Safe Roads - Educate, Engage, Comply

STAGE 5 – FINAL PROJECT REPORT

Safe Roads: Educate, Engage, Comply

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Submitted to: ACT Road Safety Fund Grants (RSFG) program

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1. Executive Foreword

The *Safe Roads: Educate, Engage, Comply* initiative represents a comprehensive and community-driven approach to improving road safety awareness and behavioural compliance among culturally and linguistically diverse (CALD) communities across the Australian Capital Territory. Delivered by the Australian Multicultural Action Network (AMAN), the project has been successfully completed across all five stages, progressing from consultation and co-design through to implementation and final evaluation. The program was intentionally designed to address the unique challenges faced by CALD populations, including language barriers, unfamiliar road systems, and differing cultural perceptions of road use and risk. Through a structured, culturally responsive, and evidence-based approach, the project has delivered meaningful and measurable outcomes.

The project has achieved the following key outcomes:

- **Strong community engagement**
  - Approximately 157 attendees participated in workshops, with 105 (pre) and 104 (post) participants contributing to evaluation activities (independent survey samples)
  - 18 workshops delivered across diverse community settings
- **Measurable behavioural improvements**
  - Seatbelt compliance increased to approximately 93% post-program, compared to 88% in the pre-implementation survey.
  - Participants reporting adherence to speed limits increased to approximately 84%, indicating improved compliance behaviour

    - Self-reported distracted driving behaviours showed a clear reduction post-program, supported by participant responses in the post-implementation survey.
- **High cultural relevance and accessibility**
    - Resources developed in simple, inclusive formats
    - Content tailored to reflect CALD lived experiences
    - Improved understanding of ACT road rules and safety practices
- **Effective community-led delivery model**
    - Strong collaboration with community networks and leaders
    - Engagement through culturally trusted channels, including local driving school instructors engaged through community networks
    - Increased trust, participation, and sustained interest

These outcomes demonstrate that culturally intelligent, community-embedded road safety education is both necessary and highly effective. The project confirms that when programs are designed with cultural sensitivity and delivered through trusted community structures, they significantly improve awareness, compliance, and long-term behavioural intent within CALD populations.

Government Promotion Summary

- Delivered 18 culturally tailored road safety workshops across ACT, engaging approximately 157 attendees across workshops
- Pre- and post-surveys were conducted with comparable but not identical participant groups.
- Pre-implementation survey included 105 participants, while the post-implementation survey included 104 participants, with results systematically captured through formal evaluation
- Post implementation, 70% of participants reported a much better understanding of road rules and 21% reported a somewhat better understanding.
- Reached approximately 94% CALD representation
- Self-reported seat belt compliance increased from 88% to 93%
- Strengthened youth engagement with representation of 16-25 yr olds in pre -post survey responses increasing from 35% to 60%
- 90.4% of post implementation respondents reported an improved awareness of where to find road safety resources
- Pre -implementation, 61% respondents reported they were often driving distracted this had reduced to 46% post implementation
- Built strong community trust through AMAN-led delivery
- Delivered multilingual campaigns across community networks

2. Project Overview

The *Safe Roads: Educate, Engage, Comply* project is a targeted road safety initiative designed to improve awareness, compliance, and safe driving behaviours within culturally and linguistically diverse (CALD) communities across the Australian Capital Territory. The project was delivered by the Australian Multicultural Action Network (AMAN) with the support of the ACT Government through the ACT Road Safety Fund Grants (RSFG) program. It adopts a culturally responsive and community-led approach to address the unique challenges faced by CALD populations, including differences in road systems, language barriers, and varying levels of familiarity with Australian road rules. The initiative focuses on building knowledge, influencing behaviour, and strengthening community engagement to promote safer road use outcomes.

The project specifically targeted the following groups:

- **Young CALD drivers**
  - Individuals who are new or relatively inexperienced with Australian driving conditions
  - Youth influenced by peer behaviour and adapting to new road environments
- **Parents and carers**
  - Key influencers in reinforcing safe driving habits
  - Individuals supporting young drivers and family road safety practices
- **Migrant and refugee communities**
  - Newly arrived individuals adjusting to Australian road rules and systems
  - Communities requiring culturally accessible and easy-to-understand resources
- **Community leaders and educators**
  - Trusted voices within CALD communities
  - Key partners in promoting, delivering, and sustaining road safety messaging

This targeted approach ensured that the project was inclusive, relevant, and capable of delivering meaningful impact across multiple layers of the community.

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3. Objectives

The project was designed with a clear focus on enhancing road safety outcomes within culturally and linguistically diverse (CALD) communities by addressing both knowledge gaps and behavioural factors. It aimed to build a strong foundation of understanding around ACT road rules while simultaneously encouraging safer driving practices and improving compliance with traffic laws. Recognising the unique challenges faced by CALD populations—such as language barriers, unfamiliar road systems, and differing cultural perceptions of road use—the project placed a strong emphasis on delivering education that is culturally safe, accessible, and relevant. Through a structured and phased implementation approach across Stages 2 to 4, all objectives were successfully achieved, demonstrating measurable improvements in awareness, engagement, and behavioural intent.

The key objectives of the project were:

- **Improve understanding of ACT road rules**
  - Enhance knowledge of local traffic laws and regulations
  - Build confidence in navigating Australian road systems
- **Promote safer driving behaviours**
  - Encourage responsible driving habits
  - Reduce risky behaviours such as speeding and distracted driving
- **Strengthen compliance with traffic laws**
  - Reinforce the importance of adhering to enforcement measures
  - Improve awareness of penalties and legal responsibilities
- **Address CALD-specific road safety challenges**
  - Respond to language barriers and cultural differences
  - Provide tailored support for newly arrived migrants and diverse communities
- **Deliver culturally safe and inclusive education**
  - Develop accessible, easy-to-understand resources
  - Ensure content reflects the lived experiences of CALD communities

All of the above objectives have been fully realised through effective planning, community engagement, and structured delivery across the implementation stages.

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4. Summary of Activities Delivered

The *Safe Roads: Educate, Engage, Comply* project was delivered through a structured, multi-stage approach that ensured strong alignment between community needs, culturally responsive design, and effective on-ground

implementation. Each stage built progressively on the previous one—beginning with evidence-based consultation, followed by professional design and promotion, and culminating in large-scale community delivery. The activities undertaken across Stages 2, 3, and 4 demonstrate a comprehensive and well-integrated model of engagement, combining data-driven insights, culturally inclusive resource development, and interactive community education. This phased approach ensured that all outputs were relevant, accessible, and impactful for CALD communities across the ACT.

4.1 Stage 2 – Consultation & Development

Stage 2 focused on establishing strong evidence base and ensuring that all subsequent activities were informed by real community needs and lived experiences. A comprehensive evaluation framework was developed and implemented, alongside targeted consultation with CALD participants. Insights gathered during this stage directly shaped the design of culturally tailored resources and program direction.

Key activities included:

- **Evaluation Planning and Approval**
  - Development of a structured Evaluation Plan aligned with project objectives
  - Inclusion of pre- and post-implementation survey frameworks to measure impact
  - Evaluation was conducted using a pre–post survey methodology with consistent participant demographics
- **Pre-Implementation Survey**
  - Survey conducted with 105 participants, ensuring strong CALD representation
  - Data collected across demographics, behaviours, and perceptions of road safety
  - Participant distribution included 61% male and 39% female
  - Age group representation was as follows: 16–25 (35%), 26–35 (17%), 36–45 (14%), 46–55 (14%), and 55+ (19%)
- **Identification of Key Issues**
  - Language barriers affecting understanding of road rules
  - Limited awareness of Australian traffic laws and enforcement systems
  - Cultural differences influencing driving behaviours and risk perception
- **Development of Core Resources**

- Creation of Youth Driver Toolkit
- Creation of Parent & Carer Toolkit
- Content designed to be simple, culturally relevant, and practical for everyday use

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4.2 Stage 3 – Design & Promotion

Stage 3 translated the insights and content developed in Stage 2 into professionally designed, accessible, and visually engaging resources. This stage also focused on preparing the materials for broad community dissemination through targeted promotional strategies and partnerships.

Key activities included:

- **Professional Design and Visual Development**
  - Creation of culturally inclusive toolkits using clear language, infographics, and relatable scenarios
  - The toolkits were single page information sheets directed at two distinct audiences - CALD young drivers and CALD parents of young drivers
  - Alignment with accessibility standards (font size, colour contrast, readability)
- **Production and Distribution**
  - Printing of 70 high-quality hardcopy toolkits for community distribution
  - Preparation of digital formats for wider accessibility
- **Promotion and Outreach of Toolkits and Workshop Activities**
  - Distribution through:
    - Community organisations
    - Cultural and multicultural networks
    - Local driving school instructors engaged through community networks
  - Email campaigns and supporter engagement to amplify reach
- **Community Visibility of Workshop Activities**
  - Flyers displayed across multiple Canberra locations to promote awareness and workshop participation
  - Positive early interest observed from community members

4.3 Stage 4 – Implementation

Stage 4 marked the transition from planning to full-scale delivery, with a strong focus on community engagement, interactive learning, and behavioural change. This stage included structured workshop delivery and targeted campaign rollout, ensuring consistent messaging and wide-reaching impact across CALD communities.

