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UK1	<i>Education</i>	Tales of the road							
	Started 2010	Objective To teach children the reasons for always using good road safety behaviour; through demonstrating both good and bad road safety behaviours	Participants Children (6-11yrs)	Organizers Department for Transport (DfT)	Conductors Animated online characters	Basis in law	Description 1.) Educational animated videos. 2.) Downloadable informational wallpapers 3.) Quizzes 4.) Fact sheets 5.) Games 6.) Catchy slogans to communicate good safety practices 7.) Reward system with secrets to learn and certificates to earn	Results and assessment	Notes and other information http://talesoftheroad.direct.gov.uk/
UK2	<i>Education</i>	THINK! Education							
	Started	Objective To provide a suite of methods for education young road users about traffic safety and counteract the high representation of this age group in the road casualty statistics	Participants Children (under 5 to 16yrs)	Organizers Department for Transport (DfT)	Conductors	Basis in law	Description Online educational resource centre for teachers, parents and pupils, including lesson plans and opportunities for practical implementation of taught knowledge. Resources are targeted based on the child's age	Results and assessment	Notes and other information
UK3	<i>Education</i>	Road Traffic Act 1988							
	Started 1988 (with subsequent revisions)	Objective An Act to consolidate certain enactments relating to road traffic with amendments to give effect to recommendations of the Law Commission and the Scottish Law Commission.	Participants Licensed drivers and other road users	Organizers UK Government	Conductors	Basis in law Chapter 52 of the Road Traffic Act	Description Guidance to road users on a range of road safety topics, including: driving offences, drink and drugs, racing, protective measures (seat belts, helmets), safe stopping, traffic signs, directions to pedestrians	Results and assessment	Notes and other information
UK4	<i>Education / training</i>	National Driver Offender Retraining Schemes (NDORS)							
	Started 2006	Objective The National Speed Awareness Scheme was born out of the National Driver Improvement Scheme. The course aims to educate drivers about the dangers of excessive or inappropriate speed thus reducing the likelihood of re-offending and creating positive effects on their driving safety and the driving environment.	Participants Licensed drivers who have committed speeding offences	Organizers Association of Chief Police Officers (APCO) provide the courses; National Association of Driver Intervention Providers (NADIP) developed the national model	Conductors Local Authority Road Safety Departments and private companies are appointed to run these courses by their local police authorities	Basis in law Educational alternative to prosecution	Description Drivers can choose to pay to take part in a speed awareness course as an alternative to prosecution following a speeding offence (except offences in a 20mph zone). The individual history of the driver does not feature in the decision about whether to admit them to the course. Course content varies between local authorities, but the primary focus is on developing speed awareness through the delivery of a modular course with accessibility to all types of driver. Some courses involve a practical element. A motorist cannot take part in two such courses within a three year period. A related Driver Alertness course is also offered.	Results and assessment Client feedback largely positive.	Notes and other information http://www.driver-improvement.co.uk/
UK5	<i>Awareness campaign</i>	THINK! Cycle Safety							
	Started 2013	Objective A poster campaign intended to reduce the incidence of cyclist casualties when riding in busy urban areas	Participants Cyclists and motorists	Organizers Department for Transport (DfT)	Conductors Department for Transport (DfT)	Basis in law	Description Four week poster campaign in five major UK cities designed to highlight to motorists and cyclists to watch out for each other; for instance, as drivers open vehicle doors, at junctions or on narrow roads. The cities were selected for their high rate of accidents involving cyclists.	Results and assessment	Notes and other information

UK6	<i>Education/ Driver training</i>	Pass Plus						
	Started Ongoing	Objective Pass Plus is a practical training course that takes at least 6 hours and is for drivers to improve their skills and drive more safely. The target areas for improvement include alertness and anticipation of traffic situations.	Participants Newly-qualified drivers	Organizers Driving Standards Agency (DSA)	Conductors Driving instructors	Basis in law None; optional training course	Description An optional graduated driver training programme to further develop skills relating to: <ul style="list-style-type: none"> • Town driving • Difficult weather conditions • Rural roads • Night-time • Dual carriageways • Motorways Sessions are a mix of practical and theory lessons, with at least 5.5 hours of driving. Passing requires the driver to reach a pre-defined standard for each skill. Some local councils offer additional incentives for taking part. Drivers are rewarded with reduced insurance premiums for their participation in the course. 	Results and assessment A 2009 review of the success of Pass Plus courses in London found 9/10 drivers to be positive towards the course, with 8/10 feeling safe, more confident and better drivers, and 9/10 recommending the course.
