



**Lancashire
Constabulary**
police and communities together

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To Whom It May Concern

The Goldstein Award 2009: Operation Buzzy Bee

I am delighted to personally endorse and forward the attached entry in respect of this year's Goldstein Award.

I look forward to hearing from you in due course. Should any of the Lancashire Constabulary submissions be successful in these awards I would be grateful if I am the first point of contact for the Force.

Problem solving is still a key component of Lancashire Constabulary's approach that will enable us to deliver a high quality of service to the public and enhance confidence.

If you have any enquiries regarding this application please do not hesitate to contact my office on the telephone number shown. Alternatively, you may wish to speak with Miss Jill Ward, in the HQ Programme Management Unit, who is co-ordinating these competition entries on the force's behalf. Jill is available on telephone number (0044) 01772 413913.

Yours sincerely

Michael Cunningham
Deputy Chief Constable



BUZZY BEE / JUST LIKE ME

Child Road Casualty Reduction



Submitted for the Herman Goldstein Award

by PCSO Mark Dixon / PS Paul Goodall

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SUMMARY

Scanning:

Between April 1 2004 and March 2005, 29 children were seriously injured on roads in Eastern Division, a 65% increase on the previous year. This was a cause for concern for schools, parents and to the Police Neighbourhood Teams highlighted through the local PACT meetings and other community engagement processes. It was apparent that existing interventions were not working effectively and a new way of engaging with young people to highlight the dangers on the roads was required. It was also apparent that various agencies were adopting interventions with minimal co-ordination. A multi-agency problem solving response was required that needed consultation with the community and greater coordination with local partners.

Analysis:

The Community Safety Partnership had looked at addressing national/force casualty reduction objectives (Priority 2), and had agreed to:

- Reduce deaths and serious injuries by 40% by 2010
- See a 50% reduction in relation to Road collisions involving children

These targets were the catalyst, and after consultation it was decided that a new and innovative approach was required to educate young people, in an attempt to reduce road casualties within Eastern Division.

Response:

Consultation, research and the gathering of support from key partners such as the Royal Society for the Prevention of Accidents (ROSPA), Brake (A national road safety charity), Neighbourhood Policing teams, and Twin Valley Homes were the first steps in devising a way of reducing the current high casualty rates amongst school children. It was important to capture the imagination of young people in a fun setting so they would understand and remember the key messages. Utilising a child-centered philosophy, a song and dance DVD called Buzzy Bee /Just Like Me was produced to teach Road Safety awareness. This free DVD made available to every school in Eastern Division along with free posters.

Assessment:

The key messages were delivered via the media, including radio, local press and television. Lesson plans were devised to assist delivery with the project in a user friendly way with a bee mascot to enhance the project. The major road safety magazines published articles and links in order for the project to be cascaded.

Serious child casualties on the roads were reduced by 14.3% during the period April 1st 2008 – 30th November 2008 compared with the same period in 2007. Buzzy Bee is a transferable package which can be adopted across forces resulting in financial, operational & efficiency savings for all involved.

DESCRIPTION

Scanning:

Between April 1 2004 and March 2005 29 children were seriously injured on roads in Blackburn & Darwen, Hyndburn and Ribble Valley compared to 19 children the year before. There have been a number of very high profile regional and national road safety campaigns aimed at drivers over the years, concentrating on speed and safety awareness, but there has been minimal interventions aimed at pedestrians, in particular children and even fewer that involve the whole community and are community empowered. The traditional approach by police and partners is that of enforcement looking to target the offending driver and penalise them for their excessive speed. With the recent introduction of speed awareness courses for offending drivers, efforts have been made to educate the driver of the consequences of speed, but there has been a lack of a co-ordinated education awareness to the community as whole and to children in particular. Despite the interventions mentioned above, statistics for the Division continued to see a rise in road casualties involving children.

It would appear that current interventions and the enforcement route targeting offending drivers were not having a major impact in reducing road casualties within the Division. This particular issue was being constantly raised at the monthly Police and Communities Together (PACT) meetings, which were attended by the local Community Beat Manager, the Police Community Support Officer and other partner agencies. The PACT process allows the community to come to the meeting, air their concerns and priorities, which the PACT panel then take away and attempt to resolve

their issues and concerns. Any activity that takes place in an attempt to resolve the problem is then fed back to the community at the next monthly forum, making the whole process accountable and relevant. The issue of children being injured on the roads was being highlighted as a concern at several PACT meetings, and it was identified that a response was required that would be of value to the whole community. This issue was also being highlighted as a concern through other public forums such as Parent Teacher Associations, face to face encounters with drivers and pedestrians, Mosques, Churches and The Primary Care Trust. Indeed, statistics obtained through the PCT show that the financial implication of a serious injury collision costs £142,000 & a slight-injury £14,000. It was therefore identified that there was a huge cost saving to be made if a reduction of child casualties could be achieved, without forgetting that the loss of a child's life can never be seen just in terms of financial savings alone.