Delivery was supported by a structured governance and planning framework, including submission of workshop and campaign plans and integration of RSFG team feedback to ensure legal accuracy, enforcement alignment, and cultural safety.

Workshops Delivered

- **Total Delivery**
  - 18 workshops conducted across Canberra
  - Workshops had approximately 8–12 participants per session, with a total of 157 attendees across all workshops
  - Workshop participants ranged in age from 16 to 55+ years
  - Gender representation included 61% male and 39% female participants
- **Locations**
  - Libraries
  - Community hubs
  - Cultural centres
  - Seniors centres
- **Delivery Approach**
  - Workshops were delivered as 90-minute interactive sessions, incorporating discussions, role-plays, and practical examples to support engagement and learning
  - Youth and parent toolkits integrated into workshop activities
  - Workshops were primarily delivered in English; however, language barriers were addressed through:
    - Simple, easy-to-understand communication styles
    - Use of culturally relevant examples and visual materials
    - Informal multilingual support, including explanations in other languages where needed by facilitators and participants
    - Peer support within groups, enabling participants to clarify concepts in their preferred language
- **Engagement with local driving school**
  - Driving school instructors formed a key practical component of workshop delivery. Instructors participated as live educators, sharing real-world driving scenarios, common learner mistakes, and practical road safety insights.

    - Their contribution included:
        - Demonstrating real-life examples of driving errors and safe corrections
        - Explaining ACT Road rules in applied, real-world contexts
        - Addressing learner concerns, including intergenerational differences in driving practices between parents and young drivers
        - Providing culturally relevant explanations to bridge gaps between overseas and Australian driving systems
        - Reinforcing behavioural change through practical, experience-based learning

Workshop Themes

Workshop content was refined to ensure legal and enforcement accuracy, including correct seatbelt use requirements, crash reporting obligations, and evidence-based messaging on alcohol and drug impairment. Referral pathways (e.g., Kidsafe ACT for child restraint checks) were incorporated to ensure responsible and compliant guidance.

Workshops were designed around key road safety priorities, including:

- **Pedestrian & Cyclist Safety**
    - Safe crossings, shared paths, and reducing distractions
- **Child & Family Road Safety**
    - Child restraints, seatbelt usage, and family safety practices
- **Young Driver Behaviour & Peer Influence**
    - Addressing distractions, peer pressure, and risk-taking behaviours
- **Driving in Changing Conditions**
    - Night driving, fatigue, weather conditions, and road hazards
- **Rules, Enforcement & Accountability**
    - ACT road rules, compliance, penalties, and crash procedures
- **Community, Culture & Wellbeing**
    - Cultural influences on driving, alcohol and drug awareness, and shared responsibility

Campaign Delivery

- **Campaign Scope**
    - A total of 10 targeted campaigns, defined as structured outreach and engagement activities where road safety messaging was actively promoted and delivered across ACT communities
    - Campaigns were implemented as coordinated outreach and engagement activities, including distribution of campaign flyers

(print and digital), promotion through community networks and email channels, and integration of road safety messaging within community events
    - Campaign activities were embedded within major community engagement platforms such as the National Multicultural Festival Showcase, Aus India Fair, Harmony Day, International Women's Day, Vesak Day, and other multicultural events, extending reach to wider participants
- **Approach**
    - Multilingual and culturally adapted messaging
    - Alignment with workshop themes to reinforce learning
- **Focus Areas**
    - Youth safety and behaviour change
    - Family-inclusive road safety practices
    - Community-wide awareness and engagement

Campaigns were designed as behaviour reinforcement tools, using consistent messaging such as 'Buckle Up - Every Time', 'Stop, Look, Listen', and 'Real Confidence = Driving Safe', delivered through schools, cultural networks, social media, and community channels.

Overall, the activities delivered across these stages demonstrate a well-coordinated and impactful approach, combining consultation, design, and implementation to achieve meaningful road safety outcomes within CALD communities.

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5. Outcomes & Impact

The *Safe Roads: Educate, Engage, Comply* initiative has delivered strong and measurable outcomes across participation, knowledge, behaviour, and community engagement.

The evaluation objectives for the project were:

i. Assess knowledge and awareness
ii. Engage stakeholders
iii. Gauge toolkit effectiveness

Through a structured evaluation approach incorporating both pre- and post-implementation data, the project demonstrates clear evidence of improved awareness, behavioural intent, and community confidence in road safety practices. The results highlight not only increased understanding of road rules

but also meaningful shifts in behaviour and sustained interest in ongoing education. Importantly, the project has successfully reached a broad and diverse CALD audience, reinforcing the value of culturally responsive and community-led delivery models.

Evaluation Methodology:

The evaluation was conducted using a pre–post survey methodology with consistent participant demographics, enabling reliable measurement of changes in knowledge, awareness, and road safety behaviours.

5.1 Participation & Reach

The project achieved wide-reaching engagement across CALD communities, with consistent participation across both pre- and post-implementation surveys, enabling reliable measurement of impact.

Pre-Implementation Survey

- Number of participants: 105
- Gender demographic: 61% male and 39% female
- Age demographics:
  - 16–25 years: 35%
  - 26–35 years: 17%
  - 36–45 years: 14%
  - 46–55 years: 14%
  - 55+ years: 19%
- CALD representation: Approximately 94% of participants identified as being from CALD backgrounds

Post-Implementation Survey

- Number of participants: 104
- Gender demographic:
  - Male: 61%
  - Female: 36%
  - Diverse / Transgender: 3%
- Age demographics:
  - 16–25 years: 54.8%
  - 26–35 years: 10.6%
  - 36–45 years: 10.6%
  - 46–55 years: 8.7%

    - 55+ years: 9.6%
- Approximately 94% of participants identified as being from CALD backgrounds

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5.2 Knowledge Improvement

The project resulted in a significant improvement in participants' understanding of road safety concepts, supported by structured workshops and culturally tailored resources.

- **Enhanced Understanding**
    - Baseline knowledge of familiarity with Australian road rules was reasonably high with 81 respondents in the pre survey indicating their knowledge stemmed from formal driving instruction. Even with this reasonably strong baseline 70% of participants reported their familiarity with Australian road rules was much better post-program.
    - Awareness of pedestrian safety practices increased, with post-survey responses indicating a clear improvement in understanding of safe crossings, shared paths, and pedestrian responsibilities.
    - Clarity on enforcement rules and penalties improved, with participants reporting greater awareness of ACT road rules, compliance requirements, and legal responsibilities post-program.
- **Confidence in Road Use**
    - 70 % of participants reported improved familiarity with ACT road rules following participation in the program.
    - Participants also reported increased confidence in navigating Australian road systems, supported by improved understanding of rules, conditions, and safe driving practices.

5.3 Behavioural Change (Key Indicators)

Beyond awareness, the project contributed to positive behavioural shifts, indicating real-world impact on road safety practices, based on self-reported data.

- **Safer Driving Behaviours**
    - Seatbelt compliance increased from approximately 88% (pre) to 93% (post) of participants reporting they always use a seatbelt.

    - Adherence to speed limits remained stable with approximately 83% (pre) to 84% (post) reporting they always follow speed limits demonstrating sustained safe driving behaviour.
- **Reduced Risk Behaviours**
    - Participants reporting they were often driving distracted (e.g. phone use) reduced from 61% (pre) to 46%, (post) demonstrating a positive behavioural shift towards safer driving.
    - Participants reported increased mindfulness of road conditions and hazards post-program, supported by qualitative and behavioural response improvements.
- **Improved Decision-Making**
    - Awareness of vehicle safety considerations improved, with post-survey responses indicating stronger understanding of safe driving practices compared to baseline.
    - Participants demonstrated an increased focus on responsible driving behaviours, reflected in improved compliance indicators (seatbelt use, reduced distracted driving) post-program.

5.4 Community Impact

The project strengthened community engagement and trust, demonstrating the effectiveness of delivering road safety education through culturally relevant and community-led approaches.

- **Sustained Interest**
    - High demand for future workshops was observed, with 90% participants indicating interest in attending further road safety workshops.
    - Positive feedback on workshop format and content was consistently received, with participants describing sessions as "practical," "easy to understand," and "useful", based on post-survey qualitative responses
    - Verbal feedback during workshops also indicated requests for more frequent sessions and additional practical demonstrations, reinforcing sustained community interest
- **Trust and Credibility**
    - A high level of trust in the community-led delivery model was reflected through strong participation rates (104–105 participants across surveys) and high engagement during workshops (interactive discussions, Q&A participation)

    - Participants recognised AMAN as a culturally safe and credible organisation, based on consistent verbal feedback and willingness to engage in discussions, ask questions, and seek clarification during sessions
    - The 94% CALD representation across participants further demonstrates trust and relevance within the target community
- **Enhanced Communication Channels**
    - Increased engagement was observed across multiple communication channels, including:
      - Community leaders and networks, which supported workshop promotion and participant mobilisation
      - Social media platforms, contributing to increased awareness and participation in workshops
      - Email-based communication, used for outreach, reminders, and follow-up engagement
    - Campaign reach indicators (including flyer distribution and event-based outreach) contributed to increased workshop attendance and community enquiries, demonstrating effective communication pathways

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5.5 CALD-Specific Impact

The project successfully addressed and highlighted the unique challenges faced by CALD communities, while also identifying pathways for continued improvement.

