WEBINAR WILL BEGIN AT 14:00

DIGITAL TOOLS FOR YOUNG DRIVERS

DAN CAMPSALL | STEVE FERRIS

Ridefree

DRIVER 2020

drive smart

GYC

DRIVE START

BLAZED & WASTED

www.blazedandwasted.com

RESEARCH

A REVIEW OF INTERVENTIONS WHICH SEEK TO INCREASE THE SAFETY OF YOUNG AND NOVICE DRIVERS, 2016, PRESSLEY ET AL, TRL PPR781

DEVELOPMENT OF A COMMUNICATION APPROACH TO TACKLE YOUNGER DRIVER SAFETY ON RURAL ROADS, 2016, CHRISTMAS, FOSDICK & CAMPSALL, DFT

A DUAL-PROCESS APPROACH TO HEALTH RISK DECISION MAKING: THE PROTOTYPE WILLINGNESS MODEL, 2008, GERRARD ET AL

DEVELOPMENTAL, CONTEXTUAL & SOCIAL CHALLENGES

- Lack of experience and poor hazard perception
- Night time, poor weather and rural roads
- Overconfidence (underestimation of task, overestimation of ability)
- Inability to regulate own behaviour
- Sensation-seeking or feelings of control
- Social factors (norms and risk images or prototypes)
- Particular uses of driving (skill, masculinity or social activity)
- The role of passengers

INTENTIONS

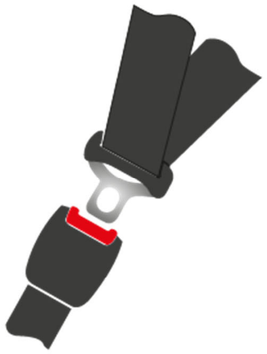
80%

6%

1.8%

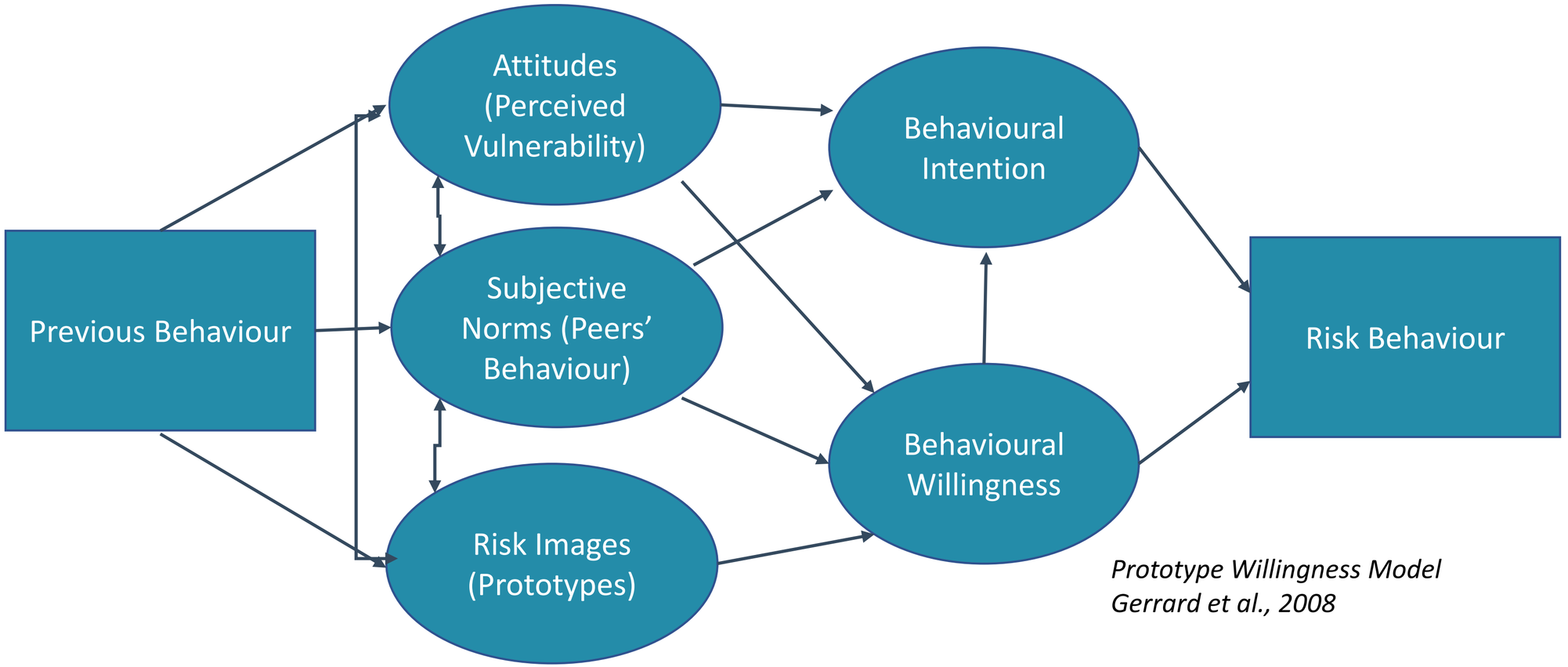
3%

90%



5.4%

DUAL PROCESS MODEL



Prototype Willingness Model
Gerrard et al., 2008

APPROACHES (PRESSLEY ET AL)

