

# Road safety education: the Dutch way!

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# After this presentation

- You know how the Dutch look at the subject RSE
- You know how many and what type of programs there are for youngsters
- You've heard about the behaviour change techniques which are used more and more in our programs
- You've seen that illustrated by four examples

# How the Dutch look at RSE



# Concept of 'life long learning'

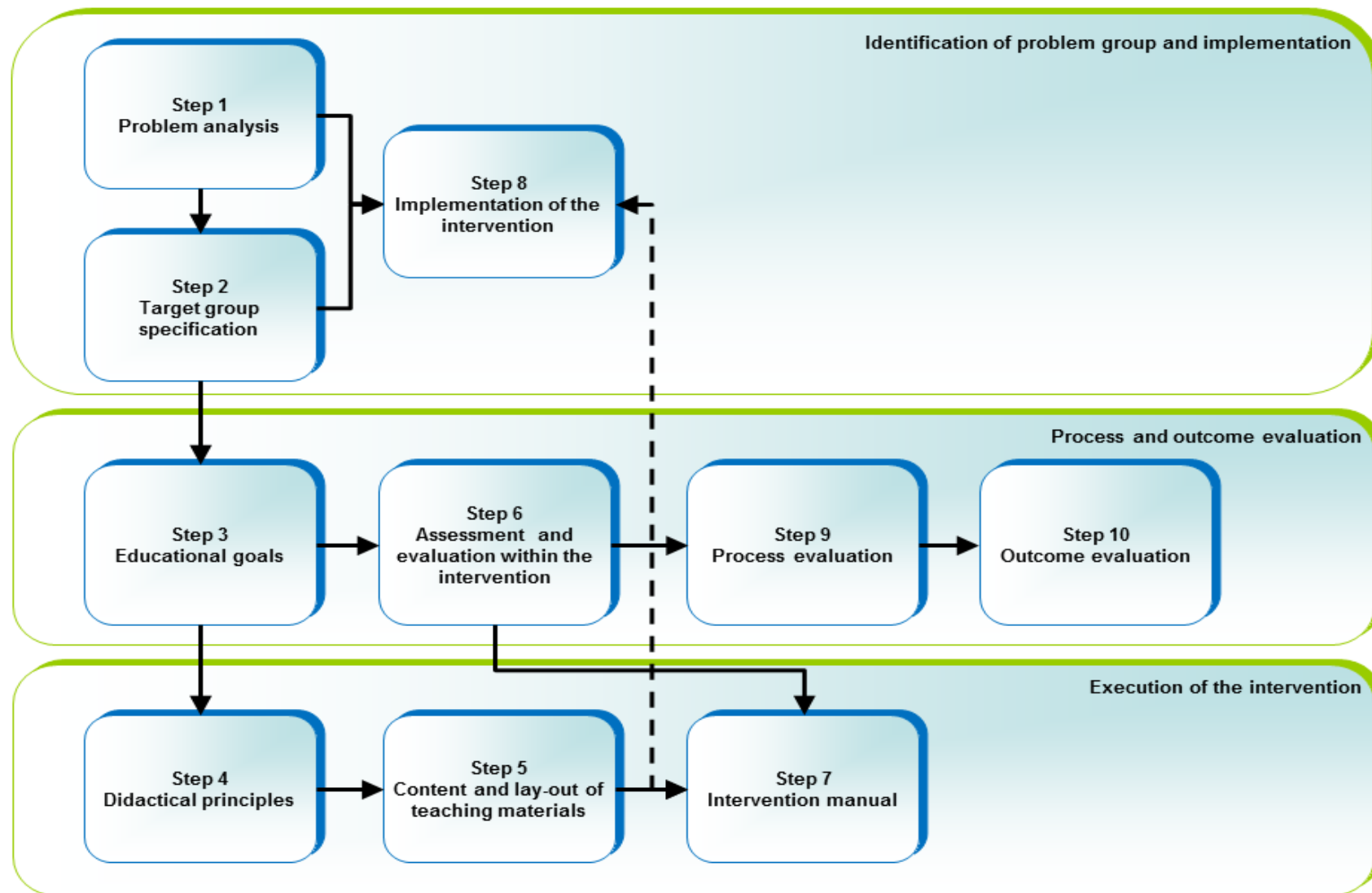
- Road Safety Education (RSE) at important shifts in modes of traffic participation
- Know-how, skills and attitudes for safe participation in traffic
- For all age groups: “from the cradle to the grave”



