

The RoadPeace Andy Cox Challenge
How far will you go to save lives on our roads?
May 16-22, 2022



Engaging with schools & communities
Tuesday May 17, 2022



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What? – An opportunity for police and local authorities to involve schools and communities in the RoadPeace Andy Cox Challenge 2022.

When? – Tuesday May 17 is ‘Schools Day’ - linking in with the main theme of the day – ‘Speeding and 20mph zones.’

Why? – Because in 2020, **41** children (age 0-15) were killed, **1,578** were seriously injured and **7,552** were slightly injured in collisions on the UK’s roads. This is despite the restrictions on travel, school closures and the requirement for the public to stay at home during much of 2020, to manage the Covid-19 pandemic.

How? – **The concept:** Gather children and/or parents and teachers in the playground or school hall to represent the number of people killed and injured on their county’s roads in 2020 (*all casualties or just children, depending on local figures*). This would create a powerful image, which would really create impact if many schools take part at the same time.

- **Promotion:** Invite the local media to film or photograph the gathering & promote the campaign on social media using the hashtags: **#AndyCoxChallenge, #Schools, #Children and #TalkAboutRoadDeath**

Who? – This concept could be incorporated as part of a school assembly or at drop off or pick up times to raise maximum awareness. As a result, children, teachers, parents, and perhaps the community, will be educated on the dangers posed by road crashes and the volume of deaths and injuries each year. This week is also Walk to School Week, so the two campaigns will link in well.



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The Nottinghamshire example:

9:15am – Assembly held for Key Stage 1 children around road danger (softer angle)

9:45am – 24 children will gather in the playground of Sutton Bonington Primary School to represent the 24 children who were seriously injured on Nottinghamshire's roads in 2020 (thankfully, there were no child fatalities). KS1 and KS2 children to be brought out to the playground to observe and learn more about road crashes.

10:00am – Assembly held for Key Stage 2 children around road danger (more advanced)

3:30pm – 24 children will again gather in the playground to represent the 24 children who were seriously injured on Nottinghamshire's roads. This will educate parents collecting their children from school.

Wear Purple Day – The children will be urged to wear purple this day to mark the campaign and to reflect the RoadPeace brand. A donation of £1 per child will be encouraged.

Promotion – The local media will be invited to photograph or film the children. They will be provided with a news release outlining the campaign details and how it links to the wider Andy Cox Challenge message.

The school will promote the campaign on their social media channels, using the relevant hashtags and tagging in RoadPeace and Andy Cox.

| Severity | 0 - 5 | 6 - 10 | 11 - 15 |
|----------|-------|--------|---------|
| FATAL | 0 | 0 | 0 |
| SERIOUS | 1 | 4 | 19 |
| SLIGHT | 26 | 44 | 82 |
| KSI | 1 | 4 | 19 |

Nottinghamshire road casualty data 2020



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National Road Casualty Data & Facts



2020 - all ages:

| Age band | All casualties | Fatal (2020) | Serious (2020) | Slight (2020) | Fatal (Male) | Serious (Male) | Slight (Male) | Fatal (Female) | Serious (Female) | Slight (Female) |
|-------------|----------------|--------------|----------------|---------------|--------------|----------------|---------------|----------------|------------------|-----------------|
| 0 - 5 | 1832 | 12 | 268 | 1552 | 4 | 166 | 854 | 8 | 102 | 687 |
| 6 - 10 | 2599 | 10 | 380 | 2209 | 9 | 239 | 1197 | 1 | 140 | 1005 |
| 11 - 15 | 4740 | 19 | 930 | 3791 | 12 | 649 | 2301 | 7 | 281 | 1473 |
| 16 - 20 | 11627 | 108 | 2145 | 9374 | 84 | 1578 | 5841 | 24 | 566 | 3515 |
| 21 - 25 | 13568 | 136 | 2088 | 11344 | 109 | 1528 | 6946 | 27 | 560 | 4371 |
| 26 - 35 | 25511 | 251 | 3808 | 21452 | 204 | 2854 | 13554 | 47 | 952 | 7816 |
| 36 - 45 | 17805 | 209 | 2798 | 14798 | 174 | 2089 | 9218 | 35 | 709 | 5549 |
| 46 - 55 | 15669 | 194 | 2865 | 12610 | 158 | 2073 | 7547 | 36 | 791 | 5042 |
| 56 - 65 | 10390 | 185 | 2283 | 7922 | 151 | 1561 | 4812 | 34 | 722 | 3103 |
| 66 - 75 | 5337 | 147 | 1369 | 3821 | 107 | 839 | 2122 | 40 | 530 | 1698 |
| Over 75 | 4025 | 189 | 1004 | 2832 | 116 | 522 | 1530 | 73 | 482 | 1301 |
| 2481 | 113103 | 1460 | 19938 | 91705 | 1128 | 14098 | 55922 | 332 | 5835 | 35560 |

