

RESOURCES TO SUPPORT THE ROAD TO ZERO PROGRAM: GETTING THE MESSAGE

Activity overview	VCE Vocational Major curriculum outcomes	Activity duration	Suggested use
<p>Analysing road safety campaigns</p> <p>Students watch an excerpt from the <i>Gruen Transfer</i> (where the panel analyses road safety ads) and a short video of a TAC representative talking about the TAC's current approach. They identify the strategies used in the ads to influence people's road safety behaviour, and explore whether they align with the TAC's current approach.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> Unit 4: Outcome 1 <p>Literacy</p> <ul style="list-style-type: none"> Unit 2: Outcome 1 	1 class	Pre-visit
<p>Road safety campaigns - targeting the message</p> <p>Students identify the target audience and key message of each of the road safety ads discussed by the <i>Gruen Transfer</i> panel. They then choose a road safety campaign to analyse in detail.</p>	<p>Literacy</p> <ul style="list-style-type: none"> Unit 2: Outcome 1 	1 class	Pre-visit
<p>The TAC's Wipe Off 5 campaign case study</p> <p>Students read the TAC's Wipe Off 5 campaign case study and construct a timeline of the work that was undertaken prior to the campaign.</p> <p>They also consider how the success of health campaigns can be measured.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> Unit 1: Outcome 2 And/or introduction to Unit 4: Outcome 1 <p>Literacy</p> <ul style="list-style-type: none"> Unit 3: Outcome 1 	1 class	Pre-visit
<p>Which media channels?</p> <p>Students identify media channels suitable for use in a public health campaign; reflect on the best channel/s for their health campaign video and develop a campaign asset.</p>	<p>Literacy</p> <ul style="list-style-type: none"> Unit 4: Outcome 1 	1 – 2 classes	Post-visit
<p>Developing a public health advocacy campaign</p> <p>Drawing on learnings from Road to Zero, students identify a local road safety issue and then plan and conduct an advocacy campaign.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> Unit 4: Outcomes 1 & 2 <p>Literacy</p> <ul style="list-style-type: none"> Unit 4: Outcome 1 	1 term	Post-visit
<p>Give your video the <i>Gruen Transfer</i> treatment</p> <p>Using the model of the <i>Gruen Transfer</i>, a 'panel of experts' (selected students) consider and comment on the student videos.</p>	<p>Literacy</p> <ul style="list-style-type: none"> Unit 2: Outcome 1 	1 – 2 classes	Post-visit

RESOURCES TO SUPPORT THE ROAD TO ZERO PROGRAM: ROAD TO ZERO PHYSICS CHALLENGE

Activity overview	VCE Vocational Major curriculum outcomes	Activity duration	Suggested use
<p>Calm down! Vehicle speed and road treatments</p> <p>Using streets close to the school, students collect and analyse data to explore the effect of traffic calming treatments on vehicle speed.</p>	<p>Numeracy</p> <ul style="list-style-type: none">• Unit 3: Outcomes 1, 2 & 3	<p>3 – 4 classes</p>	<p>Pre or post-visit</p>