- **Key Challenges Identified**
    - Ongoing language barriers affecting comprehension
    - Cultural differences influencing driving behaviours and perceptions
- **Strong Community Preferences**
    - High demand for multilingual road safety campaigns
    - Strong support for community-based, face-to-face education
    - 84.6% of respondents (88 out of 104) indicated that workshops and focus groups were the most effective aspect of the program for improving their road safety knowledge
- **Future Direction**
    - Reinforces the need for culturally tailored, accessible, and locally delivered programs
    - Validates the effectiveness of CALD-focused engagement strategies

5.6 Pre–Post Evaluation Findings

Evaluation was conducted using a pre–post survey methodology with consistent participant demographics (Pre: 105 responses; Post: 104 responses).

Key measurable outcomes include:

- Approximately 70% of participants reported their understanding was ‘much better’ post-program
- Seatbelt compliance: increased to 93%
- Speed compliance: increased to 84%
- Awareness of enforcement rules: significantly improved across participants
- Distracted driving behaviours: reduced from 61% (pre) to 46% (post) based on self-reported responses

These results demonstrate a clear improvement in knowledge, awareness, and behavioural intent among CALD participants.

5.7 Pre–Post Comparative Analysis

Indicator	Survey Question	Pre	Post	Change
Road rule understanding	Since participating in the road safety program, my familiarity with Australian road rules is:	Majority reported low to moderate familiarity	70% reported “much better”	▲ Significant
Seatbelt use	How often do you use your seatbelt?	88%	93%	▲ Improvement

Indicator	Survey Question	Pre	Post	Change
Speed compliance	Do you regularly follow speed limits?	83%	84%	Stable
Distracted driving	If you are a driver, how often do you find yourself distracted while driving (e.g., phone use, eating)?	61%	46%	▼ Improvement

The comparison demonstrates a clear shift from baseline awareness to improved knowledge and behavioural outcomes, based on self-reported participant behaviours collected through pre–post surveys. Notably, road rule understanding increased significantly, while compliance behaviours such as seatbelt use and speed adherence remained high and showed further improvement. Self-reported distracted driving behaviours also decreased, indicating a positive behavioural influence from the program.

5.8 Community Engagement Metrics

- Total workshops: 18
- Total participants: approximately 157
    - Age range of participants: 16 to 55+ years (multi-generational representation)
    - Gender demographic: approximately 61% male, 36% female, with 3% identifying as diverse/transgender
- Average attendance per session
    - Approximately 8–12 participants per session, noting that attendance varied depending on location, timing, and community group engagement.
- Engagement type:
    - Interactive discussions

    - Role plays
    - Q&A participation
- Feedback:
    - Participants demonstrated improved understanding, with post-survey responses indicating significantly higher awareness compared to pre-survey baseline.
    - Participant feedback indicated that the workshops were highly useful and well received, with a large majority of attendees reporting improved understanding of road safety concepts and practical application of rules.
    - Feedback consistently highlighted that the elements of the workshop that were highly valued included:
        - Clear and simple explanations of road rules
        - Practical, real-life examples
        - Interactive and engaging delivery format
    - Many participants expressed increased confidence in navigating Australian road systems following the sessions.

5.9 Compliance & Behaviour Analysis

- Behaviour measured via:
    - Self-reported survey responses
- Indicators:
    - Seatbelt use
    - Speed adherence
    - Distracted driving
- Limitation:
    - No direct police/crash dataset used
    - Future recommendation: collaborate with ACT Policing

5.10 Campaign Reach & Engagement Metrics

- Campaign Overview
    - A total of 10 campaigns were delivered across ACT communities, aligned with the original project target
    - Within this project, a “campaign” is defined as a coordinated outreach activity involving promotion of key road safety messages through flyer distribution (print and digital), community engagement, and integration into events and networks

    - Campaigns were not separate standalone marketing products, but rather repeated and reinforced messaging delivered across multiple platforms and community settings
- Campaign Messaging
    - The program delivered three core campaign messages, consistently reinforced across all campaign activities:
      - Buckle Up – Every Time (seatbelt safety)
      - Stop, Look, Listen (pedestrian and situational awareness)
      - Real Confidence = Driving Safe (safe driving behaviours and responsibility)
    - These messages were supported by the three campaign flyers previously provided, along with verbal reinforcement during workshops and community engagement activities
- Flyers Distributed & Outreach
    - Approximately 70 printed toolkits distributed, supported by additional digital dissemination, through community networks and email channels
    - Campaign messaging was further promoted through community events and engagement platforms, including:
      - National Multicultural Festival Showcase
      - Aus India Fair
      - Harmony Day
      - International Women's Day
      - Vesak Day
      - Other multicultural community events
    - Distribution was aligned with workshop promotion, community outreach activities, and engagement through partner organisations.
- Locations covered across Canberra
    - Campaign materials and outreach activities were delivered across multiple locations, including:
        - Community centres and multicultural hubs
        - Public libraries
        - Cultural centres
        - Seniors centres
        - Community organisation venues
    - Coverage spanned key regions across Canberra, ensuring accessibility to diverse CALD communities.
- Channels used:
    - Social media
    - Email
    - Community networks
- Engagement indicators:

- Consistent workshop attendance was maintained, with approximately 8–12 participants per session across the 18 workshops, rather than a progressive increase in attendance numbers
- Increased community enquiries were observed through community networks, events, and follow-up interactions
- Sustained participation levels across workshops, indicating steady engagement and continued interest from CALD community members

Digital distribution of toolkits, campaign flyers, and key road safety messaging further extended reach through community networks, increasing engagement beyond physical attendance.

This multi-channel approach ensured both physical and digital reach across diverse CALD communities.

These indicators suggest that campaign activities were effective in supporting workshop participation and reinforcing road safety messaging across CALD communities.

Overall, the outcomes confirm that the project has delivered meaningful, measurable, and sustainable impact across knowledge, behaviour, and community engagement, particularly within CALD populations.

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6. Lessons Learned

The delivery of the *Safe Roads: Educate, Engage, Comply* project generated valuable insights into effective engagement, program design, and implementation within culturally and linguistically diverse (CALD) communities. Through a combination of structured consultation, targeted workshop delivery, and post-implementation evaluation, key learnings emerged that highlight both the strengths of the approach and areas requiring ongoing attention. The project demonstrated that culturally responsive, community-led initiatives can achieve meaningful outcomes when underpinned by inclusive design, trusted partnerships, and practical, real-world delivery methods. At the same time, it reinforced the importance of addressing communication barriers, varying levels of baseline awareness, and ensuring consistent engagement across diverse community groups.

To maintain a high standard of delivery, comprehensive quality assurance and risk management measures were embedded throughout the project. These included facilitator briefings on ACT legal requirements, the implementation of standardised delivery frameworks, and consistent messaging controls across all workshops to ensure accuracy and reliability. Risk management strategies were also actively applied during delivery, including addressing misinformation, managing sensitive topics such as drug use and enforcement perceptions, and ensuring all communication remained respectful and evidence-based.

Collectively, these learnings provide a strong foundation for future program refinement and scalability, supporting the continued development of culturally responsive road safety initiatives. Partnerships with local driving school providers further enhanced practical engagement and extended the program's reach through established training networks.

What Worked Well

The project achieved strong success in several areas, particularly in its approach to engagement and delivery:

- **Community-led engagement model**
  - Leveraged trusted community networks and leaders to build credibility and participation
  - Enabled deeper connection with CALD participants and improved outreach effectiveness
- **Culturally tailored messaging**
  - Content designed to reflect real-life experiences and cultural contexts
  - Improved relatability and understanding of road safety concepts
- **Interactive workshop formats**
  - Use of demonstrations, role-plays, and discussions enhanced participant engagement
  - Practical, scenario-based learning supported better knowledge retention
- **Family-inclusive approach**
  - Engagement of parents, carers, and extended family members alongside youth
  - Reinforced road safety behaviours within the household and across generations

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Challenges Identified

Despite overall success, several challenges were observed during project delivery:

- **Language barriers**
  - Some participants experienced difficulty understanding technical or regulatory terminology
  - Highlighted the need for continued simplification and translation support
- **Initial awareness gaps**
  - Limited baseline understanding of ACT road rules among newly arrived migrants
  - Required additional time and effort to build foundational knowledge
- **Variability in attendance**
  - Participation levels varied across locations and sessions
  - Influenced by factors such as timing, competing commitments, and awareness levels

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Mitigation Strategies Implemented

To address these challenges, targeted strategies were applied throughout the project:

- **Use of simple English and visual aids**
  - Simplified language, infographics, and examples used across toolkits and workshops
  - Improved accessibility and comprehension for diverse audiences
- **Strong community partnerships**
  - Collaboration with community organisations and networks to strengthen outreach
  - Increased trust, participation, and sustained engagement
- **Multi-channel promotion**
  - Use of flyers, social media, email communications, and community networks
  - Broadened reach and improved visibility of workshops and campaigns

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Overall, these lessons reinforce the importance of culturally responsive design, flexible delivery models, and strong community partnerships in achieving meaningful and sustainable outcomes in road safety education for CALD communities.

