Using #SlowDown Days to make real change in your community

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20’s Plenty For Us

Fourth United Nations Global Road Safety Week
8-14 May 2017
Save Lives #SlowDown
20’s Plenty for Us

- Formed in Nov 2007
- Support communities wanting default 20mph
  - Advise on strategy and tactics
  - Empower with Briefing Sheets and evidence
  - Enthuse with case studies and success
  - Enable collaboration for maximum impact
- Influencing USA, Canada, Ireland, Brazil, Europe
- 375 local campaigns, 25% UK pop with 20mph
- Just 0.7 funded staff but 1,000s volunteers
## Typical UK Community Results

<table>
<thead>
<tr>
<th>Speed Reduction (kmh)</th>
<th>Faster roads</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portsmouth</td>
<td>11.2</td>
<td>2.4</td>
</tr>
<tr>
<td>Calderdale</td>
<td>8.6</td>
<td>3.5</td>
</tr>
<tr>
<td>Warrington</td>
<td>3.7</td>
<td>2.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Casualty Reduction</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lancashire</td>
<td>25%</td>
</tr>
<tr>
<td>Calderdale</td>
<td>22%</td>
</tr>
<tr>
<td>Warrington</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active Travel</th>
<th>Walking</th>
<th>Cycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edinburgh</td>
<td>+7%</td>
<td>+5%</td>
</tr>
<tr>
<td>Nottingham</td>
<td>+17.5%</td>
<td>+17.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Support</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edinburgh</td>
<td>68%</td>
<td>79%</td>
</tr>
<tr>
<td>Calderdale</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Warrington</td>
<td>77%</td>
<td></td>
</tr>
</tbody>
</table>
What are #SLOWDOWN DAYS

How do they work?

Recommended Activities

The #SLOWDOWN DAY Toolkit
An outdoor activity event providing an opportunity to transform a street or many streets into safer, quieter, cleaner places by changing the speed of vehicles.

#SLOWDOWN DAYS can be formed from single or multiple activities to promote lowering speed limit, increasing compliance or gaining support.

#SLOWDOWN DAYS highlight why slower speed matters. A 30kmh/20mph limit is best practice where pedestrians and cyclists mix with vehicles.

#SLOWDOWN DAYS re-assess streets as community assets for all.

#SLOWDOWN DAYS demonstrate the popularity within communities for slower speeds and lower limits.
Objectives of #SLOWDOWN DAYS can be:

1. **Support and celebrate** a slower speed limit already implemented.
2. **Highlight a road danger problem** where pedestrians and cyclists are not adequately protected.
3. **Call for drivers to slow down** on the day and think how it makes a friendlier, safer place for all.
4. **Campaign against speed limits that are too high** for vulnerable road users.
5. **Empower your community** to have a voice on how its streets are shared.
6. **Use the media hook to UN Global Road Safety Week and its’ Save Lives #SlowDown messaging**.
Typical #SLOWDOWN DAY Activities

- Walkabout with politician
- Public Meeting
- Set up an action group
- Enforcement
- Petition
- Slower speed champions
- Pledges (Chris Hoy – Olympian)
- Slow Down Maps
- Public demonstration
- Survey
- Brake Distance Challenge
- Vigil for road victims
- Street party
- Tower building fall demo
- Stickers
- LOGO COMPETITION
The #SLOWDOWN DAY Toolkit

- Target Audience for Toolkit
  - Community campaigners wanting to slow down traffic
  - NGOs wanting to empower their campaigners
- Objectives of Toolkit
  - Inspire campaigners on what can be done/achieved
  - Make campaigning easier and more successful
  - Provide structure to a campaign
  - Provide ideas
  - Maximise the success of a #SLOWDOWN DAY
  - Turn the day into continuing campaign
- Developed by WHO/20’s Plenty from 10 years campaigning experience
Use the **Toolkit** sections to get your **#SLOWDOWN DAY** started

**Get Excited**
- Opportunity
- Challenge
- Make things better
- Brighter, better future
- Yes you can!

**Form a team**
- Friends
- Neighbours
- Other NGOs
- Politicians
- Responsibilities
- Identify talents

**Identify your objectives**
- Simple
- Clear
- Who to influence
- What to change

**Plan your event**
- Register
- Where/When
- Media
- Authorities
- Politicians
- Community
- Banners
- Pledges
- Celebrities

**Organise the day**
- Who does what
- Setting up
- Effectiveness
- Recording
- Pictures
- Media
- Risks

**Enjoy the day**
- Be happy
- Be safe
- Take pictures
- Use Twitter
- #SLOWDOWN
- Use Facebook
- Get contacts

**Follow up and continue the campaign**
- Review
- What worked
- Thank helpers
- Tell UNGRSW
- Use contacts
- Tell media
- Repeat!!

Also in the **#SLOWDOWN DAY Toolkit**

- **Sample Risk Assessment**
- **Tips and suggestions**
- **Links to resources**
How you can use the #SLOWDOWN DAY Toolkit

- Post on websites
- Use social media
- Ensure your followers use it for maximum success
- Put the link into newsletters
- Use it for your own #SLOWDOWN DAY
- Available with the logos/materials on the website www.unroadsafetyweek.org

Let’s all #SLOWDOWN DAY