

REACHING SCHOOLS AND TEACHERS

- EXPERIENCES FROM DENMARK

LEARN! Expert Panel Meeting 2022

PRESENTATION // 14 SEPTEMBER 2022



Rådet for
Sikker Trafik

Danish Road Safety Council

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OUR JOURNEY TOWARDS GETTING THE SCHOOLS TO TEACH



2015

LEARN!
PROJECT

2022

HOURLSS SUBJECT IN DENMARK = IN REALITY FEW HOURS TO TEACH TSaME
OUR FOCUS IS PRIMARILY ON GRADE 0-9
APP. 67.000 pupils pr. grade = 630.000 pupils

PHASE 1: FOCUS ON QUALITY MATERIALS



- Digitalization
- Free of charge
- All tested and evaluated - some dumped/new developed
 - Adapted 1-to-1 to national learning goals for TSaME
 - Interdisciplinary focus
 - New teachers' manuals & new assignment sheets

0.-3. klasse

På gåtur med ALBERT & ROSE

Gåprøven
 0.-3. klasse / Dansk, Truffe / 2-4 lektioner
 Med Gåprøven lærer elever at gå sikkert og sundt på fodgængerstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at gå sikkert og sundt på fodgængerstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at gå sikkert og sundt på fodgængerstier.

Den lille Cyklistprøve
 2.-3. klasse / Matematik, Truffe / 2-4 lektioner
 Denne prøve er en del af den lille Cyklistprøve. Den handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Få puslen op
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

4.-6. klasse

Cyklistprøven
 4.-6. klasse / Matematik, Truffe / 10-12 lektioner
 Denne prøve er en del af den lille Cyklistprøve. Den handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Testlotter
 4.-6. klasse / Matematik, Natur / 10-12 lektioner
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Trafik og hærfærdighed
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

7.-9. klasse

Sikker Trafik LIVE
 6.-9. klasse / Lærerbog
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

360°
 6.-9. klasse / Samfundsfag, Kristendom, Truffe / 2-4 lektioner
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Mens vi lever
 6.-9. klasse / Dansk, Kristendom, Beretning / Truffe / 8-12 lektioner
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Podcasts i undervisningen
 6.-9. klasse / Dansk, Truffe / 2-4 lektioner
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

Kampagner i undervisningen
 7.-9. klasse / Dansk, Truffe / 2-4 lektioner
 Denne prøve handler om at lære eleverne at cykle sikkert og sundt på cykelstier. De får også at vide, hvordan de kan hjælpe deres venner og familie til at cykle sikkert og sundt på cykelstier.

PHASE 2: MONITORING USE OF MATERIALS

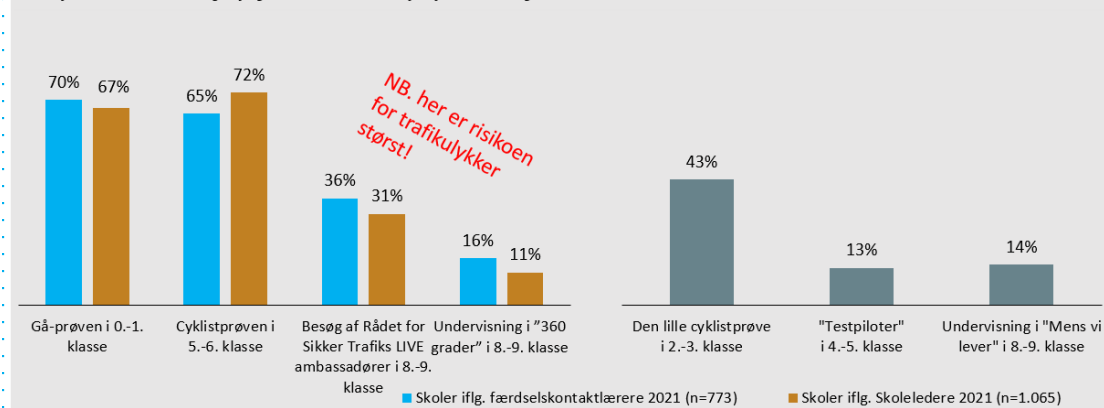


- Digitally (UNI-login)
- Quant surveys to schools

INSIGHTS:

- **Not all schools teach**
- **Teaching is primarily done in the lower grades and little in the higher grades (where the risk is highest!)**

Gennemfører din skole almindeligvis følgende hvert år som del af trafikundervisningen?



