

“ PPP ”

People for Proper Policing in North Wales

Drivers and passengers playing ‘Russian roulette’.



Leeds road safety team and West Yorkshire Fire and Rescue recently demonstrated what can happen to car occupants who don't wear seatbelts by simulating the extrication of a 'victim' from the wreckage of a head on collision. The extrication helped launch a month long campaign and provided the backdrop to a media launch announcing recent survey results. The road safety team says the results revealed that hundreds of West Yorkshire drivers are playing 'Russian roulette' with their own lives and those of their child passengers by not wearing seatbelts. **The survey revealed that 27% of adults and 45% of children were failing to use the appropriate restraint. At one location 55% of adults and 81% of children were seen not using seatbelts.** Tim Draper, road safety manager, says: "People seem to have forgotten that seat belts save lives, even on the shortest journeys and at the slowest speeds." For further information contact Becky Prosser on 0113 2475198, or rebecca.prosser@leeds.gov.uk .. We discussed the issue with Becky Prosser and she explained how the campaigns are rooted in their own analysis of the raw casualty data which is processed by the councils and problem areas and types are identified such as 6 locations on the school runs. The cause of the problem and driver behaviour is then monitored covertly to identify patterns like that above. The council then design documents for distribution to schools and arrange press interviews and other publicity opportunities. Funding is primarily from the council but **funding is also sought from the camera partnership!**

The PPP comments ... These shock tactics are legitimate and we would support a similar campaign in North Wales. This campaign, backed up by the stats quoted, doesn't abuse anybody's memory or privacy and with the emphasis on persuasion via publicity rather than persecution via prosecution meets the criteria the PPP support.

Council safety departments should make the raw data available on demand via their websites for analysis by interested parties such as the PPP and the responsible press

The problem is likely to be nation-wide so duplication of effort is potentially wasteful and the Dft role is to co-ordinate these programs.