



Road Safety Week 2013 evaluation report

Prepared January 2014



Road Safety Week



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About Road Safety Week

Road Safety Week is an annual event founded and coordinated by the charity Brake, which works to stop road deaths and injuries, make communities safer, and support people bereaved or injured in crashes.

Road Safety Week aims to raise awareness about the part we can all play in making roads safer, through a major media campaign, and by supporting communities, schools and organisations to run road safety activities at grassroots level. Road Safety Week is an umbrella project, designed to attract involvement from a wide range of stakeholders and stimulate the promotion of road safety awareness year-round.

The Road Safety Week website, www.roadsafetyweek.org.uk, acts as a hub of ideas and information for those interested in getting involved. As well as managing the website, Brake carries out marketing encouraging involvement among key groups, issues resources to thousands who request it, and runs an extensive media campaign during the Week at national and regional level, promoting road safety.

Summary of RSW 2013

Road Safety Week 2013 took place 18-24 November, the 17th consecutive year. We focused on the theme of ‘tune in to road safety’, calling on everyone to pay attention when using roads, especially drivers. Our campaign during the Week appealed to drivers to stay focused on the road and never attempt to multi-task at the wheel. We called on drivers to turn off their phones or put them in the boot, and raised awareness of the huge risks of using a phone at the wheel, even on hands-free. As always we encouraged communities getting involved to address whatever road safety issues are of concern to them, but the broad nature of ‘tune in to road safety’ meant this could be adapted for different audiences.

Thanks to widespread marketing (including issuing e-cascades to 121,472 contacts, putting out 24 press releases to key target media, and enlisting the help of 63 partner organisations in promoting RSW), community involvement continues to be at the heart of the event. Emergency services, local authorities, schools, youth groups, and organisations took advantage of the Week to raise awareness of road safety locally, by running campaigns, road-shows, workshops, demonstrations and giveaways.

7,795 schools, organisations and communities registered to take part in Road Safety Week 2013 via an online form, stating what activities they were planning, up from 7,542 in 2012. After the event, we collected feedback and information on 564 activities that took place at grassroots level during the Week. Some case studies can be viewed [here](#), while comments from participants are below.

To support involvement, Brake sent [e-action packs](#) to all those who registered. These included downloadable road safety posters and web adverts, plus guidance on organising effective activities. Brake also issued countdown bulletins to registered participants with ideas, tips and case studies to encourage active participation.

The Road Safety Week website, which was developed to include an improved registration form, information on the theme, and improved advice for participants, saw a surge in traffic in the run-up to and during the Week – with 23,616 unique visitors to the site in September, October and November alone.

Road Safety Week messages were communicated via twitter and facebook far more extensively in 2013 – with hundreds re-tweeting and liking our posts, and more than 5,000 uses of the RSW hashtag. As well as this significant online presence, Road Safety Week messages were communicated via 49 giant banners displayed in town and city centres, urging drivers to focus on the road.

Media coverage was not only widespread but at an unprecedented level, stimulating much debate. Brake released regional statistics on drivers with penalty points for mobile phone offences, plus results from a survey of 13,000 children showing how they are put at risk by distracted drivers. Brake issued 14 regional press releases plus a national news release and 36 local releases highlighting communities and organisations getting involved. Eight regional launch events took place, with photocalls and filming opportunities coordinated with schools, colleges, emergency services and local authorities. Coverage included 106 items of national media coverage, including 30 on national TV, breaking all previous records, plus 857 items of regional and local coverage – a huge rise on previous years.

Funding

Commercial sponsorship continued to be essential to the Week's delivery in 2013, plus Brake was delighted to also secure reinstatement of grant funding for community engagement in the Week from the Department for Transport. National headline sponsorship of the Week was provided by Specsavers and Romex, plus Brake was pleased to secure four regional sponsors of the media campaign: ARI Fleet Management, ARCO, Post Office and Wilson Nesbitt Solicitors.

This funding combined enabled us to carry out extensive promotional, engagement and awareness-raising work in the run-up to and during the Week. This included marketing involvement in the Week to schools, organisations, local authorities and community groups, including via external partners, and developing and providing high-quality electronic resources for participants. It enabled us to carry out a survey of children, collect data on penalty points, and compile other research in support of the campaign, and involve people bereaved and injured by crashes to speak out. It funded our work developing partnerships to aid promotion of and engagement in the Week and to set up and deliver regional launch events to help promote our campaign messages.