PHASE 3: MARKETING STRATEGY



• Schools - teachers:

- Start of term physical package with posters, stickers, teaching materials, teacher's manuals etc. to all schools– with special focus on grade 0 + oldest pupils, but also grade 5-6
- “Win a sub” (a substitute teacher) – for grade 7-9
- Small films marketing our TSaME materials
- Teachers' exhibitions
- Teachers' seminars
- Local network meetings for schools, municipality and local police
- Advertising (print and SoMe) - teachers



RESULT:

- **Did not increase teaching (unfortunately), and was very expensive...**



PHASE 4: NEW STRATEGY



• "Burger-model":

- Prioritize TSaME: Minimum (Pedestrian test (5-7 hr), Cycling test (10 hr), Risk factors/ reflection/LIVE (2-4 hr) = LEARN Principl.) All part of nat. learning goals/curriculum
- Top-down bottom-up
- Annual strategy and action plan day
- Quant surveys: Schools and director's of municipalities' school depart

• For teachers (examples):

- Traffic safety teachers' courses
- Annual TSaME wheel
- Webinars
- Newsletters (2000 teachers)

Top-down



Municipalities

School head masters

Strengthening cooperation between municipalities' School departments and school head masters regarding TSaME- via e.g. meetings bw the two parties
= ensuring teaching and follow up is being carried out

Goal: Increase the schools' "right" TSaME

Traffic safety teacher

Teachers

Via courses, newsletters, meetings etc. help the traffic safety teachers in their teaching and in making their fellow teachers teach

Bottom-up



RESULT

Status quo = Maintaining level of teaching in bumpy period (national school reform, COVID19, grade 0 teachers stopping etc.)

Output:

- More schools teach "minimum measures" (and preferably more)
- More schools have traffic safety teacher
- More schools have a traffic safety policy with targets for education
- More schools have a School Patrol (if applicable)

PHASE 5:

KPIs FOR TSaME IN NATIONAL ACTION PLAN



States that no ministry oversees follow-up (ETSC LEARN! Report)

KPI no. 7

Prevalence of road safety education in primary schools subject to the Ministry of Children and Education's professional Common Goals for Road Safety Education (unfortunately only in Danish: [GSK FællesMål Færdselslære \(emu.dk\)](#) and [GSK læseplan Færdselslære 2020 \(emu.dk\)](#):

- Proportion of schools that, as a minimum, use/teach walking/pedestrian test (grade 0-1)
- Proportion of schools that, as a minimum, use/teach walking cycling test (grade 5-6)
- Proportion of schools that, as a minimum, use/teach "Road Safety LIVE"/"360 Degrees" (= the pupils are being taught risk factors and possible consequences of oneself and others behavior in traffic, e.g. via video carrier material or guest teacher dealing with a real traffic accident (grade 8-9)
- Proportion of schools that have a road safety teacher.

Please note that in Denmark our primary schools are defined as grade 0-10 (pupils aged 5-15/16 years old)

The Danish Road Safety Commission has selected the following eight KPIs:

- 1. Speed** Percentage of car drivers observing the speed limit on roads with different speed limits.
- 2. Helmet use** Percentage of cyclists (including e-bikes and speed pedelecs), drivers of small mopeds and electric scooters, respectively, using bicycle helmets or helmet air-bags in urban traffic.
- 3. Affected by alcohol, drugs and medicine** The ratio between the number of seriously injured and fatalities in accidents, in which one or more of the involved persons are affected by alcohol, drugs or medicine, and the total number of seriously injured and fatalities.
- 4. Distraction/inattention** Behavioural development for the following distractors at speeds above 40km/h: Use of hand-held and hands-free mobile phones for speaking, reading and texting on telephone, operating GPS and other clear distractions (getting things out or putting things aside).
- 5. Conditions of the car fleet** Percentage of the car fleet older than 10 years.
- 6. Use of seatbelt** Percentage of drivers of passenger cars using seatbelts.
- 7. Road safety education in primary school** Prevalence of road safety education in the primary school subject to the Ministry of Children and Education's professional Common Goals for Road Safety Education: Proportion of schools that, as a minimum, uses walking tests, cycling tests and Road Safety LIVE/360 Degrees as well as proportion of schools that has a road safety teacher.
- 8. Municipal road safety action plans** The proportion of Danish municipalities that has adopted a road safety action plan.

