**General**

Contact:

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Summary:

ANWB Streetwise and the Edwin van der Sar Foundation have started a collaboration. ANWB believes road safety is important and the foundation feels the same way about the prevention of head injuries. With our project we educate children in the importance of wearing a helmet when riding a bike to school. At the end of the traffic lesson we will give them a free personalized helmet to take home and use in their day to day life.

Describe your initiative:

ANWB Streetwise is a social project that started in 2006. We educate children from 4 to 15 years during our traffic lessons. We’re always looking for new initiatives to make are lessons as up to date and innovative as possible.

That’s why this year we will start with a new project within ANWB Streetwise. Veilig fietsen naar School is a project that we will implement in our lesson (Blik en klik) we give to 6 and 7 year olds. The project is a collaboration of ANWB Streetwise and the Edwin van der Sar Foundation. The ex-football player has a foundation that focuses on participation/revalidation and prevention of people with a brain injury.

During this class we will educate the children about wearing a helmet. They will ride a bike with a helmet on and at the end of the class they get to keep the helmet. During the first year we will give away approximately 13.000 helmets in 2 provinces. However we will also teach the new Blik en klik lesson at every school in the other 10 provinces we visit with our lessons. The only difference being that these children don’t get to keep the helmet. Our external evaluator will do measurements in provinces.

We’ve made 4 special skins that you can pull over the black helmet. Study shows that children are more likely to were a helmet when this is personalized. By giving the children a chance to choose between 4 different colorful skins we hope to achieve this. There is something for everyone.

**Your Action Plan**

What problem did you address/are you addressing?

The safety of children while riding a bike to school. These days the traffic jams at schools before opening are a real problem. These, often small, streets are full with parents dropping their children off in cars, bikes or ‘bakfietsen’. These traffic jams have become a dangerous area for children who go to school with their own bikes. When it’s this busy around the schools the chance of children falling off their bikes is bigger which can cause serious head injuries. We believe that handing out free helmets can make a real difference and can decrease the amount of head injuries amongst young children in traffic.

Share with us your objectives:

For the first year we have 2 objectives:

-We would like to see a 20% increase of helmet use with the children who participate in our project.

-We want to raise awareness for the theme ‘helmet use amongst children’ and with this increase our authority and impact on road safety as the ANWB.

- start, 3 April 2019

- end, 30 September 2019

- name of action: Veilig Fietsen naar School

- 0-11 children and infants

- 1.000+

Describe the characteristics of your target audience:

Our primarily audience are the children who participate in the ANWB Streetwise lessons. We believe it’s safer for children to were a helmet when riding a bike in traffic. But for this project we aim for children with the age of 6 and 7, group 3 and 4 of the primary school. Children younger don’t tend to ride their own bikes to school. They sit on the back of their parents bike or they get driven by car. We don’t want to aim for children older than 6 and 7, because we want children to get used to wearing a helmet at a younger age.

Secondly off course the parents of these children because the have a huge influence on the behavements of the children.

-Maverick Gedrag

How did you disseminate / are you disseminating results?

In the Netherlands we have 12 provinces, we will start giving away the free helmets in 2 of them. Our measurements in these 2 provinces will be the highest with 3 schools in each.

And in 3 other provinces we will choose 1 school for measurements. This way we will disseminate our measurement across 9 schools divided over 5 provinces.

**Your Evaluation Plan**

How did you evaluate / are you evaluating the success of your action?

Our external evaluator will do 3 kinds of measurements; first measurements, post-measurements and follow-up measurement, at 9 different schools.

-external evaluation

-before and after intervention

-6 interventions groups

-3 control groups

Please list the indicators you use to measure success?

At the zero measurement we will measure:

- the amount of children who go to school on a bike

- the amount of children who go to school on a bike with a helmet

At the post-measurement we will measure:

- the amount of children who go to school on a bike

- the amount of children who go to school on a bike with a helmet

- the amount of children who go to school on a bike with our helmet

At the follow-up measurement we will measure:

- the amount of children who go to school on a bike

- the amount of children who go to school on a bike with a helmet

- the amount of children who go to school on a bike with our helmet

We would like to see a 20% increase of helmet use of the children who participate in our project.

Please describe the evaluation tools you use i.e. surveys, interviews, focus groups, etc.

In the 2 provinces that we give away the helmets, we will start with a first measurement in the week before we go to the school with our ANWB Streetwise lessons. In the week after the lessons we will do a post-measurement. And a month after our lesson we will do a follow-up measurement for the long-term impact.

In the other 3 provinces, the focus groups, we will do a first measurement and a post-measurement. In these provinces there won’t be a follow-up measurement as we won’t be giving away helmets at these locations.