Brake would like to thank all Road Safety Week 2013 funders and partners for their vital support.

Campaign theme: tune in to road safety

In 2013 Brake chose the theme 'tune in to road safety'. This worked well from both a community engagement and campaign point of view. It was sufficiently broad to enable various key groups working with different audiences, such as schools and employers, to link their local/community activities to, while also enabling us to hone in on specific awareness-raising messages through our media work.

Information was loaded onto the Road Safety Week website on this theme, and used in press releases, interviews by Brake in the media, and materials issued to communities and organisations. As in previous years, Brake continued to emphasise through its marketing of the Week that community activities could focus on the main theme or any other relevant road safety issue.

Our campaign talked about the importance of everyone staying focused when using roads, and not succumbing to risky distractions. We particularly concentrated on drivers' responsibilities to make sure they're paying attention and not attempting to multi-task at the wheel. Linking the campaign to the 10 year anniversary of hand-held mobile phones being banned at the wheel, we appealed to all drivers to switch off their phones or put them in the boot to avoid temptation when driving, highlighting the huge risks of using a phone in any way at the wheel, including on hands-free. We pointed out that using a phone at the wheel is comparable to drink driving in the way it slows your reaction times and increases your crash risk, and called on everyone to refuse to speak to someone on the phone who's driving. [Read more.](#)

To support these messages, we released statistics, by region, showing the number of drivers with points for mobile phone and distraction offences, and results of a survey showing kids are often put at risk by distracted drivers. See the statistics [here](#).

For the first time, Road Safety Week also involved a major national enforcement campaign coordinated by the Association of Chief Police Officers and Police Scotland tying in with our theme. So police forces around Britain ran heightened checks on mobile phone offences, aligning with our messages.

Community involvement

Through the ethos of partnership working, Road Safety Week inspires thousands across the UK to devote personal and professional time to activities raising awareness of key road safety issues.

Carrying out email and online marketing, maintaining and developing the Road Safety Week website as an information hub, and distributing free resources encourages schools, organisations and community groups to get involved in the Week at little to no cost, other than time invested.

Brake began marketing Road Safety Week 2013 almost as soon as Road Safety Week 2012 was finished, issuing e-cascades and press releases announcing the date and theme. This marketing continued throughout the year, with promotional e-cascades sent to 121,472 schools, organisations and individuals, plus a series of 24 marketing press releases targeting specialist/trade media, and links, articles and promotions set up with 63 partner organisations. This marketing encourages involvement, directs people to the RSW website, and encourages them to register to get their free e-action pack.

The reports Brake has received suggests that community engagement in the Week has continued to grow. Emergency services, local authorities, schools, colleges, youth groups, clubs, community groups and employers took advantage of the Week to raise awareness, by running road safety promotions, campaigns, talks, workshops and demonstrations, displaying posters and carrying out media work.

Local authority road safety teams, emergency services and road safety partnerships continued to use Road Safety Week as a hook for boosting involvement in, and achieving positive publicity for, year-round road safety work. The focus given by the Week can provide new opportunities for partnership-working and outreach, giving organisations a chance to engage key audiences through the excitement of participating in a national event. Many get involved year-in year-out, recognising the Week as an important feature in their calendar. Emergency services seem to especially value the Week as an opportunity to raise awareness and boost engagement in road safety, and Brake was pleased to be able to work closely with ACPO, CFA and Road Safety GB to promote involvement and provide suggestions on activities. Many local agencies team up to pool resources and maximise impact.

Brake was pleased to see that many participating organisations took on board the 'tune in to road safety' message and communicated this.

