



**ROAD SAFETY EDUCATION
OPERATIONS MANUAL FOR
ROTARY CLUBS CONDUCTING RYDA 4.0 (EXCERPT)**

Table of Contents

Choosing RYDA for Your Club..... 1

The following topics are addressed in the full document which is available from Road Safety Education Limited's National Office

Getting Started..... 7
Planning a RYDA Program 17
Running RYDA 32
It's a Wrap!..... 43

CHOOSING RYDA FOR YOUR CLUB

Choosing a new project for any Rotary Club is an important decision. Committing the time, energy and fundraising efforts of volunteers is not a decision that is taken lightly.

To take a closer look at the elements of the RYDA Program and decide if it's a good fit for your Club, you might ask the following questions:

- [What is RSE?](#)
- [What is RYDA?](#)
- [Why is RYDA Necessary?](#)
- [Who is RYDA Designed For?](#)
- [Who Sets the RYDA Program Content?](#)
- [What is Rotary's Role?](#)
- [What is RSE's Role?](#)
- [How Does a RYDA Day Work?](#)

What is RSE?

Road Safety Education Limited (RSE) is a not-for-profit organisation which is committed to reducing trauma on our roads through the delivery of industry-leading, evidence-based road safety education programs for high school students.

RSE's award-winning road safety education program for senior high school students, called RYDA, lies at the heart of a suite of programs developed for young people in years 9 to 12 and forms the platform for new road safety education programs for parents and corporate partners.

Youth road trauma is a community problem that needs a whole community response. With a community partner like Rotary, access to high profile sponsors, an Advisory Council of internationally renowned researchers and a small, yet enthusiastic staff of professionals, RSE is in a unique position to bring together all the essential elements to provide a highly successful road safety education program for young people.

What is RYDA

RYDA is a series of practical and powerful workshops for high school students that challenge students to change the way they think about road safety and lay the foundation for safe road use throughout their lives. During the one-day school excursion, RYDA focuses on cognition development, building and increasing social competency and resilience and motivating low risk behaviour. Facilitators work with students to develop and practice personalised strategies and life skills which will help them respond positively to challenges on the road, both as drivers and highly influential passengers.

Road safety education is often poorly understood in the community and media. Shock dramatisation, hospital emergency department visits and 'hard-hitting' stand-alone talks designed to upset are often seen as the solution and are promoted by the medical profession and emergency services personnel. This is understandable - doctors, nurses, fire-fighters and ambulance officers see first-hand the bloody and shocking results of crashes.

Unfortunately, fear-based programs are ineffective in changing behaviour according to road safety psychologists. They have a very limited effect on behaviour change with most young people believing it wouldn't happen to them. With some students, such approaches also cause increase in risk-taking, especially within the group who are most at risk.

Government policy in Australia and New Zealand is against fear-based programs and advocates for best-evidence programs behaviour change programs. Best practice guidelines underpin the entire RYDA program.

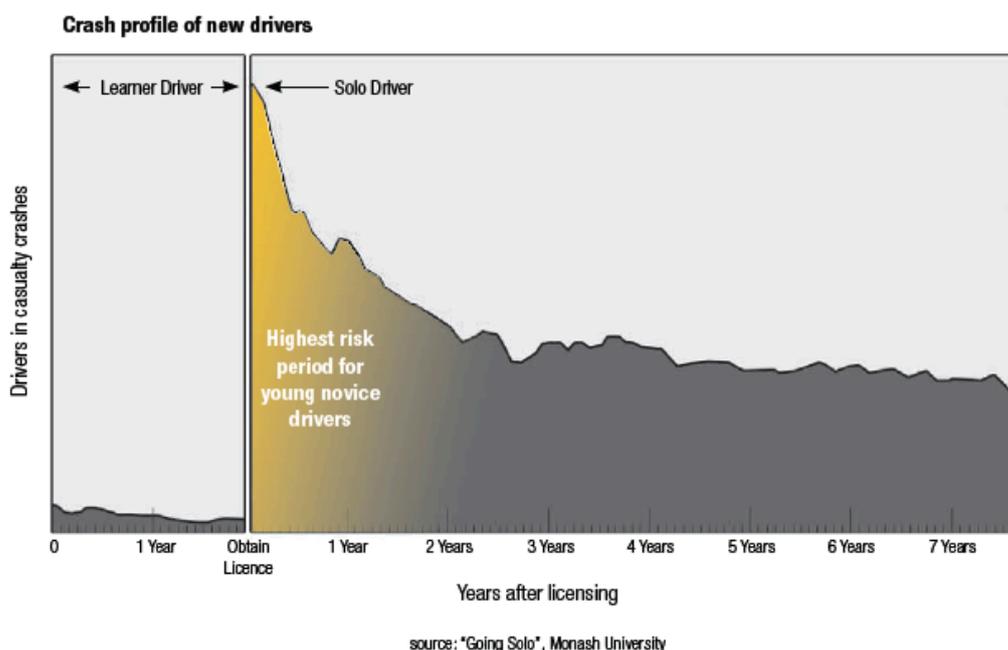
Why is RYDA Necessary?

