

RSA



# PLAY IT SAFE

## Road Safety Guidelines for Sporting Organisations

Údarás Um Shábháilteacht Ar Bhóithre  
Road Safety Authority

# WHY JUST **ONE** DRINK IMPAIRS YOUR DRIVING



## Every Drink of Alcohol Impairs Driving



At the **legal** Limit

You are six times more likely to have a fatal collision.

At under 3/4 of the **legal** Limit

your perception, vision and tracking ability are impaired, including your ability to steer within your own lane.

At under 1/2 of the **legal** Limit

you are less vigilant and your perception is starting to show impairment.

At under 1/3 of the **legal** Limit

your attention is impaired. You start to focus more on steering and miss out on other dangers - like the child about to cross the road. Your alertness is impaired - the danger of sleepiness increases.



Any alcohol impairs driving and increases the risk of collision.

With every drink you are risking the lives of others, if you drive.



## NEVER **EVER** DRINK & DRIVE

# Contents

PAGE

Introduction 4

Scope of Road Safety Guidelines 9

Implementation and Operation of Road Safety Policy 13

- Transport
- Cycling clubs
- Walking clubs
- Organising events
- Parking
- Alcoholic and Non Alcoholic Celebrations
- Code of Practice for coaches, parents and volunteers
- Health and Safety

Road safety educational and promotional resources 21

- Promotional materials: road safety booklets, leaflets and posters
- The Community Road Safety Programme
  - Protecting our Community: A Call to Action
- The Garda Road Safety Road Show – “It Won’t Happen to Me”

Appendices 27

Appendix 1: Road safety information resources order form

Appendix 2: Contact details of road safety officers by county

Appendix 3: Contact details of Road Safety Promotion Officers RSA

Appendix 4: Contact details of An Garda Síochána

Appendix 5: Advertising and promotion of road safety events in the media

# Introduction

Sport plays a significant role in the personal, social and physical development of the individual. It is essential young people are given every chance to participate in sporting activities where they will have an opportunity to develop these skills. Travelling to training sessions and games both at home and away, throughout the country is an essential element of a young person's sporting activities. Collisions do and will occur on our roads, however, we all have a duty of care to run activities in a way that minimises the likelihood and severity of collisions.

- Vulnerable road users include pedestrians, motorcyclists, cyclists, children, people with disabilities and older people.
  - 1 in 3 of those who died on our roads in 2008 were vulnerable road users, 1 in 5 were pedestrians, 1 in 10 were motorcyclists and 1 in 20 were pedal cyclists.
  - Twenty children, 14 years of age or younger, were killed on our roads in 2008. Out of these, 9 were car passengers, 8 were pedestrians and 1 was a pedal cyclist.
  - Research has shown that the majority of collisions and fatalities on Irish roads involve the 17-24 year old age group.
  - A significant number of collisions and fatalities on our roads are caused by inexperience, a lack of planning, intoxication and driver fatigue.
- The RSA through the provision of these guidelines aims to assist all sporting organisations in checking that sporting activities are managed in an environment which is free from risk of a participant's or spectator's personal health and safety. As a result we are all playing our part in providing an enjoyable and safe environment for all members of sporting organisations. In addition, clubs will develop into road safety aware organisations by implementing good road safety practices, ultimately providing many tangible benefits for participating clubs:

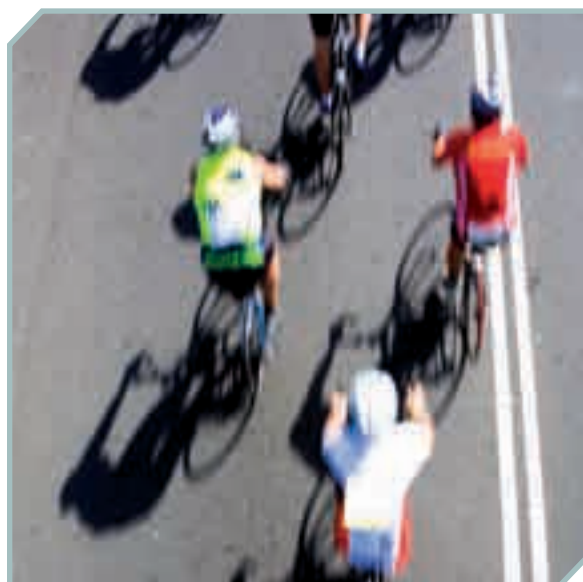


➔ By becoming a road safety aware organisation you will benefit from the following:

- ✓ Increased membership: Addressing issues like health and safety, including road safety will give parents confidence when choosing a club for their children.
- ✓ Club development: The foundation of any club is its youth structure. By encouraging and attracting young members, it is building a strong future.
- ✓ Developing coaches and other relevant personnel – as part of becoming a Road Safety Aware Sporting Organisation, you will enhance the knowledge and skills of those involved in your organisation.
- ✓ Reduce the number of fatalities on Irish roads: It will result in a reduction of the number of fatalities and serious injury collisions on our roads.

