



Chloe. Age: 12

Chloe is Ellie's best mate – and the (self-designated) eccentric girl of the group. A chatty and charismatic performer, she is a loyal friend, but tends to interrupt and upstage Ellie at inopportune moments. As the queen bee and centre of attention, Chloe can't really be bothered with civilian details

like overbridges and underpasses.

Her Key Safety Flaw: Chloe's inattention is, more than anything, a stylistic choice on her part. After all, she knows it all...



Callum. Age: 13

Callum is a troubled kid who could go either way at this point in his life – gentle giant or neighbourhood bully. A long-time mate of Shazad, Callum lately senses his friend slipping away.

His Key Safety Flaw: Callum's insecurity and machismo extend, naturally, to messing about near the motorway. For years, he and Shazad would sneak off to the woods along the dual carriageway, building traps and inventing games. These days, only Callum still goes there from time to time, especially when things get rough at home. Prying open the pedestrian barrier – for a bit of supposed fun – is one of his specialties, not to mention what he may or may not have got up to on the overbridge.

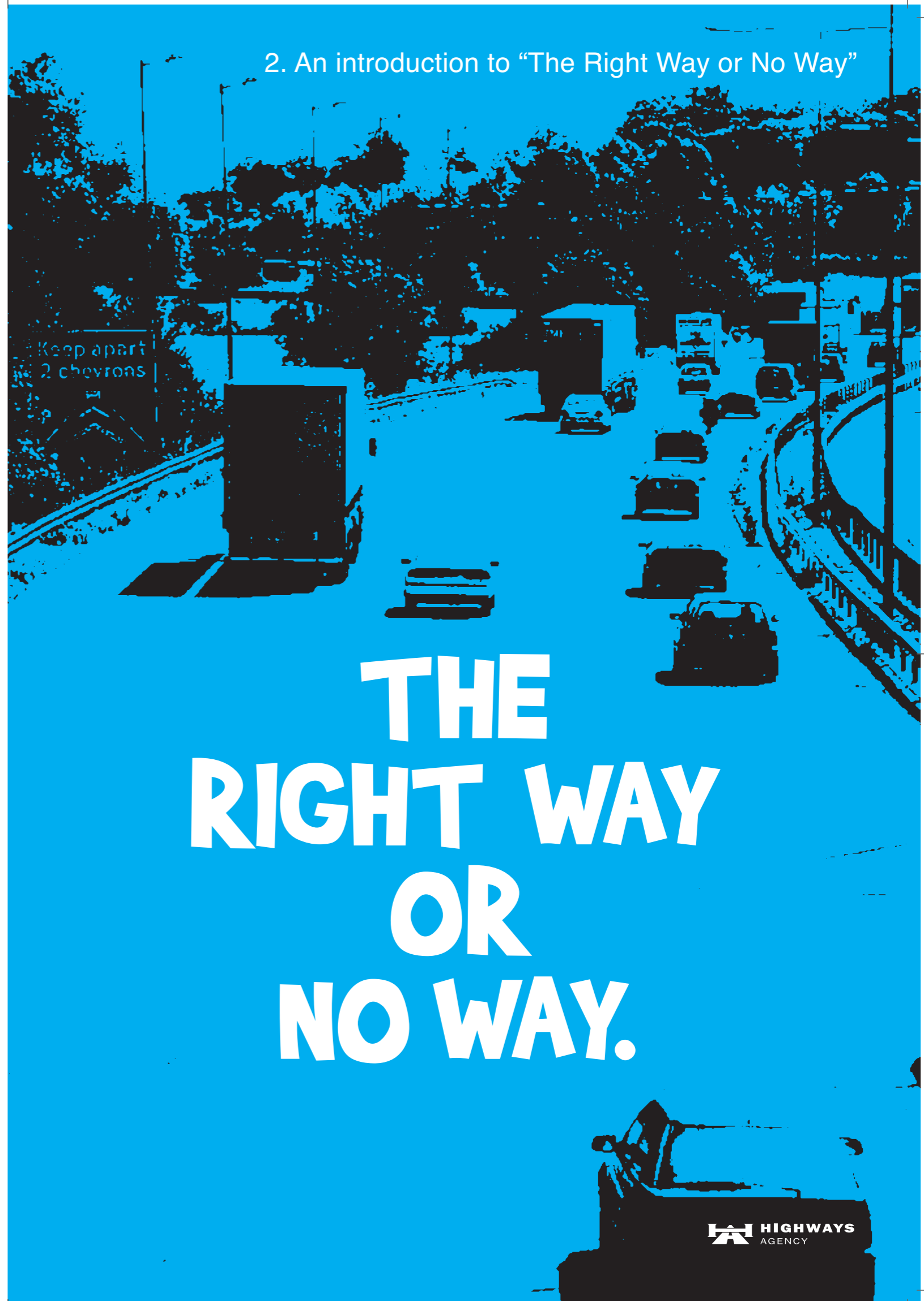
PRESENTERS

Sarah-Jane Crawford

This sassy lady is a TV and radio presenter on Channel 4, E4 Music and BBC Radio 1Xtra. She began her TV career on Shipwrecked 3 in 2001 and appeared in the April 2008 issue of FHM.