Travelling in a vehicle with, or as, a novice driver remains one of the most dangerous activities a young person can undertake; and yet it is a crucial part of life.

Young people aged 17-25 represent less than 15% of road users yet account for over 20% of deaths and injuries on our roads. It is a national tragedy that 300 young people die on Australian and New Zealand roads each year with 20 times that number left with serious life changing road trauma injuries.

Road crashes cost society \$27 billion every year but the true cost is often only realised when it hits home, impacting family and friends.

The graph below illustrates the most at risk time for all drivers under 26 years: the first 6-12 months immediately following obtaining their probationary licence.



But there is some good news...

In the last 10 years, while the RYDA has been operating nationally, youth road deaths have fallen by 38%. Along with Government initiatives (such as the graduated licensing system, enforcement and media campaigns), improved roads, safer vehicles, and education have all played a part. It is widely agreed that, despite the worthy initiatives implemented by governments to reduce the youth road trauma toll, there remains a significant role for schools and the wider community to better prepare young drivers (and their passengers) to make safer choices.



Who is RYDA Designed For?

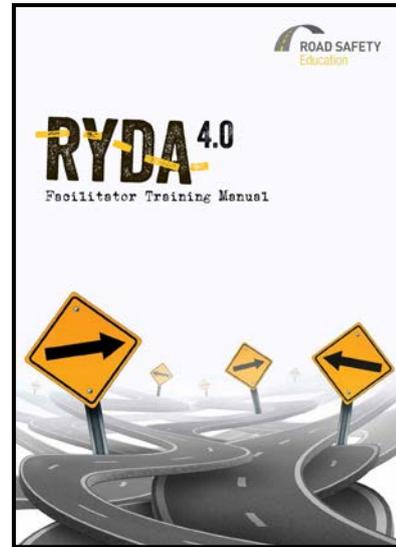
RYDA is designed for 16-18 year old students who are approaching the crucial time in their lives where they start to drive independently or are travelling as passengers of novice drivers.

Best practice guidelines for road safety education tell us that this information must be presented when it is age-appropriate. In most jurisdictions, that is Year 11 of high school, except in Victoria and New Zealand where licensing ages make the program relevant for Year 12. RYDA can also be delivered in the last quarter of Year 10 (or Year 11 in Victoria and New Zealand) but must not be delivered any earlier.

Who Sets the RYDA Program Content?

The RYDA Program is delivered in accordance with RSE's RYDA Facilitator Training Manual. The content, developed according to best practice guidelines for road safety education, is overseen by RSE's General Manager - Education and Communications and [Advisory Council](#), comprised of members who are eminent researchers from Australia, New Zealand and the United Kingdom.

The Program is designed to be curriculum relevant and support government road safety messages. It is student centric and uses a strength based approach, putting the student at the very centre of the learning experience and promoting personal empowerment. RYDA works not as six individual sessions but as a whole program with six interchangeable and block building sessions; each session building on the one before it.



Every session and every key discussion point has a purpose and an interaction with the content as a whole. Deviation from the Manual will lead to loss of educational veracity and has the potential to do harm. It is for this reason that, while there is certainly room for local flavour and facilitator personality, the content can not be changed, added to or delivered in any way contrary to the Facilitator Training Manual.

What is Rotary's Role?

Rotary Club members are widely recognised in the community as volunteers who work locally and internationally to improve health, provide education and promote peace under the motto 'Service Above Self'.

It was a tragedy in 2000 that rocked the whole of the Hills District in Sydney, when four teenage boys were killed as their car, driven by an inexperienced P plater, smashed into an innocent woman's vehicle. All four young men died, the woman was seriously injured, and horrified local Rotary Club members knew they had to act. The concerned Rotary Club members decided that something must be done to better prepare young people when they start to drive or become passengers in vehicles driven by their friends. So began the RYDA Program.

But few Rotarians are road safety career experts and as time went on and the program, and sadly the need for it, grew, Rotary recognised the importance of a national body to research the content, establish relationships with key stakeholders and expand the program's reach. Leaving Rotary to do what they do best – deliver to their community a professional, world class product, coordinated by passionate volunteers.

Many years on, the RYDA road safety education program is a leading Rotary project, supported by hundreds of Rotarians in virtually all Rotary Districts throughout Australia and New Zealand, that is helping to save the lives of our children and grandchildren.

The passionate volunteers play an important part in the RYDA Program and this active support and close involvement is a fundamental aspect in the success of the RYDA road safety education program – there are almost 1,500 Rotary Clubs with some 43,000 members (Rotarians) located in communities across all cities and rural towns in Australia, New Zealand and the Pacific.

