

# SAFE DRIVE, STAY ALIVE



DORSET & WILTSHIRE  
FIRE AND RESCUE

Dear Parent/Carer,

As part of our commitment to reducing injuries and fatalities on our roads in Dorset and Wiltshire, your child's academy is working with the Dorset, Swindon and Wiltshire Road Safety Partnerships to educate students about their actions and possible consequences as drivers, passengers or motorcycle riders.

The Dorset and Wiltshire Fire and Rescue Service will be presenting a digital Safe Drive, Stay Alive Roadshow at Magna Academy on Monday 20th November 2023.

We recognise there is perhaps no time more worrying for parents than when their children begin to become drivers, and for good reason; it is a tragic fact that young drivers are statistically very much more at risk than other road users.

- **Research by the Association of British Insurers shows that teenage drivers are 10 times more likely to be killed or seriously injured while driving than motorists in their 40's.**
- **1 in 5 drivers involved in a serious Road Traffic Collision are under the age of 25.**
- **Around half of all accidental deaths of children are due to Road Traffic Collisions.**
- **An alarming 20% of drivers crash in their first year of driving.**

We all have a responsibility to do something about this and it is important to address young people's attitudes to driving at an early stage. As a combined response, the Safety Partnership has developed a successful roadshow now in its 18<sup>th</sup> year. It is an extremely powerful and emotional experience called Safe Drive, Stay Alive and runs to a tried, tested and proven formula. Feedback evidences that this really is a very effective experience for young people.

During the presentation, we will look at the events leading up to a road traffic collision, the consequences of both the driver's and passengers' actions and discuss how negative outcomes could have been avoided. We will discuss potential risks that are most relevant to young drivers and offer strategies to avoid common situations young people might find themselves in. If your child knows personally of somebody who has been killed or seriously injured in a Road Traffic Collision, this presentation is likely to remind them of the event and associated emotions. Careful consideration should be given to their attendance.

If you do not want your child to attend, [please complete this form](#).

This is a powerful and emotional initiative that brings home the very real message of the consequences of poor driving behaviour on the road. The show has been designed to make young people aware of their responsibilities for their actions on the road and the potentially lethal results of failing to drive responsibly. Some students may find the experience upsetting but we have included positive behaviour change messages that show how each driver and passenger can help to avoid these situations.

Parents should contact the school with any concerns they may have and for guidance and additional support. For more information about how you can support your child when they are learning to drive, please read our [Sway for Parents/Carers](#). If your family have been impacted directly by a Road Traffic Collision, you can contact these charities for support:

