

## Chippenham Area Board – Monday 4 July 2011

### Chairman's Announcements

#### Why is it important for young people to see Safe Drive Stay Alive?

- On average 8 people die on the UK's roads every day. 8 yesterday, 8 today and another 8 tomorrow.
- One in eight drivers on our roads are under 25 yet one in three of those who die are within this age group.
- National Health Statistics state that young people are more at risk from dying in a road traffic collision than from any other accidental cause.

Despite this shocking statistic there is nothing in the national curriculum to educate them on the dangers they face.

Safe Drive Stay Alive fills the gap in education and provides them with the real facts and consequences of poor driving. This enables them to make informed decisions about their behaviour as passengers or drivers.

The roadshow is successful because it's real, it's delivered by real people with real stories to tell and no actors are used, it's a highly emotional experience – both for the audience and for those who courageously revisit and honestly share the most devastating aspect of their personal lives.

After the last tour 95% of students said they would apply the training to their behaviour as a passenger or driver.

The tour is seen by more than 7,500 students per year and more than 2000 military personnel.