

PRE-VISIT ACTIVITY: IT'S NOT JUST ABOUT ADS

VCAL curriculum alignment

Personal Development Skills	Unit 2 Completion of one or more of the pre-visit activities in conjunction with a visit to <i>Road to Zero</i> and participation in the Learning Studio program along with the post-visit activity, <i>Road to Zero reflection</i> . For senior students the activity would need to be extended by undertaking the post-visit activity, <i>Developing a public health advocacy campaign</i> .
Numeracy	Contributes to Intermediate Learning Outcome 1 – Numeracy for Practical Purposes – Design

Learning intention

Understand that, over time, a range of approaches are used to change health behaviours

Level of difficulty: Easy, Moderate, Challenging

Suggested modification for students with additional needs: As the graph may be difficult for some students to interpret, spend time discussing what the graph is showing. It is suggested that students answer questions 1-4 only – either on their own or in mixed ability groups. If you have more time, you could ask groups to read the information sheet (Initiatives contributing to the decline in road deaths), choose one initiative and explain why they think the initiative has contributed to a decline in road deaths.

Success criteria

- Using a graph, identify that the number of deaths on Victoria's roads have decreased over time
- Identify initiatives that have contributed to the reduction in road deaths in Victoria
- Identify initiatives which seem to have had the greatest impact on reducing the number of road deaths in Victoria

Resources

Student worksheet	It's not just about ads
Information sheet	Initiatives contributing to the decline in road deaths

Learning activity description

Students look at the graph that shows the number of road deaths in Victoria between 1970 and 2016 and answer a series of questions. Overall, the graph shows there has been a significant decline in road deaths since 1970.

Students then read the information sheet titled 'Initiatives contributing to the decline in road deaths' and choose initiatives they think would have contributed most to the decline in the road toll and plot the dates that the initiatives were introduced on the graph.

Lastly, students answer questions about the impact of these initiatives on road crash deaths in Victoria.

Name:

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Look at the graph on the next page and answer the following questions.

1. What does the graph show?

2. Approximately how many people died in road crashes in Victoria in 1970?

3. What was the approximate number in 2016?

4. Write one or two sentences explaining what the graph is telling you about road deaths.

5. In 1970 the Victorian population was 3,445,000. By 2016, Victoria's population had risen to 6,244,227. What does this mean in relation to the statistics about road crash deaths over the period 1970–2016?

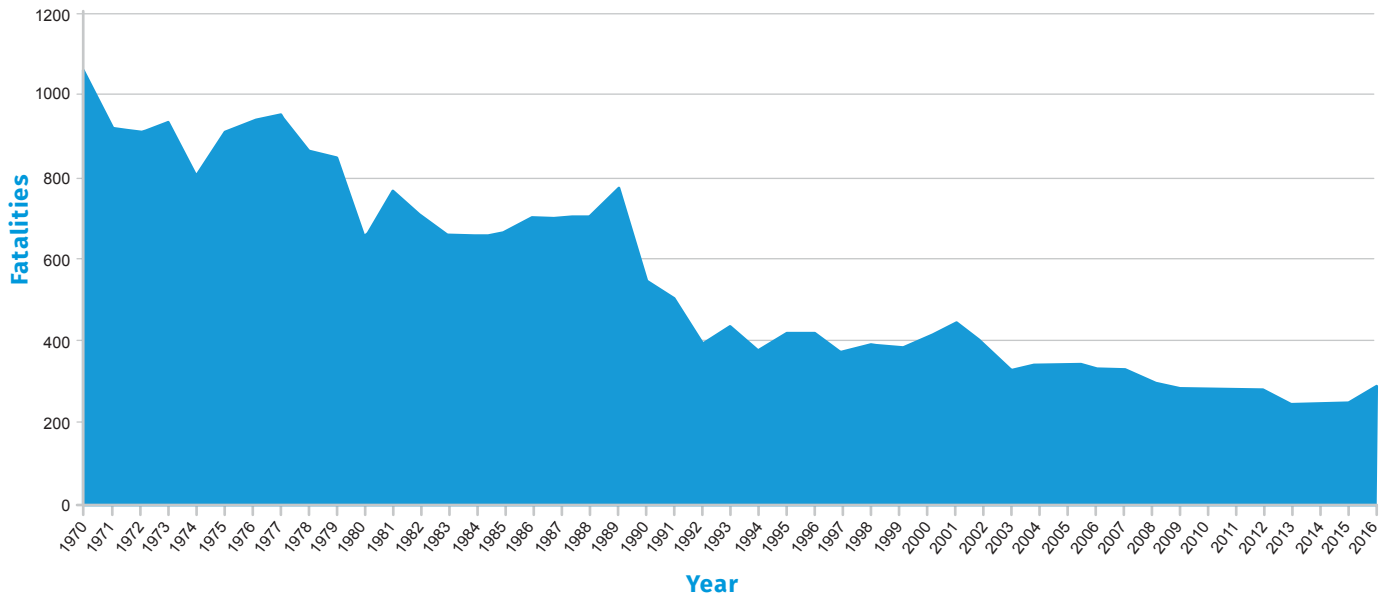
Read the information sheet titled 'Initiatives contributing to the decline in road deaths.'

6. Choose five initiatives (from the list provided in the information sheet) that you think might have had the most impact on road deaths and mark on the graph when the initiatives occurred.

7. Which of the initiatives you chose seem to have had the most significant impact on reducing the number of road deaths?

8. Look at the graph and identify the times when road deaths fell most significantly. What initiatives were introduced at those times?

Number of road fatalities in Victoria 1970–2016



INFORMATION SHEET: INITIATIVES CONTRIBUTING TO THE DECLINE IN ROAD DEATHS

Date	Initiatives that have contributed to the decline in Victorian road deaths
1970	Compulsory wearing of seatbelts
1973	Motorcycle helmets compulsory for riders and pillion passengers
1977	Random breath tests (detecting alcohol) introduced
1982	Introduction of radar guns
1983	Red light cameras
1989	First TAC advertisement
1990	Mobile speed camera program expanded Laws introduced to make bicycle helmets compulsory
2000–2003	Blackspot program (road improvements where crashes occur)
2001	Speed reduction – 50 km/h in built-up areas The first TAC <i>Wipe off 5</i> speed campaign launched
2003	Reduced speed limits in high activity areas
2004	Random roadside drug tests introduced
2007–8	Graduated Licensing System introduced
2011	Electronic Stability Control (ESC) made compulsory for all new cars sold in Australia
2013	Safer infrastructure program (upgrading existing roads and installing new safety features)