7,795 planned community involvement activities were reported to Brake via the registration form on the Road Safety Week website in advance, up from 7,542 in 2012. These break down as follows:

6,234 educators registered, of which (numbers overlap):

- 4,235 were planning to run road safety assemblies
- 3,926 were integrating road safety into the curriculum
- 3,424 were making a road safety display or creating posters or banners
- 3,001 were promoting road safety or in their newsletter or a mailing to parents
- 1,765 were inviting a road safety professional to deliver a talk about road safety
- 942 were running practical roadside pedestrian or cycle training with help from their local authority
- 731 were holding a road safety event for parents or the local community
- 512 were encouraging and supporting young people to develop their own campaigns
- 496 were running a campaign or protest about dangerous roads or dangerous driving in their community

345 community groups and volunteers registered, of which (numbers overlap):

- 222 were running road safety educational initiatives or activities with local schools or clubs
- 139 were making a Road Safety Week display, for example in a supermarket, library or shopping centre

133 were promoting road safety online or by email
130 were running publicity activities promoting safer road use, such as displaying posters, handing out flyers, or including info in a newsletter
116 were planning an awareness-raising event, stand or roadshow
78 were planning a local campaign
65 were planning to engage local media in their activities
26 were planning fundraising activities

402 road safety professionals, including emergency services, driving instructors and local authority road safety teams registered, of which (numbers overlap):

207 were working in partnership with schools or community groups
198 were planning to deliver road safety training or educational activities
177 were running a road safety awareness event, roadshow or open day
172 were promoting Road Safety Week online
164 were running road safety publicity activities, such as displaying posters or issuing communications
132 were engaging local media in their activities
117 were running a road safety enforcement campaign
25 were running 2young2die workshops with young people

814 companies and organisations registered, of which (numbers overlap):

506 were promoting Road Safety Week to staff through internal communications
444 were putting up a road safety display in their office, foyer or depot
383 were planning an educational or training session to promote safe driving to employees
320 were promoting Road Safety Week to their partners and customers
245 were promoting Road Safety Week on their website or via social media
176 were working with local educators or community groups on a road safety initiative
103 were running a fundraiser for Brake
99 were engaging local media in road safety activities
89 were launching a new road safety initiative or campaign

After Road Safety Week, Brake collected information on 564 school, community and company involvement initiatives that took place, through a feedback survey issued to those who registered, direct contact with partners and participants, and analysis of media coverage. Brake is confident there will be many more initiatives that took place but have not been reported. While it will never be possible to measure precisely levels of engagement in the Week because of its nature, Brake is pleased that levels of post-event feedback have continued to increase, and is committed to encouraging as many participants as possible to do so. In 2012, we collected information on 473 grassroots activities after the event, so there has been a significant increase.

Examples of the community and organisational activities that took place are available online [here](#).

A selection of comments from Brake's survey of participants after the Week is given below:

Network Rail: *We sent daily emails to staff on distractions, ran a road safety quiz with prizes, held an awareness-raising day with driving simulator, provided advice for staff and road safety giveaways, and held a Bright Day fundraiser for Brake with prizes. We also posted information on driver distraction and Road Safety Week on our internal and external websites to spread the message to clients and suppliers.*

Tower Hamlets Council: *We ran an educational event for motorcycle and scooter riders. Motorcyclists were provided with information on how to become safer riders through improving hazard awareness, riding and maintenance skills. Over 200 motorcyclists and scooter riders were given safety and skills advice on their commute home along the busy A11 in Mile End on 20 November.*

Devon and Somerset Fire and Rescue Service: *Paul Tisdale, Exeter City first team manager, and Steve Perryman, director of football, had photos taken to support Road Safety Week, with first team players Tommy Docherty and Matt Grimes. They gave a 'thumbs down' to those who use mobiles while driving. Watch manager Mickey Turner (Devon and Somerset Fire & Rescue Service) and Police Constable Nick Taylor (Devon & Cornwall Constabulary) have spent considerable time educating young*

players within Exeter City FC on the dangers of this. This has been backed up by local driving instructor Paul Whittaker who reinforces the message with all his students.

Cleveland Fire Brigade: We presented 18 multi-agency road safety sessions to 2,310 students in four further education colleges in Middlesbrough, Stockton, Hartlepool and Redcar & Cleveland. We gained lots of positive media coverage and conducted live radio interviews alongside the students.

Sunquest Information Systems: As a dispersed company we used a mailshot to remote staff and a daily email bulletin on the theme of distractions to get the message out to all staff. It was very well received and we have had a lot of positive feedback.

