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| **INSTRUCTOR’S GUIDE – SEE AND BE SEEN**  INTRODUCTION  **Background information**  Each year, more than 1.2 million people die in traffic accidents. That equals more than 3,400 deaths per day, whereof 500 are children and teenagers between the ages of 5 and 15. 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 Trucks has been focusing on safety since the start in 1927. We have a clear safety vision, Zero Accidents with Volvo Trucks, which means that no Volvo truck is to be involved in a traffic accident. 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.  **See and Be Seen**  Accidents between trucks and unprotected road users (e.g. pedestrians and cyclists) are some of the most serious ones in terms of consequences. With the “See and Be Seen” initiative, we want to make young people and adults, especially cyclists, aware of the fact that:   * 90% of all traffic accidents involve human factors, such as lack of knowledge, inattention and misjudgements. * Truck drivers have limited visibility close to the cab. The mirrors help them see in all directions, but it’s difficult to check all mirrors simultaneously.     These messages can make a life-saving difference.  HOW TO USE THE MATERIAL  This guide has been developed to support you, as an instructor, to carry out the “See and Be Seen” activity. To further assist you, a kit with a number of components is available, described further in this document. You choose the components that will best suit your target group and the time you have available.  **Disclaimer**  Please be advised:  Before conducting any training with schoolchildren, ensure that you have 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. Conduct the training in a safe way, being particularly mindful of surrounding vehicles or traffic.  Thank you for your participation!  TARGET GROUP  The primary target group for this activity is young persons, ages 11-18. The secondary target group is adults.  PROFILE OF INSTRUCTOR   * A Volvo Trucks representative, a Transport Company representative, a schoolteacher or an educator who:   + Is comfortable talking in front of an audience   + Enjoys meeting and interacting with young people   + 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 “SEE AND BE SEEN” KIT   * **PowerPoint presentation**   The PowerPoint presentation contains the structure and content for the classroom training (a word-by-word script is available for each slide).   * **Films** Teenagers are (generally) a tough target group, which is why the PowerPoint presentation includes three films. The main purpose of the films is to set the scene, e.g. provide eye-openers, “action” and an energetic framing. The main characters – a mountain bike cyclist and a truck driver – represent people who the target group could look up to and/or identify themselves with. * **Exercise form** During the presentation, the participants will be asked to compare a number of risky situations and decide which one is the most serious. The purpose of the exercise is to highlight that our way of thinking does not always correspond with reality in terms of the seriousness of a risk. * **Outdoor exercise** If possible, have a real truck parked in the schoolyard for hands-on demonstrations of visibility limitations and to stress the importance of making eye contact with the truck driver – either directly or in the mirrors – to ensure that you are seen. It is best to give the participants 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 “How to carry out the outdoor exercise”). * **Illustration card** To further enhance the visibility limitations, the participants will receive a card with an illustration of a truck surrounded by nine bikes (bird’s eye perspective). Their task is to guess which bikes that are visible for the driver and which are not before they climb up into the cab and see for themselves. You will need to print/produce the cards prior to the activity. Final artwork is available as a separate file at Volvotrucks.com, Market Toolbox or Violin. * **Silhouettes and board holders** Nine bicycle silhouettes should be placed around the truck in the exact same positions as the bikes in the illustration card (see “Positioning of silhouettes” below). As an alternative, cones could be used, but silhouettes are recommended since they provide a more realistic view from a visibility perspective (cones may be misleading).     How to acquire silhouettes and board holders  You will need to print/produce the silhouettes prior to the activity. Final artwork for the silhouettes is available as a separate file at Volvotrucks.com, Market Toolbox or Violin. Here, you will also find printing instructions, i.e. size and recommended material. It is important that the material is robust enough to withstand various weather conditions (sun, rain, wind etc).  You will also need to purchase applicable board holders for the silhouettes. Below is an image of the board holder used in Gothenburg. It has a similar design as a parasol foot (hollow plastic, which is filled with water on site).    It is important that the board holders are robust and heavy enough to withstand rain and wind, but not too heavy to transport. Check with your local provider for alternatives.   * **Giveaways** If possible, hand out giveaways at the end of the activity.   **Inspiration for give-aways:** *Bicycle lights*    *LED lights for bicycle wheels*    Please note that it’s important to also include a printed text that explains that the give-away does not replace the need for standard reflectors, front and rear light.  