



'TRAFFIC WEEKS' FOR SECONDARY SCHOOLS



AIM

VSV offers a complete and practice-oriented learning line for traffic education.

Targets:

- *Pre-school children*
- *Primary school pupils*
- ***Secondary school pupils***
- *(Future) teachers*

APPROACH

Practice oriented

Not in classroom setting

Step by step

From protected environment to real traffic conditions

Teach the teacher

Courses

Materials

TRAFFIC EDUCATION IN SECONDARY SCHOOLS

Until 2016

- VSV: *Driving license at School* 2008
- Federal Traffic Police: Workshops in schools

September 2016

- Federal Traffic Police discontinues traffic education (new policy priorities)

→ Alternative by VSV

CHALLENGES

Limited means

- *Quality programme*
- *Large reach*

Efficient organisation

Limited cost for schools

CHALLENGES

Teach the teacher in primary schools

≠

Teach the teacher in secondary schools

- *Traffic Test (primary schools) → 30.000 pupils*
- *MobiBrain (secondary schools) → 3.000 pupils*

CHALLENGES

Traffic education in Flanders –

Learning outcomes:

- *Primary education: well-defined + binding*
- *Secondary education: vague + non-binding*

GOOD EXAMPLE: MOBIBUS

Mobibus = travelling exhibition on road safety and mobility

Local police or local administration

- *Books Mobibus for 1 week*
- *Communicates to schools + makes planning*

VSV

- *Sends monitor on site*
- *Sends all materials*
- *Invoices local police / administration*

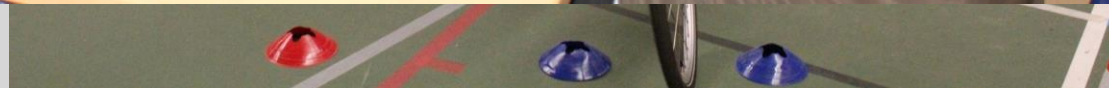
Schools

- *Keep to planning*

TRAFFIC WEEKS SINCE JANUARY 2017

Quality workshops on road safety
Practice oriented

- *Secondary school pupils*
- *Workshops adapted to grade / age*
- *€ 1,000 /week*



APPROACH

Local police or local administration

- *Books a Traffic Week*
- *Communicates to schools + makes planning*

VSV

- *Sends 2 monitors (3 regions: West, Central, East)*
- *Brings all materials*
- *Invoices local police / administration*

NEW: Individual school bookings

STRENGTHS

More traffic education in secondary schools

- *Accident statistics peak from age 10-15 onwards*

VSV fills the gap

- *Primary vs secondary schools*
- *Less traffic education by police*

Approach

- *Interactive*
- *Attitude building*

STRENGTHS

Image building opportunity for schools

Directly targeted to youngsters

- *Trained monitors >< teachers*
- *Message comes across*
- *Reach: 45,000 pupils/year*

Limited cost

WEAKNESSES

Limited reach compared to Traffic Police

- *6 monitors vs 25*

More administration

- *At school level + VSV level*
- *Preparation (visiting venues,...)*
- *Monitors have to travel larger distances*
- *Intensive courses: materials – presentations*

Not for free

OPPORTUNITIES

Effect evaluation

- *Learning yield (\approx knowledge)*
- *Behaviour change (\approx attitudes)*

Possible expansion

- *Integrating local initiatives*