St. Mary's CE VC Primary School (Beverley): Each class held a debate about "tuning in" to road safety. We then ran a Beep Beep! Day throughout the school where everyone drew around their hand and added a road safety message, and these were displayed. We also held an assembly with council dignitaries and the local road safety team, where the school was awarded a special plaque for its efforts.

Wirral Community NHS Trust: We held two drop-in sessions with Merseyside Police and Wirral Council for staff, held a road safety-themed word search competition and asked local registered garages to provide a free winter car check as prizes.

White Ribbon Association: Working with City of Wolverhampton College, we ran 11 interactive sessions across three campuses over three days, engaging 280 students, plus put up banners and handed out literature. The sessions focused on the dangers of distractions, drug and drink driving, and texting. We worked with the council's road safety team, who provided literature, and the local neighbourhood police safety camera scheme, who encouraged young people to volunteer for the scheme in their area.

Tristar Worldwide Chauffeur Service: We used Road Safety Week to launch a massive cyclist awareness programme where all of our 500 chauffeurs will attend a two hour practical session to help them understand the cyclist's viewpoint.

KOOSA Kids Ltd: We ran themed activities in 15 after-school clubs that were focused on conveying the importance of road safety and raising awareness. We also ran a Beep Beep! Day during the week where children took part in activities, such as decorating traffic light biscuits, and they all had a great time.

Leicester Grammar School: The local police came into school to talk to the year six pupils. A display was put up in the main foyer of the school. The year six pupils conducted a road safety survey with the rest of the school (over 800 pupils) and analysed their results. We also held sessions for year seven pupils on driver/pedestrian distraction and what to do in an emergency.

Appleton Primary School (Hull): The school council organised and ran a road safety poster competition, with prizes linked to road safety - fluorescent jackets, armbands and stickers. It was effective with the older children who were very enthusiastic. We had two assemblies during the week and made use of some of the posters and road safety powerpoint ideas from the Brake website. The younger children also made road safety traffic light biscuits.

Great Sankey Primary School (Warrington): We designed a road safety mascot to be deployed around the school grounds. Our junior safety officers presented an assembly about the dangers of not wearing a helmet while cycling. Using eggs they demonstrated what would happen if you didn't wear a helmet.

The Arnold Centre (Rotherham): We used the week to deliver road safety messages, including in all our groups with parents and children and our day-care, pre-school and nursery classes. On the Friday we held a Bright Day where children dressed in something bright and made a donation. The parents were invited to the assemblies and the children actively took part - a really positive day!

Fishbourne Pre-school (Chichester): Children were really interested in the road signs we had displayed. We made traffic light biscuits and made hand prints for the Brake 'we hold hands near roads' poster. We also videoed some of the children talking about road safety. We had lots of feedback from parents saying their children noticed traffic lights and what the colours represent.

Skipton Safer Neighbourhood Team: *We held a week of action, visiting primary schools, colleges and community groups to deliver the message to as many people as possible. We also welcomed several groups into our police station where we focussed on providing road safety information and advice.*

Police involvement

For the first time, the Association of Chief Police Officers (ACPO) and Police Scotland coordinated a formal week of action to coincide with Road Safety Week, encouraging forces to participate in the Week by running enforcement and educational activities around the theme. This helped to boost police engagement with the Week, as well as provide additional media opportunities.

ACPO collected results from forces following the Week, although not all forces were able to provide data. In the 13 force areas that provided data, more than 600 drivers or riders on mobile phones were stopped by police as part of the Week, and more than 800 were stopped for other forms of distraction. These forces also targeted educational messages at distracted cyclists and pedestrians.

Resources for participants

Brake produced a range of [electronic resources](#) for use by participants in the Week, to help them promote road safety effectively. Using our extensive experience in developing road safety resources, Brake continued to ensure materials were powerful, carefully geared at the target audience, and contained simple but attention-grabbing messages on safer road use. Brake continued to make use of a low-cost email service to be able to provide these materials in a way that was professional and accessible.

Email action packs were issued to all 7,795 schools, organisations and communities that registered to take part. These were issued weekly from early September to ensure those registering did not have to wait long. The packs included guidance and ideas for different audiences on getting involved, plus a range of downloadable, printable posters and web adverts with road safety messages for different audiences, and some simply promoting Road Safety Week and the date. Some of the posters were simple black and white designs that could be printed on basic printers; others were full colour.

