



**SAFE YOURSELF**

**FOUNDATION OVERVIEW**

# WHO ARE WE?

Launched in 2014 the Blue Datto Foundation is a New South Wales based registered charity seeking your support to **help protect the lives of young Australians**.

Blue Datto's mission is to **change the culture of young drivers** by altering attitudes and behaviours. We do this by providing an **industry-leading education program** to 15-17 year olds, and starting road safety conversations with their families and peers at home, school, in their community and across social media. Our aim is to have our Keeping Safe™ program in **every NSW school by the year 2020**.

Blue Datto was established following the death of 17-year-old **Philip Vassallo** in a crash in which both drivers were red 'P' platers. Phil, '**the kid in the Blue Datto**', was a much-loved teenager who brought happiness to everyone who knew him.



# BLUE DATTO'S VISION



Young drivers like Phil remain **grossly overrepresented** in road traffic accidents resulting in injury and death. Blue Datto believes that every person has the right to enter adulthood carrying **positive attitudes and behaviours**, supported and encouraged by their **families, friends** and **communities**.

We fulfil this vision by facilitating programs which start the conversation, and facilitate continual awareness, self-belief and pledges to Keeping Safe™, for each individual and the communities they belong to.



Last year Australia experienced a **7.9% increase** in **road deaths** compared to 2015



Our roads are the **leading killer** of Australian **teenagers**



The rate for road deaths of **young adults** is **56% higher** than any other age group (2006-2016)

# THE

Regional Australians are **three times more likely** to be involved in a road accident



Road crashes come at a cost to Australia of **\$27 billion every year**

# EVIDENCE

In the **17-25 age bracket** road fatalities **increased by 17.3%** in 2016

# OUR AMBASSADORS

We are extremely fortunate to have the support of many inspirational leaders and personalities, including:



Chris Brown AM



Liz Ellis AM



Mark Geyer



Betty Klimenko



Boyd Cordner





In March 2017, Blue Datto's Keeping Safe™ program **won the School Programs Award** category as part of the **Australian Road Safety Awards**. In taking out the accolade, Keeping Safe™ was judged superior to 14 other nominated programs from across Australia.

Our Programs have also received support from many other key stakeholders:

*"As police officers we see the carnage and tragic waste of young lives, often under horrific crash circumstances. Education is vital in preventing more deaths and injury to younger drivers and all road users. The Keeping Safe program by Blue Datto is central to shift the change in attitude and behaviour in the younger generation to keep all members of the community safe and we highly recommend it to all school and community groups."* **Scott Weber, President, Police Association of NSW**

*"The Blue Datto Foundation has lived up to its vision that 'Each person has the right to enter adulthood carrying positive attitudes and behaviours, supported and encouraged by their families, friends and communities.' They are reinforcing how important it is not only for young people, but for all people, to take care on the roads."* **The Hon. Stuart Ayres MP, Member for Penrith, Minister for Trade, Tourism & Major Events, Minister for Sport**

# AWARDS & RECOGNITION



# OUR KEEPING SAFE™ PROGRAM

The award-winning **Keeping Safe™** Program is delivered to youth in **schools and community settings** around NSW.

The Program is an **interactive analysis of travel safety risks** and examines the influence of family, friends and the social environment on the choices they make. Keeping Safe's™ overall aim is to **teach safe behaviours, encourage self-belief** and **empower young people to make better choices** on the roads as drivers and passengers.



# KEEPING SAFE

Each Keeping Safe program features a combination of **whole group presentations** and **breakout sessions**. The smaller sessions are led by trained **Peer Mentors**, usually University students, who have credibility as role models and relate easily and openly with the students.

The program culminates with students preparing a **personal safety plan and pledge**. Every year for **five years** following their participation, Blue Datto sends each student a copy of their pledge as a reminder of the program and their commitment.

Whilst targeting students is the most important part of this program, **road safety is a community issue** and as such Keeping Safe™ benefits from **additional engagement** with the local community where the programs are delivered. Blue Datto works directly with **schools**, reaches out to **parents** via information sessions, trains local **university students** as mentors, partners with **sporting and community groups** and liaises with **local media** to ensure the message is reinforced outside the school environment.

In 2016 Blue Datto delivered 25 Keeping Safe™ programs across Western Sydney and the Hawkesbury regions. All schools have re-booked programs for the 2017 year.





In 2017, the Blue Datto Foundation has been engaged by Transport for NSW to help deliver its parent program, '**Helping Learner Drivers Become Safer Drivers**'.

The program is an interactive workshop for parents and guardians of new and future young drivers – all of whom have an important role to play in keeping their child safe on the roads. The overall aim of this program is to create awareness of the need for parents to take part in road safety education of young adults and provide them with **practical tools** to help keep their child safe.

The program explains how **the parent's behaviour will affect the child's behaviour** and focus' on **behaviour and attitude change** rather than driving skills. It encourages parents to help their child develop **personal travel strategies and** furthers their understanding of the importance of learner drivers **using and buying safe cars.**

The Helping Learner Drivers Become Safer Drivers workshops will be delivered by Blue Datto's Program Leaders and Peer Mentors who have been specifically trained to deliver the program material.

# PARENT PROGRAM



# GOALS FOR 2017

Blue Datto has some ambitious goals for the year ahead with our overall objective being to reach as many young people, parents, families and communities as possible. Our targets for 2017 include to:

- **double the number of Keeping Safe™ programs** in Western Sydney and expand within the **South West and North West of Sydney**
- successfully deliver the **Transport for NSW Parent Program**
- **target regional and remote areas** of the State that are experiencing high numbers of youth fatalities
- launch our **Community/ Sporting Group Program**
- launch a **digital resource for Parents** of learner drivers
- build on our **relationships with Government** and other road safety stakeholders
- Build Blue Datto's brand and profile within the community





WITH THANKS TO OUR MAJOR SPONSORS & FUNDING PARTNERS