Richard Hardisty

Former model turned comic and E4 presenter, Richard's somewhat 'geeky' appearance belies a cool and credible persona – ideal to deliver road safety messages.



2. An introduction to "The Right Way or No Way"

THE
RIGHT WAY
OR
NO WAY.



Instead of sitting down to an awkward and stodgy instructional dirge about staying off the motorway, children will experience seven clear, engaging, and forceful drama sequences that happen to be about pedestrian safety.

The friendly, and confident tone of popular youth programming creates a credible and memorable learning experience.

“The Right Way or No Way” follows five diverse and distinct characters, each with a clear social connection to the others: friends, siblings, and girlfriends/boyfriends. The cast is drawn from an age group, young actors 10-14 years old, that is aspirational yet accessible. This age group has also been selected as the most representative ‘at risk’ group and one that is more likely to be receptive to road safety messaging.

This chapterised DVD comprises of scenes that follow a group of children on their estate. In the main body of the film, viewers weave between drama scenes and presenters as both examine scenarios that take place within the hours when this age group are most at risk (between 15:00 and 21:00).

The driving theme in each drama scene is between the responsibility and irresponsibility of young pedestrians. The events and character decisions in each scene emphasise the social context, the peer pressure and sheer collective carelessness or lack of skill that can lead to dangerous habitual tendencies for young people on or around the network (which can mean motorways or fast roads).

Rather than standard dialogue, each story is told in frank, conversational voice-over from an individual child’s perspective - the child who helps a friend make the right decision in the scene, or the character who decides to break a bad habit and take the smart option.

Before each drama scene finishes, it reaches a climax at the character’s moment of decision. At this point, our “cool” and engaging presenters interrupt the scene to deliver key messages and review crucial points.

After the presenters set the record straight, the drama scene resumes and concludes. The young characters will make the right decision, with appropriate consequences.

The ‘cool kids’ who flout pedestrian safety are shrewdly knocked off their pedestal, while the ‘good kids’ who are more safety conscious are rendered as wry, self aware individuals, instead of the spotless/spineless/uncool ‘good kid’ archetypes used in many films of this genre.

While the entire film has an upbeat tone, it does not shy away from reality. If a character does something stupid and dangerous, the characters and presenters call it as such.

By depicting friendships and conflicts between its young characters, this resource emphasises that staying safe isn’t the province of one or another type of child — more that it is simply a matter of all children making smart, practical, and stigma-free decisions every day of their lives.

“The Right Way or No Way” concludes with a universal scene on the estate that recalls the opening sequence, encompasses the material in all of the preceding scenarios, and bids farewell to the characters. This reinforces the sense among the audience that pedestrian safety near fast roads is a matter of small, everyday choices that can mean the difference between life and death.

CHARACTER SYNOPSIS

All of the children in this programme are connected: through school, through their parents and siblings, and through the place where they live - Owensgrove Estate – a fictional residential estate that reflects many of its kind nationwide.

Like a number of neighbourhoods across the country, Owensgrove sits beside a motorway. As long as they can remember, this close group have lived with that motorway and familiarity has bred obliviousness.

Peer pressure, mischief, and everyday force of habit have (to varying extents) warped their sense of safety near the motorway. This DVD depicts the moments of confrontation and decision that set these friends on the right track.



Jack. Age: 10

Jack is a classic younger brother: More than a bit dependent upon his elder sister yet imbued with the outward confidence and cockiness of a sixth former. He likes hanging out with his sister’s friends, even if they make fun of him, and will try anything to fit in.

Jack’s Key Safety Flaw: As a younger brother who hangs out with older kids, Jack has come to rely far too much on other people’s safety vigilance (or lack thereof) near the motorway.



Ellie. Age: 13

Ellie is, first and foremost, a good older sister to Jack. But she is also a girl caught between cliques, not disinclined to leave her childhood friends behind in favour of cool teenage girls. Perceptive and sarcastic, she knows her way round her world - but still needs to learn a few things about the motorway near Owensgrove Estate.

Ellie’s Key Safety Flaw: While Ellie is particular about motorway safety when walking with her younger brother, she conveniently lapses out of that traffic warden persona when out and about with her friends.



Shazad. Age: 14

Shazad is one of Ellie’s best friends; one of the only boys in the neighbourhood who isn’t a complete waste of time. A bit awkward around Ellie these days, Shazad is intent on becoming (or least appearing to become) a skater boy. If only he wasn’t such a rubbish skateboarder.

His Key Safety Flaw: With his mind forever on Ellie, it will take more than an angry car horn to shake him out of his obliviousness.