Age 0-15:

- 41 killed
- 1,578 seriously injured
- 7,552 slightly injured

- Five people die, on average, every day on the UK's roads
- More than 60 people are seriously injured, on average, every day on the UK's roads
- Globally, road traffic injuries are the leading cause of death for children and young adults aged 5-29 years

Other useful facts:

<https://www.brake.org.uk/get-involved/take-action/mybrake/knowledge-centre/uk-road-safety>

<https://www.think.gov.uk/road-stats>

<https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>

Table data source:
Reported road casualties Great Britain, annual report: 2020. Note: This is the most up-to-date verified casualty data available.



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Localised Road Casualty Data



Road Safety Support's data analysts have created a casualty data calculator for the Andy Cox Challenge, which will allow all UK police forces to quickly and easily calculate their local 2020 data.

How to access the localised data:

- Click: [UK-Force-Casualty-Data-Calculator-2020.xlsx](#)
- The spreadsheet has four tabs. Click on 'Tab 2 Age Group Summary All'
- Every force area code is displayed in the tables on the left. Find yours
- Enter your force code in the yellow, red bordered cell of the 'Local Analysis Table' (in the case of Nottinghamshire – 31) and click 'enter'
- The table will then display all of the age and severity casualty data relating to your chosen force area for 2020 (the figures represent individual victims rather than collisions)
- **Note:** The KSI figure is the total number of 'fatal' and 'serious' casualties combined, minus the 'slight' casualties. It should **not** be included when totalling up the age band columns

Tab 2 Age Group Summary All

| code | Casualties |
|------|--------------------|
| 1 | Metropolitan |
| 3 | Cumbria |
| 4 | Lancashire |
| 5 | Merseyside |
| 6 | Greater Manchester |
| 7 | Cheshire |
| 10 | Northumbria |
| 11 | Durham |
| 12 | North Yorkshire |
| 13 | West Yorkshire |
| 14 | South Yorkshire |
| 16 | Humberside |
| 17 | Cleveland |
| 20 | West Midlands |
| 21 | Staffordshire |
| 22 | West Mercia |
| 23 | Warwickshire |
| 30 | Derbyshire |
| 31 | Nottinghamshire |
| 32 | Lincolnshire |
| 33 | Leicestershire |
| 34 | Northamptonshire |

| Local Analysis Table | | | | | | | | | | | | | | | |
|----------------------|------------|----------|-------|--------|---------|---------|---------|---------|---------|---------|---------|---------|--|--|--|
| Force area | Force code | Severity | 0 - 5 | 6 - 10 | 11 - 15 | 16 - 20 | 21 - 25 | 26 - 35 | 36 - 45 | 46 - 55 | 56 - 65 | 66 - 75 | | | |
| Nottinghamshire | 31 | FATAL | 0 | 0 | 0 | 0 | 1 | 4 | 5 | 3 | 3 | 4 | | | |
| | | SERIOUS | 1 | 4 | 19 | 44 | 38 | 70 | 41 | 43 | 43 | 34 | | | |
| | | SLIGHT | 26 | 44 | 82 | 161 | 212 | 498 | 231 | 134 | 134 | 79 | | | |
| | | KSI | 1 | 4 | 19 | 44 | 39 | 74 | 46 | 46 | 46 | 38 | | | |

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Here are a few examples of successful campaigns which really helped to illustrate the impact of road death and the number of people killed or injured on the roads:



www.bbc.co.uk/news/uk-england-lincolnshire-48021521



<https://youtu.be/YlakweXpAwo>

www.youtube.com/watch?v=k2tOye9DKdQ

www.youtube.com/watch?v=hQAT3X2suxU



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www.youtube.com/watch?v=0tteHhYh9rU

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Other tools that may help when working with schools...

- www.brake.org.uk/get-involved/for-professionals/teachers-and-youth-workers/teaching-resources
- www.think.gov.uk/education-resources



And finally...

For further advice please contact Rebecca Morris, Media & Marketing Manager at rebecca.morris@roadsafetysupport.co.uk or on 07872 380534.



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