

Dear Parent/Guardian,

Your child's school is working with The Wiltshire & Swindon Road Safety Partnership to educate Wiltshire & Swindon's students about their actions and possible consequences as drivers or motorcycle riders.

Accordingly, arrangements have been made for your son/daughter to attend the Safe Drive Stay Alive Roadshow, held at Daunstey School on the 10<sup>th</sup> November 2017. Transport to and from the school is provided and the event is free of charge.

We recognise there is perhaps no time more worrying for parents than as their children begin to become drivers and for good reason. It's a tragic fact that young drivers are statistically very much the most at risk.

- **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 Road Traffic Collision in which people are injured are under the age of 25 and about half of all accidental deaths of children are due to Road Traffic Collisions**
- **An alarming 20% of driver's crash in their first year of driving.**

We all have a responsibility to do something about this and it's important to address young people's attitude to driving at an early stage. As a combined response the Safety Partnership has developed a successful roadshow now in its 11<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.

Each show traces the events leading up to a road traffic collision and shows how the emergency services deal with the aftermath. 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.

This is a powerful and emotional initiative that brings home the very real message of the consequences of poor driving behaviour the road. The shows have 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 distressing.

Parents may contact the school with any concerns they may have for guidance and additional support.