It is best practice to ensure that all sporting activities are undertaken and managed in a safe manner as far as is reasonably practicable i.e. taking reasonable steps to prevent foreseeable harm. As the convenor of a public event, it is important to demonstrate duty of care to the participants of your organised activities, spectators as well as other people who are not involved in the event i.e. other road users. This guidance document will assist all personnel involved in the organisation and management of sporting activities in providing a risk free setting, specifically relating to road safety, for all

its members. Additionally, it allows clubs to play a significant role in reducing the high incidence of collisions and fatalities on Irish roads.



# NO CHILD CAR SEAT NO EXCUSE



KNOW THE **NEW LAW** FOR CHILD CAR SEATS

FURTHER INFORMATION ON CHILD CAR SEATS

Learn more about child car seats by visiting [www.rsa.ie/childsafetyincars](http://www.rsa.ie/childsafetyincars), reading the 'CHILD SAFETY IN CARS' **booklet** or watching the 'CHILD SAFETY IN CARS' **DVD**.

Both the booklet and DVD are available **FREE** to order online at [www.rsa.ie/childsafetyincars](http://www.rsa.ie/childsafetyincars) or by telephone **LoCall** 1890 50 60 80.



Booklet



DVD



Road Safety Authority  
Working To Save Lives

[www.rsa.ie/childsafetyincars](http://www.rsa.ie/childsafetyincars)

## **Section one**

### **Scope of Road Safety Guidelines**



“The provisions of these guidelines apply to all members of sporting organisations. Each member has a role to play in the implementation of an effective road safety strategy.”



## Scope of Road Safety Guidelines

These guidelines apply to all personnel involved in the activities of sporting organisations. Each member has a role to play in the implementation of an effective road safety strategy. The following are suggested roles for the chairperson, club secretary, grounds person, coaches, committee members, players and other staff. This document must be read in conjunction with all other policies laid out by all clubs and sporting organisations for example child welfare policy.

The key responsibilities relating to various roles within sporting organisations include:



### Role of chairperson

- ✓ To implement and regularly monitor a road safety policy statement.
- ✓ To ensure that adequate resources are made available so that the policy is implemented effectively.
- ✓ To ensure that all relevant people in the club are aware of their role in relation to road safety and are held accountable for their role in the implementation process.



### Role of committee members

- ✓ To ensure that good practice in relation to road safety is incorporated into all activities of the club.
- ✓ To continually monitor and evaluate road safety practices and report incidents where best practice has not been conformed to.



To ensure that any training of members that is required to enhance their knowledge and expertise in the area is identified, authorised, and put into practice.



To monitor breaches of road safety rules and to ensure corrective action is taken.



### Role of secretary



To ensure that the road safety policy is circulated to all appropriate personnel and to make it widely available at club level through notice boards, coaches, and team managers as well as other appropriate mediums.



Display road safety posters in changing rooms, meeting rooms or other appropriate areas.



Disseminate road safety information at training sessions.

- ✓ To bring to the attention any road safety related correspondence to the committee.
- ✓ To keep on record any incidents relating to road safety which were highlighted.

### Role of grounds person

- ✓ To have a thorough knowledge of the Club's safety procedures and traffic management plans and actively implement them according to the road safety policy.
- ✓ To ensure that access to emergency assistance and adequate first aid measures are available on site at all times, in the event that an incident occurs in close proximity to the grounds.

### Role of coach

Coaches develop the knowledge, techniques and motivation of sports teams and players at all levels, from beginners to top professionals. As coach, a key part of the role is planning activities, sessions and programmes and has huge influence on the safety culture in clubs including road safety. Road safety is an area which can be introduced into the planning of the activities before and after training sessions. Hereunder, suggestions are included to improve the safety of all concerned.

- ✓ Raise the awareness of key road safety messages which include the dangers associated with speeding, drink driving, taking drugs and driving, and the importance of wearing safety

belts. This could include announcing a road safety message at the end of each training session.

- ✓ Advise children of the dangers associated with the retrieval of balls which accidentally end up on the public roads. In the event that a ball ends up on a public road, advise children to wait until an adult retrieves the ball and returns it to them.
- ✓ Encourage the use of high visibility clothing for all members attending training sessions and walking to and from the club.
- ✓ Encourage the use of reflective clothing for cyclists and pedestrians, appropriate lighting on bicycles and the importance of wearing a cycling helmet.
- ✓ Coaches and other club members transporting children in cars should be aware of the extent and limits of their motor insurance cover, particularly in relation to acceptable numbers and liability.
- ✓ Coaches and other relevant personnel should never carry more than the permitted number of passengers.
- ✓ Coaches and other relevant personnel should ensure the use of safety belts while travelling.

**“Road safety is an area which can be introduced into the planning of activities before and after training sessions”**

**Section two**  
Implementation and Operation  
of Road Safety Policy



“Transporting players and other members to and from sporting events by coach or by car is a common occurrence. The safety of these individuals is of paramount importance.”