# Educational checklist: 10 steps

1. Problem analysis
2. Target group specification
3. Educational goals
4. Didactical principles
5. Content and lay-out of teaching materials
6. Assessment and evaluation during the intervention
7. Intervention manual
8. Implementation of the intervention
9. Process evaluation
10. Outcome evaluation

# Educational checklist: 10 steps



# Score interpretation

	Judgement of step			
Step	inadequate	a little	good	score
<b>Step 1: choice of behaviour to influence</b>				
1a. Does the programme focus on behaviour or behavioural backgrounds with a clear relation with traffic safety?			x	2
1b. Are factors that influence or effect risky behaviour analysed?		x		1

## Final score Fiets4safe 2017

Step	SCORE					Step				SCORE				
1. Selection of the behavior to be influenced	1	2	3	4	0	6. Test and evaluation within the program	1	2	0	0	0			
2. Selection of the target group	1	2	3	4	5	7. Manual and script	1	2	3	0	0			
3. The formulation of the learning objectives	1	2	3	0	0	8. Implementation of the program	1	2	3	4	5			
4. Didactic principles	1	2	3	4	0	9. Process evaluation: inventory of user experiences	1	2	3	4	5			
5. Content and design materials	1	2	3	4	5	10. Measurement of effects	1	0	0	0	0			

## Beoordeling

1. Keuze van te beïnvloeden gedrag	★★★
2. Keuze van de doelgroep	★★★★★
3. Het formuleren van leerdoelen	★★★
4. Didactische uitgangspunten	★★★
5. Inhoud en vormgeving	★★★★★
6. Toetsing en evaluatie in programma	★★
7. Handleiding en draaiboek	★★
8. Implementatie van het programma	★★★
9. Procesevaluatie / gebruikerservaringen	★★★
10. Effectmeting	★★★★★

N.b. Er zijn maximaal vijf sterren per onderdeel te behalen.

[Uitleg](#) over het toetsoordeel.

