

Case Study

Community Road Safety Grant



Blue Datto

Keeping Safe Program
\$5,000 (multiple grants) – 2018/19

Project aims

The aim of the program is to increase community awareness that the loss of life and serious injuries on our roads are preventable, when individuals make safer decisions as drivers and passengers.

'Keeping Safe' targets at-risk youth through community and sporting groups, with Blue Datto committed to increasing community awareness at every opportunity through reminders and the reinforcement of safety messages.

Implementation

In 2018/19, Blue Datto aimed to significantly expand the scope of its existing field work to reach more people aged under 26. A priority was to identify new high-risk and disadvantaged groups and establish strategic relationships with them by engaging with whom they were already involved. This included youth groups, sporting clubs and other non-profit organisations.

Festivals and similar events were also identified as the most impactful way to interact with young people.

The Keeping Safe program reach expanded dramatically during the year and it is now across Western Sydney, Penrith, the Hawkesbury, the Central Coast and Hills District. It now has an additional focus on corporate environments in response to an increase in fatalities and crashes in the 30-50 age bracket.

Project outcomes

Blue Datto's projects have successfully connected with large numbers of high-risk community members to provide opportunities and tools to reflect on previous behaviours so they can make wiser and positive changes about their driving. The Hunter Academy of Sport is a perfect example (see next page).

The Keeping Safe Program has boosted participants' confidence to encourage better risk assessments that empower them to protect themselves, their family and their community.



Next steps

Each year, Blue Datto has successfully consolidated upon its work in increasing the reach, the impact and demand for its programs.

It plans to continue the Keeping Safe Program into the future.



Hunter Academy of Sport – \$8,000

After research showed athletes travel over 40,000 kilometres on average per year to events and training, a decision was made in 2019 by the Hunter Academy of Sport to integrate road safety education into its programs. The Academy wanted to ensure no athletes or family members were lost due to poor on-road decisions such as driving while fatigued.

Blue Datto was engaged to deliver this training.

Four education sessions took place involving up to 100 athletes and their parents. In total, 400 athletes received road safety education with the specific aim to reduce road trauma in regional NSW.



The NSW Government's Community Road Safety Grants Program is helping to move communities across the state towards zero road trauma by providing financial support to community groups to run local projects that increase road safety awareness and support safer road use.

For more information on the next round of grants see

roadsafety.transport.nsw.gov.au/aboutthecentre/communitygrants