

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

Activity overview	VCAL curriculum outcomes	Activity duration	Suggested use
<p>TAC road safety campaigns – ‘Then and Now’</p> <p>Students compare an earlier TAC campaign with a more recent campaign and analyse the different approaches used.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 8) 	1 class	Pre-visit
<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 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 8) 	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>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 8) 	1 class	Pre-visit
<p>It’s not just about ads</p> <p>Students answer questions related to Victorian road death statistics between 1970 and 2016. They then use the information sheet provided to learn more about the initiatives that have contributed to the decline in road deaths, plotting the dates on a graph.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Numeracy</p> <ul style="list-style-type: none"> • Contributes to Intermediate Learning 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. 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 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 7) 	1 class	Pre-visit
<p>Road to Zero reflection</p> <p>Students reflect on the road safety video they made during their Road to Zero incursion/excursion, and what they learnt.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) 	1 class	Post-visit

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<p>Which media channels? 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>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing 	1 – 2 classes	Post-visit
<p>Developing a public health advocacy campaign 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 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 3 and 4) <p>Numeracy</p> <ul style="list-style-type: none"> • Contributes to Intermediate Unit 2 	1 term	Post-visit
<p>Give your video the Gruen Transfer treatment Using the model of the <i>Gruen Transfer</i>, a ‘panel of experts’ (selected students) consider and comment on the student videos.</p>	<p>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 2 <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Outcome 4) • Reading and Writing (Outcome 8) 	1 – 2 classes	Post-visit

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

Activity overview	VCAL curriculum outcomes	Activity duration	Suggested use
<p>Safer roads where we live Students work in small groups to undertake an investigation into a road they believe is unsafe in their local area. Students:</p> <ul style="list-style-type: none"> • Identify road safety concerns for different road users. • Suggest road design and speed limit changes to improve the safety of the road environment. 	<p>Personal Development Skills</p> <ul style="list-style-type: none"> • Unit 1 – Foundation and Intermediate <p>Literacy</p> <ul style="list-style-type: none"> • Oral Communication (Learning Outcome 2) 	Up to 6 classes	Pre or post-visit
<p>Calm down! Vehicle speed and road treatments 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"> • Intermediate and Senior Unit 1 (Learning Outcome 1 and 3) <p>Personal Development Skills</p> <ul style="list-style-type: none"> • If activity was extended 	2 – 3 classes	Pre or post-visit