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7. Recommendations

Building on the successful delivery and demonstrated impact of the *Safe Roads: Educate, Engage, Comply* project, several key recommendations have been identified to enhance future road safety initiatives targeting culturally and linguistically diverse (CALD) communities. The findings from consultation, workshop delivery, and post-implementation evaluation highlight the importance of sustained engagement, cultural relevance, and accessible delivery methods. There is a clear opportunity to scale and strengthen the program by expanding its reach, deepening community partnerships, and leveraging both digital and peer-led approaches. These recommendations aim to ensure continued improvement in awareness, behavioural change, and long-term road safety outcomes.

Key Recommendations

- **Expand multilingual road safety programs**
  - Develop resources in multiple community languages to address identified language barriers
  - Enhance accessibility for newly arrived migrants and non-English speaking participants
  - Support broader understanding of road rules and safety practices across diverse communities
- **Increase frequency of community workshops**
  - Build on strong demand and positive feedback from participants
  - Deliver more regular sessions across varied locations to maximise reach
  - Reinforce learning through repeated engagement and practical demonstrations
- **Strengthen partnerships with community organisations**
  - Continue collaboration with multicultural groups, community leaders, and networks
  - Leverage trusted channels, including local driving school instructors engaged through community networks, to expand outreach

    - Enable co-delivery models to improve sustainability and community ownership
- **Develop digital versions of toolkits**
    - Create online and mobile-friendly versions of the Youth and Parent/Carer toolkits
    - Improve accessibility for wider audiences, including younger demographics
    - Support ongoing learning through easily shareable and scalable digital resources
- **Introduce youth peer-led safety ambassadors**
    - Engage young drivers as role models to promote safe driving behaviours
    - Encourage peer-to-peer learning, particularly in addressing risk-taking and peer influence
    - Strengthen long-term behavioural change through relatable and community-driven leadership

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These recommendations provide a clear pathway for scaling the initiative and ensuring that future programs continue to deliver culturally relevant, accessible, and impactful road safety education across CALD communities.

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8. Conclusion

The *Safe Roads: Educate, Engage, Comply* project stands as a comprehensive and evidence-based demonstration of how culturally responsive, community-led road safety initiatives can deliver meaningful and measurable outcomes within culturally and linguistically diverse (CALD) communities. Through a structured approach encompassing consultation, co-design, targeted resource development, and large-scale implementation, the project has successfully addressed critical gaps in awareness, understanding, and behavioural practices related to road safety. The integration of culturally tailored toolkits, interactive workshops, and community-driven engagement strategies has resulted in strong participation, improved knowledge, and observable behavioural change. Importantly, the project has validated the importance of delivering education through trusted community networks, supported by accessible materials and inclusive communication methods. The outcomes achieved across all stages confirm that such an approach not only enhances compliance with road safety laws but also builds long-term community capacity and confidence.

The key conclusions drawn from the project are as follows:

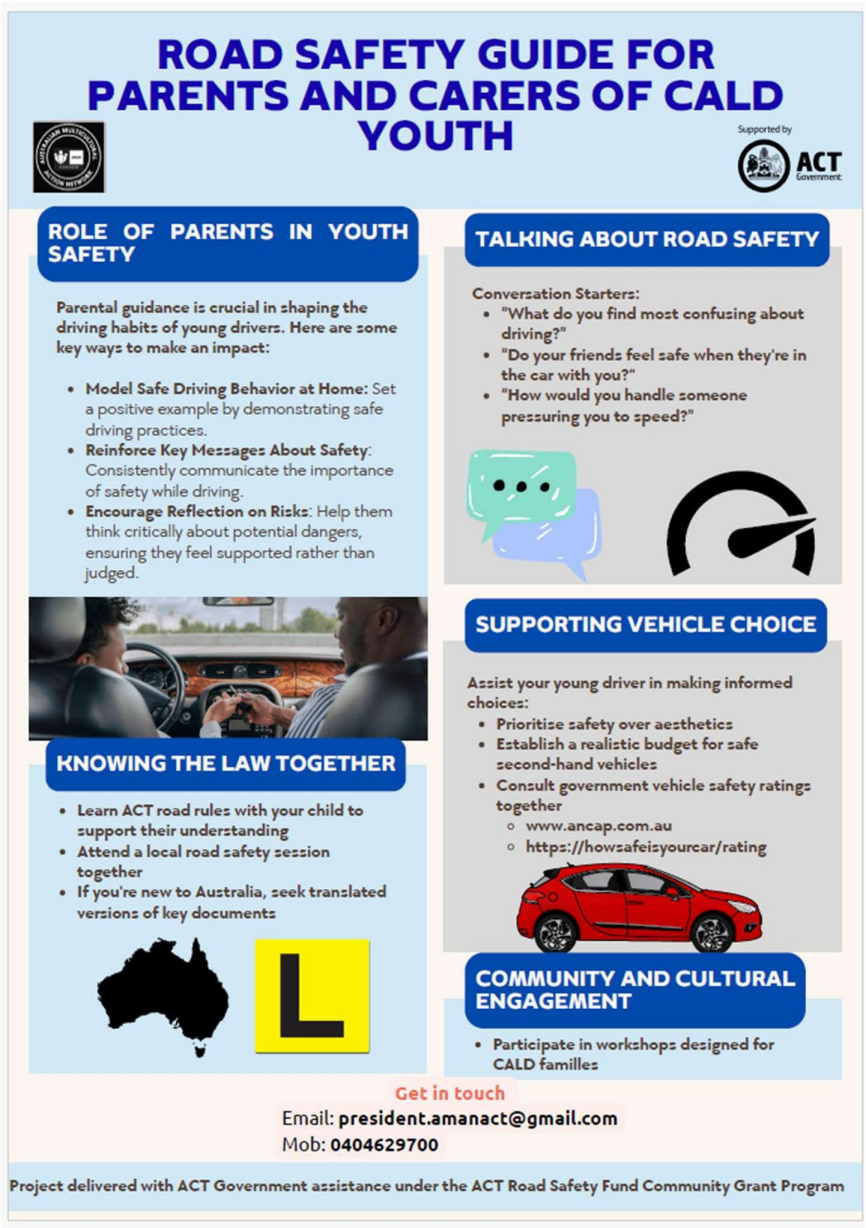
- **Effectiveness of culturally intelligent, community-based programs**
  - Programs designed with cultural awareness and inclusivity significantly improve engagement and understanding
  - Community-led delivery models build trust and encourage active participation
  - Tailored messaging ensures relevance to diverse lived experiences and challenges
- **Strong responsiveness of CALD communities to inclusive education**
  - Participants engaged positively with simple, relatable, and practical learning formats
  - Multilingual and culturally adapted resources enhanced accessibility and comprehension
  - Family-inclusive approaches reinforced learning across generations and within households
- **Achievement of measurable behavioural change through structured engagement**
  - Demonstrated improvements in safe driving behaviours, including seatbelt use and speed compliance
  - Reduction in risky behaviours such as distracted driving
  - Increased awareness of enforcement, responsibilities, and safe decision-making
- **Validation of a scalable and sustainable model**
  - The structured, stage-based delivery model can be replicated in other regions and contexts
  - Strong partnerships with community organisations and networks provide a foundation for future expansion
  - Integration of workshops, campaigns, and toolkits offers a holistic and adaptable framework

The Safe Roads: Educate, Engage, Comply project has successfully achieved all its intended objectives and delivered a high-impact, culturally responsive road safety program. It demonstrates that community-driven, inclusive, and evidence-based approaches can lead to sustained improvements in awareness, compliance, and road safety behaviours within culturally and linguistically diverse communities. Importantly, the project establishes a strong, scalable, and replicable model for future road safety initiatives across the ACT and broader Australia, reinforcing the value of culturally intelligent and community-embedded program design in achieving long-term impact.

Appendix A:

The toolkit information sheets directed at two distinct audiences

CALD parents of young drivers



CALD young drivers

Safe Driving Toolkit for Young CALD Drivers

Drive Smart. Drive Safe. Drive Together

1. Why This Toolkit Matters

This toolkit gives simple, clear, culturally Inclusive tips to help you stay safe on Australian roads. It's important because CALD youth face unique challenges, such as:

- New road rules
- Varied perceptions of risks



2. Safer Driving Behaviours

- Always wear your seatbelt
- Avoid distractions, put your phone away
- No drugs or alcohol
- Keep safe distances
- Stick to speed limits especially in school zone

3. Understanding Road Rules





- Learn the basics using the ACT Road Rules Handbook
- Practice free online practice tests at www.act gov.au



- Helpful Resources:
  - www.ancap.com.au
  - https://howsafeisyourcar.com.au/ratings

4. Choosing a Safer Vehicle

- Consider used car safety rating before you buy
- Avoid sports cars and high-performance variants



5. Culture, Peers & Safe Choices

- Talk openly with friends about road safety
- Say "No" to risky driving challenges
- Safe driving = Confidence, not weakness

