



Volvo Group

CSR Campaign – Stop, Look, Wave

Traffic Safety Kit INSTRUCTOR'S GUIDE

INTRODUCTION

Background information

Each year, more than 1.2 million people die in traffic accidents and commercial vehicles are involved in 10% of these. That equals to more than 3,400 deaths per day. Moreover, the World Health Organization (WHO) estimates that, if nothing is done, the number will increase by 45% by 2030.

Safety. Our core value

Volvo has been focusing on safety since the company was founded in 1927. We have a clear safety vision: Zero Accidents. To reach this vision, we are continuously developing products and systems that prevent accidents from happening in the first place and ways of reducing the consequences if an accident does occur. But we want to do more.

Stop, Look, Wave

With this “Stop, Look, Wave” initiative, we want to make a real difference in traffic safety. We want to help children understand how to act safely in traffic, and we want to spread the three magical words Stop, Look, Wave to as many children as we can. This message can make a life-saving difference.

HOW TO USE THE MATERIAL

This guide has been developed as a support to you, as an instructor, to carry out the “Stop, Look, Wave” activity. To further assist you, a kit with a number of components is available, described further in this document. In addition to the interactive story you are free to add other components such as a practical demonstration on the street mat and/or outside with a real truck, bus or large car. In other words, you choose the components that will best suit your target group and the time you have available.

Please be advised:

Before conducting any training with children, ensure that you have parent or teacher approval, in writing if necessary. Be aware of, and follow, all applicable school safety policies, and all local laws and regulations.

The training should be conducted in the presence of the teacher, or parents.

Conduct the training with the children in a safe way, being particularly mindful of surrounding vehicles or traffic.

Limit the training to raising awareness of the importance of the stop-look-wave message, and do not include any other messages, even those that may relate to road safety.

Thank you for your participation!



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TARGET GROUP

The main target group for this activity is school children, ages 6-10. If the children are older, you can still use all components in the kit but you will want to adapt the level and language to suit your target group.

INSTRUCTOR PROFILE

- For the interactive story: A Volvo Group representative, a Transport Company representative, a schoolteacher or an educator who:
 - Is comfortable talking in front of an audience
 - Enjoys meeting and interacting with children
- For the other parts of the kit: A Volvo Group representative or a Transport Company representative that in addition to the things mentioned above also:
 - Has interest in and good knowledge of trucks and safety
 - Is skilled in reading people and situations, and able to adjust accordingly

COMPONENTS OF THE “STOP, LOOK, WAVE” KIT

- **Interactive story**

The main purpose of the interactive story is to set the scene for further discussions about trucks/buses/cars/trams and traffic safety. The story includes basic facts about trucks (what they do and how big they are), it explains that the driver might not always be able to see you due to limited visibility and clarifies how to best behave in various traffic situations.

The story is told by you (see “interactive story”) and visualised through a PowerPoint presentation. To bring the story to life a mix of photos, illustrations, sound effects and animations are used. To further engage the children, the story has been made interactive. Therefore you, as the narrator, will continuously ask the children questions to move the story forward. In doing this, the children will need to think for themselves instead of being passively “fed” the information. The questions to ask and when to ask them are clearly described in the script. To move along in the story you click to the next slide when you are ready. With each slide, the animation and sound will loop until you are ready to move along.

To experience the full story, make sure to have the necessary projection and sound equipment. In the unfortunate event of having a difficult time downloading or opening up the PowerPoint you can follow the instructions found in this document (see “Instructions to mount films for interactive story”). If you are still experiencing difficulties after going through the instructions or if you do not have a sound system and/or projector available there is a simpler second version of the story available. This second version does not contain animation or sound, and it can be printed as hand outs for the children.

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- **Street mat**

The purpose of the street mat is to further emphasise/develop the main messages of the interactive story. Use the mat with a toy truck and Playmobil figures to show examples of dangerous traffic situations and how to handle them. A recommendation on how to execute this exercise is available below (see “Traffic situations to demonstrate on street mat”).

You will need to print/produce the street mat prior to the activity. The final artwork is available for download as a separate file. It can be printed on thick vinyl (approximately 900 g/sqm), or – if you would like a budget version of the mat – you can print it on four A3 size papers, taping them together to make one full size mat.

It is recommended to use one truck as well as at least two figures on bicycles, two pedestrians and one car. Below you will find the recommended items to use:

- Toy truck: FH Toy Truck 1:25, Item number 300015 in the Volvo Merchandise Webshop (www.volvomerchandise.com).
- Playmobil bikes + figures: Children with Crossing Guard, Product No. 5571.
- Playmobil car + figures: City Car, Product No. 5569 **or** Vet with car, Product No. 5532 surf to www.playmobil.com, and click through to shop online.