Further research and consultation with the Local Strategic Partnerships within the Division also showed that this area had been identified as priority:

- Reduce deaths and serious injuries by 2010 by 40% overall
- A 50% reduction in relation to Road collisions involving children.

(<http://www.blackburn.gov.uk>)

Therefore there was already a benchmark in place, and the position of the Neighbourhood Policing Team and Partners was to make an impact on the above target in an innovative way that would engage children's imagination and make them think of the dangers of roads when they were out on the streets.

Analysis:

The areas around the schools, both primary and secondary, were extremely congested at the beginning and end of the school day, as parents dropped and collected their children as close to the school as possible. Research shows that the accident rate for children peaks between 8am and 9am and also at 3pm. Research also shows that school journeys actually contribute to 36 per cent of all 5 to 11 year old road casualties (statistics obtained from the Lancashire Partnership for Road Safety). It can also be noted that the concentration levels of children and their attention span is at its lowest period before school and more particularly after school when they have had lessons all day. Research and analysis of the data also shows that the probability of an accident occurring is higher than the average when the vehicle in question is being used for a short journey, which tends to be the case with school journeys. It is also apparent that the chances of having an accident are greater when the weather conditions are poor, affecting visibility to both pedestrian and driver alike. During the analysis period it was recognised that parents and those dropping off and picking up children at school also needed to be consulted, including public transport staff such as bus drivers. This identified that they believed that there was a lack of adequate parking outside schools, which caused drivers react quickly with little fore thought in order to find a parking space. This meant giving little consideration to pedestrians and other road users. Very few people consulted were of the opinion that parking away from the school and walking to the gates was a valid option, and there was little acceptance of their role in causing the immediate dangers outside school premises. There was also a greater preponderance to blame the children as the cause of accidents, running out into road with little or no thought for their own safety.

Following the Problem Analysis Triangle using the OFFENDER, VICTIM AND LOCATION as the main headings it was apparent that if a solution could be found for one of the sides of the problem, solutions for the rest would follow, and it was noted that in this instance that the victim could also be the offender. For example the Offender runs into road – child, but the child could also be the Victim.

By looking at the above statistics and the collation of data, as well as past experiences of the Police working with the community, a more structured approach was needed with agencies to ensure that they became more involved. By working with these agencies using a Partnership approach a way forward could be implemented through;

- Prevention
- Intervention
- Enforcement

It was felt that the starting point and most important aspect were to look at Prevention and the education of children in collaboration with the schools. At that time when this piece of work was being formulated the police had reintroduced Community Policing with the Community Beat Manager and Police Community Support Officer at the heart of the Neighbourhood Policing agenda. By using the Neighbourhood policing teams it was identified that a programmes could be delivered that would not only teach road safety but would also encourage links within the schools and the wider community, thus building trust and confidence, and increasing the satisfaction levels within the police. The project had to be user friendly, child-centred and be able to address all the main issues with regards to road safety, with the overall aim of

reducing child road casualties. It had to be delivered in a way that would engage with children and make them remember the key messages.

Although the main problem was occurring around schools entrances, at the start and end of each school day, the problem was not tied to one location. By looking at statistics provided by the Road Policing Unit it was apparent that accidents were occurring in a variety of locations, with no discernable patterns emerging, and that there was no particular age that was more susceptible than others. As well as looking at the obvious causes of collisions other factors that contributed to road collisions included lighting, road layout, street furniture, weather, population, pavements and buildings/structures adjacent to the road. One of the issues that all agencies were in agreement were that the financial costs of an accident were high:

- Fatal - £1,428,180
- Serious –injury - £160,480
- Slight injury - £12,370
- The average cost of all casualties is P/A- £44,920 (This relates to repeat calls, health services and complaints etc.)

(HIGHWAYS ECONOMIC NOTE 1 (Jan 2007) DFT)

It was felt that these savings could be re invested into prevention and education.

Response:

Consultation with Partners, including the teaching profession, meant that our response had to be very much child-centred if we were expecting young children to remember the dangers posed by roads and in particular if we wanted them to keep

this key message at the fore front of their minds both coming to school and also on their way home from school. Our response required to take account of the following issues:

- Music makes learning easy and fun for children because we are communicating in ways that are relevant to them. Songs carry information and music is a universal language central to every culture in the world.
- Educational songs are relevant, meaningful and interesting to children as they will sing them in the playground and hum them when doing mundane tasks.
- Songs with a beginning, middle and an end are more memorable, as they have a 'story' to them.
- Simple songs with a melody stick in the head and displaying song lyrics encourage children to sing along and aids with vocabulary development.
- Classrooms contain children with different learning abilities however songs can help all children retain information quickly and accurately.
- By encouraging dancing and hand gestures this reinforces the road safety message, key words are emphasized and the information is more easily absorbed.
- By looking at the way road safety is taught in schools and the way nationally it has been delivered, in various formats it was apparent that although many famous and well known people were used, it still did not always leave an imprint on a child's mind. For Example, Clunk Click Every Trip - Jimmy Saville, Stop Look Listen - Green Cross Code, Hedgehogs - Be seen.