# Implementation and operation of road safety policy

In order to actively carry out a club's policy in relation to road safety, to maintain a general consciousness of road safety and to promote road safety to a maximum, the following road safety guidelines can be considered for implementation:

## Promotion of Road Safety

Promotion of road safety issues via

- ✓ Display of road safety related posters
- ✓ Display of road safety messages on score boards during intervals
- ✓ Road Safety announcements at matches
- ✓ The inclusion of road safety messages in all publications including match programmes and annual reports.

## Road Safety Instructions

Presenting road safety instructions regularly, to all age groups of sporting organisations but with particular emphasis to the under-age cohort.

- ✓ Coaches play a key role in promoting good road safety practices and guidance. Building this into the beginning and end of each training session would be an excellent opportunity to raise awareness of road safety messages.

## Transport

Transporting players and other members to and from sporting events by coach or by car is a common occurrence. The safety of these individuals is of paramount importance. It is essential to follow the guidelines hereunder to ensure best practice is in place.

## Travelling by coach or bus

- ✓ Appoint an event leader and/or safety officer for the trip.
- ✓ If hiring a driver ensure he/she is Driver Certificate in Professional Competence certified (this is not required if non commercial).
- ✓ Hire a coach/minibus that has safety belts installed.
- ✓ Ensure children are informed of the importance of wearing safety belts.
- ✓ At all times, have a supervisor on board to monitor the wearing of safety belts.



## Travelling by car

- ✓ Ensure that the car is driven by a qualified and experienced driver of an appropriate age.
- ✓ Drivers have a legal responsibility to ensure passengers aged under 17 are appropriately restrained. Children under 12 must be restrained in a child restraint appropriate for their weight and height. Further information on child safety in cars can be obtained at **[www.rsa.ie/childsafetyincars](http://www.rsa.ie/childsafetyincars)**
- ✓ Ensure the correct number of passengers are on board for the type of vehicle been driven.
- ✓ It is important that parents, coaches and other adults involved in post match celebrations lead by good example and ensure the safety of children and young adults during post match celebrations. Vehicle cavalcades and cheering from open sunroofs is extremely dangerous and should be prohibited as there is a high possibility of a serious injury or fatality.

## Cycling Clubs & Walking Clubs

Basic action can be taken by cycling clubs and walking clubs to ensure the safety of individual cyclists and walkers, and the safety of others in a group when participating in club cycles or group walks.

## Cycling clubs

A safety checklist may be incorporated into the health and safety policy of the cycling

club and could include information such as the following:

- ✓ Rules of the road must be observed at all times
- ✓ Where cyclists are travelling in large groups, it is important that warning support vehicles are present to advise oncoming traffic of events ahead.
- ✓ Do not take up a position on the 'inside' of a large vehicle out of view of the driver e.g. Heavy Good Vehicle (HGV). Instead, stay behind if the large vehicle has stopped at a junction with the intention of turning left.
- ✓ Cycling groups will often cycle in pairs where the road permits it. It is important to single out as required by traffic on the road, as cycling beside another person would endanger, inconvenience or block other traffic.
- ✓ Always cycle on cycle tracks where they are provided.
- ✓ Brakes, tyres, chain, lights, reflector and bell must be in good working order.
- ✓ At night cyclists must carry a lamp showing a white or yellow light to the front and a lamp showing a red light to the back. The use of flashing rather than static lights on the front or rear of bicycles has become increasingly popular with cyclists allowing them to be more visible on the road.
- ✓ A cycling helmet should be worn at all times in the interest of road safety
- ✓ Wear reflective clothing at all times. A cyclist must always be visible on their bicycle. Cyclists should wear a reflective armband; wear a Sam Browne reflective belt or reflective vest to be more visible to motorists at all times.

- ✓ Cyclists must maintain control and focus when riding at all times.
- ✓ Communicate with other cyclists and motorists by hand signals where possible and by shouting out in the event where hand signals are not possible.
- ✓ Point out hazards to fellow cyclists. Examples include car doors opening in riding path, potholes, uneven road surface, cars entering the main road from side roads, pedestrians/joggers, loose animals and cars pulling out of car parking spaces.
- ✓ Address mental or physical impairment wisely such as dehydration as this may affect your ability to cycle safely.
- ✓ Never cycle in the lane of oncoming traffic, even if it is a bicycle lane or hard shoulder.
- ✓ Avoid cycling in a position where your front wheel overlaps the front rider's rear wheel.
- ✓ Stay off the public road when regrouping and waiting for fellow cyclists.
- ✓ Beware of wet roadways and railway lines.
- ✓ Avoid wearing or riding with clothing or objects that may interfere with your bicycle wheels, chain or pedals.
- ✓ Never wear an mp3, ipod or use a mobile phone when cycling.
- ✓ Never drive if you are feeling fatigued. Cyclists who take part in long events may be fatigued having completed the course. It is important to have taken sufficient fluids, food and to be well rested prior to returning home by car.
- ✓ After a period of bad weather, roads may be damaged significantly. It is

important to check the route prior to the event to ensure that it is a safe course for cyclists to ride.

- ✓ If holding an event the start and finish line should be a minimum of 200 metres away from any junctions or turns in the road.
- ✓ Start and finish areas where possible should have lay-by or footpath for spectators.
- ✓ Signage should be displayed on the route of any cycling event to warn other road users.