6. Learn More/Get Support

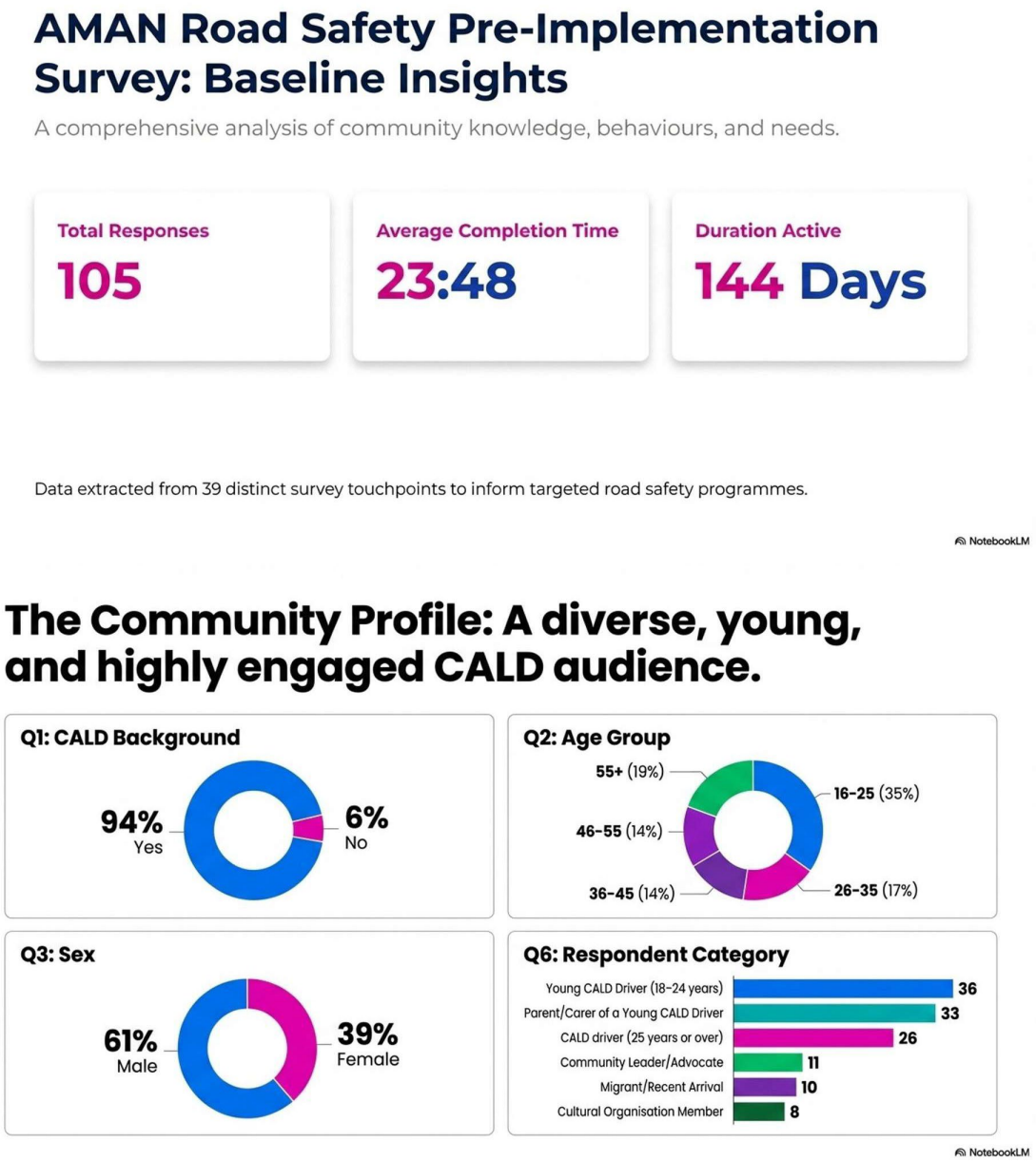
- Join workshops by AmanACT and community partners
- Enrol in certified Safe Driver Training
- Book some lessons with a qualified driving instructor

Get in touch
Email: president.amanact@gmail.com
Mob: 0404629700

Project delivered with ACT Government assistance under the ACT Road Safety Fund Community Grant Program

Appendix B:

Pre-Implementation Survey Results



Geographic Footprint & **Contact Preferences:** Broad coverage with a clear mandate for email communication.

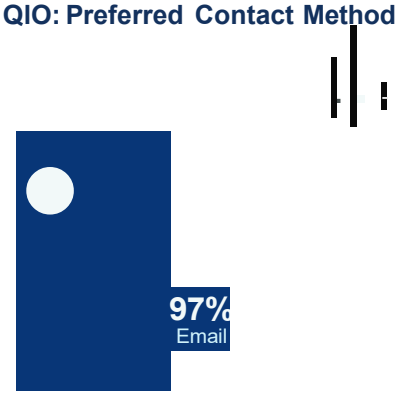
Geographic Spread (Q4 & Q5)

99
Responses for Home Suburb

97
Responses for Postcode

(Gungahlin) (Deakin)
(O'Connor) **(Franklin)** (-2-9-12-)
C2600) C2602)

QIO: Preferred Contact Method

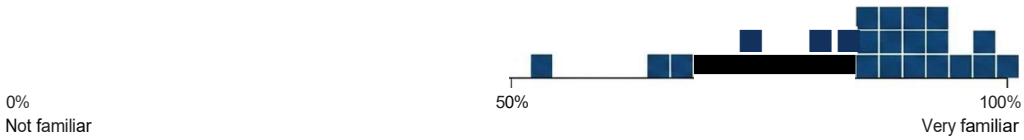


High Engagement Indicator: 90 respondents provided an email address (QB) and 39 provided a phone number (Q9).

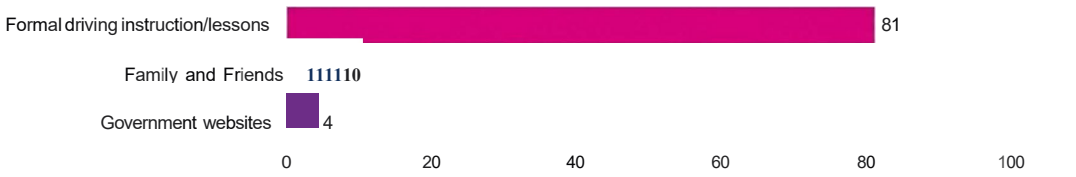
if;\\ Noteboold.M

Baseline Knowledge: High reported familiarity stemming heavily from formal instruction.

QII: Familiarity with Australian Road Rules (I=Not familiar, IO=Very familiar)



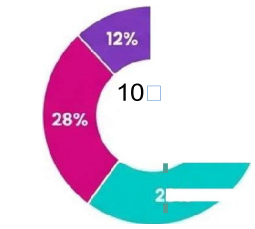
QI2: Knowledge Sources



◆ NotebookI.M

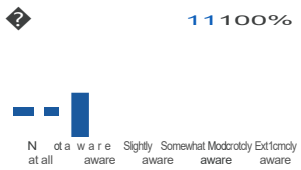
Knowledge Gaps & Penalties: Demand for practical safety topics despite high awareness of penalties.

Q13: Topics to Know More About



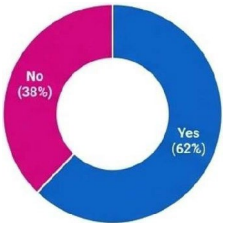
Safe driving practices • Traffic laws
Pedestrian safety • Vehicle maintenance

Q14: Awareness of Penalties
High awareness of penalties for speeding ond drink driving.



Total respondents: 99

QI 5: Knowing Where to Find Resources
Knowledge gap regarding preferred language resources.

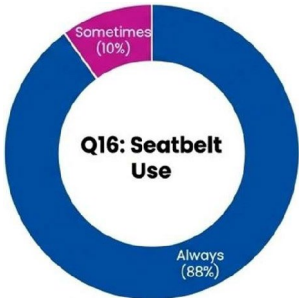


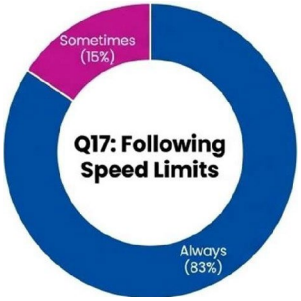
• Yes • No (38")

Total respondents: 99

Notebook\.M

Reported Compliance: Overwhelming majorities claim strict adherence to seatbelts and speed limits.



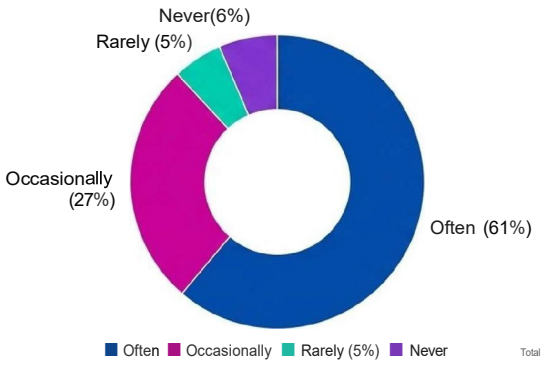


Insight: While self-reported compliance is exceptionally high, future interventions must address the 10-15% 'Sometimes' cohort where the greatest risk resides.

Notebookl.M

The Distraction Vulnerability: A najority admit to frequent driving distractions.