- An intervention to engage parents in managing post-test driving in specific risky situations
- An intervention to engage a range of stakeholders (and utilising a logbook approach) in increasing the amount and breadth of pre-test on-road experience
- An intervention utilising technology (in-vehicle data recorders or ‘telematics’) and possibly parents to manage driver behaviour post-test
- An intervention to train hazard perception skill

DRIVE START

DriveStart

The right skills for the road ahead

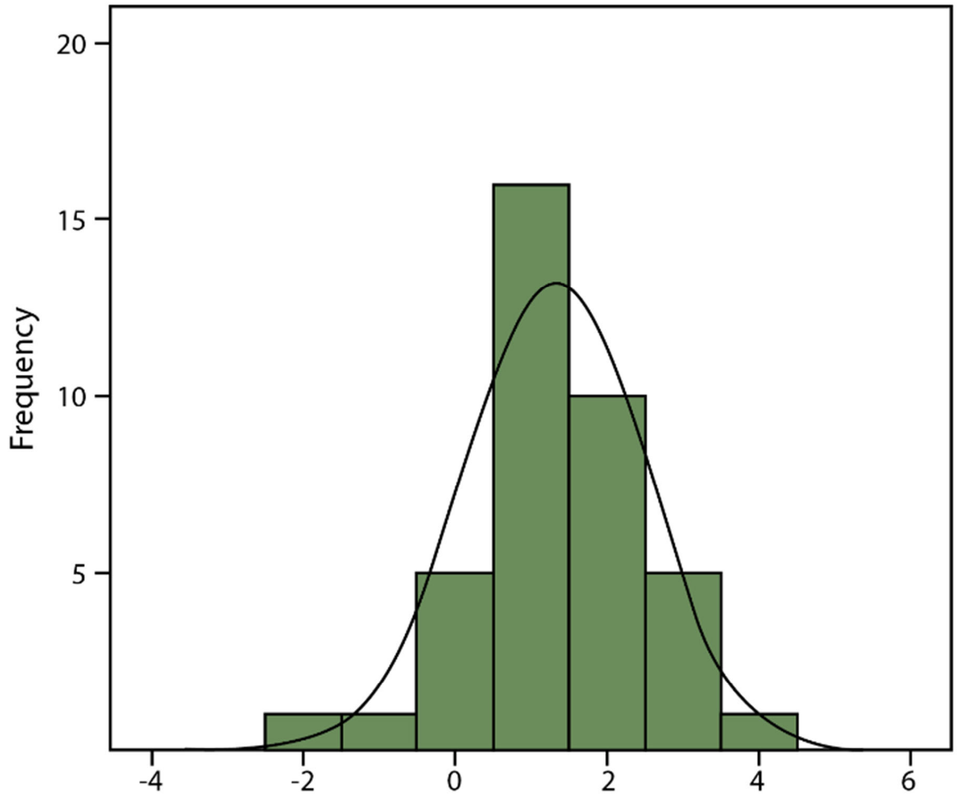
DRIVING AMBITION

LEVEL	KNOWLEDGE & SKILLS	RISK INCREASING FACTORS	SELF EVALUATION
Your Life	Whole life goals Lifestyle choices Motives Values	Risk acceptance Sensation seeking Social pressures Attitude towards society Alcohol & drugs	Impulse control or Risk tendency Risky habits
Your Journeys	Goals for your trip Planning & choosing routes Social pressure in the car	Purpose of driving Driving environment Social context & company	Personal planning Awareness of weakness and risk
You on the Road	Traffic law More complex roads Anticipation Speed adjustment Safety margins	Nervousness / aggression Disobeying rules Unpredictable behaviour Difficult conditions	Strong and weak points of traffic skills Personal driving style Personal safety margins
You in the Car	Control of direction and position Tyre grip and friction Vehicle properties	Insufficient skills or automatisation Poor speed adjustment	Strong and weak points of basic manoeuvring skill Strong and weak points in relation to hazards Realistic self-evaluation

DRIVESTART EXPERIENCES

- Multiple award winning
- Fully evaluated
- Partnership working

RESULTS – SOCIAL NORMS



To significantly reduce the average norm among participants related to the proportion of people using the mobile phone while driving with 0.5 on a scale from 1 to 5 and/or statistically significant.