Final artwork for the “See and Be Seen” logo is available as a separate file at Volvotrucks.com, Market Toolbox or Violin.  HOW TO CARRY OUT THE OUTDOOR EXERCISE  This exercise requires two instructors – one to guide participants inside the truck cab and one to guide participants outside the truck. Make sure that the schoolteacher also experiences the visibility challenge from the driver’s seat, as this will help him or her to remember this when talking about the activity afterwards.  To get started, you will need:   * One truck * Nine silhouettes * Illustration cards and pencils for all participants   Make sure everything is in place before the activity begins:   * The truck is positioned in a clear area so that you can safely walk around the vehicle. * The silhouettes must be positioned exactly as the bikes in the illustration card (see “Positioning of silhouettes” below).   Now that you are ready:  Ask the class to follow you outside. Briefly go through the type of truck displayed (length and weight with and without load) and hand out an illustration card and a pencil to each participant. Ask them to circle the bikes they think are easiest for the truck driver to see and to cross out the bikes they think are most difficult for the truck driver to see. When they are done, they can climb up into the cab to see for themselves.  Inside the cab:  Allow two participants at a time to enter the cab. Once they are settled behind the steering wheel, the in-cab instructor asks them to correct their cards by looking at the silhouettes outside. The in-cab instructor also briefly explains the controls, points out the mirrors and reminds the participants to climb out backwards.  Outside the cab:  The outside instructor makes a walk around with the participants. Stop at each silhouette and ask the participants if they can see their friends inside the cab. Remind them to seek eye contact through the windows and mirrors.  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.  In general, the outdoor exercise should not take more than 60 minutes (i.e. when all participants have had the ability to get inside the cab). It is important to stick to the timing so that everyone gets the chance to climb into the cab and also experience the truck from the outside.  POSITIONING OF THE SILHOUETTES  Macintosh HD:Users:helenehedberg:Desktop:Skärmavbild 2016-06-27 kl. 10.55.50.png  INSTRUCTIONS TO MOUNT FILMS IN THE POWERPOINT PRESENTATION  There are three films that are mounted in the PowerPoint presentation:  “Film 1 Intro” is mounted in slide 3 “Film 2 Safety” is mounted in slide 48  “Behind the scenes” is mounted in slide 73  If the films need to be remounted, please follow the following steps:   1. Download the three films from the same place where you got this Instructor’s Guide (Volvotrucks.com, Market Toolbox or Violin) 2. Save the downloaded films in the same folder as the PowerPoint presentation on your local hard drive 3. Open the presentation in PowerPoint 4. Choose slide 3 and click ”Insert" 5. Then click ”Video" 6. Browse and select “Film 1 Intro” (which is placed in the same folder as the presentation) 7. Click ”Insert” to embed the film in the presentation 8. Adjust the size of the “film box” to fill the entire slide 9. Make sure that the film has the right settings by clicking ”Playback”. The following settings should be used:  * Play - Auto * Play in Full screen  1. Save the presentation   11. Repeat the procedure for slide 48 (“Film 2 Safety”) and slide 73 (“Behind the scenes”).  Test-run the presentation to secure that all films works properly.  PREPARATION  Preparation is key to a successful activity. To summarise the actions that need to be carried out before the “See and be seen” 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. The presentation takes about 45 minutes to go through and the outside activity takes about one hour in total. * Go through the films and presentation (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. Please note that some slides are animated into a slide show. It’s therefore important that you learn when to click for the next slide and when it appears automatically (when running the presentation in full screen mode). Also note that the presentation contains two hidden slides. Those are only supposed to be used if you do not have access to a truck (i.e. no outdoor exercise). * Plan which items to change in your appearance during the presentation  (see script on slide 33 and slide 44). * Check if you can get a truck for the visit. If so, plan the outdoor exercise and go through the instructions together with a co-instructor and a schoolteacher. * Make sure you have the right equipment to show the PowerPoint presentation and films:   + Computer   + Projector   + Screen   + Sound system   Please note that the impact of the films is highly reinforced with a powerful sound system and volume.   * Acquire the material you want to use for the activity:    + Print the exercise forms   + Print the illustration cards (and make sure you have pencils for all participants)   + Print nine silhouettes (or acquire nine cones)   + Purchase nine board holders   + Order giveaways to hand out at the end of the visit. Check “Components for the See and Be Seen kit” for inspiration of suitable giveaways. You can also order reflectors, safety vests or similar traffic safety items from Volvo Merchandise. |
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