## Walking clubs

A safety checklist may be incorporated into the health and safety policy of walking clubs and should include information such as the following:

- ✓ Rules of the road must be observed at all times.
- ✓ If there is a footpath you must use it.
- ✓ If there is no footpath in place, you must walk as near as possible to the right hand side of the road, facing oncoming traffic.
- ✓ Never walk more than two abreast. If the road is narrow or carries heavy traffic, you should walk in single file.
- ✓ It is good practice to wear high visibility clothing at all times. Walkers should always wear reflective clothing at night when walking outside of built up areas. High visibility clothing or bright clothing should be worn during day time hours.
- ✓ A torch should be carried when walking at night time.
- ✓ Never congregate as a group on a public road or when waiting for fellow walkers.

## Organising events

The following issues should be taken into consideration when organising sporting events:

- ✓ When organising a sporting event, it is important to contact the local gardaí and also the local Road Safety Officer to inform them of plans of upcoming sporting events. See appendix 3 and appendix 4 at the back of this resource for the contact details of your local Road Safety Officer and Regional Traffic Superintendent or Regional Traffic Inspector.
- ✓ Local media should be utilised to inform the public of sporting events which are taking place. This will allow individuals to plan their schedules to avoid the route in question or to plan their schedules which will allow them to avoid heavy traffic. See appendix 5 for guidelines on writing a successful press release. A sample press release is included.
- ✓ Where possible, do not hold your event too late in the evening, as bad visibility and driver fatigue make collisions more likely.
- ✓ Where events are held at dusk or in the dark, members should be advised to wear reflective clothing. Florescent clothing should be worn in day light hours to increase visibility. Reflective clothing should conform to EN471 EU standards.
- ✓ Where possible, plan your events away from the road in parks or in sports grounds.
- ✓ Ensure that there are sufficient marshals to supervise the route and general area.
- ✓ Starting and finishing times: where possible, avoid starting an event or ending an event at a time which coincides with busy traffic periods e.g. Mass times.
- ✓ Signposting your route: if you are signposting the route, ensure that signage is safe and complies with regulations. Signage should not be a distraction to other road users and should clearly communicate the relevant information.
- ✓ Comply with traffic signals and advice given in the rules of the road. The rules of the road are for all road users – drivers, pedestrians, motorcyclists, cyclists, and horse riders. Rules of the Road may be accessed at **www.rulesoftheroad.ie**
- ✓ Never allow cars to follow closely behind groups of participants. This can be dangerous and can cause obstruction and inconvenience to other traffic.
- ✓ Traffic management plans should be devised before the event, with particular attention given to safety at high risk areas where there is interaction between pedestrians and vehicular traffic. The plan should be communicated to all relevant persons and a procedure implemented within each person's designated area of control.
- ✓ The traffic management plan should take account of access/egress for emergency vehicles in the event of an incident occurring at the event.

## Parking

When organising an event, it is important to ensure that there are adequate parking facilities in place. The numbers expected to attend the event should be considered.

- ✓ Marshals will be appointed to man parking areas at sporting events. All marshals should be advised to wear high visibility clothing to ensure their safety and visibility. It should conform to EN471 EU standards and regulations.
- ✓ A traffic management plan should ensure that there is clear delineation of pedestrian access/egress routes at parking areas, so as to minimise risks, where there is interaction between pedestrians and vehicles. All marshals should have clear knowledge of the traffic management plan being implemented at the event.
- ✓ Adequate lighting should be available in parking areas to increase visibility where there is interaction between pedestrians and vehicles.
- ✓ Ensure adequate parking space is allocated for coaches attending the event.
- ✓ Avoid using roads without proper footpaths or verges, if possible.
- ✓ Avoid using roads where there are road works if possible.
- ✓ Parking provision should be in place for the safety of players who are being dropped off or picked up by parents or guardians or other parties.

## Alcoholic and non alcoholic celebrations

### Non Alcoholic Celebrations

It is popular thinking that alcohol is a necessity in order to have a successful social event. Encourage non alcoholic events, following post match celebrations and other social occasions associated with sporting events. This instils a sense of awareness and responsibility over time with younger age groups and it can also be enjoyable.

### Celebrations where alcohol is consumed

Where alcohol is consumed, it is important to consider alternatives available to ensure members return home safely.

- ✓ Involve a local taxi company who may be willing to offer free or reduced fares for the event in lieu of publicity.
- ✓ Invite a local bus company to get involved who may offer to bring members home from the event in lieu of publicity.
- ✓ Encourage members to participate in a designated driver's campaign.
- ✓ Where members choose to walk, promote the use of high visibility clothing.



### Code of practice for coaches, parents and volunteers

- ✓ Support the players involvement and help them to enjoy their sport
- ✓ Set a good example by practicing good road safety habits and behaviours.
- ✓ Encourage players to practice good road safety behaviours
- ✓ Ensure the use of safety belts at all times.
- ✓ Encourage players to wear high visibility clothing when walking/cycling to training and matches.
- ✓ Encourage and guide players to accept responsibility for their own behaviour and actions.
- ✓ Discourage unsafe practices such as travelling in cavalcades before, during and after match celebrations



### Health and safety guidelines

When you identify potential hazards and threats through carrying out a risk assessment, the danger of a collision or incident happening is reduced and thereby, you have demonstrated a duty of care.



