



## SAFEVOICE

Wednesday 26 October 2005

### CONFERENCE REPORT

#### BACKGROUND:

During half term week the **FORest YOUTH forum** organised their third youth conference, attended by some thirty young people from across the district. Youth forum members have all been touched by the series of fatal road accidents in the Forest this year, most involving people of their own age, and they determined to explore how road safety messages can best be delivered to have a lasting impact on young people. The forum's youth survey in advance of the conference, which elicited 875 responses from across the district, highlighted young people's perceptions of accident causes and their priority actions to address the issues. The survey report was then built on at the conference, with presentations from the road traffic police and a bereaved relative, leading into discussion workshops aimed at identifying the type of information that has most impact and to explore other possible initiatives. Lunchtime activities gave attendees the opportunity to 'hear' the message through participation activities - the seat belt sledge, reaction time machine, 'Killer car', radio controlled cars and emergency aid training all contributed different learning experiences.

The afternoon session targeted personal safety issues with reassuring input from the local Crime Prevention Officer, putting young people's surveyed perceptions of the greatest threats into the context of local crime statistics. There was an opportunity to obtain a Validate proof of age card and to have mobile phones postcode marked. Participative workshops around bullying and personal safety techniques completed the session. All attendees were provided with 'goody bags' to go home with; these contained a range of fun and informative material relevant to the day's SAFEVOICE themes.

The conference had a high energy buzz throughout the day and information gathered will be taken forward by the youth forum in December, when they will work with local driving instructors to complement their safety campaign.

The conference attracted unplanned local and national media attention, with both local newspapers, Forest of Dean Radio and Radio Gloucestershire reporting the event and a BCC TV crew filming through much of the day for 'Points West' main news item. With a mandate now to speak on behalf of local young people, **FORest YOUTH forum** members contributed to a subsequent road safety public meeting and, with our local MP, to BBC TV's The Politics Show.

**The following tables contain the feedback from the various workshop sessions:**

Morning Session - SAFEVOICE on the roads.

QUESTION: 'What's the message?' YOU say :  
Don't Drive Stupidly and Kill People (in a nutshell)

<p><u>What message works?</u></p> <ul style="list-style-type: none"> <li>• Shock - makes you realise the consequences (visual impact)</li> <li>• Victim statements - play on people's emotions</li> <li>• Basic road safety for younger age, so that understand and as they get older it gets more serious</li> <li>• Statistics</li> <li>• Pictures - make you think- shock you</li> <li>• Presentations as school, eg assemblies</li> <li>• Posters in the pub</li> </ul>	<p><u>What has most impact on you?</u></p> <ul style="list-style-type: none"> <li>• Kim's talk (family member) had most impact</li> <li>• Shouting at people</li> <li>• Real stories</li> <li>• Messages with emotional music</li> <li>• Pictures work better than words</li> <li>• Using comic books</li> <li>• More training on rural roads</li> <li>• Other people's experiences - has impact on what could happen to you</li> <li>• Parental guidance - parents educating their children - also the other way around</li> <li>• Celebrity impact - Princess Diana, superman, Ozzy Osborne, Rik Mail</li> <li>• Relevant to age group</li> <li>• Statistics</li> <li>• Local radio</li> <li>• Celebrities getting involved</li> </ul>
<p><u>What is a turn off?</u></p> <ul style="list-style-type: none"> <li>• Boys (cocky) only learn if they learn the hard way</li> <li>• Statistics/graphic images don't work as well on boys</li> <li>• Shock</li> <li>• Long adverts - in your safe environment</li> </ul>	<p><u>Who should take these messages out to young people?</u></p> <ul style="list-style-type: none"> <li>• People with authority</li> <li>• Youth should inform youth - not know the other people - have to be affected to understand</li> <li>• Police- very 'authoritised' - pay more attention</li> <li>• School thinks that it's 'not important, we're too young'</li> <li>• Young people</li> <li>• Experienced people</li> <li>• Young police officer in plain clothes</li> <li>• Celebrities (local) eh footballer, rugby player</li> <li>• Newspaper</li> </ul>
<p><u>Who do you listen to?</u></p> <ul style="list-style-type: none"> <li>• Mums, Dads, sisters &amp; Nans</li> <li>• Doctors</li> <li>• Best friends</li> <li>• People who listen to us</li> <li>• People who have experience/ older people have more experience</li> <li>• Mates/friends</li> <li>• Age range</li> <li>• People you don't know that well</li> <li>• Not same all through presentation</li> <li>• Feeling comfortable</li> </ul>	<p><u>Who do you ignore?</u></p> <ul style="list-style-type: none"> <li>• Family</li> <li>• People who don't listen to me</li> <li>• Police</li> <li>• Adults (other than family)</li> <li>• Non interactive people</li> <li>• Strangers</li> </ul>
<p><u>Who do you ignore?</u></p> <ul style="list-style-type: none"> <li>• People in authority</li> <li>• Police</li> <li>• People without emotion</li> <li>• Adults who drone on about it, who tell us 'do this, do that etc'</li> <li>• Young people who take it as joke</li> </ul>	

QUESTION: 'How would you market the message?'