A way had to be developed using the SARA format and one which could be used both at a local level, but one which could be transferable to a wider audience if successful.

Initially the project devised a song and involved local school children, a community recording studio, Lancashire Partnership Road Safety and a local musician. It was envisaged that a more visual format could be used that would appeal to children up to the age of 11 and further in a way that would be memorable and relevant to their age group. The project had to be colourful, include humour and be something that would imprint on the minds of all ages, which could be used by agencies, schools, nurseries and community groups. The format would also have to be able to be accessible to the many diverse groups of children and take account of their different abilities, in order that no child should be left out. The project would have to be child friendly so that the DVD could be used at any group and also be given out to children to take home to keep reinforcing the message.

Looking at what had been produced, the SMART approach was adopted

- **SPECIFIC** – Working on the original success of the “Bee Dazzled” song and listening to rising concerns at Pact meetings, it was recognised that a more impactful solution was needed. Through contacts with a local musician a remixed version of the song was created, which needed that extra melody and verve to make it memorable for children. This would provide a longer lasting way to teach road safety it would target ages from 4 to 11 years and would cover the topics of;
 - Seat Belt Safety
 - Speed
 - Being seen at Night/Day (Bright Clothes)

➤ Crossing the road

The format would be made into a story in order that the song with the words on the screen in order that it could be followed by people with hearing difficulties. It had to be accessible through different formats to cover the differing abilities within the wider community (sight, sound, visual, language and ability) If English was not the main language by using animation a story could be told with 2 central figures that would be associated with it. The resource had to be low cost, high impact so that it can be easily obtained and have no boundaries with regards to cost implications. The story would follow the lines of an officer showing children where there is a safe place to cross as they are about to run across a road. Following on from this they would cross the road safely and walk away. Then the lesson would go into cartoon format to be more impact and remembered. This would become a visual and audio teaching tool about road safety with the officer singing and utilising the bee character.

- **MEASURABLE**

The project had to be measurable to assess the number of road accidents occurring and the impact that the DVD was having on road casualty reductions. This would be used to gauge the success or failure of the project. It would also be measurable in the reduction of accidents that would be monitored by the Road Policing Unit. The project would be measured in the demand for DVDs.

- **ACHIEVABLE**

The idea had to be achievable to cover its aims; to reduce child accidents and to educate road craft to young people. This would include cost, resources, time, supply, its sustainability and long term solutions. This would depend on sponsors who would have a stake in the project and confidence in past projects by me. By consultation with Road Safety organisations, record manufacturers, the community and most importantly, the children, the idea was deemed to be sound and achievable. The project was funded with assistance from Twin Valley Homes, the largest Resident Social Landlord in the Division, ECDL who donated the first 1000 DVD's free, St Ives Printing and donated time from USA animator (Brian McNulty), Local musician John Chambers and Corporate Development. These agencies and partners saw the potential of how road safety could be taught through music and dance and assisted in making it a reality.

- **RELEVANT**

Already aware of what had been done previously with the original idea and what had worked in teaching other subjects. The project had to cover the main aspects of Road Safety that were important. The format had to be relevant to the age, the diverse groups and the targets set to reduce Road Traffic Casualties.

- **TIME**

The project initially started out as the "Bee Dazzled" initiative which was launched on October 2005. In February 2008 the project was re-branded and re-launched in its current format. It has evolved into a product that has received local and national recognition.

Assessment:

The below newspaper article alludes to the success of the project to date on its official re-launch:

Green Cross Code Man backs road safety campaign

THE ORIGINAL Green Cross Code Man David Prowse joined the Rt Hon Jack Straw at a Blackburn school on Friday 1st February for the launch of a road safety awareness campaign.

On Friday 1 February, Mr Straw and actor David Prowse MBE, who was most famously known as Darth Vader in the original Star Wars films, visited Crosshills School, Blackburn to back a DVD aimed at promoting road safety to children. Created by PCSO Mark Dixon, Blackburn based songwriter, JC and animator Brian E.W. McNulty 'Just Like me, by Buzzy Bee' is a fun, animated DVD, which promotes the message 'Be Seen, Be Safe'. JC and PCSO Dixon wrote the lyrics and worked with animators in America to produce it the DVD. PCSO Dixon also sings the vocals.

