

Draft letter to schools

May I please draw your attention to the Safe Drive Stay Alive programme which is offered to you and your pupils at no charge by Dorset and Wiltshire Fire & Rescue Service in partnership with Dorset Road Safe.

We are determined to reduce the numbers of people killed or seriously injured on the roads in Dorset. In 2016, there were 83 young adults aged 16-24 that were either killed or received life changing injuries on our local roads. Road traffic collisions are the biggest cause of accidental death within this group; and it is a sad fact that every year more of them are admitted to hospital because of a road traffic collision than from any other accidental cause.

Safe Drive, Stay Alive is a roadshow based around powerful personal testimonies designed to make the audience aware of the nature and extent of personal tragedy and suffering a Road Traffic Collision can and does cause.

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.

The roadshow is designed to bring about a change in behaviour around the highest risk factors involved in road traffic collisions. These include seatbelts, mobile phones, speeding and drink & drug driving – known as the 'Fatal Four'. The objectives of this intervention are for young drivers:

- to understand the harsh reality and effects of an RTC upon all involved
- to recognise where changes in behaviour and attitude could prevent tragedy and adapt accordingly
- to increase in confidence and ability enabling them influence the behaviour of their peers
- to take responsibility for their actions and understand potential consequences
- to be more receptive to Road Safety considerations and maintain the above behavioural changes throughout their adulthood

Last year more than 4000 16-19 year-old students attended from across Dorset and I am sure you would like to make it available to your school. 89 teachers were surveyed over the last year and 100% agreed that the roadshow would make a positive change to their students' attitude around road safety matters.

I believe the show should be seen by all young people whether they are a driver, rider or passenger of a motor vehicle.

To book, or if you require more information, please Contact Dorset and Wiltshire Fire & Rescue Service on 01722 691000 or email us at enquiries@dwfire.org.uk.