

**Pre lesson**

**Road safety in the media**

**Year level: 10**

**Duration: 45 - 50 minutes**

## **Western Australian Curriculum links**

### **Health and Physical Education**

#### **Strand: Personal, Social and Community Health**

##### **Sub-strand: Being healthy, safe and active**

Analysis of images and messages in the media related to road safety  
(ACPPS092)

##### **Sub-strand: Contributing to healthy and active communities**

Health campaigns and/or community-based activities designed to raise awareness, influence attitudes, promote healthy behaviours and increase connection to the community (ACPPS096; ACPPS097)

### **English**

#### **Strand: Language**

##### **Sub-strand: Language for interaction**

Understand how language use can have inclusive and exclusive social effects, and can empower or disempower people (ACELA1564)

#### **Strand: Literacy**

##### **Sub-strand: Interacting with others**

Use organisation patterns, voice and language conventions to present a point of view on a subject, speaking clearly, coherently and with effect, using logic, imagery and rhetorical devices to engage audiences (ACELY1813)

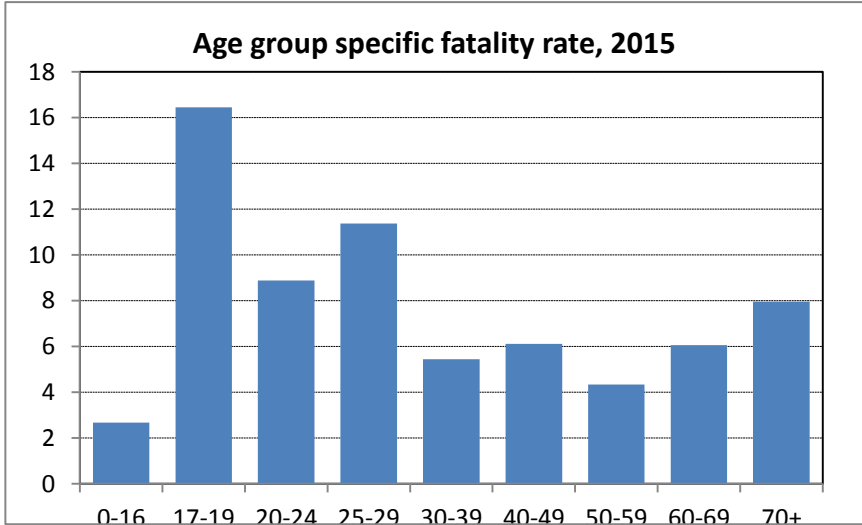
## Lesson Objectives

- Students recognise the importance of road safety to their age group
- Students explore examples of organisations that work towards making our roads safer
- Students analyse images and messages in the media related to road safety

## Materials/Equipment and Preparation

- Road safety article “Landmark WA Road Safety Campaign Launched” (copy attached in appendices)
- Graph titled ‘Age group specific fatality rate, 2015’ (copy attached)
- Road Safety Commission website <https://rsc.wa.gov.au/>
- Access to the Internet, and ability to project onto a big screen