- **Driver’s licence**

To emphasize the main message to the children, you can give them a “driver’s licence” at the end of the training. One side of the driver’s licence shows the three magical words, Stop, Look, Wave, and on the other side children can add a photo or draw a picture of themselves and fill in their personal details (name, surname, date of birth, date of issue and signature). You will need to print the driver’s licence prior to the activity. Final artwork is available for download.

- **Giveaways**

If possible, hand out giveaways at the end of the interactive story. Examples of giveaways are books, reflectors, safety vests or similar traffic safety items that you can order from Volvo Merchandise.

Note that at the end of the story the main character, Tim, delivers a brown box to the class with something in it. If you have no giveaway to hand out, this slide needs to be adjusted.

- **Outdoor exercise**

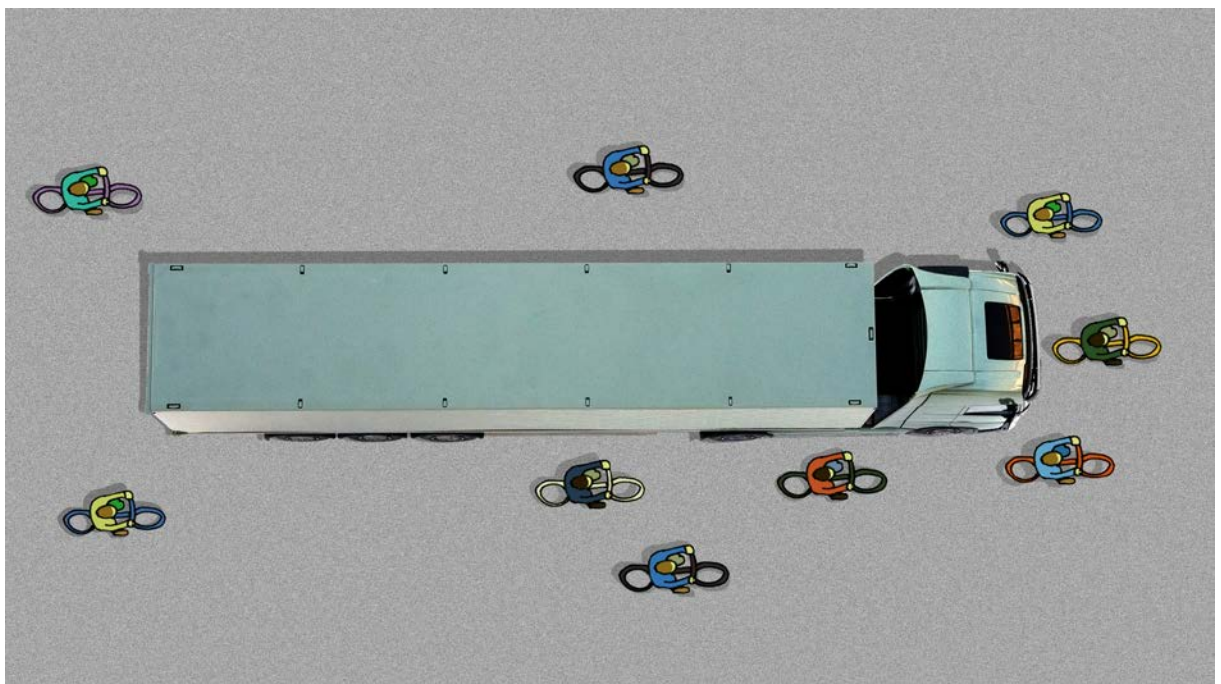
If possible, have a real truck, bus or large car parked in the schoolyard for hands-on demonstrations of visibility limitations to stress the importance of making eye contact with the driver to ensure you are seen.

It is best to give children the opportunity to get into the driver’s seat and experience the visibility first hand. A recommendation for how to execute this exercise is available below (see “Outdoor exercise schoolyard”).

TRAFFIC SITUATIONS TO DEMONSTRATE ON STREET MAT

- **Driver visibility**

It is important for the children to know that even though they see the truck, the truck driver might not see them. Place the Playmobil figures in different places on the street mat, according to the image below. Ask the children questions about the different positions and the driver's visibility. Point out that the driver must lean over and use the mirrors to see all the people on the mat. The most difficult people to see are the three people in front of the truck. The person closest to the cab on the right side of the truck is also difficult to spot for the driver. The two people furthest back have the safest position.



- **Right turns**

Talk about one of the most common accidents between a truck and a cyclist: which happens when the truck is turning right as in the image below and the cyclist is unseen.

Demonstrate the truck's wide turning radius when turning right. The truck cannot make a right turn from the right curb, so it will move straight into the intersection before starting to turn. This can create confusion, as it might look like the truck will keep going straight and when it suddenly turns it creates a dangerous situation for the cyclist next to the truck. To get a hint of which direction the truck is going, it is important to look for the indicators. If they are blinking, the truck is about to turn.

