

Special EU Programmes Body

Project Case Study

Programme:
INTERREG IVA

Theme:
Collaboration

Funding: £1,257,421

Lead Partner:
Department of Health,
Social Services & Public
Safety

Website:
www.publicachievement.com/Driving-Change.aspx

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Geographical area:
Northern Ireland/Border
Region of Ireland/
Western Scotland.

Driving Change

Driving Change is a health and safety initiative designed to reduce the number of people killed or injured in road traffic collisions, on a cross-border basis.

The initiative worked with fire and rescue services, on both sides of the border, to create a joint response framework that would increase casualty handling success rates at the scene of an accident.

Joint response training sessions and a shadowing programme were set up involving fire and rescue personnel based in Northern Ireland and the Border Region of Ireland.



Pictured: Extraction training organized by the Driving Change project in Monaghan.

These measures were used to improve and standardise the emergency response approach taken for a road traffic collisions across the region. The initiative also included an intensive public education aspect, specifically targeted at young people (16-25 year olds) and ethnic minority groups. This involved a series of awareness sessions on responsible road safety behaviour to encourage safer driving.

The awareness sessions were delivered by local community representatives and fire fighters who received special training on how to reach young people and ethnic minorities. The public education part of the project was delivered via youth advocacy organisation 'Public Achievement', which has many years worth of experience in working with young people.

Key project outputs:

- **Improved response times by Fire & Rescue Personnel.**
- **100 young men trained via the initiatives 'Safe to Drive' programme.**
- **100 young women trained via the initiatives 'Angels' advocacy programme.**
- **1,000 young people participating in road safety awareness training.**