Paired samples statistics for mobile phone use norms (median values and recoded)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PhoneUse_pre	40.128	39	19.8261	3.1747
	PhoneUse_post	18.590	39	15.8197	2.5332
Pair 2	PhoneUse_preRec	3.31	39	1.004	.161
	PhoneUse_postRec	1.97	39	.986	.158

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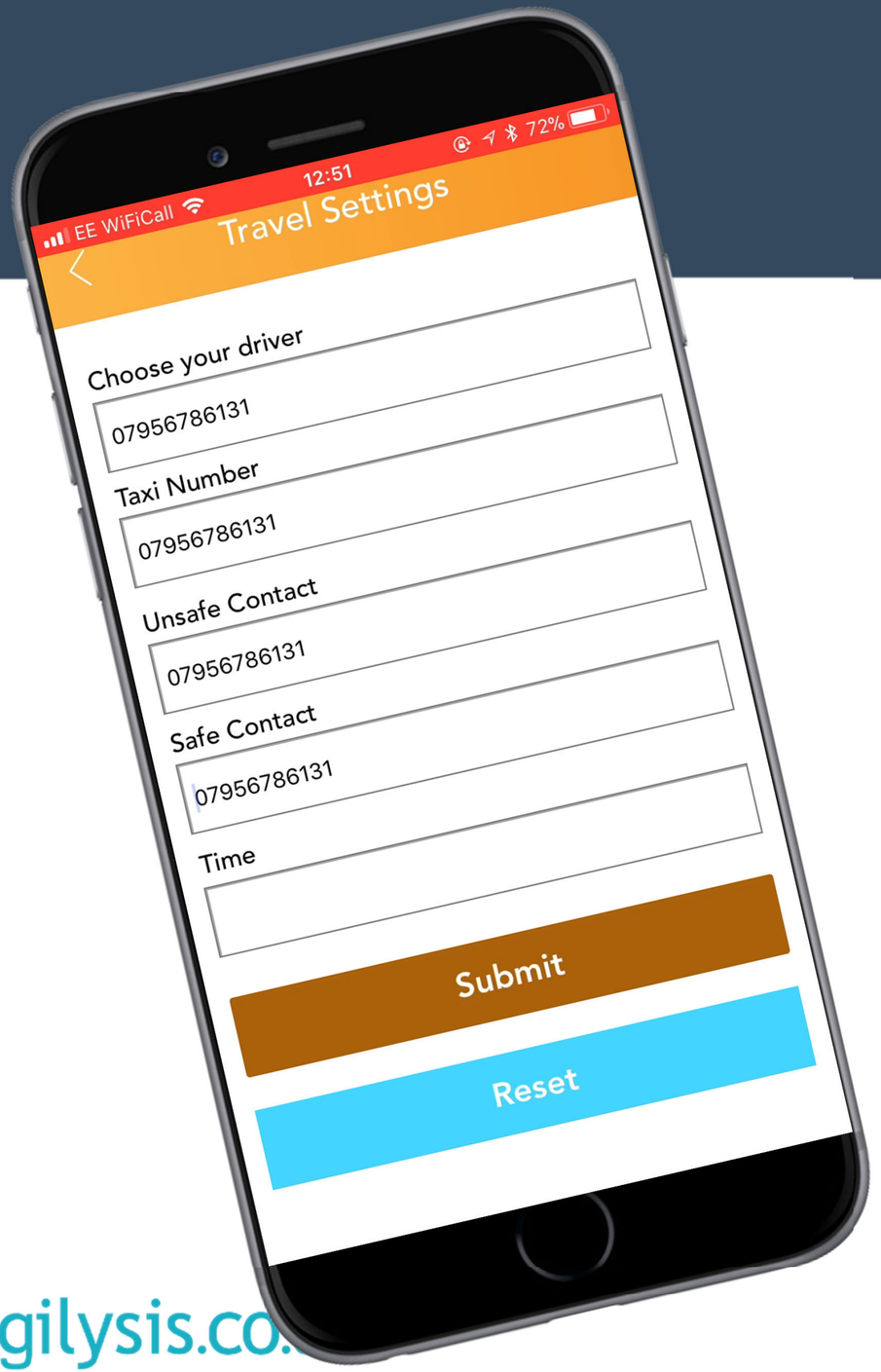
E-LEARNING

RIDEFREE (HIGHWAYS ENGLAND)

GYC
Get Your Coat
Getting you home safe and sound



- Responsive alcohol consumption calculator
  - Feedback
- Programable contact hot-keys
  - Favoured Taxi number
  - Designated Driver / Lift
- Quick call
- Location aware messaging
- Bus / Train timer
- Quick search function
- Safe and unsafe messaging
- Advice and direction to support

Available on the App Store

ANDROID APP ON Google Play

agilysis.co.

- Website
- Classroom
- Online
  - Hazard Perception
  - Hazard Prediction
  - Speed Choice
  - Peers & Distractions
  - Key Points

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DAN CAMPSALL

+44 1295 731810

dan.campsall@agilysis.co.uk

STEVE FERRIS

+44 1295 731816

steve.ferris@agilysis.co.uk