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However, the driver could have forgotten to turn on the indicators, so inform the children to always stop at intersections and wait until the truck has passed before they move on. In many situations the truck is obliged to stop by law but it is always a good idea to be extra careful and stop as soon as they see the indicators blink or the truck turning. The children should stop behind the trailer to make sure they do not get in the way of the truck.



- **The magical words – STOP, LOOK, WAVE**

Remind the children that if they are about to cross a street they should always use a pelican crossing or zebra crosswalk. They should STOP completely. They should LOOK around carefully. To the left, then to the right and then to the left again. Remind them to never enter the road if a vehicle is approaching. If a vehicle stops, children should seek eye contact with the driver and WAVE to him or her. The child should then wait for the driver to wave back before he or she can cross the road safely. This, to ensure that the driver has noticed them. Explain to the children that there might be smaller vehicles appearing from behind the larger vehicle on a street with more lanes going in the same direction. There might also be vehicles coming from the right, in the other lane. So make sure they know to be aware of this when crossing and to keep looking out for other vehicles, not just the one they have just waved at.

OUTDOOR EXERCISE SCHOOLYARD

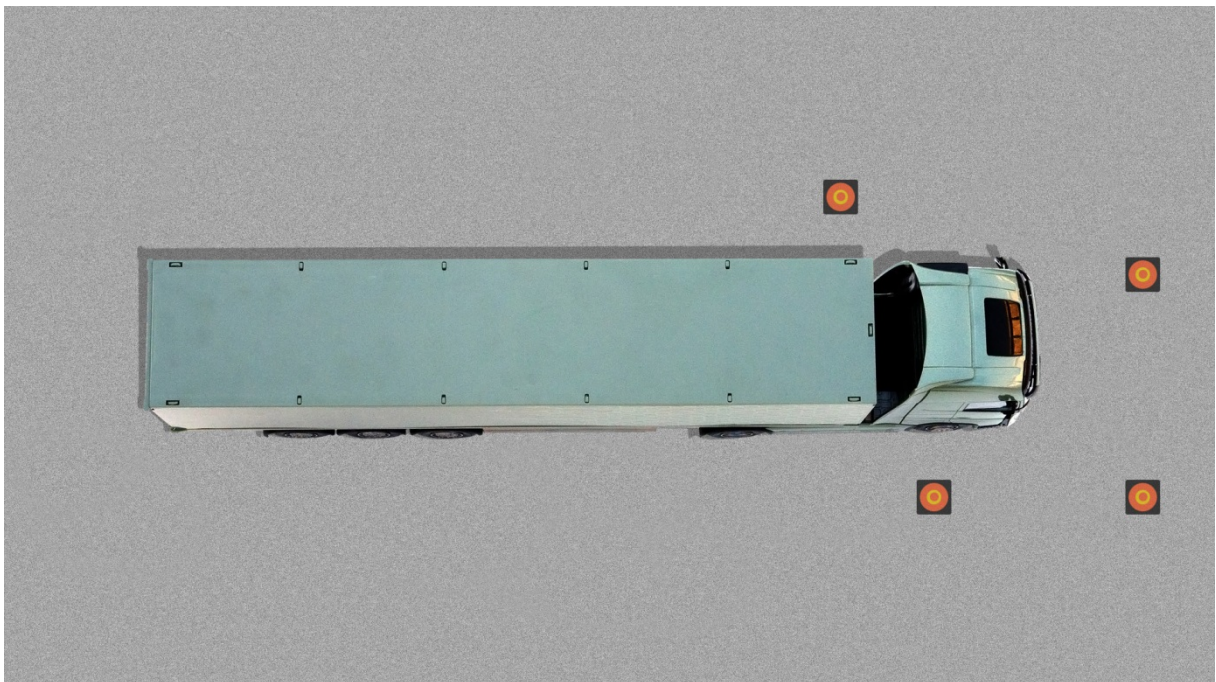
This exercise requires two instructors – one to guide the children inside the truck, bus or large car and one to guide the children outside the vehicle. In addition, a schoolteacher should participate in the exercise.

To get started, you will need:

- One truck, bus or large car
- Four cones
- If you have a truck or bus you will need one stool/set of small steps to facilitate climbing into and out of the vehicle

Make sure everything is in place before the activity begins:

- The vehicle is positioned in a clear area so that you can safely walk around it.
- The cones must be positioned exactly at the limit of each area of visibility, see illustration below. The positions must be verified from the driver's seat in the cab. If the driver can see you standing at one of the cones they are positioned correctly. The cone placed behind the driver door is placed there for the children to line up alongside the vehicle before getting to climb up into the driver's seat.
- The stool/small steps are placed on the driver's side to help children enter and exit the vehicle safely.