### Simple steps to risk assessment:

- ✓ identify the activities carried out by the sports club, routine and non-routine.
- ✓ Identify the hazards.

- ✓ Evaluate the potential risks and implement the necessary control measures.
- ✓ Identify personnel responsible.
- ✓ Record your findings.
- ✓ Communicate the findings and controls measures to all relevant persons.
- ✓ Review assessments.

Every functional area will have an element of health & safety to consider, therefore, carrying out appropriate risk assessments are essential and will ensure that health and safety is an integral element throughout all planning and preparation. Some of the issues to consider are:

- ✓ What safety precautions do I need to take, including road safety?
- ✓ Are risk assessments performed, implemented, reviewed and available to all relevant persons?
- ✓ Are safety procedures documented and how are they communicated to all levels within the club?
- ✓ What information do I need to include in health and safety announcements, including road safety?
- ✓ Are adequate emergency procedures in place and are they clearly communicated to all relevant persons and visitors?
- ✓ Is safety training required?



**Section three**  
Road Safety Educational  
and Promotional Resources



“The RSA have developed a suite of publications, created road safety presentations and have facilitated and developed a road safety community programme.”

## Road safety educational and promotional resources

Important road safety information messages to be communicated to members and players include the following:

- ✓ Safe practices when walking. Refer to Rules of the Road, pedestrian safety leaflet, Community Programme, and garda presentation.
- ✓ Safe practices when cycling. Refer to Rules of the Road, Community Programme, Garda Presentation.
- ✓ The importance of safety belt wearing. Refer to RSA leaflets and posters, the Community Programme and the Garda road safety presentation.
- ✓ Dangers associated with impaired driving, speeding, driver fatigue and driving while using a mobile phone. Refer to RSA leaflets, Rules of the Road, the Community Programme and the Garda road safety presentation.
- ✓ Bus passenger rules as outlined in this document and Rules of the Road.
- ✓ Post match celebrations as outlined in this document.
- ✓ Dangers associated with cavalcades as outlined in this document.



### Road safety leaflets, booklets and posters

The RSA have developed a suite of publications, information leaflets and

booklets which will enhance the delivery of road safety information sessions ensuring all members are aware of best practices in relation to road safety.

Road Safety Information leaflets, posters and booklets can be obtained by ordering resources on the order form in *appendix 1* at the back of this resource.



### The Community Programme – Protecting our Community “a Call to Action”

The RSA have facilitated and developed a road safety community programme in conjunction with the HSE, The Gardaí, Muintir na Tíre, Emergency Services, Road Safety Officers, victims of road traffic collisions and the National Community Fora. This resource pack is based on the Rules of the Road and will focus on changing attitudes and behaviour of drivers, pedestrians, motor cyclists and cyclists.

The community road safety programme focuses on four main topics:

- ✓ Speed and speeding
- ✓ Use of safety belts, airbags and correct child restraints

- ✓ Impairment, including alcohol, illegal and legal drug use, driver fatigue and mobile phone use.
- ✓ Unsafe behaviour towards or by vulnerable road users including pedestrians, motorcyclists, cyclist, young children and older people.

The community programme also features other optional information which includes tyres, road tax, insurance, purchasing a car including environmental issues and Euro NCAP, fuel, good driving practices and hazard perception.

Coaches or other appropriate designated club members can be trained to deliver the programme to their players and fellow staff members to ensure the delivery of best practice in road safety to all concerned.

If you are interested in having club members or other designated members of your community trained to deliver this road safety resource to your club members, please contact the Road Safety Promotion Officer, RSA. See *appendix 2* for contact details.

## Road safety presentations

The Garda Road Safety Road show, “It Won’t Happen to Me “ is a PowerPoint presentation covering the main topics on road safety and how they apply to all road users including drivers, passengers, pedestrians, cyclists and motorcyclists.

## Topics covered

The presentation consists of 30 slides covering topics which include:

- Inappropriate Speed
- Drink / Drug driving
- Safety belt usage
- Fatigue
- Distractions e.g. mobile phones
- An interview with a victim of dangerous driving

## Duration

It takes approximately 1 hour and 20 minutes to deliver the presentation. The Garda presenters will tailor the presentation to incorporate local issues where relevant. The presentation concludes with a number of video clips which include Garda camera car footage illustrating dangerous driving incidents and supporting the messages given in the presentation.

## Content

Due to the hard hitting nature of the content, it is important the Gardaí are informed if somebody in the audience has been affected due to a death caused by a road traffic collision.

## Conditions for delivery

It is recommended that room would be booked exclusively for this presentation for the length of time agreed with the Garda contact person. It is advisable to discuss room requirements with the Garda contact person prior to the event. Early notice is essential as there are operational requirements.