Brake also issued countdown bulletins to registered participants with ideas, tips and case studies to encourage active participation. This aimed to build enthusiasm and excitement for the event, by creating a sense of being part of a Road Safety Week community.

After the Week, Brake issued a short feedback survey to those who registered. This asked for views on materials provided and how their activities went. Feedback was extremely positive on the quality of resources, information on the RSW website, and around getting involved again in future.

Organisations fed back that:

- 95% got involved in the Week in some way, with 84% promoting road safety to staff and 32% working with schools or community groups to raise awareness;
- 84% made use of advice on the RSW website to inform their activities;
- 80% displayed the posters; 100% of those thought they were relevant for the audience;
- 66% put up a road safety display, while 66% used newsletters/intranets to get messages to staff;
- **97% are planning to get involved in RSW again next year.**

Schools, colleges and communities fed back that:

- 98% confirmed they got involved in the Week in some way, with 60% creating a display, 56% promoting road safety to parents, and 50% running a road safety assembly;
- 94% made use of advice on the RSW website to inform their activities;
- 82% displayed the posters; 100% of those thought they were relevant for the audience;
- **98% are planning to get involved in RSW again next year.**

Road safety professionals fed back that:

- 100% got involved in the Week in some way;
- 88% made use of advice on the RSW website to inform their activities;
- 77% displayed posters; 100% of those thought they were relevant for the audience;

- 55% worked in partnership with community groups, schools and other organisations;
- **88% are hoping to get involved in RSW again next year.**

Media campaign

Brake's RSW 2013 media campaign was an outstanding success, reaching millions with crucial road safety messages. Brake issued a press release in each of the 14 main media regions, plus a national news release and specialist releases, promoting the road safety messages outlined above under the tune in theme. [See the press releases](#). These were issued and sold-in to media intensively in the two weeks running up, to generate interest in the campaign, set up interviews for Brake staff and bereaved and injured volunteers, arrange additional filming opportunities, and secure attendance at launches.

Through the media, Brake appealed to drivers to turn off their phones or put them in the boot, and urged everyone to refuse to speak on the phone to someone who's driving. The campaign highlighted the extent of driver distraction, as Brake revealed statistics from a freedom of information request showing the number of drivers with points on their licence for mobile phone use and other distractions, with breakdowns by region and postcode, to maximise regional and local coverage. Brake also highlighted the impact of distraction on vulnerable road users, releasing results of its survey of 13,000 children showing that six in ten had been a passenger with a driver on a phone, again split by region.

Eight launch events took place, involving photocalls and filming opportunities coordinated by Brake in the months leading up, in partnership with universities, colleges, emergency services and local authorities. Brake ran these events on the Monday of the Week to maximise coverage. The launches were mostly attended and run by Brake staff, with one run by a trained media volunteer carefully briefed by Brake, with Brake staff also available to give remote interviews for other regions from studios. The launches were held at universities, colleges and town centre locations, with groups of young people taking part in filming and photos and giving vox-pops. Many launches involved activities on driving simulators for the first time, to demonstrate how distraction increases reaction times and reduces hazard perception. This proved invaluable in securing high level of media attendance and TV coverage especially.

Brake secured six academic experts to attend launch events, explain the science behind distraction and run activities using driving simulators. Academics at Newcastle University provided additional support by releasing research into the impact of taking work-related calls at the wheel, showing the harder you have to concentrate on a secondary task, the slower your reaction times. This was useful in helping Brake to secure additional national and specialist fleet media coverage.

Road safety practitioners, including police, fire and local authority officers, once again played a key role in the launches, running demonstrations and activities with young people that media could film and photograph, and giving interviews talking about their work and backing the campaign. This included running mobile phone checks, crash extrications, sessions on driving simulators, and 'distraction games'. Some of the launches were hosted as part of events and activities organised by local partners as part of long-running road safety programmes, tapping into existing regional activities.

Providing an extra news angle, the campaign was launched a decade after hand-held mobiles were banned at the wheel, and was supported by the Association of Chief Police Officers and Police Scotland, who, for the first time, coordinated a week-long campaign of heightened enforcement across Britain targeting drivers on phones. Brake worked with the ACPO press office to coordinate media coverage for police activities, which helped to enhance regional media interest in the campaign and ensure broadcast media had excellent filming opportunities even in regions without launch events.

