



Achtung Auto

Modernizing an established program to meet the demands of the future

European Traffic Education Seminar 2023 | 12th September 2023

ADAC Stiftung

The ADAC Stiftung performs the public interest activities of ADAC



We contribute to ...



... ensuring that help is available within 5 minutes in case of medical emergencies.



... making mobility safer, fairer and more sustainable.

Charitable for both the benefit of individuals and the public

- Rescue from life-threatening situations
- Mobility research
- Safety and innovation in amateur motor sports
- Individual case assistance
- Mobility education

The ADAC Stiftung is the biggest German non-governmental player in mobility education



15,000 events p.a.

400,000 children reached p.a.

17,000 educators reached p.a.

We **empower children** to navigate an increasingly complex and rapidly changing mobility landscape.

We offer **high-quality educational opportunities** for children to examine their own mobility behavior and its impact on people and the environment.

Aufgepasst mit ADACUS



Roller Fit



Achtung Auto



verkehrshelden.com



Achtung Auto is a high-quality program for secondary schools



increased risk of accidents for 6 to under 15-year-olds on their way to school



missing programs for secondary schools within the German education system

We promote independent mobility behavior

- Pupils learn about speed, stopping distance, correct safety in the car and the dangers of being distracted
- Easy-to-understand and practical concept with various exercises and strategies for children to safely navigate and behave in a complex environment



Modernizing an established program to meet the demands of the future

Achtung Auto

We promote independent mobility behavior among children in secondary schools and encourage them to reflect on the **impact of their mobility on people and the environment.**



Digital Transformation

→ (Partially) digitizing Achtung Auto



Complex mobility environment

→ Developing new contents regarding future mobility and sustainability

→ Encouraging pupils to reflect on the effects of their mobility on people and environment

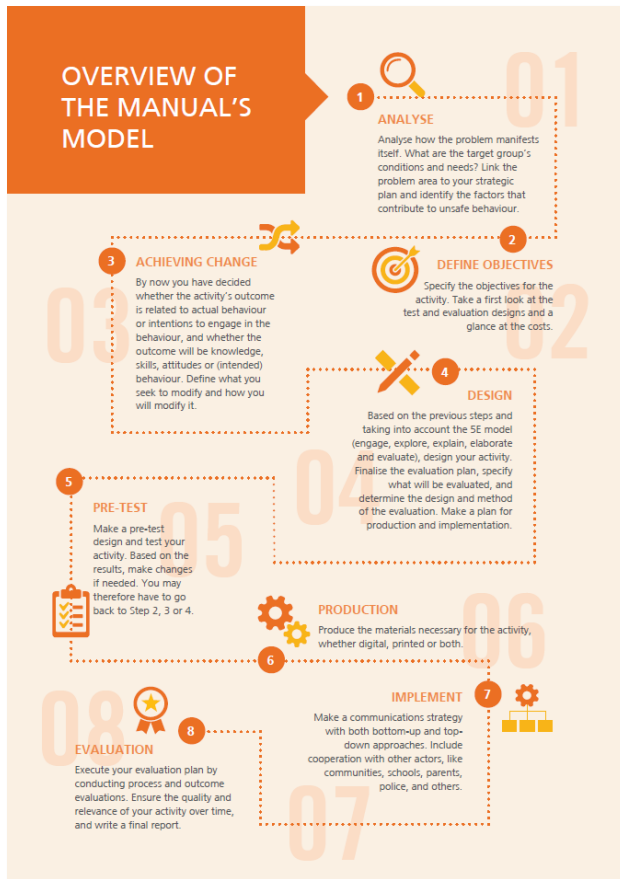


Long lasting impact

→ Optimizing Achtung Auto methodologically

→ Offering additional opportunities to include the topics into everyday school life

The project is developed according to impact-oriented project management



The LEARN! Manual

Applying The LEARN! Manual for re-designing and modernizing Achtung Auto combined with impact-oriented project management

- Theory of Change: analyzing, defining objectives and impact for Achtung Auto
- Design & pre-test: co-creation workshops with teachers, trainers and pupils
- Implementation with several schools, teachers and trainers starting October 2023
- Evaluating the learning goals

5-E Model for methodologically development

= framework based on the constructivist theory of learning

- Improving instructional practices through discussion, observation, critique, and reflection
- Promoting collaborative and active learning
- Reconcile new knowledge with new ideas by understanding and reflecting on activities



Advancing digital education and empowering children for safe, fair and sustainable mobility behavior

Providing two additional teaching guides linked with various digital tools:

- Ready-to-teach material with various exercises and digital tools: conducting online surveys, collecting ideas, digital pin- and whiteboard, creating a comic strip, AI-assistance for text or pictures
- Possibility for teachers to carry out Achtung Auto completely self-sufficiently based on the digitally provided materials



Guide 1: Safe and independent mobility

- Participating responsibly in road traffic
- Learning a safety- and danger-conscious behavior
- independent perception of social roles in road traffic



Guide 2: Environmentally friendly and health-conscious mobility

- Reflecting on one's own mobility behavior
- Understanding the connecting between mobility, environment and physical & mental well-being

Additional teaching guides provide three versions of Achtung Auto for multiple interventions and long-lasting learning

1

analogue program



Achtung Auto

- Trainer teaches children at school
- Focus: safe and independent mobility

2

hybrid program



+



Deepening & extending Achtung Auto

- Guide 1: Deepening the topics safe and independent mobility
- Guide 2: Teaching new content Environmentally friendly and health-conscious mobility

3

digital program



Teaching topics self-sufficiently

- Guide 1: Teaching the topics safe and independent mobility
- Guide 2: Teaching new content Environmentally friendly and health-conscious mobility

Modernizing Achtung Auto offers many opportunities, but we are also facing challenges



Opportunities

- Scaling: providing an offer and reaching teachers that cannot participate in the program
- Modular structure for easier implementation in everyday school life
- Attractive and modern program that is on the ravages of time
- ADAC Stiftung as a pioneer in digital and analog mobility education



Challenges

- Different levels of digitization at schools
- Maintaining the high-quality standard of Achtung Auto with 3 possible versions of Achtung Auto: hybrid, analogue, digital
- Impact evaluation: when are we satisfied?

Thank you for
your attention!



Mobility education meets digitalization

Which skills and competencies can be learned digitally and which cannot?






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