## Lesson Plan

| Time      | Activity   |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
|-----------|--|-----------|------------------------------------|------|-----|-------|------|-------|-----|-------|------|-------|-----|-------|-----|-------|-----|-------|-----|-----|-----|
| 10 min    | <p><b>1. Introduction.</b></p> <p>Introduce to the students that this lesson is the first of a series that focuses upon road safety actions and behaviours that are stereotypical for their age group.</p> <p>a. Ask the students: “As a community how can we influence the actions and behaviours of people?”</p> <ul style="list-style-type: none"> <li>- Brainstorm the students’ ideas/responses</li> <li>- Examples may include: Police, laws, regulation, TV advertisements, social media, newspaper articles, peer pressure etc.</li> </ul> <p>b. Outline to the students that this lesson is going to focus upon an analysis of how the media relates to road safety.</p> <p>c. Ask the students: “Can anyone give me an example of a recent report in the media related to road safety?”</p> <ul style="list-style-type: none"> <li>- Discuss a couple of responses.</li> </ul>   |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 10 min    | <p><b>2. Graph interpretation.</b></p> <p>a. Display the following graph to the students:</p> <div style="text-align: center;">  <table border="1"> <caption>Age group specific fatality rate, 2015</caption> <thead> <tr> <th>Age Group</th> <th>Fatality Rate (per 100,000 people)</th> </tr> </thead> <tbody> <tr> <td>0-16</td> <td>2.8</td> </tr> <tr> <td>17-19</td> <td>16.5</td> </tr> <tr> <td>20-24</td> <td>8.8</td> </tr> <tr> <td>25-29</td> <td>11.5</td> </tr> <tr> <td>30-39</td> <td>5.5</td> </tr> <tr> <td>40-49</td> <td>6.0</td> </tr> <tr> <td>50-59</td> <td>4.2</td> </tr> <tr> <td>60-69</td> <td>6.0</td> </tr> <tr> <td>70+</td> <td>8.0</td> </tr> </tbody> </table> </div> <p><b>Note.</b></p> <p>This graph represents the Western Australia road fatality rate for different age groupings, adjusted by the population in each age group. In this instance the x-axis shows the age groupings, the y-axis represents the rate per 100,000 people. The age groups are chosen due to their relevance to typical participation in the driver licencing framework.</p> <p>b. Focus questions:</p> <ol style="list-style-type: none"> <li>i. What does this graph show? <ul style="list-style-type: none"> <li>- Refer to the note above for a detailed explanation.</li> </ul> </li> <li>ii. Why might the content and main message of this graph be of relevance to us now? <ul style="list-style-type: none"> <li>- You currently fall in the 0-16 age bracket; this group has the lowest death rate on the roads. In a couple of years’ time you will move into the 17-19 age bracket; this group has the highest death rate on the roads.</li> </ul> </li> <li>iii. How come there is a big difference between the 0-16 and 17-19 age groups?</li> </ol> | Age Group | Fatality Rate (per 100,000 people) | 0-16 | 2.8 | 17-19 | 16.5 | 20-24 | 8.8 | 25-29 | 11.5 | 30-39 | 5.5 | 40-49 | 6.0 | 50-59 | 4.2 | 60-69 | 6.0 | 70+ | 8.0 |
| Age Group | Fatality Rate (per 100,000 people)   |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 0-16      | 2.8  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 17-19     | 16.5   |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 20-24     | 8.8  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 25-29     | 11.5   |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 30-39     | 5.5  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 40-49     | 6.0  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 50-59     | 4.2  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 60-69     | 6.0  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |
| 70+       | 8.0  |           |                                    |      |     |       |      |       |     |       |      |       |     |       |     |       |     |       |     |     |     |

| Time   | Activity   |
|--------|--|
|        | <ul style="list-style-type: none"> <li>- Typically the 17-19 year age group is when most people get their licence and start driving.</li> <li>- Research shows that lack of driving experience is a major factor in crashes involving young people.</li> <li>- Learner drivers are safest while being supervised by an appropriate supervisor.</li> <li>- As a P plate driver, the crash risk increases dramatically.</li> </ul>   |
| 15 min | <p><b>3. Responsibility for road safety.</b><br/>Teacher to lead discussion based upon the following:</p> <ol style="list-style-type: none"> <li>a. Brainstorm 'Who is responsible for road safety in WA?' <ul style="list-style-type: none"> <li>- Me, you, drivers, passengers, pedestrians, other road users, police, the courts, government, RAC, the Road Safety Commission.</li> </ul> </li> <li>b. The "Road Safety Commission" was established on 1 July 2015. Its purpose is to harness the knowledge, expertise and interest in the community of Western Australia to reduce trauma on our roads.</li> <li>c. Briefly explore the Road Safety Commission website (on your interactive whiteboard or big screen) - <a href="http://rsc.wa.gov.au">rsc.wa.gov.au</a></li> <li>d. Handout a copy of the media report titled "Landmark WA Road Safety Campaign Launched" (alternatively display this on the big screen).</li> <li>e. Students to read the article/media report.</li> </ol>   |
| 10 min | <p><b>4. Analysis of the media report.</b><br/>Students to provide answers for the following:</p> <ol style="list-style-type: none"> <li>a. What is the origin of the media report? <ul style="list-style-type: none"> <li>- RSC</li> </ul> </li> <li>b. Summarise the article.</li> <li>c. Give your opinion on the idea behind the first and second road safety campaign.</li> <li>d. Could you trust the accuracy of the information contained in the report? Why/Why not? <ul style="list-style-type: none"> <li>- Comes from a WA Government agency / <a href="http://wa.gov.au">wa.gov.au</a> website</li> </ul> </li> </ol> <p>Discuss student responses.</p>   |
| 3 min  | <p><b>5. Road safety education for year 10's</b><br/>Teacher discussion:<br/>The RAC is one organisation that works hard to deliver road safety education to students across the State. The RAC Community Education team speak to more than 30,000 students a year about being safe on and near the roads. Their bstreetsmart crash scene re-enactment at Perth Arena shows young people the realities of making poor choices on the road. The re-enactment presents a situation that could have been avoided had appropriate decisions being made about getting home safely from a party.<br/>The RAC has launched a new program called "Road Ready". Along with other initiatives, "Road Ready" provides information about road safety topics that are relevant to your age group.<br/>Check out the "Road Ready" website at <a href="http://www.roadready.com.au">www.roadready.com.au</a><br/>Next lesson we will:<br/>Option A – Play a new online resource created by RAC. It is a graphic novel that allows you to interact with the character decisions to influence the outcome of a series of events about road safety.<br/>Option B – Have a visit from the RAC Community Education team where they will speak to us about road safety and being a good passenger when travelling in a vehicle with your peers.</p> |

