

# Spotlight on...

## Emergency Services Day to promote road safety

### What the need was and how we identified it

Emergency Services Day held at the Piece Hall, Halifax, kicked off a week of activity across Calderdale District to promote the 2011 national Road Safety Week, themed 'Too Young To Die'.

One of the commitments Calderdale crews and teams have made to their community members in their District Risk Reduction Plan is to make them safer from road traffic collisions (RTCs) and reduce cyclist and pedestrian injuries. In 2010/11 Calderdale fire crews attended 125 road traffic collisions (RTCs), a small increase on the previous year. However, in 2010/11 there were 123 road-related injuries, which was a 30% increase on 2009/10 figures.

Partnerships are in place with other blue light partners, local authority teams, the private sector, residents groups and road safety groups from the voluntary sector to help achieve these goals.

### What we did and the difference we made

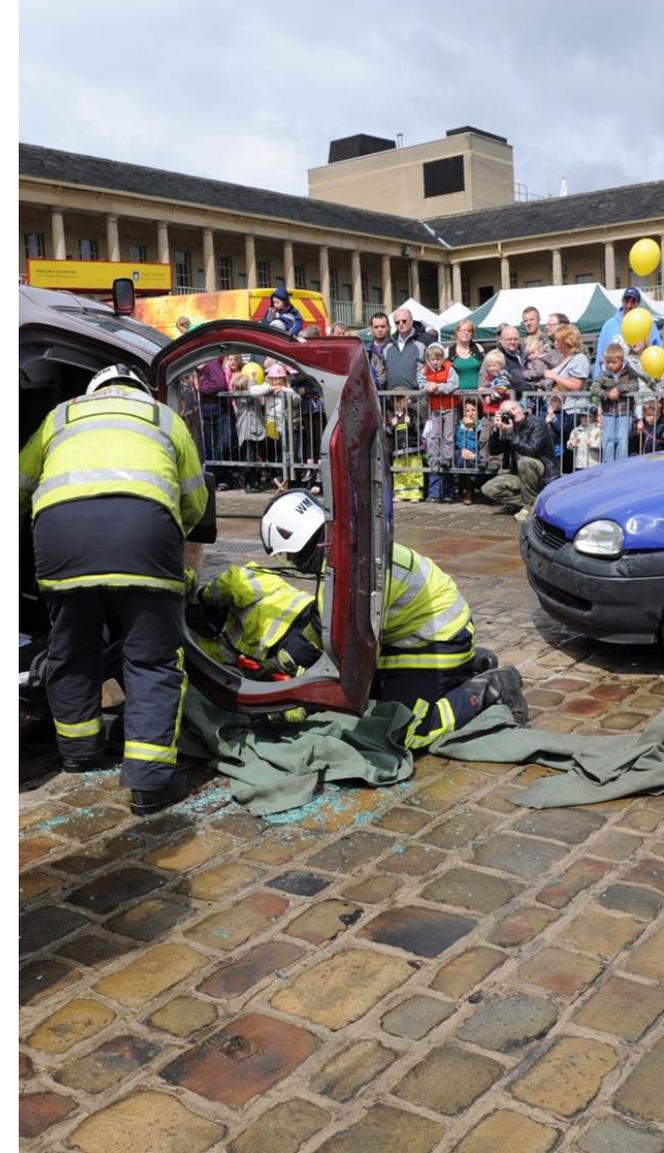
In November 2011 the second Emergency Services Day to be held by Calderdale District showcased the wide range of initiatives being delivered by crews, prevention staff and partners to keep communities safe.

This annual event enables community members from across Calderdale to meet WYFRS firefighters and staff, their partners and community groups, who all provide vital safety information. Particular efforts were made to encourage harder-to-reach older teenagers to attend, including promotion by local Pheonix Radio (who also attended on the day) and performances by local music and dance groups. The day's events also included a demonstration of the Seatbelt Safety Sledge, car simulator, Combined Aerial Rescue Pump (CARP), Aerial appliance, and an RTC simulation. Activities and information were aimed at cyclists, motorcyclists and pedestrians in particular.

The Day was also used to carry out multi-agency training, involving the WYFRS Extrication, Hazardous Area Response (HART) and Cleckheaton Technical Rescue Teams, West Yorkshire Police, Yorkshire Ambulance Service and FMG Support (who provide heavy rescue & recovery services at road traffic collisions).

Other events during the week included:

- Road safety talks for children and young people aged 8 years – early 20s – part of the ongoing school road safety talk programme.



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## An excellent Fire and Rescue Service Making a difference

- A 'Reality Road-safe Roadshow' for children and young people, held at Halifax Playhouse. Supported by Calderdale Councillors Christine Bampton-Smith and Bryan Smith (members of the Fire Authority), the road show launched 'Brake's' (the national road safety charity) Yorkshire and Humber regional media launch for national Road Safety Week 2011. It was attended by students from Brighouse, Broadwood, Brooksbank, Hipperholme & Lightcliffe and Sowerby Bridge High Schools, William Henry Smith Specialist SEN School and Youth Offending Services team leaders. Those taking part heard personal testimonies given by a firefighter, paramedic, former police family liaison officer and victims' families.
- They described the scene at road traffic collisions, what their job involves and the impacts RTCs have on them personally.
- 'Safe and Sound' road safety poster competition; the winning poster was created by Jacob Brady from Castle Hill Primary School, Todmorden.

### Outcomes

- An estimated 10,000 people attended Calderdale's Emergency Services Day alone – the only event of this type and scale held in West Yorkshire. This event generated 500 Home Fire Safety Check referrals.
- The BRAKE campaign launch was attended by

over 200 young people aged 16 years and above from 6 Calderdale schools; it featured on regional ITV's Yorkshire Regional 'Calendar' and BBC's 'Look North' news programmes.

- Cost-effective multi-agency training event to enhance the effectiveness of existing working relationships.

### Keys to our success

- Delivering tailored, multi-media road safety messages that meet the different needs of target audiences.
- Running activities and events to attract older teenagers, who were identified as a hard-to-reach group.
- WYFRS working with partners from the other emergency services, local government, third sector, private sector and the local community to achieve common road safety goals.

### Contact

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Routes Calderdale – The Teenage Highway Code:  
[www.routesroadsafety.com/en/calderhome/a2](http://www.routesroadsafety.com/en/calderhome/a2)

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**DELIVERING A PROACTIVE  
FIRE PREVENTION AND  
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**PROVIDING A SAFE,  
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