

# Jeremy Phillips Director of Research Road Safety GB

**Providing Professional Development opportunities at  
national and organisational levels -  
an NGO response to road safety capacity building**



**SaferRoads2017**  
5th International Conference

**Road Safety GB**

# Content

- Our organisation
- Establishing the need for CPD
- Road Safety GB Academy
- **Foundation Course**
- **Analyst Development Programme**
- **The vision behind the method**
- Future initiatives



# Our organisation

- Who we are
- Our purpose
- Structure
- Member and industry support



Road Safety **GB**

Road Safety <sup>GB</sup>  
**academy**

Road Safety  
**Knowledge Centre**

# Road Safety GB: a coordinated approach

- Identification of need
- Acquisition of resources
- Service development
- Service delivery
- Standards and Quality Assurance
- Accessibility
- Predicting (and dictating) future demand



# Identifying and creating market demand

- National Skills Gap Analysis
- Member feedback
- Government Framework
- Economic climate
- Industry change
- Identify the existing gaps
- Strategic assessment of future need



# The RSGB Academy response: two examples



## Road Safety Foundation Course

- Education and behaviour focussed
- Standard skills set
- Supports practitioners in delivering a single intervention type

## Analyst Development Programme

- Data management and analysis focussed
- Multiple skills
- Supports analysts providing intelligent client services

# Road Safety Foundation Course Current Outputs

- Four days of facilitated learning
- Formal assessment using two written assignments
- Independent accreditation of course standards
- Around 400 course attendees to date
- Delegates represent a range of organisation types



# Road Safety Foundation Course Objectives



- Assessment of need based on available evidence
  - including an appraisal of evidence sources
- Critically analyse an educational intervention
  - against educational approaches and psychological theories
- Understand the roles of research and evaluation
  - and be aware of evaluation methodologies
- Understand the need to operate in partnership

# Analyst Development Programme Objectives



- Creation of **national professional development framework** for those involved in the management; analysis and interpretation of road collision data
- Creation of set of **national guidelines** for the methodologies and outputs expected from analysts
- Provision of **support services** for individual analysts with specific developmental needs
- Creation and maintenance of a **self-help network** for analysts within which information; intelligence and expertise may be shared

# Analyst Development Programme

## Current Outputs



- **National skills gap analysis** and needs survey
- A series of **national conferences**
- An **online networking facility** dedicated – and restricted – to use by analysts
- A commitment to deliver an ongoing **training and support** programme through the RSGB Academy
- A commitment to develop and consult on draft **National Guidelines for Road Safety Analysts** in 2017

# RSGB Academy:

a vision for multi-agency professional development

- Underlying principle of **evidence based practice**
- Important to offer road users **uniformity of approach & message** – as inconsistency leads to doubt
- Acknowledges need for **common standards and methods** across all types of road safety provider - professional & specialist or otherwise
- Provides an essential **bridge between research and practise**
- Ensures best available **evidence is communicated and utilised**



# First, do no harm

- **Need to:**
  - Understand the nature of the problem
  - Understand the needs of the those you want to protect
  - Know what works
  - Know what constitutes harm



# Control – without command

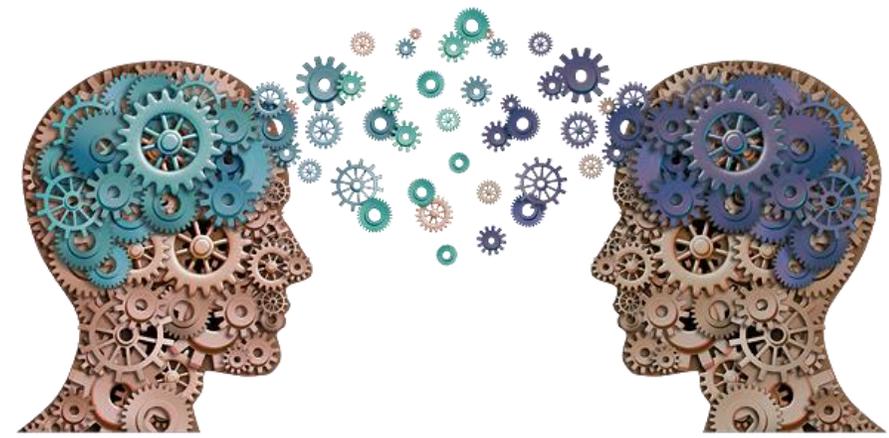
- Commissioning models have a price
- Working with the willing doesn't mean the willing work for you

## To ensure:

- Focus
- Content
- Quality

## We must:

- Influence
- Inspire
- Support



# The Academy in action



- Enabling an **Intelligent Client and Commissioning** approach to road safety delivery
- Providing **core skills and knowledge** for professionals, partners, delivery agents and activists
- Providing **specialist skills** to key sectors of the profession
- Encouraging and enabling **evidence led practice** throughout

# RSGB & Academy Services

- Road Safety Foundation
- Behavioural Change
- Media Training
- Client Centred Learning
- Fleet Risk Management
- Effective and engaging education at primary level
- Evaluation Skills
- Working with Social Media
- **Consultancy Services**

- Evidence Based Practice
- Analyst Development Programme
- Advanced Qualification Project



# Commercial and International



- Future trading arm
- Current international work includes both training and consultancy services:
  - Hong Kong Police
  - Republic of South Korea
  - Flemish Foundation for Traffic Knowledge (Belgium)
- Ambition to develop further international relationships and partnerships

# Contacts and Resources



**RSGB**

[www.roadsafetygb.org.uk](http://www.roadsafetygb.org.uk)



**RSGB Academy**

[www.rsgbacademy.org.uk](http://www.rsgbacademy.org.uk)



**Road Safety Knowledge Centre**

<http://www.roadsafetyknowledgecentre.org.uk>



**Analyst Network**

<http://rsgbnetwork.org.uk>



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