List of recommended actions from second part of plan

Main category 1

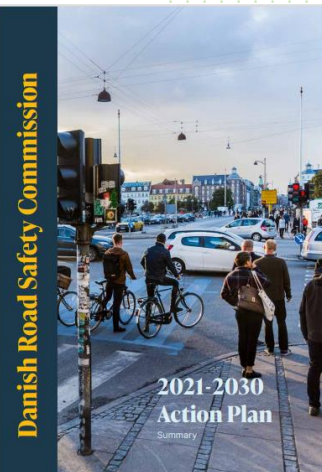
Teaching and communication

- 1.1. Strengthening traffic education in primary schools
- 1.2. Traffic education in secondary schools
- 1.3. Accidents with children and young people in their leisure time
- 1.4. Measures to support the qualified involvement of parents / caregivers – parents as role models
- 1.5. New driving training
- 1.6. Inattention campaign
- 1.7. Speed campaign
- 1.8. Young drivers – Campaign
- 1.9. Older road users – Campaign
- 1.10. School start campaign
- 1.11. Drunk driving campaign
- 1.12. Increased helmet use – Bicycle, moped and small powered vehicles
- 1.13. Traffic Culture – Campaign
- 1.14. Taillights – Campaign
- 1.15. Youngsters in traffic – Campaign for teenagers
- 1.16. Lacking/insufficient orientation – Campaign
- 1.17. Traffic policy in schools
- 1.18. Traffic policies in private and public companies. Requirements for procurement
- 1.19. Traffic policies in clubs and associations

Main category 2

Road design and traffic management

- 2.2. Greater prevalence of road safety audits
- 2.3. Road safety inspection (operation and maintenance)
- 2.3. Increased use of differentiated speed limits
- 2.4. Road safety measures on roads outside urban areas
- 2.5. Road safety measures on roads in urban areas
- 2.6. Funds for improving traffic safety in municipalities
- 2.7. Operation and maintenance with increased focus on
- 2.8. Targeted safety improvements on the state road network