UK7	<i>Training</i>	Driver CPC Periodic Training						
	Started Sept 2008 (bus/coach driver) Sept 2009 (lorry driver)	Objective Drivers are required to hold a Driver Certificate of Professional Competence (CPC). The subsequent periodic training requirement has been introduced to provide continuous driver training for those drivers who are responsible for large numbers of passengers or drive a high number of miles.	Participants Lorry, bus and coach drivers	Organizers Driving Standards Agency in response to a European Union Directive	Conductors Local approved training centres	Basis in law	Description Drivers are required to complete 35 hours of additional training in each 5 year period. Course length is a minimum of seven hours, but there is no pass or fail criteria involved. Drivers are provided with an online resource to check the number of hours of training that they have taken part in and the courses that they have attended.	Results and assessment Between Sept 2008 and July 2012 uptake of the periodic training was as follows: 7hrs - 129,149 lorry, bus and coach drivers; 7.5 - 14hrs - 142,606 drivers; 14.5 - 21hrs - 141,207 drivers; 21.5 - 28hrs - 64,468 drivers; 28.5 - 35hrs - 57,062 drivers; 35+hrs - 8,806 drivers
UK8	<i>Awareness and education</i>	Road Safety Week						
	Started Annual from 1997	Objective Aims to improve road safety and stimulate interest and awareness through a coordinated series of local campaigns. Proposed benefits include educating individuals, encouraging contributions and volunteers for the charity and passing on the message of the charity.	Participants	Organizers Brake: The Road Safety Charity	Conductors Brake Charity and local authorities, community groups and schools	Basis in law	Description A nationwide road safety event involving schools, organisations and community groups and managed by Brake and supported by commercial sponsors. The focus is on the provision of local informational campaigns to raise awareness about how road safety can be improved. The event is viewed as focal points for road safety professionals to boost awareness and increase engagement in their work. A website is provided with full information on the event, road safety facts and event packs, and fund-raising ideas.	Results and assessment Road Safety Week is the UK's biggest road safety event and the theme creates a large amount of national debate each year.
UK9	<i>Awareness campaign</i>	ACPO Summer Drink and Drug Drive Enforcement Campaign						
	Started Summer 2013; a bi-annual campaign	Objective To target individuals who choose to drink at day-time events during the summer months to warn them of the dangers and potential repercussions of drunk driving.	Participants Licensed drivers specifically targeted at young, day-time drivers	Organizers Association of Chief Police Officers (ACPO)	Conductors ACPO and local police	Basis in law Implementation and enforcement of the drink-driving laws	Description Targeted on-road policing during the summer months with the aim of catching and punishing those drivers who choose to break the laws on drink and drug driving	Results and assessment A reduction in the percentage of drivers failing breath tests in 2013 (5.1%) relative to the 2012 (5.8%). A small reduction in the number of drivers failing the Field Impairment Test (FIT) for drug use. The reductions are said to be lower than desired from the campaign.

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UK10	Awareness campaign	FootPrints							
	Started	Objective	Participants	Organizers	Conductors	Basis in law	Description	Results and assessment	Notes and other information
	Ended	To highlight the dangers of being a young pedestrian through a collection of photographs produced by the message target group.	Young people (11-16 years old)	Road Safety GB	Road Safety GB website		A photography competition launched to support the Second UN Global Road Safety Week, whose theme was "pedestrian safety". The rationale for the campaign was that the most likely cause of death in young people in the UK is injury resulting from road use. This is an illustration of a worldwide problem, which has been recognised by the United Nations (UN) and the World Health Organisation (WHO), as both a priority and an achievable target for reducing road-related fatalities.		