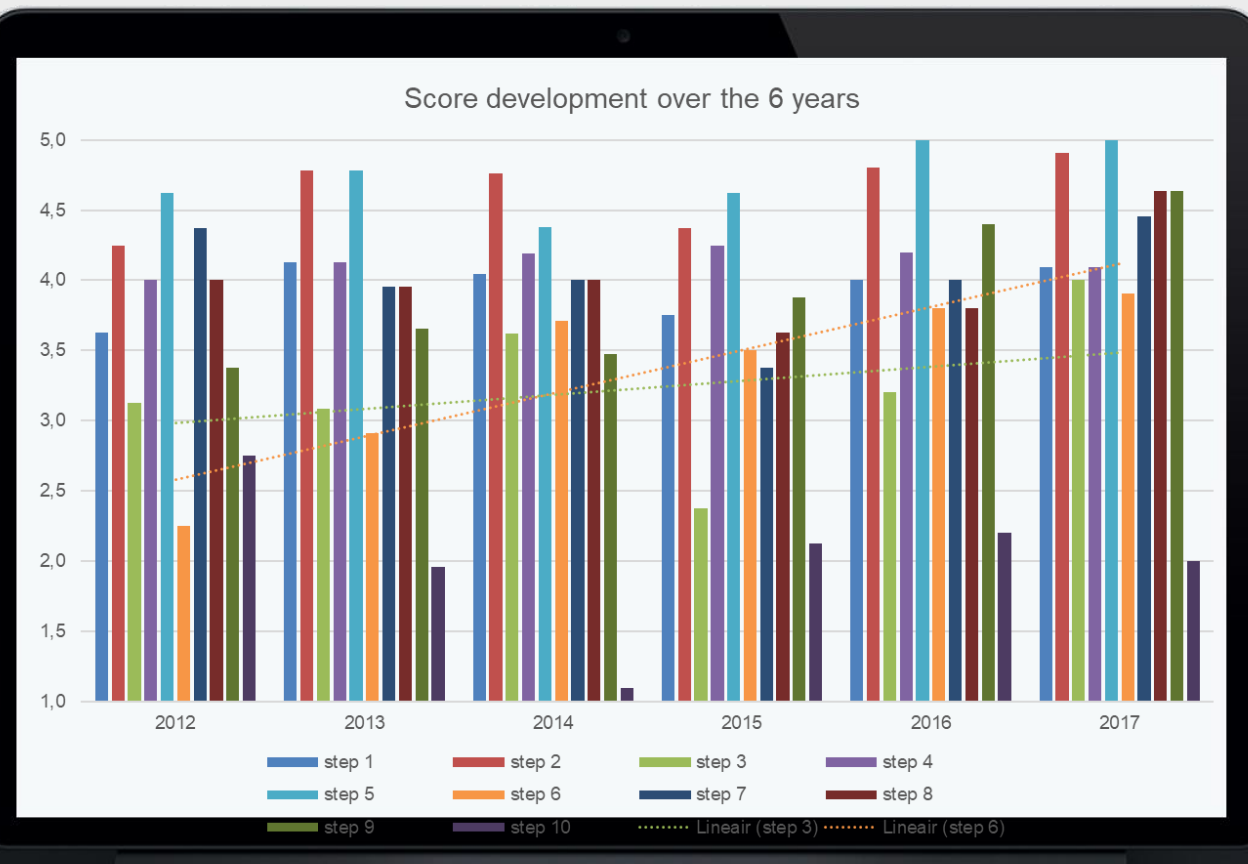
## Praktische informatie

Uitgever:	stichting TeamAlert, Annemieke Diekman, tel. 030-2232893, <a href="mailto:Annemieke@teamalert.nl">Annemieke@teamalert.nl</a>
Jaar:	2010

<http://www.crow.nl/mobiliteit-en-gedrag/tools/toolkit>



# Score development



Step 3 (learning goals) and 6 (evaluation within the program) have improved over the years