| <b>Time</b> | <b>Activity</b>  |
|-------------|--|
| 2 min       | 6. <b>Conclusion.</b> Teacher discussion:<br>Today we explored examples of how the media can be used to deliver messages about road safety. I would encourage you to spend some time on the Road Safety Commission website. Our next lesson, using the RAC content, should be great fun. |

## Lesson Appendices

**Appendix 1.** Road safety article “Landmark WA Road Safety Campaign Launched” – to be used in activity 4.

# LANDMARK WA ROAD SAFETY CAMPAIGN LAUNCHED

10 July, 2016



**The Liberal National Government has launched the first of five new major road safety campaigns in an effort to change the behaviour of those motorists who are putting Western Australia’s lives at risk.**

Road Safety Minister Liza Harvey said the first two campaigns targeted the very best drivers and the very worst and they were grounded in the most extensive road safety research ever conducted in Australia.

“The Zero Hero campaign recognises the 800,000 WA motorists haven’t lost a demerit point in the last three years and seeks to normalise good driving that the vast majority of Western Australians do,” Mrs Harvey said.

“Through the Zero Heroes we want to put the spot light on the fact the vast majority of drivers are doing the right thing and use that massive amount of people to influence the driving of those people around them – their children, parents, friends and other loved ones.”

The Minister said the second campaign would target the Risk Takers who speed, drink drive, use their mobile phones and don't wear seatbelts. In 2013, 62 Risk Takers were killed on WA roads.



“Our research shows that these Risk Takers endorse speeding, don't see any of these behaviours as a road safety issue and are not motivated by personal injury,” Mrs Harvey said.

“But the research shows they are motivated by the threat of losing their licence, subsequent loss of freedom and negative social consequences, and our campaign reflects that.”

The Risk Taker campaign documents the life of “Nate” who has lost his licence and is forced to rely on his mother to drive him around. The campaign follows Nate over the period he has lost his licence as the stark reality of his new life sets in.

“This campaign aims to have those risk takers in our community cringe and think about how their life would be impacted should they end up in Nate's position – something they find much more realistic than actually dying as a result of their risky driving,” Mrs Harvey said.

#### **Fact File:**

- \$4 million has been allocated from the Road Trauma Trust Account to deliver the road safety education campaigns in 2016-17
- Campaign will spread across TV, online, radio and outdoor advertising
- To check your demerit points, visit [the Department of Transport website](#) 
- [Minister's Media Statement](#) 

#### **Media Contact:**

April Nicholls  
Road Safety Commission  
0467 802 855 / [april.nicholls@rsc.wa.gov.au](mailto:april.nicholls@rsc.wa.gov.au)

#### **Source:**

<https://rsc.wa.gov.au/news-media/News/2016/Landmark-WA-road-safety-campaign-launched>



**Appendix 2.** Graph showing the Western Australian age group specific road fatality rate in 2015 – to be used in activity 2.