UK11	Education/ awareness	THINK!							
	Started	Objective	Participants	Organizers	Conductors	Basis in law	Description	Results and assessment	Notes and other information
	Ongoing	To make road users aware of key road safety issues, with the overall aim of improving road safety.	Licensed drivers	Department for Transport	Department for Transport		A range of communication activities (such as TV and radio advertisements, fact and advice sheets) are used to convey key messages relating to road safety. The central themes include mobile phone use by drivers, drink and drug driving, fatigue, horse sense, motorcycling and seat belts. The related website also provides information on campaign strategy and a summary of the key messages that the campaign aims to deliver.		
UK12	Awareness campaign	"Stop, Think, Live"							
	Started	Objective	Participants	Organizers	Conductors	Basis in law	Description	Results and assessment	Notes and other information
	2013	As part of the Safe Streets for London - The Road Safety Action Plan for London 2020, this advertising campaign looks to educate people so as to reduce pedestrian casualties on the roads.	Young pedestrian (under 16yrs)	Transport for London (TfL)	TfL		In line with the overall goal of working together, towards roads free from death and serious injury, TfL have implemented a series of advertising campaigns to make pedestrians aware of the dangers of crossing busy roads. The images portrayed in the campaign are powerful and graphic, showing individuals who have been hit by traffic. Concurrent campaigns target motorcycle speed, motorcyclist behaviour at intersections, and encourage elderly pedestrians to use designated pedestrian crossings.		
UK13	Training	Driver and fleet training							
	Started	Objective	Participants	Organizers	Conductors	Basis in law	Description	Results and assessment	Notes and other information
	Ended	To provide driver improvement courses for the everyday drive who would like to advance their driving skills.	Licensed drivers and those who drive for work	Royal Society for the Prevention of Accidents (ROSPA)			This charity organisation provides a suite of driver training courses (from beginner to advanced level) with the focus on reducing accident rates, saving money and improving driver performance. Course themes include driver development, familiarisation with UK roads, vehicle familiarisation, post-accident training, eco-driving, speed awareness, driver CPC training, young driver training, and road safety engineering		
UK14	Education	Graduated Driving Licence Scheme Bill (HC Bill 22)							
	Started	Objective	Participants	Organizers	Conductors	Basis in law	Description	Results and assessment	Notes and other information
	2013	To implement a graduated driver's licence scheme that targets behaviours associated with three common risk factors for young driver accidents.	Newly-qualified drivers	UK Parliament		Proposed amendment to Road Traffic Act 1988 Section 89	The bill aims to introduce a one-year probation period after the passing of a driving test, during which time the young driver may not carry more than one passenger, the driver must not have a blood alcohol level in excess of 5mg/100ml breath, and the accumulation of more than six penalty points will result in the revocation of the licence and the need to retake the driving competence test. At the end of the 12 month period, drivers can apply for a full licence only if they have fulfilled necessary training requirements relating to motorway driving and night driving.	First reading of the bill in the House of Commons: 19/06/2013. No second reading planned.	

