

**YOUNG DRIVER  
FOCUS 2019**

# **CREATING SAFER YOUNG DRIVERS**

**TRAINING, INTERVENTIONS & AN INTERNATIONAL PERSPECTIVE**

IN ASSOCIATION WITH

**ingenie**

ORGANISED BY

Road Safety GB

FIRST  
CAR

FRAC  
Foundation



# *Small changes save lives*

YOUNG DRIVER FOCUS 2019

MPS Olly Tayler QPM – Devon and Cornwall Police

The **Honest Truth**   
about safer driving

Registered Charity Number 1160918

Working with Approved Driving Instructors, Local Authorities, the Military and Business to reduce the number of 17 to 24yr olds killed or seriously injured on our roads.

**Dying to use your phone?**

You are four times more likely to crash when using your mobile

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

**Dead tired? Don't get caught catnapping**

80% of fatal and serious collisions on the road are sleep related

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

**Drugs will get you smashed**

One in six people who die in road crashes have traces of illegal drugs in their system

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

**Dead tired - don't get caught catnapping**

**EVANS**  
**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

**Drink stays with you longer than you think**

25 road deaths per year are drivers who are under the drink-drive limit but still have alcohol in their system

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

**Belt up in the back - don't be a deadweight**

Someone thrown forward at 50mph will hit you with the force of a charging rhino

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

**Speed - it's a limit not a target**

Inappropriate speed contributes to 24% of all fatal crashes

**PCC**  
The Honest Truth about safer driving  
Roads change how you drive

© 2019 PCC. All rights reserved.

Designed in 2012 and on 2019 ready intended it to last as long as it did.


**The Honest Truth**  
about safer driving

Registered Charity Number 1160918

# Encouraging participation and ongoing engagement for long term evaluation opportunities.




# Empowering New and Young Drivers

**MY CAR MY RULES**  
WRITE YOUR RULES HERE 

- 1. NO DRUGS NO EXCEPTIONS.**
- 2. EVERYONE MUST ALWAYS WEAR A SEATBELT AT ALL TIMES.**
- 3. ONLY DECENT MUSIC TO BE PLAYED.**
- 4. DO NOT DISTRACT THE DRIVER.**
- 5. NO SMELLY FARTS.**

As a passenger in my car you are agreeing to abide by my rules to keep us all safe while I'm driving you around. After all it's

**MY CAR MY RULES!...**

The Honest Truth   
about safer driving  
[thehonesttruth.co.uk](http://thehonesttruth.co.uk)

Charity Number: 1160918

The Honest Truth   
about safer driving

Registered Charity Number 1160918

Road safety being delivered to 1000's of motorists every day.  
Currently two lorries branded with another four on the way.



A flexible and adaptable way to deliver road safety as education or as a communications campaign.



The Honest Truth  
about safer driving



Registered Charity Number 1160918

# Could the following collision have been avoided with targeted and effective education?

The next slide contains pictures from a fatal collision scene and part of the first 999 call Police received on the night in question that some delegates may find distressing.



Offending driver 18yrs Old  
Early Hours of the Morning  
Excess Speed  
Mobile Phone Use??  
Poor Weather

Pleaded guilty to 'Death by Dangerous Driving'

Two years in a Young Offenders Institute

Disqualified from driving for four years.

Must take an extended retest....

*Small changes  
save lives*

Thank You

The **Honest Truth**   
about safer driving

Registered Charity Number 1160918