



**BP1: Training and Awareness**

<b>Reference:</b> BP1 008	<b>Title of Project:</b>	<b>Kill Spills BMF/IAM</b>																																																								
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.killspills.org.uk">www.killspills.org.uk</a>																																																								
<b>Brief Description of Project:</b>	<p>A campaign begun in 2003 and sponsored and supported by BMF aimed at reducing the injuries caused by diesel spills. The campaign has simple and effective messages designed to persuade diesel users to take more care when filling up.</p> <p>There is a well produced website, posters, leaflets, a display trailer taken to public events and an annual rally to the UK Prime Minister's residence in London.</p> <div data-bbox="1170 772 1458 968" data-label="Image"> </div> <div data-bbox="402 1083 906 1430" data-label="Figure"> <table border="1"> <caption>Total Oil / Diesel related accidents</caption> <thead> <tr> <th>Year</th> <th>TWiMV</th> <th>Other Vehicles</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2000</td> <td>200</td> <td>400</td> <td>600</td> </tr> <tr> <td>2001</td> <td>200</td> <td>400</td> <td>600</td> </tr> <tr> <td>2002</td> <td>200</td> <td>400</td> <td>600</td> </tr> <tr> <td>2003</td> <td>200</td> <td>300</td> <td>500</td> </tr> <tr> <td>2004</td> <td>200</td> <td>400</td> <td>600</td> </tr> <tr> <td>2005</td> <td>200</td> <td>450</td> <td>650</td> </tr> </tbody> </table> </div> <div data-bbox="402 1444 906 1812" data-label="Figure"> <table border="1"> <caption>Oil / Diesel related KIS accidents</caption> <thead> <tr> <th>Year</th> <th>TWiMV</th> <th>Other Vehicles</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2000</td> <td>40</td> <td>60</td> <td>100</td> </tr> <tr> <td>2001</td> <td>40</td> <td>70</td> <td>110</td> </tr> <tr> <td>2002</td> <td>40</td> <td>70</td> <td>110</td> </tr> <tr> <td>2003</td> <td>40</td> <td>50</td> <td>90</td> </tr> <tr> <td>2004</td> <td>40</td> <td>60</td> <td>100</td> </tr> <tr> <td>2005</td> <td>40</td> <td>70</td> <td>110</td> </tr> </tbody> </table> </div> <p>The campaign is based on casualty statistics relating to the number of injuries in collisions primarily caused by diesel spills.</p> <p>The site also contains advice for riders with some positive defensive riding and risk management techniques.</p> <p>The campaign has gained support from fuel suppliers and logistics companies. Their posters and leaflets are widely distributed through UK outlets.</p>		Year	TWiMV	Other Vehicles	Total	2000	200	400	600	2001	200	400	600	2002	200	400	600	2003	200	300	500	2004	200	400	600	2005	200	450	650	Year	TWiMV	Other Vehicles	Total	2000	40	60	100	2001	40	70	110	2002	40	70	110	2003	40	50	90	2004	40	60	100	2005	40	70	110
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<b>Monitoring Data:</b>	The number of motorcyclists injured in diesel spill collisions has fallen since the beginning of the campaign. It is not possible to directly link this reduction with KillSpills activities.
<b>Results:</b>	The campaign has received considerable support from the transport logistics and fuel sales sectors. Representatives from the campaign are involved in the UK National Motorcycle Council and in implementing the UK government Motorcycle Strategy.
<b>Key Effective Conclusions:</b>	Although it has not been possible to directly link the improving casualty totals with the campaign, there is circumstantial evidence of raised awareness and modified behaviour amongst diesel users.
<b>Projects for Comparison:</b>	None found.
<b>Justification:</b>	It has proved difficult to identify similar collision problems in other EU countries but, as the transport systems and vehicles involved are consistent, there are likely to be benefits from adopting a similar approach. FEMA has identified diesel spills as a significant, Europe-wide issue. This project addresses the eSUM objective for WP3, BP1 by offering the potential for reducing urban PTW casualties through behaviour change.