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UK15	<i>Education</i>	Road Safety Knowledge Centre							
	Started Ongoing	Objective A subscription service by which knowledge regarding road safety issues is widely disseminated.	Participants All interested parties	Organizers Road Safety GB	Conductors Road Safety GB	Basis in law	Description Road Safety GB is a group of road safety professionals. The Road Safety Knowledge Centre contains examples of materials that have been submitted by local authority road safety teams and other organisations involved professionally in road safety from across the UK.	Results and assessment	Notes and other information
	Ended								
UK16		RoadSafe Campaigns							
	Started Ongoing	Objective RoadSafe is a forum for promoting and devising solutions to road safety problems; via coordinated research, dissemination of educational material, hosting of knowledge centres, and educational events. Topics include young drivers, child transport safety, motorcycling, cycling, and driving while impaired.	Participants All road users	Organizers RoadSafe	Conductors RoadSafe	Basis in law	Description RoadSafe is a collection of government representatives, road safety professionals and members of leading transport companies who develop campaigns in line with their aim of reducing road deaths. The organisation itself looks to achieve its targets through coordinated efforts of industry, traffic engineers, public health authorities, police and road safety professionals. A series of campaigns are accessible online that promote the safe design and use of vehicles and roads by sharing knowledge and encouraging innovation. The website frequently uses research to support its guidance messages. There are six central themes for the campaigns: young drivers, driving for work, safer vehicles, safer roads, speed management and alcohol and drugs.	Results and assessment	Notes and other information
	Ended								
UK17	<i>Education</i>	Tyre Safety Month							
	Started 2006	Objective General road user education about the importance of tyre maintenance in car driver and passenger safety.	Participants Licensed drivers	Organizers TyreSafe, a non-profit organisation	Conductors TyreSafe	Basis in law Road-worthy tyres must have a minimum tread depth by law	Description A campaign to highlight driver responsibilities for tyre maintenance and the potential legal and financial repercussions of failure to adhere to this advice. The campaign incorporates local garages, tyre dealers and many other organisations, and uses free promotional materials including posters, leaflets, and web banners.	Results and assessment	Notes and other information
	Ended								
UK18	<i>Education and awareness</i>	Interactive driving simulator							
	Started 7-day campaign	Objective To educate young road users on the dangers of distraction, peer pressure, drinking, anti-social behaviour and excessive speed whilst driving	Participants Young pedestrians and drivers	Organizers Road Safety Wales	Conductors Road Safety Wales road safety officers	Basis in law	Description A mobile driving simulator was used to provide young road users with demonstrations and practical experience of important safety issues, so as to provide a more realistic experience on dangers they might face on UK roads.	Results and assessment	Notes and other information
	Ended								
UK19	<i>Education</i>	National Pilot Network of Child Pedestrian Training Schemes							
	Started 2002	Objective To evaluate the long term benefits and feasibility of a young pedestrian safety programme (the Kerbcraft Programme).	Participants Children (5-7 years old)	Organizers Department for Transport Road Safety Division	Conductors Course provided by local road safety volunteers	Basis in law	Description A trial of an 18-month young pedestrian training programme by 64 local authorities in the UK, focussing on children in deprived areas.	Results and assessment The scheme was a success; young children showed improved road safety and many local authorities continue to operate some parts of the scheme after the pilot study was completed.	Notes and other information
	Ended 2007								
UK20	<i>Awareness campaign</i>	Safe Streets for London							
	Started	Objective A series of awareness campaigns as part of the Road Safety Action Plan for London 2020.	Participants	Organizers Transport for London (TfL)	Conductors Transport for London (TfL)	Basis in law	Description An example awareness campaign is the 'Stop, Think, Live' campaign targeted at educating pedestrians about the dangers of crossing busy roads. Graphic images of accident victims are used in the campaign in an attempt to deliver a powerful message.	Results and assessment	Notes and other information
	Ended								

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UK21	<i>Road safety policy</i>	Strategic Framework for Road Safety							
