

Road Safety Activities

In Car Safety
<p>Schools took part in a competition for which pupils had to design an In Car Safety poster. The overall winning poster was used to launch an In Car Safety Campaign at the end of October 2002. The overall winner was presented with a prize in an assembly and the poster was disseminated to all Luton to Health Centres and Schools.</p> <p>Leaflets for the Infant Love Seat Loan scheme are being handed out to expectant mothers by the Luton & Dunstable Hospital. All the Health Centres and Doctors surgeries keep a supply of In Car Safety Leaflets. A Road Safety Officer visited Ante Natal Clinics and Health Centres to advise parents on In Car Safety.</p> <p>Luton's Road Safety Team worked together with BUSK (Belt Up School Kids). This campaign was aimed at the 12 to 16 age group by disseminating book marks which contained two very poignant messages 'Wear a Seat Belt at all times' and 'never use a mobile phone whilst crossing the road'.</p>
Theatre In Education
<p>The Road Safety Team hired in the services of the Tiny Giants Theatre Company who performed to 20 schools (Junior & Primary) w/c 25th November 2002 & w/c 2nd December 2002. The play – Spike covers rules of the road, seat belts and crossing between parked cars etc.</p> <p>The Road Safety Team have also booked ten performances of Legal Weapon (Ape Theatre Company) for w/c 10th March 2003. The Luton RST, working in partnership with Bedfordshire Road Team, has booked Legal Weapon for w/c 3 March 2003 & 7th March 2003. The Tiny Giants Theatre Company will also perform to 10 schools w/c 31 March 2003.</p>
Be Seen Be Safe Campaign
<p>Luton Schools took part in a competition for which pupils are asked to write a poem entitled Be Safe Be Seen. Winning entries will be read on BBC Three Counties Radio. The Road Safety Team visited supermarkets etc and handed out leaflets to parents and children during the autumn half term week.</p>
Walk to School Week
<p>In May 2002, 20 schools took part in Walk to School week, and pupils took part in a competition where they had to write a newspaper article in which they had to compare their journey to school with that of their parents or grand parents. Schools were also provided with free resources.</p> <p>Twenty-eight schools took part in the October Walk to School Week. The RST provided free resources and ran a competition in which children were asked to write a poem about road safety</p>
Vehicle Car Checking Day
<p>The Council supported National Road Safety Week by offering free car safety checks on 27th September 2002. The RST worked in partnership with STS Holburn Tyres and</p>

APPENDIX A

Exhausts. The aim of the day was to raise awareness to the driver of the vehicle and to check a few basic requirements that should be completed on a regular basis. 32 vehicles were checked. <i>(Note: A team of six mechanics can only manage to check 40 cars per day working flat out).</i>
For My Girlfriend (Make the Commitment)
The For My Girlfriend display was moved to different venues in Luton, such as local businesses, 6 th form colleges etc. The RST are in the process of producing a newsletter relating to speed issues, which will be available in February 2003.
Road Safety Resources
All schools have been sent copies of the Road Safety Resources catalogues, together with a poster offering help introducing Road Safety into the National curriculum and with classroom work etc. Year six students were sent Route 1 magazine (Road Safety magazine. Walking Bus leaflets and School Travel Plan leaflets were sent out all schools. Posters and leaflets are sent to all Luton Libraries.
Safety Around Schools Project 2002/03
Seven schools are taking part in the SAS project this year.
Drink-Drive Campaigns
The summer campaign consisted of poster publicity. Department for Transport posters along with material produced in house were displayed in pubs, clubs and public buildings throughout Luton. The winter campaign was launched at ASDA stores where members of the public were invited to taste a non-alcoholic alternative to their usual seasonal tippie.
Speed
<p>In partnership with Bedfordshire Police Luton's Road Safety Team organised two sessions of Operation PRIDE one in April and one in October.</p> <p>The 'For my Girlfriend' campaign will be launched on February the 14th with a crash reconstruction in Market Hill Luton. The Fire Service, Police & Ambulance Service will be working in Partnership with Luton's Road Safety Team to deliver a hard hitting launch to this campaign.</p>