and make safer choices
- Equips them with the confidence to speak up as passengers or drivers
- Gives them a deep understanding of how their choices impact not only themselves, but everyone on the road

Refer to the Video



How your Rotary club can support Ryda



- Financially support to help us keep costs down, either by**
- a) flat donation of \$500 to \$2000 per workshop (depending on what club can afford)**
 - b) Provide catering for volunteers, teachers and facilitators**
 - c) Volunteer on the day 😊**
 - d) Connect us to local funders and grants**
 - e) Help us get into schools (if we are having trouble connecting)**

Rotary are crucial in ensuring Ryda remains affordable and accessible.



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For more information