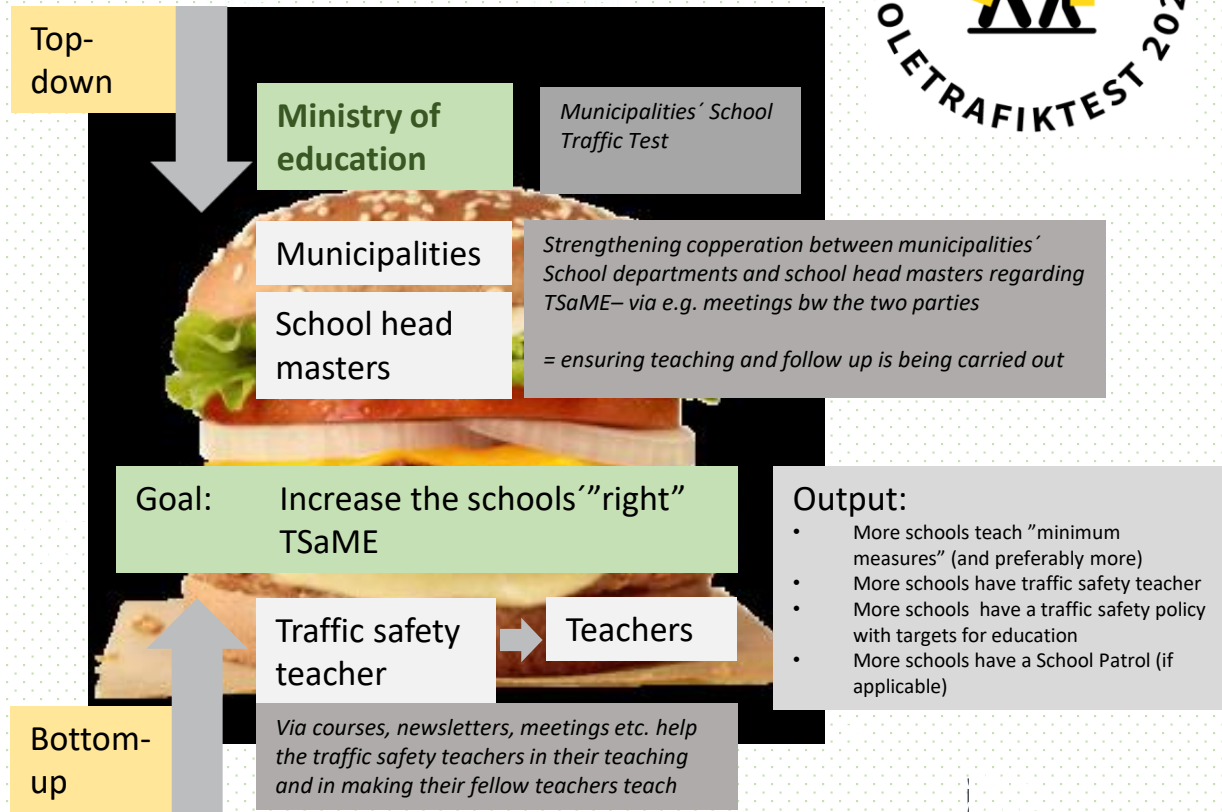


PHASE 6:

STRUCTURAL: Municipalities' School Traffic Test



- Structural
- Annual test (all schools & all municipalities: resp. 7 & 8 questions)
- Using the "ministry card" = extra level in our top-down burger model





Kommunernes Skoletrafiktest 2022

Skole-spørgeskema

BESVARES AF SKOLERNE (SKOLENS SKOLELEDER OG FÆRDELSKONTAKTLÆRER, HVIS DER ER SÅDAN EN):

NB. Bemærk venligst, at dette spørgeskema blot er til orientering. Det rigtige skema vil skulle besvares online.

Spørgsmaalsnummer	Spørgsmål
Baggrundsspørgsmål (hvis analysebureau ikke har disse informationer) – skal ind som første spørgsmål	I hvilken kommune ligger skolen, du er skoleleder for? <ul style="list-style-type: none">(_1) Drop-down med kommuner
Baggrundsspørgsmål (hvis analysebureau ikke har disse informationer) – skal ind som første spørgsmål	Hvilken type skole er din/jeres skole? <ul style="list-style-type: none">(_1) Folkeskole(_2) Privatskole(_3) Friskole
Baggrundsspørgsmål (hvis analysebureau ikke har disse informationer) – skal ind som første spørgsmål	Hvilke trin har skolen? (sæt evt. flere kryds) <ul style="list-style-type: none">(_1) Indskoling (0.-2. klasse)(_2) Mellemtrin (3.-5. klasse)(_3) Udskoling (7.-9. klasse)(_4) 10. klasse

Spørgsmaalsnummer	Spørgsmål til testen 2022	Point for svar	Pop-up tekst som vil fremgå af det rigtige online skema (sættes kun ind ved udvalgte spørgsmål)
1	Har din/jeres skole en færdselskontaktlærer? <i>Færdselskontaktlæreren's opgave er at vejlede skolens øvrige lærere og pædagoger i at undervise eleverne i trafikikkerhed. Færdselskontaktlæreren (hedder på nogle skoler noget andet) er typisk udpeget af skolelederen. På nogle få skoler – oftest mindre skoler - varetages rollen af skolelederen eller anden person (hvis det er tilfældet på din/jeres skole, så benyt svarmulighed 1).</i>	MAX. 100 POINT KAN OPNÅS	



7 questions - MAX 600 points in total:

1. Traffic contact teacher (KPI)
2. Walking/pedestrian test (grade 0-1) (KPI)
3. Cyclist test (grade 5-6) (KPI)
4. Taught about risk factors and possible consequences of own and others' behavior in traffic (KPI), e.g. via video-based material or a guest teacher dealing with a real traffic accident (LIVE/360 degrees) (grade 8-9)
5. Traffic policy, which states at which grade levels there is traffic education
6. School Patrol (no points for this question)
7. Who has answered the test



Kommunernes Skoletrafiktest 2022

Kommune-spørgeskema

BESVARES AF REPRÆSENTANTER FRA KOMMUNENS TEKNIK- & MILJØFORVALTNING OG BØRNE- & UNGEFORVALTNINGEN SAMT EVT. KOMMUNENS SKOLECHEF:

NB. Bemærk venligst, at dette spørgeskema blot er til orientering. Det rigtige skema vil skulle besvares online.

Spørgsmåls-nummer	Spørgsmål til testen 2022	Point for svar	Pop-up tekst som vil fremgå af det rigtige online skema (sættes kun ind ved udvalgte spørgsmål)
1	Har jeres kommune i skoleåret 2021/2022 inviteret kommunens grundskoler til fælles møde(r) om trafikundervisningen, hvor skolelærernes færdighedsinstruktører, politiet og evt. andre har deltaget? <i>Disse møder kaldes ofte "netværksmøder" og har fokus på videndeling og koordinering.</i>	MAX. 55 POINT KAN OPNÅS	
	• [_1] Ja, vi har inviteret alle kommunens folke-, privat- og friskoler til et eller flere møder	55	
	• [_2] Ja, vi har inviteret kommunens folkeskoler til et eller flere møder, men privat- og friskolerne blev ikke inviteret	45	
	• [_3] Nej, det har vi ikke, men vi vil gøre det i skoleåret 2022/2023	10	
	• [_4] Nej, det har vi ikke, og det kommer vi heller ikke til i skoleåret 2022/2023	0	
	• Uddyb evt. dit/jeres svar: _____	0	
2	Har jeres kommune i skoleåret 2021/2022 deltaget i mindst ét møde med politiet (kredsråd, lokalråd eller tilsvarende mødefora), hvor I har drøftet trafikikkerheden på kommunens skoler (f.eks. trafikikkerheden rundt om skolerne, skolepatrulje, afholdelse af gåprøve, cyklistprøve m.v.)?	MAX. 55 POINT KAN OPNÅS	
	• [_1] Ja, vi deltaget i et eller flere møder, hvor vi har drøftet trafikikkerheden på kommunens skoler	55	

8 questions - MAX 400 points in total:

- Network meetings:** Joint meeting(s) about traffic education, where the schools' traffic contact teachers, the police and possibly others have participated
- District council/local council:** Meeting with the police, where you have discussed traffic safety at the municipality's schools (e.g. traffic safety around the schools, school patrol, holding a walking test, cycling test, etc.)
- Municipalities' director of schools:** Communicated with all the head teachers from the municipality's primary schools about whether the individual primary school implements traffic education at all levels? (e.g. by putting it on the agenda for a school head meeting)
- Traffic policy schools:** Motivated schools to formulate one
- Road safety campaigns targeting the schools**
- Politically adopted traffic safety plan** (also called mobility plan, traffic plan, etc.), which states that all primary schools in the municipality must carry out traffic education at all levels
- Other measures** which contribute to the municipality's school children being safe in traffic
- Who has answered this test**

PHASE 3: STRUCTURAL: Municipalities' School Traffic Test

STATUS

- Impressive participation rate:
 - Municipalities: 97 out of 98
 - Primary schools (grade 0-9, both public and private): 1177 = 75 %



- Results ultimo September
- Winners appointed on annual Safe Traffic conference ultimo October ☑
- Municipalities get their own individual report
- **Ministry of Education & Danish Road Safety Commission** (ministry will make follow-up in relation to schools who have not participated/taught)
- Press, communication, counselling etc.

RECOMMENDATIONS

- ✓ Quality TSaME materials – tested and evaluated
- ✓ Prioritize which TSaME materials are a minimum for the schools to teach
- ✓ Top-down combined with bottom-up
- ✓ Annual internal strategy and action plan day
- ✓ Focus on structural change.