

Year 10 PDHPE Task – Road Safety 2018 (outcomes, marking grid to come on Page 2)

Due: Tuesday 25th September (Note: we do not have a PDHPE lesson on this day so you must submit the task in History p1&2)

Choose one of the following options:

Option One - Reading/Viewing, Analysis, Research and Written Communication (approx 1000 words):

Analyse the current NSW Road Safety Campaign at <https://towardszero.nsw.gov.au/>

- Begin with the Road Safety Plan 2021 which is a PDF document you can download from the link in the menu.
 - What does this document tell you about the reasoning behind the Towards Zero campaign?
 - Choose TWO pages that you find most compelling, describe the content of these pages and explain why you find them to be effective.
- Watch the video on the Campaign page entitled “Street talk: An acceptable number”
- View the TV ad created by the Victorian Transport Accident Commission (link on weebly site) <https://www.youtube.com/watch?v=yHhiUv9hX-o>
 - What is the powerful concept at the root of both these videos? Why do you think this is an effective platform on which to build this campaign?
 - Which of these videos do you find the most effective in exploring this root concept? Give reasons for your answer.
- Explain the Safe System Approach and summarise the four key areas. FOR EACH AREA answer:
 - What is the reasoning behind focusing on this area?
 - What is proposed to make changes in this area?
 - Do you think these changes will be effective? Why or why not?

Option Two – Reading/Viewing, Analysis, Research and Verbal Communication and Facilitation (10 mins):

Look up Road Safety ads/campaigns from around the world.

Gather the three most effective ads and bring them in on a USB so that you can show them to the class.

Research and communicate to the class the effectiveness of these ads/campaigns in the nations where they were released in comparison to release dates and road safety statistics. Depending on the country of origin, this research may already have been compiled for you.

After you have presented your ads and your research, prepare to facilitate a five minute class discussion about:

- how and why the class thinks these ads/campaigns would make a difference
- how the class thinks Australia could learn from these ads/campaigns and implement similar ones

Option Three – Viewing, Analysis and Written Communication (approx 1000 words):

Choose at least two movies that represent driving or motor accidents as a major aspect of the plot.

Analyse the movies you’ve chosen, including a detailed analysis of one scene from each movie (that is at least TWO scenes in total), with a focus on issues to do with road safety addressing the following questions:

- How do the
 - Plot
 - Characterisation
 - Setting
 - Genre
 - Dialogue

of this movie represent aspects of road safety and issues associated with driving or being a passenger in a car?

- Is driving recklessly or unsafely glorified in these movies or do the characters learn lessons in keeping with the sort of road safety statistics you have been looking at in class? Give detailed examples from the movies to justify your answer.