

# Travel safety – communication

In the previous worksheet, you explored how applying investigation strategies and findings can positively influence safe travel behaviours and environments.

## 1. Safety action plan

Using data from the observation journal activity, you created different solutions to advocate safe travel behaviours in your community. Choose one solution to develop further into a safety action plan using the template below.

What is the safety issue you are focusing on?

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Describe the current situation.

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What is the goal of your solution?

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What strategies can you use to achieve your goal?

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Who has the power to implement the changes you wish to make?

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What resources are needed?

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## 2. Communication as a tool for creating positive change.

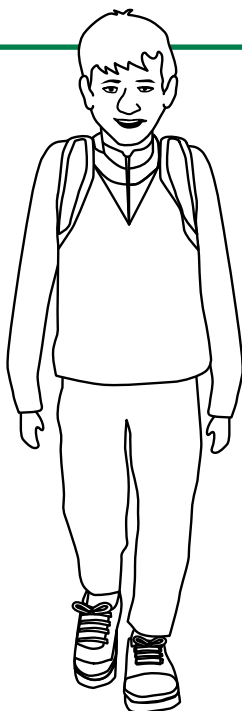
Fill out the template to create a communication plan to promote travel safety in your community based on your action plan.

<p><b>Target audience</b> For example, students, parents, whānau and school staff</p> <hr/> <hr/> <hr/>
<p><b>Key messages</b> The main points you want to communicate to your audience</p> <p>Message 1:</p> <hr/> <p>Message 2:</p> <hr/> <p>Message 3:</p> <hr/>
<p><b>Communication channels</b> Ways to share messages with your audience.</p> <p>Channel 1:</p> <hr/> <p>Channel 2:</p> <hr/> <p>Channel 3:</p> <hr/>
<p><b>Visual aids</b> For example, pictures, videos or posters to help share your message</p> <p>Visual aid 1:</p> <hr/> <p>Visual aid 2:</p> <hr/> <p>Visual aid 3:</p> <hr/>

### 3. Reflection

Share your communication plan with the class and discuss how you could work together to positively influence safe travel behaviours.

What do you think was the strongest key message in your communication plan and why?



Kia hakune!  
How can we use effective communication techniques and tools to positively influence safe travel behaviours?