## ➔ Demonstration of equipment

In addition to the presentation in some centres Gardai can be in attendance to demonstrate some of the equipment used for enforcement which includes:

- Radar speed detection guns
- Alcohol breathe detection units
- Gatso automated speed detection vans patrol cars and motorcycles.

This additional support is dependent on available resources and sufficient notice being given to the Garda contact person.



## ➔ Advertising

Adequate signage should be organised to direct people to the venue.

## ➔ Contacts

The contact person in An Garda Síochaná is the Regional Traffic Superintendant or the Regional Traffic Inspector. See appendix 4 at the back of this resource for regional contacts.

“Ensure the delivery of best practice in road safety to all concerned”





# the safe cross code

## KNOW THE CODE!

One, two, three, safe cross

Four, five, six safe cross

One, two, three, four, five, six, **SAFE CROSS CODE**

*chorus*

## REMEMBER...

**ONE** – look for a safe place

**TWO** – don't hurry stop and wait

**THREE** – look all around and listen  
before you cross the road, remember

**FOUR** – let all the traffic pass you

**FIVE** – then walking straight across you

**SIX** – Keep watching, thats the  
**SAFE CROSS CODE**

Safe place **STOP** and **WAIT**

Safe place **STOP** and **WAIT**

Safe ground **LOOK AROUND**

**LISTEN** for a traffic sound

If traffic's coming **LET IT PASS**

Until the road is **CLEAR** at **LAST**

Then **WALKING** straight across the road

**KEEP WATCHING, THATS THE CODE!**

*repeat chorus*

Thats the **SAFE CROSS CODE**

Know the **SAFE CROSS CODE**

**KNOW THE CODE!**



## Section four

### Appendices



“The RSA have developed a suite of publications which will enhance the delivery of road safety information sessions ensuring all members are aware of best practices in relation to road safety.”

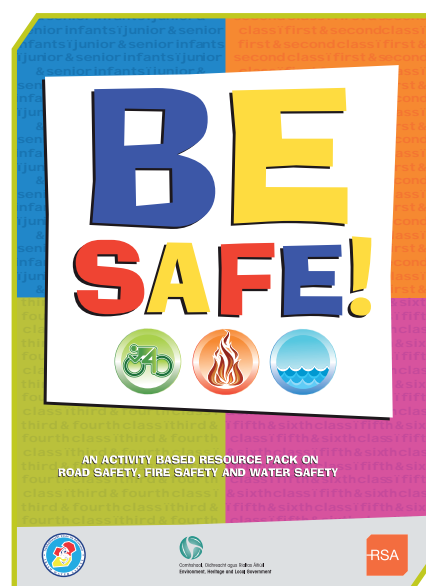
## Appendix 1: Road safety information resources

The RSA has developed a suite of publications, leaflets and posters to support sporting organisations whilst promoting road safety messages to all members, participants and spectators associated with sporting events.

It is important to submit the promotional resources order form 6 weeks in advance of your event to ensure the delivery will be processed for your event on time.

On completion of the order form, please forward it for the attention of:

The Road Safety Promotion Officer,  
Education & Research Department,  
Moy Valley Business Park,  
Primrose Hill,  
Ballina,  
Co. Mayo.





## Road safety promotional resource order form

Resource	Description	Quantity Required
Child Safety in Cars	DVD	
No Child Car Seat No Excuse Illustrated Guide to Child Restraints		
Child Safety in Cars (Chinese) Child Safety in Cars (English) Child Safety in Cars (Russian) Child Safety in Cars (Lithuanian) Child Safety in Cars (Latvian) A guide to selecting and fitting child restraints	Booklet	
Driver Fatigue Driver Fatigue Wake Up To It, Fact Sheet	Booklet	
Preparing For Your Driving Test	Booklet	
Get it on (English) Get it on (Russian)	Leaflet	
Just one drink (Gaeilge) Just one drink (English) Just one drink (Polish) Just one drink (Latvian) Just one drink (Lithuanian) Just one drink (Russian)	Leaflet	
Sharing the Road Advice for Motorcyclists	Leaflet	
Medicines and Driving	Leaflet	
The Faster The Speed	Leaflet	