## Average score



- Projects for age group 4-12 score best

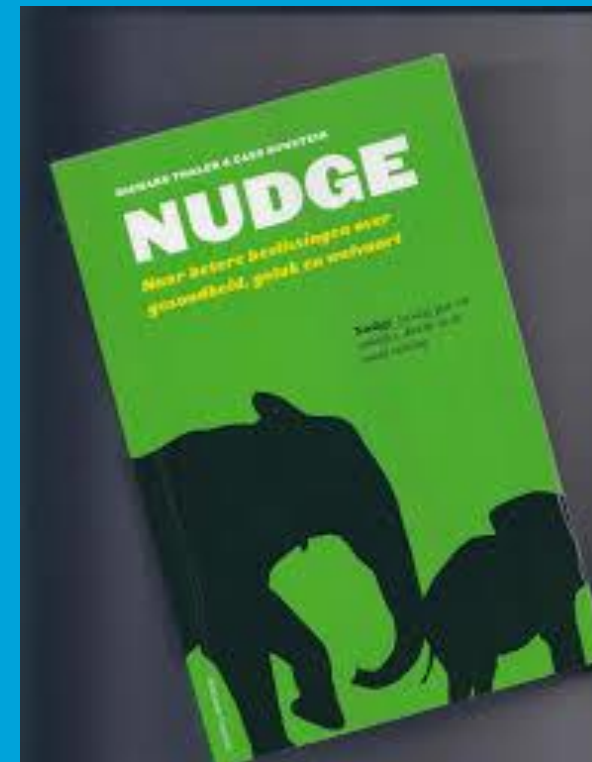
## Average score



Year	Average score
2012	3,6
2013	3,7
2014	3,7
2015	3,6
2016	3,9
2017	4,2

- The average score over all programs is growing

# Behaviour change techniques

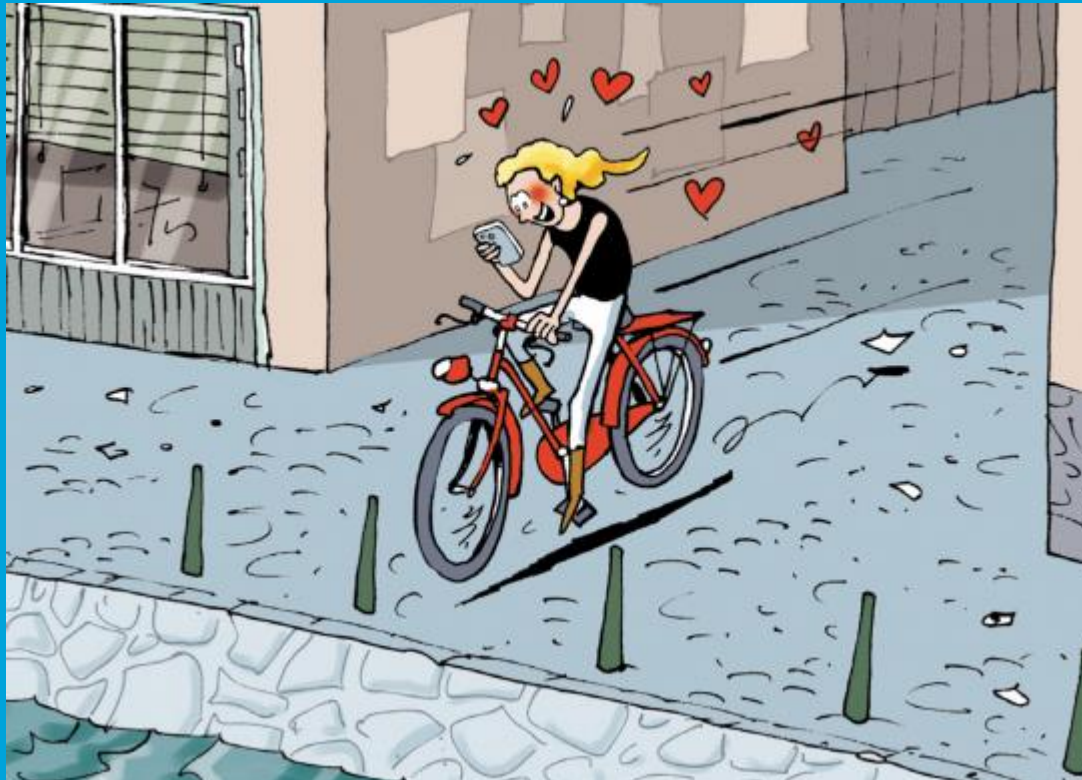


# Behaviour change techniques

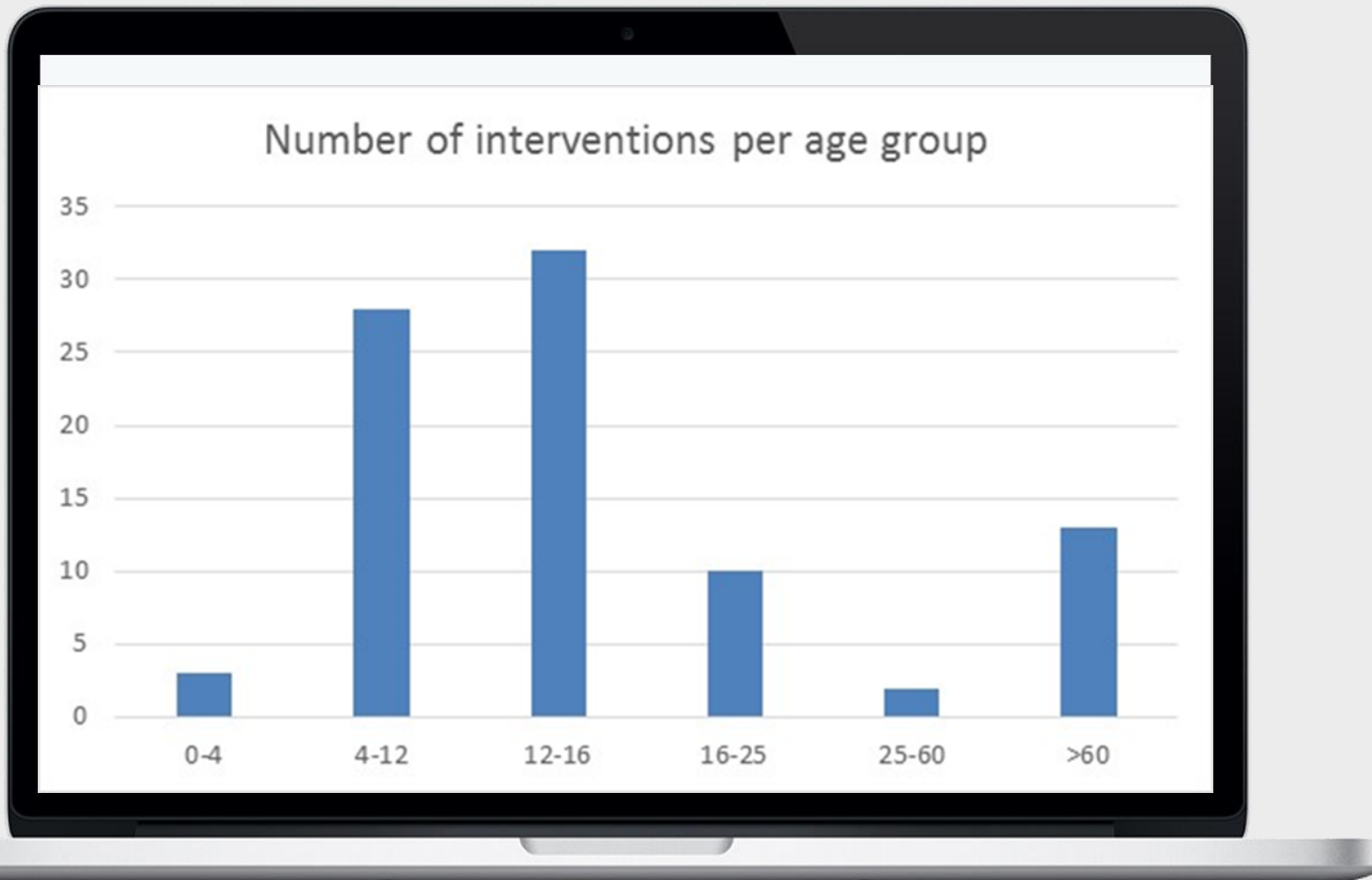
1. Framework for action
2. Increasing self efficacy
3. Altercasting
4. Rewards
5. Implementation-intentions
6. Cues
7. Feedback
8. Work with underlying factors of behaviour
9. Social norm
10. Fun instead of fear



# RSE for young people



# Number of interventions



## Interventions

1. influencing parents
2. theatre
3. traffic exams (traffic garden)
4. games
5. contests
6. debating
7. learning methods
8. practical lessons
9. campaigns
10. driving lessons