Rotary provides the RYDA Program with access to a vast volunteer support base and introduction to many community groups including schools and local business organisations.

In regional areas, Rotary take the lead, booking venues, promoting the program to schools, seeking local sponsorship and running the program days.

Contact with high schools to arrange attendance at a RYDA Program is often initiated by a local Rotary Club that may already have an existing relationship with the school through other Rotary youth programs.

Rotary volunteers play an important role at RYDA days by acting as guides for each of the student groups participating in the six program sessions. Rotarians with good organisational skills and availability for a long-term commitment to the Program also assist by accepting a role as RYDA District Chair or Day Manager at our various RYDA venues.

Rotary Clubs also provide direct financial support to the RYDA Program through donations from the community, identifying the RYDA road safety education program as a Rotary Club fundraising activity.

Very importantly, the involvement of Rotary assists in minimising operational costs and therefore helping to ensure that the RYDA Program remains accessible and affordable for all young people in the community.

What is RSE's Role?

The provision and delivery of well researched credible road safety messages to young people is of crucial importance to both RSE and Rotary. RSE assist Rotary in every way possible by providing a professional program that is safe for Rotary to be associated with and relevant to the school curriculum. With over 80 venues around Australia and New Zealand, RSE is in a great position to provide Rotary Coordinators with assistance, from troubleshooting support, venue selection, funding opportunities, facilitator selection and training, resource materials and checklists – we even supply computers loaded with the program content to minimize the work for our Rotary volunteers. The idea is, we've done the work, so you don't have to reinvent the wheel or take the risk with unsubstantiated road safety messages.

How Does a RYDA Day Work?

RYDA is designed to cater for between 150 and 180 students per day.

The RYDA Program consists of six interactive 30 minute sessions on a range of road safety topics. Students cycle through these sessions in six equal groups of 25-30 pax. This means that most facilitators deliver their session six times but to six different groups. The exceptions are the *Road Choices* and *Crash Investigators* sessions which are delivered three times each to double groups of students. This allows us to limit the time Police (*Road Choices*) and crash survivor presenters need to commit to a full program day. It also allows us to use the same classroom

space and AV equipment for both sessions with *Road Choices* running in the morning and *Crash Investigators* in the afternoon.

Students remain in the same group all day (distinguished by a colour wrist band which matches a colour coded timetable) and are accompanied by one of their teachers and a Rotary volunteer guide. Below is an example of a typical timetable:



RYDA
six session timetable
Venue, Venue



	Yellow	Black	Lime Green	Orange	Blue	Red
9.35am	<i>Welcome & Open</i>					
9.45am-10.15am	Hazards & Distractions (Room 4)	Speed & Stopping (Track)	Genevieve's Story (Room 2)	The 'I' in Drive (Room 3)	Road Choices (Room 1)	
10.20-10.50am	Speed & Stopping (Track)	Hazards & Distractions (Room 4)	Road Choices (Room 1)		The 'I' in Drive (Room 3)	Genevieve's Story (Room 2)
10.55-11.05am	<i>Morning Tea</i>					
11.10-11.40am	Road Choices (Room 1)		Hazards & Distractions (Room 4)	Speed & Stopping (Track)	Genevieve's Story (Room 2)	The 'I' in Drive (Room 3)
11.45am-12.15pm	Genevieve's Story (Room 2)	The 'I' in Drive (Room 3)	Speed & Stopping (Track)	Hazards & Distractions (Room 4)	Crash Investigators (Room 1)	
12.20-12.45pm	<i>Lunch</i>					
12.50-1.20pm	Crash Investigators (Room 1)		The 'I' in Drive (Room 3)	Genevieve's Story (Room 2)	Hazards & Distractions (Room 4)	Speed & Stopping (Track)
1.25-1.55pm	The 'I' in Drive (Room 3)	Genevieve's Story (Room 2)	Crash Investigators (Room 1)		Speed & Stopping (Track)	Hazards & Distractions (Room 4)
2.00pm	<i>Closing Comments and Thank yous</i>					

- Every student must have a wrist-band for that particular group and the student must remain with that group for the whole day, except for lunch and morning tea.
- Please note that some sessions will involve two groups in the one room (Road Choices and Crash Investigators).
- Please do not comment during presentations (Teachers or Rotarians). All mobile phones must be turned off.
- Teachers ARE RESPONSIBLE for DISCIPLINE.

RYDA is conducted within a 'school' day, allowing students to arrive at school, board the bus to RYDA and return to school before the final bell rings. The day begins at approximately 9.45am and is structured with an opening address, two sessions, a short morning tea break, two more sessions, a lunch break, two afternoon sessions and a closing address. The school should be able to board their return transport by 2pm.