	<p>Started 2011</p> <p>Ended 2020</p>	<p>Objective To provide strategic objectives and a vision for future road safety in the UK; motivated by previous road safety advancements and recently identified 'problem areas'.</p>	<p>Participants All road users</p>	<p>Organizers UK Government/Department for Transport</p>	<p>Conductors</p>	<p>Basis in law Legal grounded document with a vision for future road safety</p>	<p>Description This strategic policy document identifies the steps to take to make improvements in road safety in the following decade. Key themes and possible actions are listed, with the potential outcomes for road safety highlighted. The document focuses on improving road user education and attitudes, empowering local authorities to make road safety decisions that are tailored to their region, and providing more successful remedial methods and sanctions for inappropriate road user behaviour.</p>	<p>Results and assessment</p>	<p>Notes and other information</p>
UK22	<i>Education and training</i>	Bikeability							
	<p>Started 2011</p> <p>Ended</p>	<p>Objective To provide an accessible cycling proficiency scheme to equip young cyclists with the necessary skills and confidence to use the roads.</p>	<p>Participants Young cyclists</p>	<p>Organizers Department for Transport</p>	<p>Conductors Local school and community-led schemes</p>	<p>Basis in law</p>	<p>Description A course designed for the young cyclist who has learnt to ride a bicycle. The course focuses on three learning areas: vehicle control, road knowledge and traffic handling, and journey planning. The objective is to educate the age group who are over-represented in cycling casualties.</p>	<p>Results and assessment The Department for Transport aims to reach 1.5 million children with this training by March 2015.</p>	<p>Notes and other information</p>
UK23	<i>Education and awareness</i>	Rider Intervention and Developing Experience (RIDE) course							
	<p>Started Ongoing</p> <p>Ended</p>	<p>Objective An intervention scheme to educate those riders who have been observed to be riding in an anti-social manner.</p>	<p>Participants Motorcyclists</p>	<p>Organizers Association of Chief Police Officers (ACPO)</p>	<p>Conductors Local providers appointed by ACPO.</p>	<p>Basis in law A remedial measure for those who disobey the Road Traffic Act requirement for 'driving with due care and attention'.</p>	<p>Description A remedial educational measure to improve motorcyclist behaviour and as a consequence, road user safety. Similar format to the ACPO Speed Awareness courses.</p>	<p>Results and assessment</p>	<p>Notes and other information</p>
UK24	<i>Education and awareness</i>	THINK! Motorcycles							
	<p>Started Ongoing</p> <p>Ended</p>	<p>Objective A campaign to raise motorcyclist awareness of driver behaviour and to raise driver awareness of motorcyclist behaviour.</p>	<p>Participants All Road Users</p>	<p>Organizers Department for Transport</p>	<p>Conductors Department for Transport</p>	<p>Basis in law</p>	<p>Description The campaign focuses on increasing driver vigilance to the presence and movements of motorcyclists ('Think Bike, Think Biker'), highlighting times when drivers should be particularly cautious e.g. at junctions and when parking. The campaign has an emotive tone, by focusing on the rider of the motorcycle and the impact a collision has on them. Motorcyclists are provided with similar guidance about safe behaviour around other vehicles and the need for anticipation of the prevailing traffic situation.</p>	<p>Results and assessment</p>	<p>Notes and other information</p>
UK25	<i>Education and training</i>	Older driver improvement workshop							
	<p>Started</p> <p>Ended</p>	<p>Objective To improve the driving ability and confidence of older drivers who volunteer for the course.</p>	<p>Participants Older drivers (over 60 years)</p>	<p>Organizers Road Safety Wales</p>	<p>Conductors Road Safety Wales</p>	<p>Basis in law</p>	<p>Description A workshop to allow older drivers to learn new skills and improve existing ones, whilst improving their confidence. The drivers can also have their driving performance assessed to highlight areas that need improvement.</p>	<p>Results and assessment</p>	<p>Notes and other information</p>
UK26	<i>Education and awareness</i>	THINK! Speed							
	<p>Started Ongoing</p> <p>Ended</p>	<p>Objective To make drivers aware of the necessity of obeying the speed limit and the dangers of excessive speed; so as to reduce speed-related road casualties.</p>	<p>Participants All drivers</p>	<p>Organizers Department for Transport</p>	<p>Conductors Department for Transport</p>	<p>Basis in law</p>	<p>Description An online and advertising campaign to disseminate important information, advice and safety measures relating to the effects of vehicle speed on road user safety.</p>	<p>Results and assessment</p>	<p>Notes and other information</p>