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Now that you are ready:

Divide the class in groups of six and ask two of the groups, i.e. twelve children, to follow you outside. (Remaining groups should wait for their turn inside.)

Once outside, give a short introduction explaining that you will now take a closer look at the vehicle, find out where the visibility is most limited and practice how to seek eye contact with the driver. Briefly go through the type of vehicle displayed (length and weight – with and without load if it is a truck) and ask one group of six to stand in line beside the driver's door and the other group of six to join you for a walk around the vehicle. Ask the schoolteacher to stand by the driver's door to help the children enter and exit to make sure no one trips, falls or jams a finger in the door. Emphasise that, for safety reasons, it is important that they pay attention to all instructions.

Inside the cab

Allow two children at a time to enter the vehicle. Once they are settled behind the steering wheel, the in-cab instructor briefly explains the controls and asks the children to look for their friends in the windows and mirrors. Make sure to point out the cones and explain the areas of limited visibility. When the group that remained outside has made their way around the vehicle, ask the children inside it to exit – reminding them to climb out backwards. After that, the next two children in line enter the vehicle. Also allow the schoolteacher to climb into the truck, bus or large car.

Outside the vehicle

The group should take one turn around the vehicle for each "pair" that is inside (i.e. three turns in total). While walking, repeatedly ask them if they can see their friends inside the vehicle and remind them to seek eye contact through the windows and mirrors. When they see their friends ask them to wave.

Make the following stops while walking around the vehicle:

- In front of the vehicle
- At the plastic cones
- At the rear wheels
- Behind the vehicle

Make sure they understand where the dangerous places are (the locations that the driver has difficulty to see) and emphasise that you should never stand there because you are less likely to be seen.

After three turns around the vehicle, the group walking around switches places with the group that has been inside the vehicle and the procedure is repeated.

In general, the activity should not take more than 20 minutes (i.e. when both groups and the schoolteacher have been inside and outside the vehicle). It is important to stick to the timing so that everyone gets the chance to climb into the vehicle and also experience it from the outside.



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PREPARATION

Preparation is key to a successful activity. To summarise the actions that need to be carried out before the “Stop, Look, Wave” activity, use the checklist below as a basis and complement it with anything that is relevant to your situation.

- Plan the visit together with the schoolteacher, i.e. explain the content of the activity and ask for advice about the difficulty level. Go through the timing and book an appointment.
 - Go through the interactive story (PowerPoint slides and script), so that you are comfortable and familiar with the content. Depending on the target group, make necessary adaptations to the script.
 - Plan what traffic situations to demonstrate on the street mat, if used. Examples of situations to discuss will be found in this document. Look for the title “Traffic situations to demonstrate on street mat”.
 - Check if you can get a truck, bus or large car for the visit. If so, plan the outdoor exercise and go through the instructions together with a co-instructor and schoolteacher.
 - Make sure you have the right equipment to show the PowerPoint presentation.
 - Computer
 - Projector
 - Screen
 - Sound system
 - Acquire the material you will want to use for the activity:
 - Print the driver’s licence
 - Print/produce the street mat
 - Order toy truck, Playmobil figures, bicycles and car for the street mat demonstration
 - Order giveaways (books, reflectors, safety vests or similar traffic safety items) from Volvo Merchandise to hand out at the end of the visit
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INSTRUCTIONS TO MOUNT FILMS FOR THE INTERACTIVE STORY

In the unfortunate event that the films in the interactive story don't play well, they might need to be remounted.

Please try the following (depending on your configuration and version of PowerPoint, this process could look slightly different):

1. Download the separate film or films from the same place where you got this Instructor's Guide (VolvoTrucks.com, Market Toolbox or Violin)
2. Save the downloaded film/films in the same folder as the presentation on your local hard drive
3. Open the presentation in PowerPoint
4. Locate the slides with film: 3, 4, 6, 10, 17, 18, 19, 24
5. Remove the "old" film (the one that doesn't play as it should) by clicking on the picture in the slide and pressing delete
6. To remount the film, start by clicking "Insert"
7. Then click "Video"
8. Browse and select the film you have downloaded (and placed in the same folder as the presentation)
9. Click "Insert" to embed the film in the presentation
10. Adjust the size of the "film box" to fill the entire slide
11. Make sure that the film has the right settings by clicking "Playback". The following settings should be used:
 - Play - Auto
 - Play in Full screen
 - Special additional settings for film on slides 3, 4, 19 and 24: Repeat until click/sound stops
12. Save the presentation

Test-run the presentation to secure that it works properly. If more films need to be remounted, follow the same procedure.

If you after going through the above instructions you are still experiencing difficulties, use the simplified version of the story, without animations or sound. This version is also available for download.