<p><u>Chose a suitable campaign</u></p> <ul style="list-style-type: none"> <li>• Positive, stick up for yourself stuff</li> <li>• DVD - use in schools, in compulsory school time - year 11</li> <li>• 'Girls say NO' campaign</li> <li>• 'Boys SLOW DOWN' campaign</li> <li>• public campaign</li> <li>• Local conferences (around the Forest)</li> <li>• Drama tour</li> <li>• Youth festivals (Music + drink, accidents, sex)</li> <li>• Competitions (schools etc, art competitions, posters etc)</li> <li>• Press involved</li> <li>• Stall - projector screen</li> <li>• Posters/leaflets</li> <li>• surveys</li> </ul>	<p><u>Decide on some key slogans &amp; messages for leaflets or promotional fuzzy animals &amp; badges - using graffiti, stickers or video booth</u></p> <ul style="list-style-type: none"> <li>• 'Girls say NO'</li> <li>• 'Boys SLOW DOWN'</li> <li>• 'Your mates do it'</li> <li>• Pictures</li> <li>• Bullet points</li> <li>• Pie charts</li> <li>• Cartoon</li> <li>• Leaflet with games</li> </ul>
<p><i>Not sure where this fits in:</i></p> <ul style="list-style-type: none"> <li>- MPs/Politicians/County Council/Schools/Police/ Hospital/Youth Forum</li> <li>- Sponsors - big companies</li> </ul>	
<p><u>Decide on what young people will notice - is it leaflets, or videos or mouse mats, mugs, pens, radio programmes.....???</u></p> <ul style="list-style-type: none"> <li>• Signs/bill boards informing of fatalities/sites;</li> <li>• Advert of man in a fire stricken house crying is very moving - something like that;</li> <li>• Things that don't catch your attention eg: black/white; too much colour; too much information;</li> <li>• Wristbands, clothing (another group thought that wristbands are too common now)</li> <li>• Food products</li> <li>• Txt messages</li> <li>• Steering wheel</li> <li>• Headlight</li> <li>• 'Jaws of life' (??)</li> <li>• Sheep (like FoD Radio promo)</li> </ul>	

Workshop groups were asked to come up with some safety slogans that could be printed on logo bugs or similar. These are the ideas that you came up with:

- "Don't just buckle up your seat belt, buckle up your ideas as well"
- "Better be L8 than kill m8s".
- "If you feel your mobile vibrate, don't pick it up or it will be too late"
- "You drink, you drive? you die"
- "Don't die and look like a pie! Slow down"
- "If you want some hotty, SLOW DOWN YOU FOOL and don't be potty!"
- "Don't drink and drive you twat!"
- "Better 2 b L8 and safe than speed and not get there at all"
- "Better 2 B L8 than kill your m8"
- "Better 2 B L8 than sorry!"
- "Slow and steady wins the race"
- "You booze, you lose"
- "MINI - Have a min adventure without dying"

The SAFEVOICE youth survey had invited people to add their own ideas for improving road safety in the Forest. Conference attendees were then asked to use coloured stickers to indicate which ideas they supported. The following is a summary of the supported ideas:

<p><u>Awareness raising comments:</u></p> <ul style="list-style-type: none"> <li>• Make common accident spots known/put up signs where accidents have happened - x1</li> <li>• Particular 'crash spots' should be monitored more closely - x6</li> <li>• Make <u>all</u> drivers and passengers aware of the dangers - x3</li> <li>• More signs warning you of road cautions/conditions - x1</li> <li>• Having more warning signs/slow down signs/better signs to show corners - x1</li> </ul>	<p><u>Other Comments:</u></p> <ul style="list-style-type: none"> <li>• Top up tests every three years - x1</li> <li>• Have 2 years experienced driver in car for 1<sup>st</sup> 6 months - x1</li> <li>• Use shock tactics or bad videos - x6</li> <li>• "Don't take drugs while you are driving" - x2</li> <li>• Make driving tests harder to pass - x1</li> <li>• More public transport for the Forest - cheaper prices - x4</li> <li>• "Don't get distracted!" - x2</li> </ul>
<p><u>Age related comments:</u></p> <ul style="list-style-type: none"> <li>• Reduce max speed for young drivers - x2</li> <li>• People over 60 to retake test - x3</li> </ul>	<p><u>Police Action:</u></p> <ul style="list-style-type: none"> <li>• More visible patrolling traffic police on Forest roads - x 15</li> </ul>
<p><u>Road Conditions elated comments:</u></p> <ul style="list-style-type: none"> <li>• Get sheep off the roads - x4</li> <li>• Fix pot holes- x3</li> <li>• Improve road conditions- x3</li> <li>• Build cycle paths on roads - x2</li> </ul>	<p><u>Speed related comments:</u></p> <ul style="list-style-type: none"> <li>• Speed limiters put on cars - x5</li> <li>• Lower speed on bends - x2</li> <li>• Speed cameras shouldn't be so obvious (as dangerous drivers just slow down at the points where they are and then speed up again - x4</li> </ul>
<p><u>Drink driving comments:</u></p> <ul style="list-style-type: none"> <li>• In pubs/clubs every time people leave the club/pub, someone should check how they're getting home, in case they're drink driving- x2</li> <li>• Stop drivers if they drink ANY amount of alcohol -x3</li> <li>• Stop drink driving - x3</li> </ul>	

Afternoon session - **SAFEVOICE** on the streets

The afternoon sessions were participative workshops. Everyone had the opportunity to learn some simple self defence techniques; the youth forum is considering whether to fund some more comprehensive self defence courses for young people in the Forest. If you would like to take part in such a course, please get on touch!

The second afternoon workshop explored bullying - what it actually feels like to be bullied and the effect it can have on you, how you feel if you are lucky and not bullied, and what might be the feelings and attitudes of someone who bullies other people.

During the lunch time session, a 'Big Brother' video was run as another way for people to make comments about the conference issues or about the conference itself. When it has been edited, it will be held by **FORest YOUTH forum** as a further record of your contributions and any actions to take forward on your behalf.

Photographs were also taken of the day's events. Again, if you would like a copy of any of these, please get in touch!

The **SAFEVOICE** youth conference was organised for young people by the **FORest YOUTH forum**