The project has been supported by organisations including Community & Business Partners, Twin Valley Homes and Entertainment Distribution Company (EDC Blackburn Ltd), which have produced 1000 of the DVDs free of charge. Twin Valley Homes have kindly subsidised David Prowse's Travel expenses to enable him to attend. Andrew Brian of the Darwen Group has also purchased a further 1000 Dvds.

The DVD features artwork from some of the pupils at the school after PCSO Dixon ran a poster competition.

Crossbill is a school for children with complex needs and learning difficulties, aged between 11 and 16. It also offers excellent resources for other pupils, parents and professionals. The school's e-learning centre was opened by Jack Straw in May 2003 and members of staff and pupils are looking forward to his return on Friday.

The DVD will be distributed to all primary schools in Blackburn and PCSO Dixon hopes it will help to raise awareness of road safety.

He said: "A lot of hard work has gone into this project and I am delighted with the support it has received. "Education is the key to raising awareness of road safety amongst children and this DVD is a fun way for us to get a very serious message across." "I am extremely grateful to everyone involved for their help and support and to Mr. Prowse and Mr. Straw for backing this important campaign."

David Prowse, 72, has visited more than 700 cities around the world and spoken to half a million school children about road safety. He said being the Green Cross Man was the best job he ever had.

The 'Green Cross Code Man' was a superhero character created in the 1970's to help raise awareness of road safety. Mr. Prowse, a 6ft 7ins tall body builder and former Mr. Universe played the road safety superhero for 14 years.

Head of Crossbill School Mike Hatch said: "This is a great example of the community and schools working together. Staff and pupils have thoroughly enjoyed being involved with the project. The tune is so catchy the pupils are regularly heard singing it around the school. If Bob the Builder got to number one, I don't see why this tune shouldn't."

LANCASHIRE EVENING TELEGRAPH February 2nd 2008

It is firmly acknowledged that project is transferable and has worked extremely well across the country. There is certainly a business case for it in terms of financial and operational efficiency. But more importantly the assessment of the project shows that it has created an increased satisfaction level amongst the community when it comes to this area, thereby engendering trust and confidence in the police. The assessment reveals:

- From the initial re-launch in February 2008 over 15,000 DVDs have been distributed to schools and children. These have been through school assemblies, road shows and community events within the borough and also via Police Forces and Councils throughout the country.
- Interest in the project has been Worldwide, and copies of the DVD and educational material has been sent to countries such as India, Sweden, Italy, and United States of America.
- The DVD is now on various websites showing the song and including Lima Charlie (Lancashire Constabulary website for young people).
- The DVD is also on “You Tube” and has had over 10,000 visits.
- Posters, colouring sheets and a set of banners for schools with the road safety message and the two main characters on are available and are being used in schools.
- There is also a BUZZY BEE outfit that can be utilised for school and community events.
- A school package has been set up to teach Road Safety to classes.
- Channel 5 News produced a piece on the project, which was shown nationwide
- Royal Society for the Prevention of Accidents featured an article in their newspaper, “Care on the Road” highlighting the value of the project.

- The DVD is now being utilised on the Education site MOODLE (Moodle is a Learning Management System (LMS) or a Virtual Learning Environment (VLE).)It is a free web application that educators can use to create effective online learning sites).

From 1st April 2007 to 30th November 2007 28 children were seriously injured in the Division these figures are based on information from the Lancashire Constabulary Corporate Analysis Department. From 1st April 2008 to 30th November 2008 there was a 14.3% reduction, with 24 children seriously injured in the Division and within the last ¼ of 2008 there have been NO child injury victims. This initiative has saved lives and a reduction in expenditure. Positive responses were received from local residents involved in the evaluation, Ward Councillors supported the campaign and they conveyed a very positive response from the community. They supported the Buzzy Bee initiative. The project has been positively acknowledged and supported by David Prowse (Green Cross Code Man 1970), Jack Straw MP and The Department of Transport. The project has been utilised by Police Forces throughout the country and Education authorities in Greater Manchester, Kent, Norfolk, Berkshire, Scotland and Northern Ireland. Social landlords Twin Valley Homes have donated £2000 for the purchase of High Visibility tags and 1000 DVDs. Funding has been received for banners to be used by schools. A lesson plan has now been implemented which allows the project to be accessed by other groups or Constabularies in order for them to deliver the project. A cost reduction for the DVDs has been agreed by the pressing plant which produces them (should any group wish to purchase) therefore no profit on the product is gained as it's at cost price. Buzzy Bee Just Like Me is a transferable commodity which could be and is already adopted across the country resulting in financial and operational efficiency savings. There are also further

resource and financial savings for County Councils, Education services and Constabularies. The project has complimented the recent national campaign aimed at reducing child casualties, which has been so prominent on the television and on the radio stations.