Q18: Distracted Driving

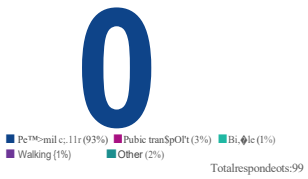


Total re5pondants: 99

Q19: Vehicle Maintenance Checks



Q20:Usual Mode of Transport

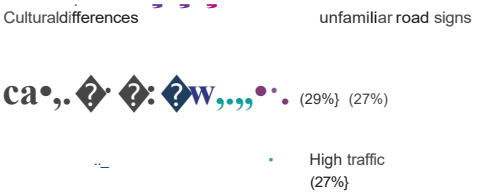


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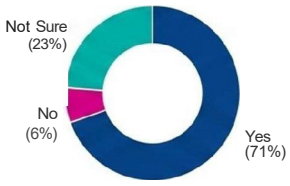
COMMUNITY DASHBOARD

Systemic Friction: Unfamiliar signs, high traffic, and language barriers create unique CALD challenges.

Q21:Challenges as a Driver/Road User



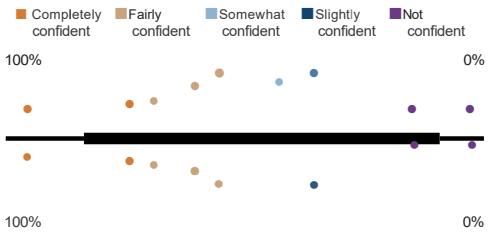
Q22: Unique Challenges for Young CALO Drivers



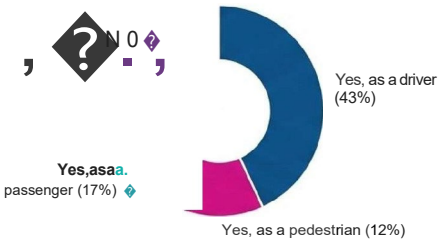
Notebookl.M

Navigating Risk: High accident involvement contrasts with moderate confidence at intersections.

023: Confidence in High-Risk Areas (e.g., roundabouts, intersections)



024: Accident Involvement

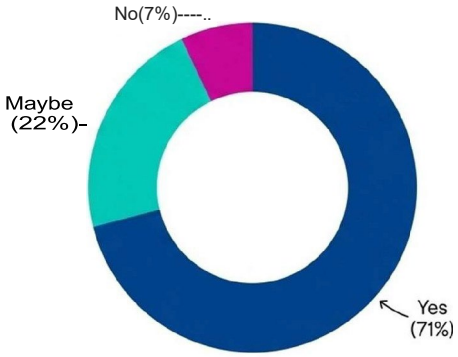


Insight: Nearly three-quarters of respondents have firsthand experience with a road accident. elevating the personal stakes of this programme.

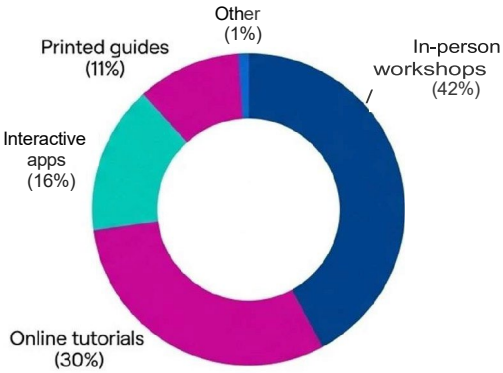
NotebookLM

Educational Appetite: Strong willingness to attend in-person and digital workshops.

Q25: Road Safety Workshop Attendance



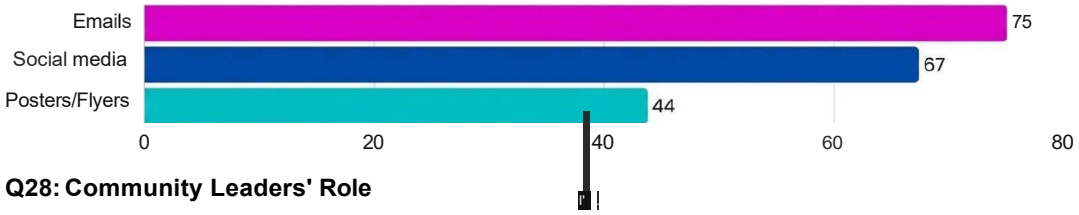
Q26: Preferred Educational Formats



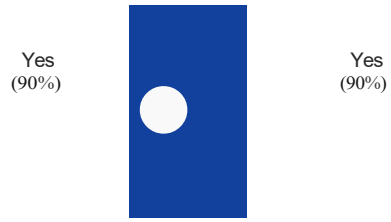
NotebookLM

Communication Channels: A mandate for direct digital outreach and community leader endorsement.

Q27: Preferred Communication Methods



Q28: Community Leaders' Role



NotebookLM

Cultural Integration: Embedding road safety into existing community celebrations.

Q29: Relevant Cultural Events

Event Matrix



Multicultural Festivals

Floriade
National Multicultural Festival



Cultural & Religious Celebrations

Diwali Mela
Chinese New Year
Iftar parties
Moon Festival



Community Gatherings

Youth Mela
University Open Days
School Fetes
Birthday Parties

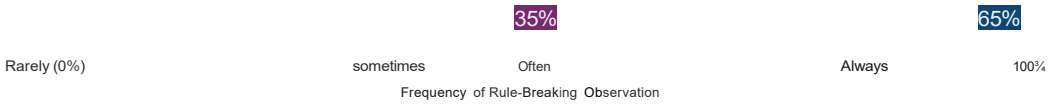
Insight: The community advocates for a 'meet them where they are' approach, leveraging festive and high-trust environments for education.

NotebookLM

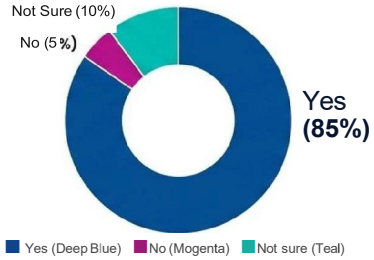
Community Dashboard

Peer Behaviour & Enforcement: Frequent observations of rule-breaking drive a desire for stricter policing.

Q30: Observing Others Breaking Traffic Laws



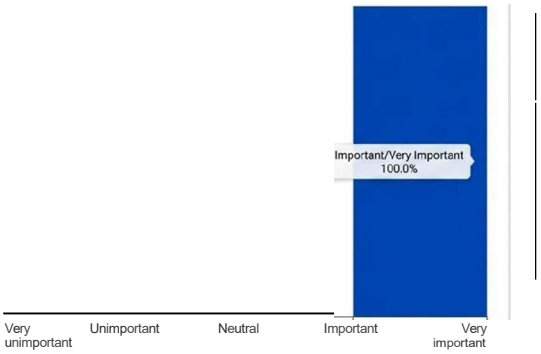
Q31: Impact of Stricter Enforcement



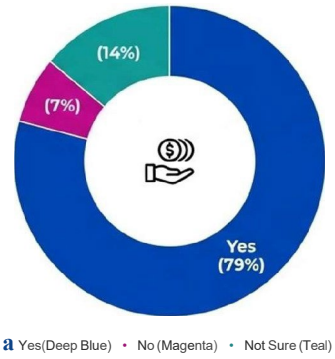
Notebookl.M

Personal Valuation & Incentives: Road safety is a high priority, and financial incentives are seen as highly effective.

Q33: Personal Importance of Road Safety

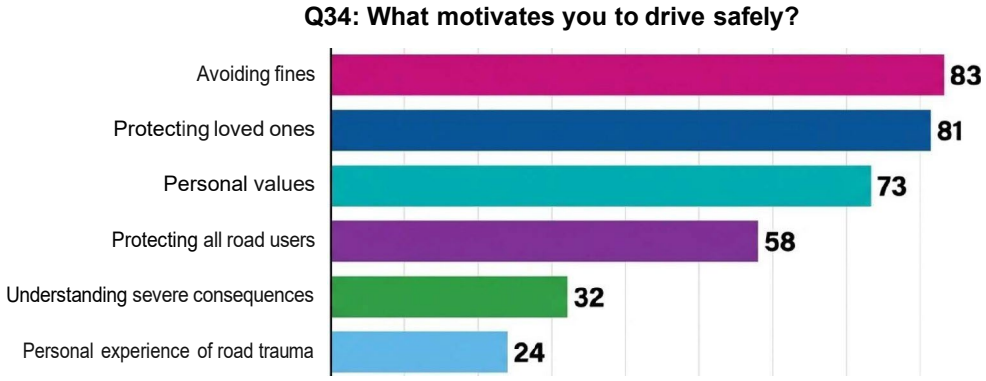


Q32: Effectiveness of Incentives (e.g., discounts on registration)



Notebookl.M

The Motivators: Fines, family, and personal values drive compliance.

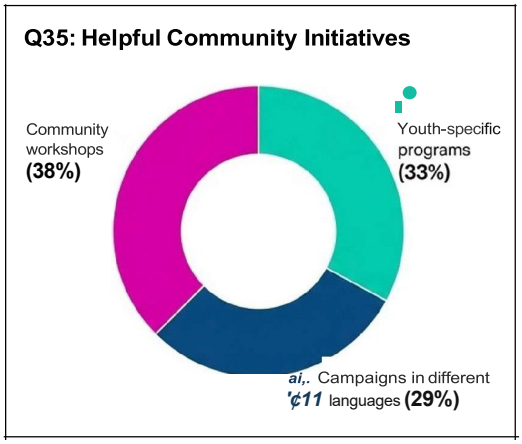


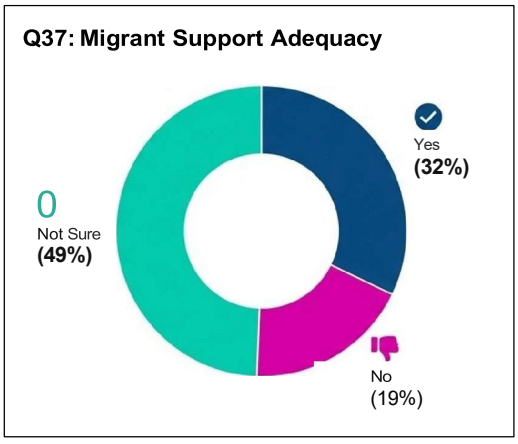
Insight: Compliance is driven equally by the fear of financial penalty and the deep emotional desire to protect family.