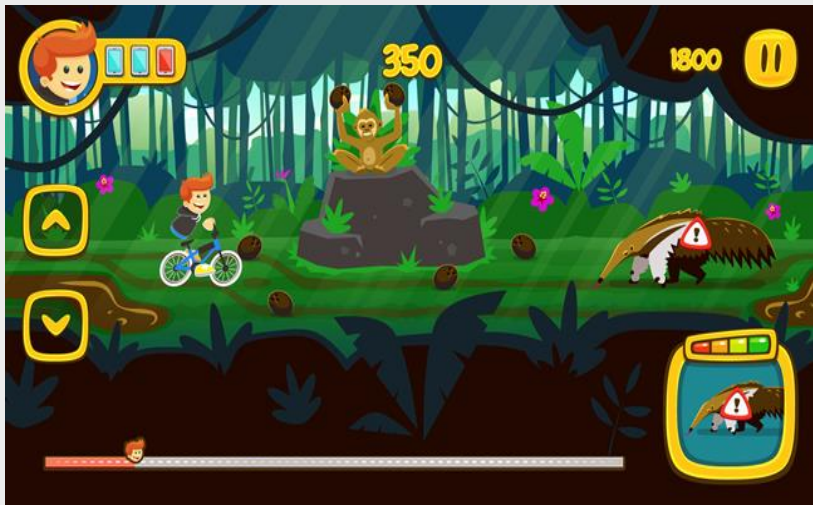
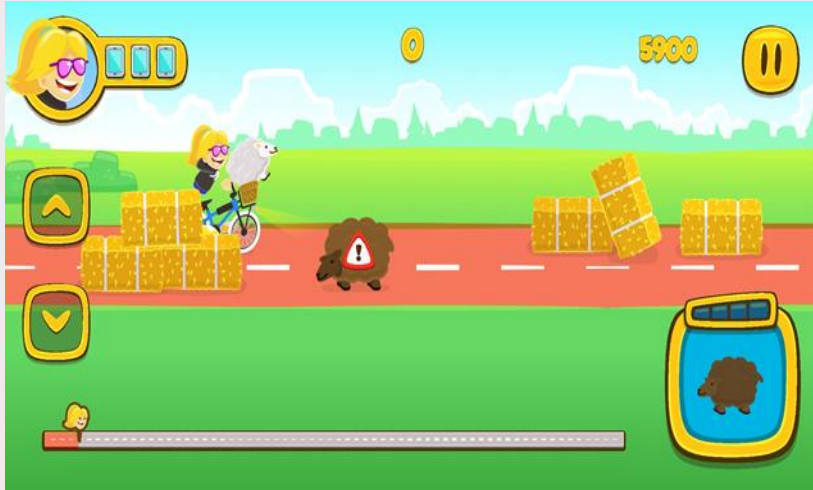


# Four examples





## Four examples (1)



### Wheelie pop

- An interactive game with one lesson in class
- About dealing with distraction of your smartphone while you're cycling

• <https://vvn.nl/wheeliepop>

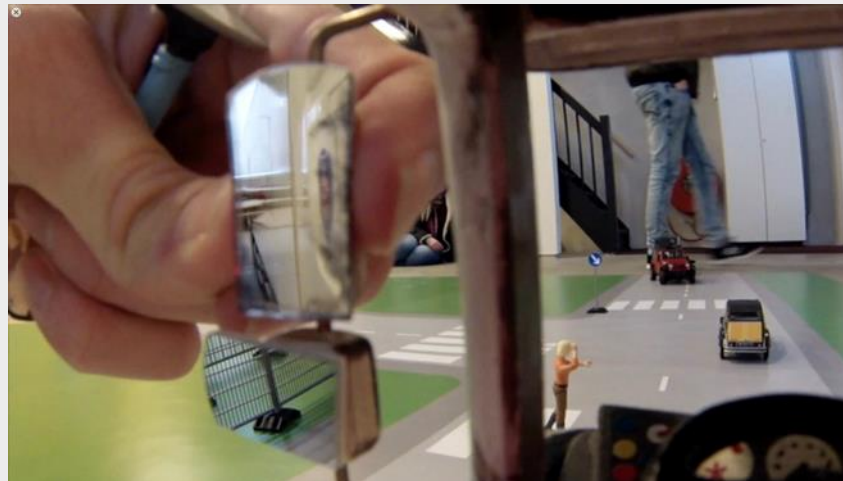
# Wheelie pop (1)

## Behaviour change techniques

- SST-principle
- Relevance of the subject
- Positive stimulus
- Repetition



## Four examples (2)



### Blind spot

- A lesson for primary and secondary school
- Using a scale model of a lorry and making a rap on music about the blind spot

