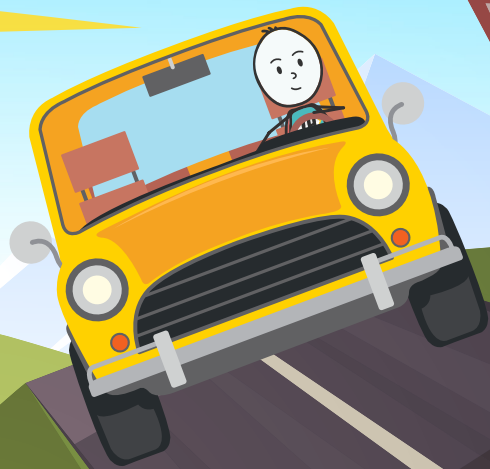


Driver Safety Awareness

What you need to know.

1,775

total number of people killed in reported road traffic accidents in Great Britain in 2014.



Are you the type of person or employee who is always under pressure because you leave everything to the last minute?



PICTURE THIS... IT'S 08:05 ON A COLD AND FROSTY MORNING, AND YOU NEED TO BE AT A MEETING. YOU START TO RUSH AROUND, GRABBING YOUR KEYS AND PHONE AND CAN'T BEGIN TO THINK

WHERE THE MEETING IS. YOU'RE TIRED FROM THE LATE NIGHT BEFORE, AND YOU'VE FORGOTTEN THAT THE CAR NEEDS FUEL AND WILL NEED DEFROSTING FROM THE COLD SNAP.

HELPFUL TIPS!

You soon begin to realise that reaching your meeting on time is simply not achievable. You can feel the pressure, but that won't stop you taking risks and rushing to get there. Stop and think about what you're doing. Here are some useful tips and facts to help.



No distractions.

Be alert.

Be prepared.

BE THE BEST YOU CAN BE.

Make sure you are fit to drive. Belt up, get comfy and adjust your mirrors. Do not begin a journey if you are tired. Again, plan - get a good night's sleep before embarking on any journey. If at any point you become drowsy, it's OK to stop in a safe place. Do not stop on the hard shoulder of a motorway. Turn off your mobile phone!



MAINTAIN YOUR VEHICLE.

Ensure your vehicle is legal and roadworthy. Do a visual check of and make sure the tyres are inflated. Make sure it's fuelled and watered.



TARGET PRACTICE.

Speed limits are not targets. It is rarely appropriate or safe to drive at the maximum speed limit.



2 seconds for dry. 4 seconds for wet.

REMEMBER. ONLY A FOOL BREAKS THE 2 SECOND RULE.

Remember the acronym **COAST. Concentration, Observation, Anticipation, Space and Time.** For instance, it's raining out there, so what would you do to your speed and distance? Adjust your driving style for the road and environmental conditions. Keep a distance of 2 seconds in the dry and increase that to at least 4 in the wet.



ADD LIGHTNESS.

If you literally have the kitchen sink in the boot, lose it. It's using more fuel. Close the windows and turn off the air conditioner.



BEHAVIOURAL SKILLS.

Try practising a few restraint techniques. For instance: Ask yourself the question: what is stopping me driving within the speed limits?



OBLIGATORY SHOCKING FACT.

If you hit a child while driving at 40mph - you'll probably kill the child.
If you hit a child while driving at 30mph - the child has an 80% chance of surviving.
If you hit a child while driving at 20mph - the child will probably suffer minor injuries but survive.

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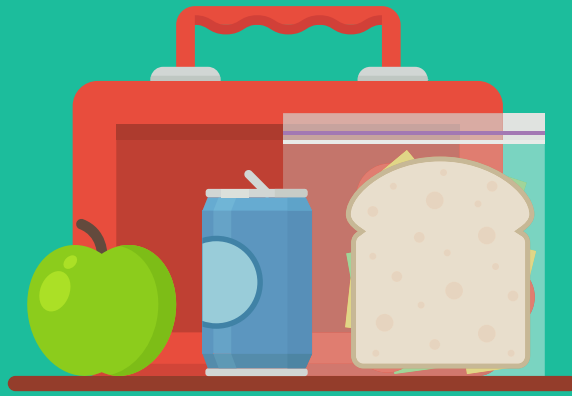
Driver Fatigue

Studies have shown that drivers don't fall asleep without warning. Drivers who fall asleep at the wheel have often tried to fight off drowsiness by opening a window, or by turning up the radio. This doesn't work for long.



PLAN YOUR JOURNEY

Plan your journey to include a 15 minute break every 2 hours of driving.



THEN EAT SOMETHING

Make time for regular breaks.



TIRENESS KILLS

Research has shown that people who drive for work behave in a risky way on the road, including driving while tired.

Spot the signs

All drivers who fall asleep at the wheel will have a degree of warning.

18 - 30 year old males are more likely to fall asleep at the wheel when driving late at night.

There is no excuse for falling asleep at the wheel and it is not an excuse in law.

Modern lifestyles such as early morning starts, shift work, late night socialising, often lead to excessive tiredness by preventing adequate rest.

Up to one fifth of accidents on motorways and other monotonous types of roads may be caused by drivers falling asleep at the wheel.

Changes in body rhythm produce a natural increased tendency to sleep at two parts of the day: Midnight - 6am · 2pm - 4pm



Natural tiredness occurs after eating a large meal.

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Action Points



1. Plan your journey to include a 15-minute break every two hours.
2. Don't start a long trip if you're already tired.
3. Remember the risks if you have to get up unusually early to start a long drive.
4. Try to avoid long trips between midnight and 6am when you're likely to feel sleepy anyway.
5. If you start to feel sleepy, find a safe place to stop - not the hard shoulder of a motorway. Drink two cups of coffee or a high-caffeine drink and have a rest for 10 to 15 minutes to allow time for the caffeine to kick in.
6. Remember, the only real cure for sleepiness is proper sleep. A caffeine drink or a nap is a short-term solution that will only allow you to keep driving for a short time.