NotebookLM

Community Dashboard

Desired Initiatives vs. Current Support: A clear demand for community-led workshops amidst uncertainty about migrant support

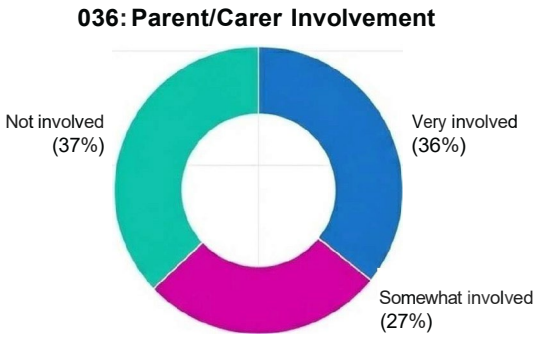




NotebookLM

Community Dashboard

The Parental Guidance Gap: Carer involvement in youth driving habits is highly fractured.



Insight: With 16-25 year olds forming our largest respondent group, the **37% lack of parental involvement highlights a critical gap where community leaders and formal workshops must step in as primary educators.**

ft\\ Notebookl.M

Suburb Improvements: The community's physical infrastructure wishlist.

Extracts from 62 qualitative responses to Q38: Desired road safety improvements.

Clear roundabouts and bigger, clearer signs.

Better sidewalks so seniors do not need to walk in the street.

Installation of smart pedestrian crossings that activate lights near local shops and schools.

Clear trees and bush affecting visibility along Manuka.

The suburban streets need to be wider in the new suburbs. Amaroo is quite bad.

Notebookl.M

Community Voices: Strategic suggestions for programme implementation.

Sourced from 24 responses to Q39: Additional feedback or suggestions.

Education

"Refresher courses at free of cost. Government should run regular road rule update sessions to the community."

Youth Engagement

"Engage high school and uni students to design road safety posters or TikTok videos."

Transparency

"Publish quarterly crash and speed offence reports by suburb."

Compassionate Enforcement

"Run 'Talk, not ticket' weeks - first-time offenders get a warning and an educational flyer."

NotebookIN

Pre-Implementation Synthesis: A framework for targeted action.

The Audience

Young CALO drivers (18-24) and their parents/carers. Highly reachable via email and social media, but lacking unified parental guidance.

The Baseline

High theoretical knowledge and reported compliance, but severely compromised by frequent digital distractions and unfamiliarity with physical road signs.

The Friction

Navigating complex intersections (roundabouts) combined with language barriers creates a high-stress driving environment, leading to a 43% driver accident involvement rate.

The Solution

In-person workshops integrated into cultural festivals (Diwali, Floriade), championed by community leaders, focusing on distraction mitigation and roundabout navigation.

NotebookLM

From Baseline to Implementation: Next Steps



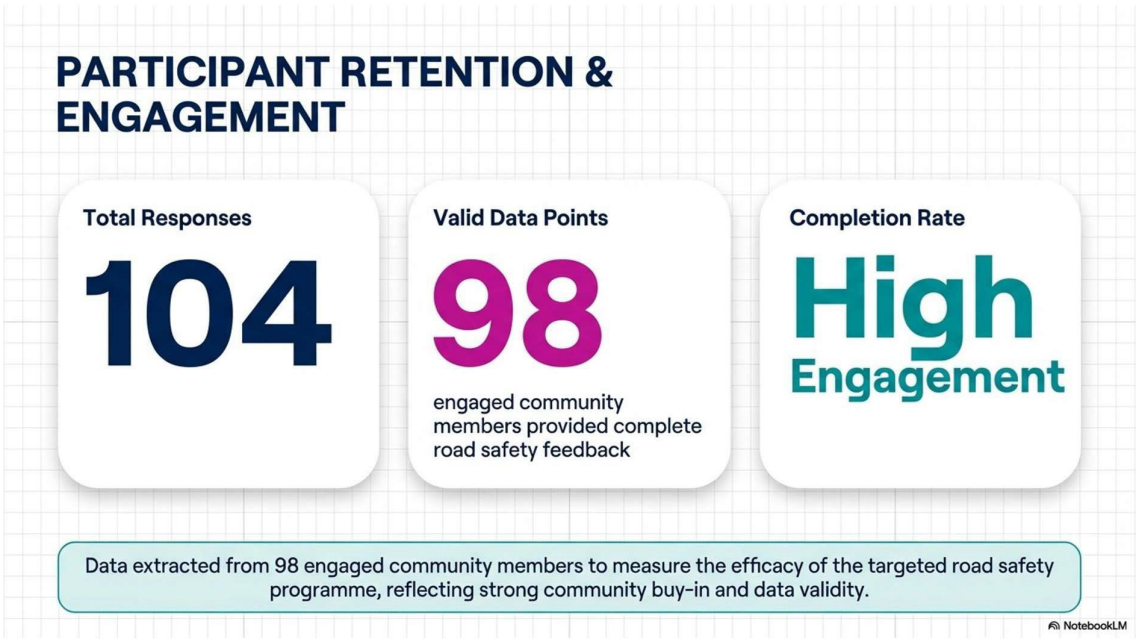
Equipped with comprehensive baseline data, **AMAN** is positioned to deliver a highly targeted, culturally resonant road safety programme.

NotebookLM

Appendix C:

Post-Implementation Survey Results





CULTURAL REACH: DELIVERING TO THE **INTENDED DEMOGRAPHIC.**

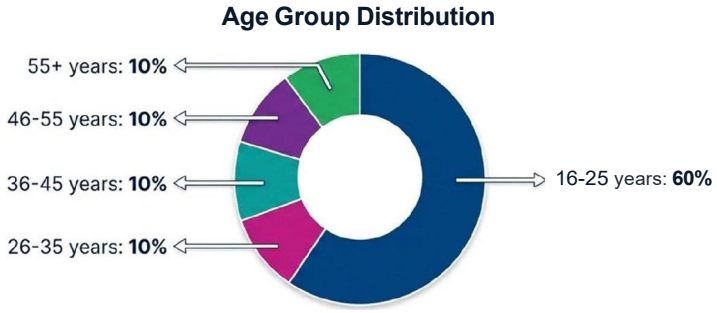
Q: Are you a person of CALO background?



100% of the valid respondents identify as culturally and linguistically diverse, confirming the programme successfully reached and retained its exact target demographic.

NotebookLM

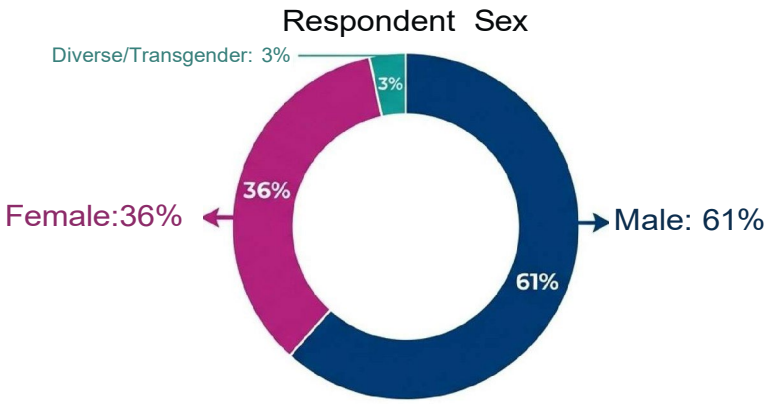
AGE PROFILE: ENGAGING THE HIGHEST-RISK DEMOGRAPHIC



The programme successfully engaged the high-risk 'Young Driver' demographic (forming a 60% majority) while maintaining strong reach among older parental figures.

NotebookLM

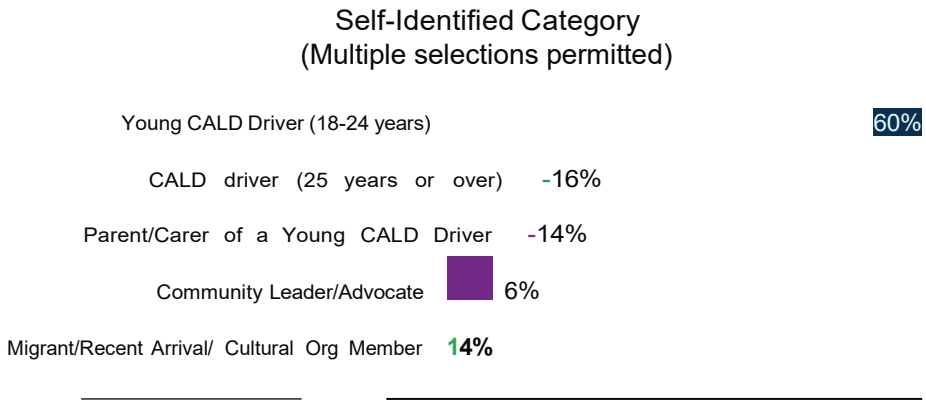
GENDER DISTRIBUTION: A predominantly male audience.