## Blind spot (2)

### Behaviour change techniques

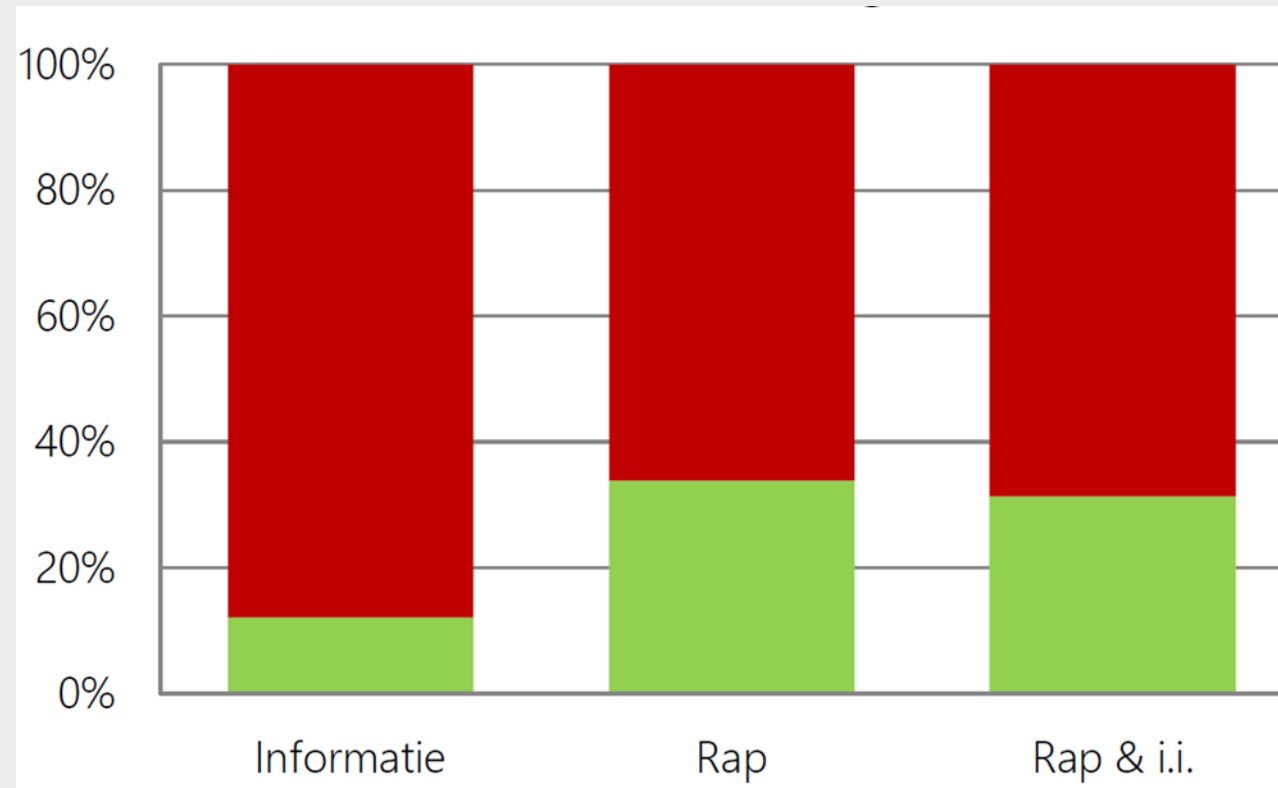
- Use of music
- Implementation intention
- Repetition
- Social norm





## Blind spot (2)

### Behaviour in three conditions



## Examples (3)



### WegwijsVR

- WegwijsVR is practising traffic situations in a virtual reality environment
- It gives parents and teachers knowledge about trafficskills of the children and therefore increases participation of parents
- [www.wegwijsvr.nl](http://www.wegwijsvr.nl)

## WegwijsVR (3)

### Behaviour change techniques

- Making use of real situations
- Increasing self-efficacy
- Second target group: parents!



## Evaluation

	experimental group		controlgroup	
	Tablet	VR	Tablet	VR
Right answers before intervention	14%	18%	22%	20%
Right answers after intervention	45%	53%	21%	24%



## Examples (4)



### Kruispunt

- Debating at a recreated intersection
- A winner is chosen by a jury

## Kruispunt (4)

### Behaviour change techniques

- Altercasting
- Self persuasion
- Implementation intentions
- Competition element






# Conclusions

- Increasing level of quality last couple of years
- Still need for further improvement
- More emphasis on role of the parents and other parties than school

# Thank you for your attention!

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