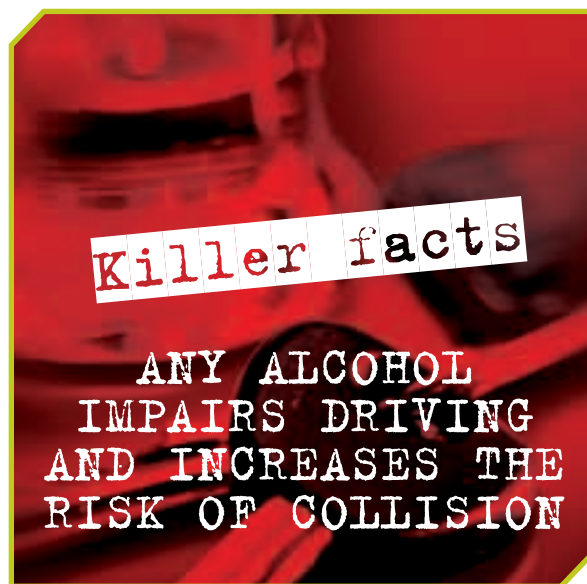
Resource	Description	Quantity Required
Tyre Depth Gauge Pop-out tyre depth gauge (wallet size)	Leaflet	
Road Safety and The Law (English) Road Safety and The Law (French) Road Safety and The Law (Russian) Road Safety and The Law (Polish) Road Safety and The Law (Lithuanian) Road Safety and The Law (English) Road Safety and The Law (Arabic) Road Safety and The Law (Simplified Chinese) Road Safety and The Law (Brazilian Portuguese)	Leaflet	
Pedestrian Safety Look out stand out	Leaflet	
Cycle Safety	Leaflet	
Going to School Dul ar Scoil	Leaflet	
The Brighter Way to Save Lives	Poster	
Get it on - No Seatbelt No Excuse	Poster	
Just One	Poster	
Wouldn't it be easier to cut out drink driving	Poster	
Easier to face (girl)	Poster	
Crashed at a mates	Poster	
Drunk with Tiredness	Poster	



Resource	Description	Quantity Required
Keeping your Child Safe English Polish Romanian Chinese Irish	Poster	
Road Safety and the Law in Ireland English French Indian Spanish Polish Romanian Lithuanian Arabic Latvian Russian Chinese	Poster	
Driver Fatigue Drunk with Tiredness	Poster	
Mobile Phones and Driving	Leaflet	
This is Your Bike A safety guide for you and your motorcycle or moped.	Booklet	
Helping Learner Drivers Helping learner drivers to drive safe	Booklet	
Rules of the Road Community Translations	DVD	

## Appendix 2: Road Safety Promotion Officer, Road Safety Authority contact details:

Angela Teahan  
Tel: 096 250 50  
Email: [angelateahan@rsa.ie](mailto:angelateahan@rsa.ie)  
  
Jenny McLoughlin  
Tel: 096 250 02  
Email: [jennymcloughlin@rsa.ie](mailto:jennymcloughlin@rsa.ie)



## Appendix 3: Contact details of Road Safety Officers by county

Contact your local Road Safety Officer to assist you in promoting road safety locally. A full list of contact details is included in the appendix of Road Safety Officers throughout the country.

Full Name	Local Authority	Telephone	E-mail
John McDarby	Carlow County Council	059 9136210	jmcdarby@carlowcoco.ie
David Farrelly	Cavan County Council	049 4378342	dfarrelly@cavancoco.ie
Barry Keating	Clare County Council	065 6821616	dfarrelly@cavancoco.ie
Niamh O'Brien	Cork City Council	021 4924792	niamh_obrien@corkcity.ie
Qwen Quinn	Cork County Council	021 4909658	qwen.quinn@corkcoco.ie
Eamonn Brown	Donegal County Council	074 9172 592	EAMONNB@Donegalcoco.ie
Michael Byrne	Dublin City Council	01 222 2504	michael.byrne@dublincity.ie
Susan Jordan	Fingal County Council	01 8905825	susan.jordan@fingalcoco.ie
Seamus Storan	Dun Laoghaire/Rathdown	01 205 4878	sstoran@dlrcoco.ie

Full Name	Local Authority	Telephone	E-mail
Sean Megraw	South Dublin County Council	01/4149207	smegraw@sdublincoco.ie
Kitty Killilea	Galway City Council	091 894335	kitty.killilea@galwaycity.ie
Deirdre Caulfield	Galway County Council	091 - 509360	dcaulfield@galwaycoco.ie
Michelle Mullane	Kerry County Council	066-7183588	mmullane@kerrycoco.ie
Declan Keogh	Kildare County Council	045 980388	dkeogh@kildarecoco.ie
Hugh Hunter	Kilkenny County Council	056 7794 185	hugh.hunter@kilkennycoco.ie
Yvonne O' Reilly	Laois County Council	057 8664022	yoreilly@laoiscoco.ie
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Rory McDermott	Limerick City Council	061 407381	mcdermott@limerickcity.ie
Karen Butler	Limerick County Council	061 496231	kbutler@limerickcoco.ie
Ann Marie McKeown	Longford County Council	043 3343341	amckeon@longfordcoco.ie
Angela Muckian	Louth County Council	042-9324262	angela.muckian@louthcoco.ie
Noel Gibbons	Mayo County Council	094 - 9047115	ngibbons@mayococo.ie

Full Name	Local Authority	Telephone	E-mail
Michael Finnegan	Meath County Council	046 9097150	mfinnegan@meathcoco.ie
Eilish McShane	Monaghan County Council	047 73781	emcshane@monaghancoco.ie
Mary Flynn Kenny	Offaly County Council	057 9346893	MFlynn@offalycoco.ie
Kevin Boyle	Roscommon County Council	090 6637157	kboyle@roscommoncoco.ie
Val Baynes	Sligo County Council	071-91-11974	vbaynes@sligococo.ie
Jacqueline McGrath	North Tipperary County Council	067 44874	jmcgrath@northtippcoco.ie
Mary Carroll	South Tipperary County Council	052-6134531	mary.carroll@southtippcoco.ie
Jemma Jacob	Waterford City Council	051 849 783	jjacob@waterfordcity.ie
Anthony Walsh	Waterford County Council	058 - 22000	awalsh@waterfordcoco.ie
Donal O' Donoghue	Westmeath County Council	044 - 9332250	donal.odonoghue@westmeathcoco.ie
David Codd	Wexford County Council	053 - 9165023	david.codd@wexfordcoco.ie
Linda McDonald	Wicklow County Council	0404 - 20236	Lmcdonal@wicklowcoco.ie