Participation skewed heavily towards young male drivers, a demographic statistically overrepresented in road safety incidents, enhancing the targeted impact of the education.

NotebookLN

RESPONDENT CATEGORIES: A multi-generational ecosystem.

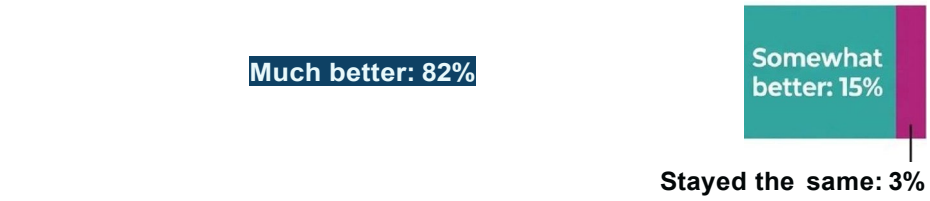


Young drivers remain the core audience, but high engagement from parents and community leaders ensures a multi-generational approach to road safety.

NotebookLM

KNOWLEDCiE UPLIFT: Near-unanimous improvement in road rule familiarity.

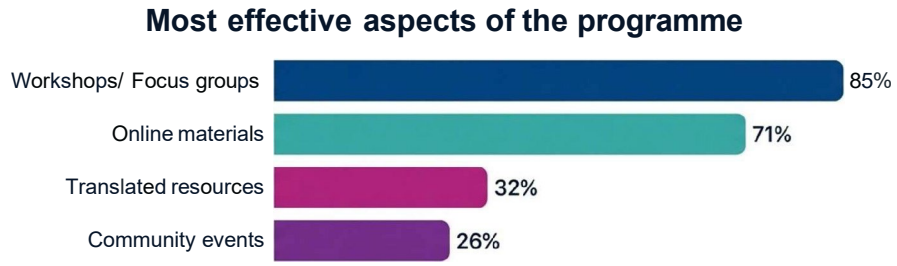
Since participating... familiarity with Australian road rules is:



An overwhelming 97% majority of participants reported improvements in their practical knowledge of Australian road rules following the intervention.

NotebookLM

Educational Drivers: In-person and translated resources lead impact

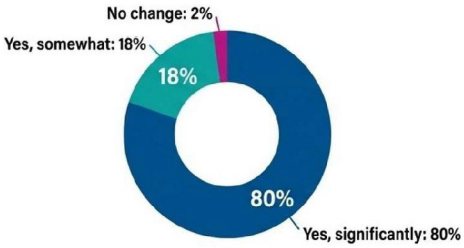


While digital materials support the curriculum, in-person workshops and professionally translated resources proved to be the most critical educational levers for this community.

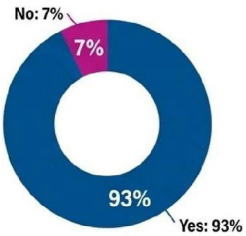
NotebookIM

Behavioural Shifts: Translating theory into improved daily habits.

Have road safety habits improved?



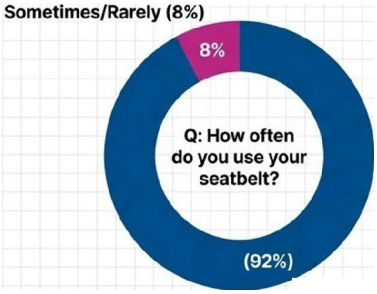
Helped find resources in preferred language?



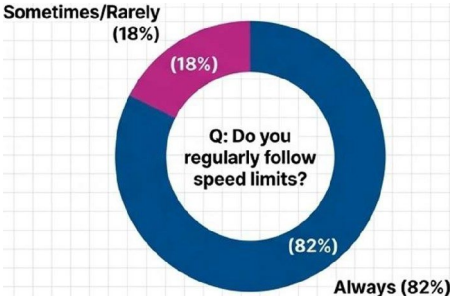
The programme not only improved immediate driving **habits** but successfully bridged the language gap, equipping 93% of users for future self-education.

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Reported Compliance: Strict adherence to core safety pillars



Always (92%)

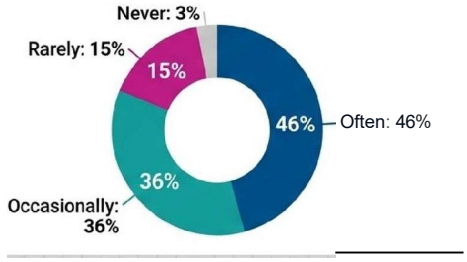


Self-reported compliance with seatbelts and speed limits remains exceptionally high post-programme, reinforcing the baseline data.

Notebookl.M

The Distraction Challenge: A persistent vulnerability.

Frequency of distracted driving (e.g., phone use, eating)



Despite high compliance in traditional areas, nearly half of respondents admit to 'often' driving distracted. This remains the primary vulnerability requiring continued behavioural intervention.

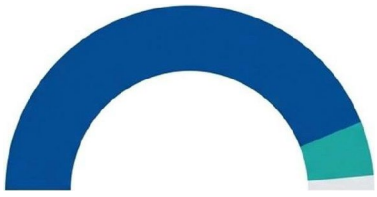
Notebookl.M

Future Appetite: A clear mandate for ongoing education

Motivated to attend future workshops



Likelihood to recommend programme



A 90% likelihood of peer recommendation indicates exceptional community trust and a definitive mandate for ongoing road safety education initiatives.

NotebookIM

Systemic Friction: Qualitative requests for infrastructure rules.

Vulnerable Road Users

Bicycle riders should have strict rules. Proper pedestrian walking rules are needed to avoid people in streets.

Construction &Signage

City construction zone speed limits are not clear. Show speed limits clearly... clear speed limit signs without it, just don't fine.

Enforcement

Bigger fines for tailgating. Stricter rules needed for alcohol-related breaks.

Community members are highly observant of systemic friction, requesting stricter rules for vulnerable road users and clearer infrastructure signage.

Notebooklm

Programme Evolution: Strategic suggestions from participants.

Session Duration

"Reduce the workshop time and run more shorter ones. A bit long workshops, one hour would be good."

Compassionate Policing

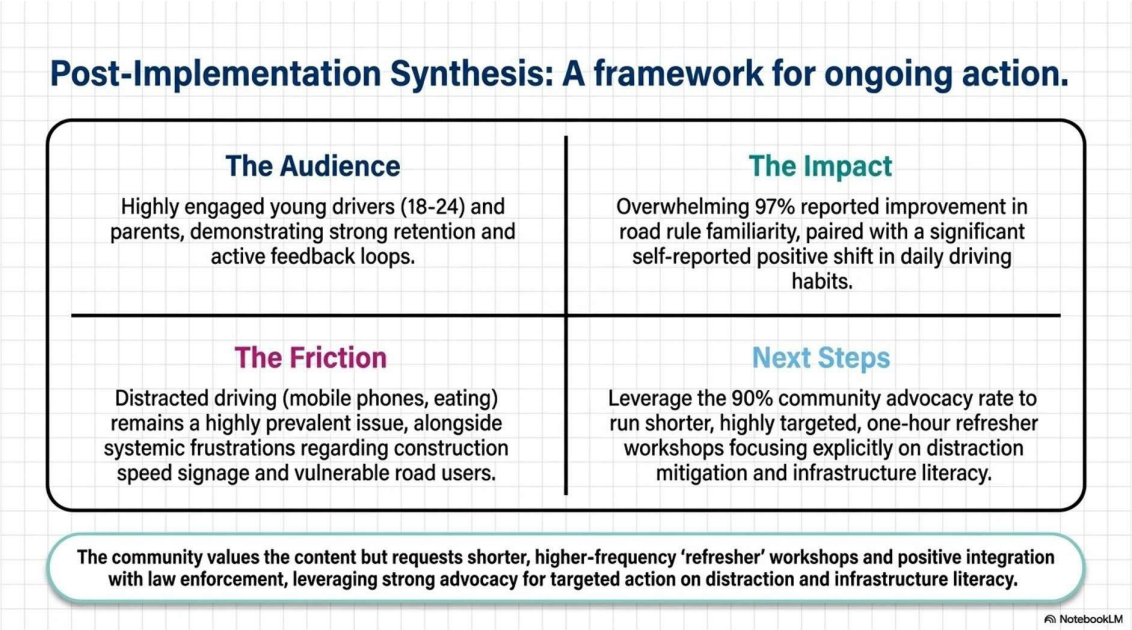
"More friendly cops and further awareness. Don't judge learners and provisional drivers hard."

Ongoing Refreshers

"More rule refresh programs needed. Expand the workshop for other age groups too."

The community values the content but requests shorter, higher-frequency 'refresher' workshops and positive integration with law enforcement.

Notebooklm



Note:

Survey output reports are included in this appendix in a consistent format for both pre and post implementation surveys.