

Who was Mary Ward?

See the campaign here: <https://youtu.be/znRgSq3Kmw> Irish: <https://youtu.be/WQoufp-Olfw>

Ireland is a fiercely proud nation, and one that isn't afraid to rise to any challenge. When properly motivated by a just cause, we come together to do what's best for our communities. Right now, we need people to come together and join us as we work to achieve safer roads for us all. We just need something that captures their imagination and makes them feel a renewed sense of significance to bringing road deaths and serious injuries in Ireland to an end.

Every country in the world shares a history of road fatalities. But Ireland actually holds a unique place in this history. Our past holds something that no other country in the world can lay claim to. Something that we can use to motivate our nation towards participating in Vision Zero

The world's first ever recorded death by car happened right here in Ireland. In 1869, a scientist, author, artist, and mother named Mary Ward was killed in a car crash in Co. Offaly — a fact that is not very well known. We're going to use this surprising and intriguing piece of history to inspire and motivate the nation on the journey to Vision Zero.

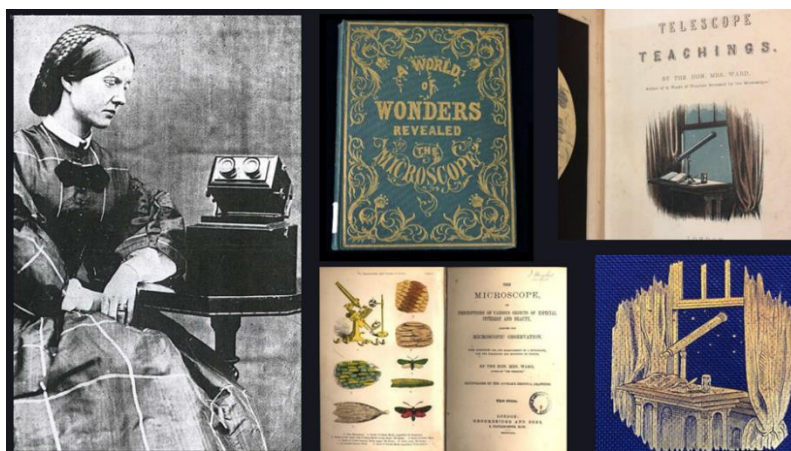
The first ever road fatality on record happened in Ireland. It's time we saw our last. Vision Zero. Zero deaths or serious injuries on our roads by 2050

Mary Ward the first road fatality in the world happened in Ireland, it's time we saw our last!

Please read an account of the collision below:

On 31 August 1869, Mary Ward (nee King) became the first person to die in a car accident in Ireland and Great Britain. The terrible accident occurred in County Offaly in Ireland. Mary Ward, along with Captain the Honourable Henry Ward, Honourable Randal and Clare Parsons, were travelling on a road locomotive steam-engine when it turned a sharp corner leading to Cumberland Street near Parsonstown. The sharp turn caused Mrs Ward to fall forward to the ground and the vehicle drove over her. Medical aid was useless as Mrs Ward was killed instantly.

An inquest was held on 1 September at Birr Castle. After hearing the results of Dr Woods and other witnesses, the jury returned a verdict of an accidental death, and no individual was to blame for Mary Ward's death.



Vulnerable Road User's Exercise

Q1. Use other words/phrases to describe the word "Vulnerable".

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Q2. What is meant by the term "Vulnerable Road Users" or VRU's?

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Q3. The Road Safety Authority has identified certain groups of road users who are most at risk. These are called 'Vulnerable Road User's' or 'VRU's'. List the categories of VRU's below:

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Safe and Unsafe Behaviour Exercise

Complete the below table to show the safe and unsafe behaviours by vulnerable road users that may put them at risk on the road.

Activity	Safe Behaviours	Unsafe Behaviours
Walking		
Cycling		
Driving		
Passenger		
Public Transport		



Observation Sheet - Behaviours of a safe and competent Driver

Complete the below table to show the safe and unsafe behaviours by drivers that may put them at risk on the road.

Behaviour	Drivers I saw that demonstrated this behaviour <i>(Write down who, what they did, what impact their behaviour had on other road users)</i>
Concentrate fully while driving	
Respectful, patient, considerate towards other road users	
Acts responsibly	
Anticipates and reacts to hazards	
Positive and considerate; shows consideration	
Signalling	