## Appendix 4: Garda contact details

To have an effective road safety presentations delivered, the contact person in An Garda Síochána is the Regional Traffic Superintendent. They will in turn nominate a representative to visit your centre and deliver a road safety presentation at your request.

To inform Gardaí of upcoming events in relation to traffic management, contact can be made also with the Regional Traffic Superintendent for your region.

Region	Regional Traffic Superintendent	Office Number
Garda National Traffic Bureau	Declan O'Brien	01-6661951
Northern	John Mc Fadden	071-9858539
Southern	Gerard Dillane	021-4522034
South East	Paschal Connolly	056-7775007
Eastern	Inspector Alan Murray	044-9384034
Western	James Hynes	091-388034
Dublin Metropolitan Region	Declan Brogan	01-6669888



## Appendix 5: Advertising is vital to raise awareness of your sporting events

Included in this resource pack are guidelines on writing a press release and also a sample press release. A press release seeks to demonstrate to the editor or reporter the newsworthiness of a particular event, service, person or product. A well written press release will increase interest in your road safety programme by divulging facts in relation to the event. When writing a press release it is important to take the following points into consideration.

- Tell the audience that the information is intended for them and why they should continue to read it.
- Make sure you wait until you have something with enough substance to issue a release.
- Make sure the first 10 words for your release are effective.
- Tell the audience that the information is intended for them and why they should continue to read it.
- Avoid excessive use of adjectives and fancy language. Deal with the facts. Include information on key activities taking place during the week.
- Provide as much contact information as possible: individual to contact, address, phone, fax, email, website address.

- Make it as easy as possible for media representatives to do their jobs

A sample press release is included on page 36 and 37 of the resource to assist you in publishing details of your event including road safety information.



### Sample press release

A sample press release is included. It is important to point out to the public any expected traffic congestion in specified areas. In addition it is essential to highlight relevant road safety messages by appealing to road users to change their behaviours which may lead to saving lives and reducing the numbers of serious injuries on our roads.

## Football bosses ask Motorists to play ball

Thousands of GAA fans travelling to a major championship match in X this Sunday have been given a special ‘drive safely’ message.

(X county) and (X county) may be in direct opposition in the X football championship showdown in (x location) but the road safety officers of both counties have teamed up to deliver the message.

“We want people to drive safely this weekend. There will be a huge volume of traffic on the roads for the game, and we urge people to take care and to ensure that their trip to this great sporting occasion does not end in tragedy,” said Road Safety Officer (1), Mr X.

Motorists have also been advised that traffic will be reduced to a single lane at X, just two miles from X town on the main X road.

The football managers took time out from preparation for the big game to be played on Sunday (date) to show their support for X County Council and X County Council.

The campaign asks motorists and passengers to make a personal commitment to drive at appropriate and legal speeds in a bid to tackle concerns about speeding in local communities. A special appeal will be made at the big match on Sunday for all the fans to drive with care.

Mr X, (Manager of X county football team A), said: “On the football pitch, speed is a

necessity – but excessive and inappropriate speed on the road is not ‘fair play’.

“Apart from the obvious risk of causing injury and death, it also creates distress among other road users leading to people feeling unsafe as they walk or cycle on our roads.

Footballers and managers will be encouraging local people to think every time when they sit in a vehicle before they turn the key or as a passenger that they will not speed.

Mr X. (Manager of X county football team B said: “Speeding traffic is a prime concern in many communities. We want motorists to think about their speed and how it might affect others as they pass through our communities. Sometimes this might mean slowing down to a speed below that of the signed limit. We hope everyone takes note.”

Road Safety Officer (2), X County Council said “This is another opportunity to remind football fans about their road safety responsibilities. Fans should ensure the enjoyment of the game isn’t followed by tragedy on the road,” “We want all road users to change their behaviours which will save lives and reduce serious injuries on our roads”.

Individuals and organisations wishing to follow their football team’s example and make a commitment to drive safely should ask all their family members to adhere to the rules of the road at all times and lead by example in your own community.

# DRUNK WITH TIREDNESSZZZZ?

**Fighting sleep at the wheel  
is as dangerous as driving  
over the legal alcohol limit**

**TO KEEP DRIVING  
FOR ANOTHER HOUR:**

- 1. Find a safe place to park*
- 2. Take 2 cups of strong coffee*
- 3. Take a nap for no more than  
15 mins - then stretch your legs*



**DRIVER** FATIGUE  
*WAKE UP TO IT!*