

5. CYCLE SAFE PROGRAMME EVALUATION

| | |
|----------------------------------------------------|------------------------------------------|
| Officer responsible City Streets Manager | Author Lee Kelly, DDI 371-1355 |
|----------------------------------------------------|------------------------------------------|

The purpose of this report is to bring to the Committee's attention the evaluation findings of the City Council's road safety education programme Cycle Safe. The evaluation was undertaken by Dr Carolyn Coggan from the Injury Prevention Research Centre at Auckland University and the evaluation report will be tabled at this meeting.

BACKGROUND

Councillors will be aware that Cycle Safe was officially launched at the Civic Offices in Christchurch on the 24 November 1997. The programme targets Y6 (10 & 11 year old) children in the City and is an education programme aimed at raising the cycling skills of children so that they are safer within the roading environment.

DISCUSSION

The Cycle Safe programme works in conjunction with other road safety initiatives undertaken by the City Streets Unit such as the safety education programmes initiated by the Road Safety Co-ordinator, the Safe Routes to School Co-ordinator, the Pedestrian Advocate and the Schools Advocate.

In early 2000 the Road Safety for Schools Steering Group chaired by Councillor Ron Wright and consisting of staff from the City Streets Unit, the Land Transport Safety Authority (LTSA) the Police, the Road Safety Co-ordinator and the Cycle Safe Co-ordinators and a sub group of this steering group, the Cycle Safe Consulting Group agreed that an independent evaluation should be undertaken of the Cycle Safe Programme.

This evaluation was to ensure that the programme:

- was meeting its aims and objectives and,
- was effective in providing increased confidence and competence levels in Y6 pupils and,
- was appropriate for Y6 pupils and,
- encouraged more parents and schools to allow their children/pupils to cycle more and.
- had health benefits because of the increased independent mobility and,
- compared favourably with other cycling courses offered to school pupils in New Zealand.

In March 2000 the Schools Advocate applied to The Community Trust for a grant to fund the evaluation of the Cycle Safe programme. The application was successful and in April the sum of \$25,000 was deposited with the Council. In June 2000 Dr Carolyn Coggan, Director of the Injury Prevention Research Centre (IPRC) at Auckland University, was invited to submit a proposal for the evaluation of the Cycle Safe programme. Dr Coggan submitted her proposal in July 2000 and this was subsequently accepted by the RSFS and the Cycle Safe Consultancy Group.

BACKGROUND OF THE IPRC

The Injury Prevention Research Centre was established by the University of Auckland in 1990. The Centre's research programmes focus on four main topic areas, road vehicle injury, violence injuries to older people and evaluations of community intervention programmes. In 2000, the Injury Prevention Research Centre was awarded the distinction of becoming the seventh World Health Organisation's Safe Communities Affiliate Support Centre and is thus committed to conducting evaluations to ascertain the effectiveness of injury prevention programmes for the benefit of communities throughout New Zealand.

EVALUATION PROCESS

The range of methods used by IPRC were both quantitative and qualitative. The evaluation tasks undertaken included: review of relevant documentation; key informant interviews; a review of relevant national and international publications related to cycle safety; the development, piloting administration and analysis of questionnaires to determine the effectiveness of the programme in meeting its objectives; and participant on site observation of pupils after they have taken part in the Cycle Safe programme.

KEY INFORMANT INTERVIEW

Key informant interviews were undertaken with children, parents, teachers, Police Education officers, LTSA staff, members of the RSFS steering group and the Cycle Safe Consultation group.

EVALUATION FINDINGS

Based on the findings outlined in the IPRC report the recommendations from the evaluation are that:

- the Cycle Safe Programme continues to be funded
- increased emphasis is placed on the correct wearing of cycle helmets in the off-road environment
- consideration be given to developing a programme appropriate for year eight students
- consideration be given to developing a fact sheet for parents to give information about what they and their children specifically can and cannot do in terms of safe cycling behaviour.

EVALUATION PRESENTATION

Dr Coggan will make a short presentation of her findings at today's City Services Committee meeting. The purpose of this presentation is to make Councillors aware of the benefits that this programme provides to children in the City and to highlight the effectiveness of this Christchurch City Council funded initiative.

The evaluation also clearly supported the belief of the RSFS and the Cycle Safe Consultation Group that the programme is widely accepted by pupils, parents, teachers, Principals and the wider road safety community and additionally the evaluation demonstrated both immediate positive effects and longer term benefits to students who participate in the programme.

- Recommendation:**
1. That the report be received.
 2. That the Cycle Safe programme continues to be funded through the Annual Plan process.
 3. That additional information be given to the participants of the programme on the importance of the correct wearing of headgear in off road situations.
 4. That the RSFS and the Cycle Safe Consulting Group work together to plan and develop a fact sheet suitable for parents so that they are specifically aware of what their children can and cannot do in regards to safe cycling behaviour.
 5. That the RSFS and the Cycle Safe Consulting Group work together to prepare costings for the Year 8 programme and the future development of the Cycle Safe programme so that these costings can be considered as part of next years annual plan budget process.

Chairman's Recommendation: That the above recommendation be adopted.