The campaign also benefitted from supportive quotes from the UK, Welsh and Scottish road safety ministers. This helped give the campaign weight and ensure broadsheet coverage.

Crucially, the media campaign was once again supported by Brake volunteers who had experienced a bereavement or injury. These volunteers gave media interviews (from launch events or their homes) to give an insight into the devastation caused by driver distraction. In each case Brake spent time in the run up gathering and verifying information and writing up case studies, and liaising with volunteers to ensure they felt comfortable and supported. These volunteers included:

- Imogen Cauthery, London: when Imogen was nine years old she was hit by a driver on a mobile phone. Imogen was in a coma for ten days, and suffers from a life-long brain injury that causes her seizures and memory loss. [Read more.](#)
- Nicci Saunders, Oxford: Nicci's partner Joe Wilkins, 39, was killed when cycling in May 2012 by a driver who was eating at the wheel and claims he didn't spot him. [Read more.](#)
- Vincent and Margaret O'Sullivan: their daughter Jemma, 22, was killed in a crash caused by a texting truck driver on M18 near Doncaster in September 2010. [Read more.](#)
- Emily Carvin, Northumberland: her mum Zoë Carvin, 42, was killed by a texting truck driver in February 2006. [Read more.](#)

Thanks to corporate sponsorship, Brake was able to employ a media monitoring agency to pick up coverage that specifically named Road Safety Week. During this period Brake, and participating partners, achieved the following coverage that specifically referenced Road Safety Week:

106 items of national coverage:

- 30 TV (including BBC Breakfast, Daybreak, Sky News and BBC News)
- 18 radio (including Radio Five Live and BBC Radio One)
- 14 press articles (including The Sun, The Telegraph, The Times and Independent)
- 44 online articles (including BBC News, ITV.com, Mail Online and Sky News)

857 items of regional media coverage:

- 66 TV (such as BBC Wales, BBC London, STV)
- 185 radio (such as BBC Lancashire, LBC, BBC West Midlands)
- 520 press (such as Evening Standard, Liverpool Echo, Northern Echo and Eastern Daily Press)
- 86 online (such as Wales Online and Channel TV Online)

114 items of specialist, trade and consumer coverage:

- 13 press (including Fleet News, Evening Standard Wheels and Bliss Magazine)
- 101 online (such as Guardian Teachers' Blog, Fleet Directory, bikeradar.com and confused.com)

The above figures do not include coverage in advance of the Week marketing it to key audiences, which included 20 items of coverage in regional press and 21 in specialist, trade and consumer media.

To draw comparisons with the previous year's coverage:

- **The number of items of national coverage (106 items) was 424% higher than in 2012** (25 items), which was much higher than in 2011 and 2010. Brake was especially pleased to achieve a very high level of national broadcast coverage this year, up more than 500% on 2012.
- **The number of items of regional coverage (857 items) was 214% higher than in 2012** (401 items), which was much higher than in 2011 (191 items). Brake is delighted that regional TV was up by 100% from last year, with 66 items of coverage compared to 33 in 2012 and 22 in 2011. Regional radio was also up 75% from last year, with 185 interviews compared to 106 in 2012 and 89 in 2011. Regional print coverage was up 221% from the 235 achieved in 2012.

Brake has calculated that the value of this coverage overall is **£2,331,487**. This doesn't include online coverage, which is likely to be of significant value, but which Brake is unable to calculate. This is a 311% increase from the value of coverage achieved in 2012 (£750,782), worth an additional £1,580,705.

In addition to working to generate coverage through traditional media, Brake worked hard to build Road Safety Week's profile through social media, particularly through facebook and twitter, by posting and tweeting campaign messages, photos and videos, and encouraging our followers to share and re-tweet.

Brake tweeted 58 times during Road Safety Week, including the main campaign messages as well as thank yous to many local partners and participants. These tweets were retweeted 677 times (a 320% increase on 2012), reaching more than one million users. The most popular tweet was seen by more than 100,000 people after it was re-tweeted 75 times. (*Today Brake launches a major campaign calling on everyone to tune into road safety and avoid distractions - esp phones at the wheel #RSW13*).

On the Monday of Road Safety Week, as the campaign launched to national media, Brake's twitter engagement soared by 739% compared to the daily average. The Road Safety Week hashtag was used

more than 5,000 times, reaching approximately six million people during the Week. The hashtag was particularly successful in the way it was picked up by the Association of Chief Police Officers and disseminated to police forces running activities in support of the Week.

During Road Safety Week Brake's twitter followers increased at 664% the normal weekly rate, a strong indication of Brake's social media impact. By the end of the Week, our followers had risen to 5,367.

On Facebook Brake posted 39 times in November about activities taking place in Road Safety Week and to encourage more organisations, educators and road safety professionals to get involved. During the Week, Brake posted photos and videos from both Brake's media launch events and activities being run at grassroots level across the country. These posts were viewed more than 30,000 times, more than double than in 2012, and liked 914 times, a 90% increase on last year.

Looking forward to 2014

Brake has set the date of the 2014 event as **17-23 November** – a week we know to be suitable for school involvement, and avoiding clashes as much as possible. We have selected our main theme as 'look out for each other', with a focus on drivers protecting people on foot and bike in our media campaign, but also enabling awareness-raising about the importance of everyone being considerate to one another. As in previous years our marketing will continue to emphasise that community involvement in the Week can focus on any road safety topic. Our campaign strapline and headline messages are being developed and an overview of the theme will be put up on the Road Safety Week site in late January.

Our initial intentions in delivering Road Safety Week 2014 include to:

- Make use of participants' feedback and examples of road safety and public health materials and campaigns from around the world, to ensure information and resources provided through the website and our e-action packs is of the highest quality, relevant, attention-grabbing and effective
- Continue to use our email marketing platform to provide high quality electronic resources and countdown bulletins, ensuring we are effectively directing educators to a full range of guidance and resources available on teaching road safety
- Encourage community involvement and participation in the 'look out for each other' awareness campaign Brake delivers during the Week, by providing ideas and materials in advance that communities can use to promote the messages of this campaign, including template press releases they can issue to their local media highlighting their involvement
- Further solidify and tap into our growing network of voluntary, community and educational partners and marketing routes to ensure that we engage an even wider audience
- Heavily target employers with staff who drive for work to call on them to run awareness-raising activities during the Week encouraging their drivers to look out for vulnerable road users, and to review their risk management policies on this issue, through provision of simple ideas and tools, and working with industry associations and fleet suppliers/insurers to market the event
- Maintain and develop key partnerships with trade/sector bodies that are critical in promoting involvement in the Week to important audiences (e.g. the Association of Chief Police Officers and Chief Fire Officers' Association), engaging them early in the year to secure their commitment to promoting participation in the event and ensuring participants have plenty of time to plan activities.
- Promote specific fundraising activities to key audiences, which are relevant to the theme and include an awareness-raising element
- Develop the Week's online presence and aim to drive more traffic to the RSW site, particularly by reviewing the Week's search engine profile and developing SEO, and reviewing sources of traffic and aiming to achieve more coverage on important partner sites
- Ensure the surge in traffic generated by media coverage during the Week is effectively captured, through engaging visitors in the campaign online, encouraging year-round in engagement in road safety, and promoting the following year's event
- Run our media launches on the Monday again, so our campaign messages aren't eclipsed by media work by participants and partners, and where possible, engage launch event partners to run activities linked to wider programmes, so these support year-round local road safety work
- Seek to achieve features in key specialist, trade and consumer publications in the run-up to the Week, encouraging participation and promoting the main campaign messages
- Again seek to obtain and release data that can be broken down to local level, as well as regional survey data, and again work with police to seek to arrange a national enforcement campaign, to add weight to the media campaign and maximise impact

- Explore whether relevant academics might be involved in the campaign again, to lend further weight to the campaign messages and possibly to help run demonstrations at the launches.
- Ensure launch events include simple, visually effective filming and photo opportunities that clearly demonstrate our messages – such as visibility, stopping distances and the ease with which drivers can fail to spot people on foot and bike.

Brake will be developing this plan, in consultation with partners, and in light of feedback received from organisations and communities that took part in 2013.