ROAD CRASHES ARE ONE OF THE LEADING CAUSES OF DEATH AND INJURY OF YOUNG PEOPLE AGED BETWEEN 17 AND 24.

IF YOU WERE INVOLVED IN A ROAD CRASH THAT **LEFT ONE OF YOUR FRIENDS SERIOUSLY HURT OR DEAD, COULD YOU LIVE WITH IT?**

MOST DRIVERS AND PASSENGERS DO NOT ACT LIKE COMPLETE IDIOTS.

Be a good mate, make sure you all arrive alive.

Remember, mates



for each other

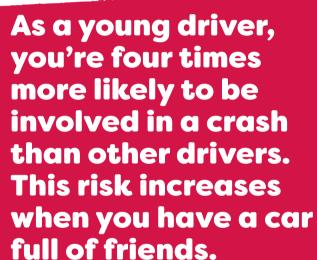
MAKE SURE YOU ARRIVE ALIVE.

www.lookoutroadsafety.co.uk

MAIN CAUSES OF YOUNG DRIVER **COLLISIONS:**

- 1. FAILING TO LOOK **PROPERLY**
- 2. RISK-TAKING
- 3. DISTRACTION
- 4. SPEEDING
- 5. LACK OF **EXPERIENCE**
- 6. DRINK DRIVING

FACT



Young drivers and riders were involved in 29% of all injury accidents in the north east between 2011-2015. During that period, 38 young drivers were killed and 440 were seriously injured.

The emotional cost of a road crash is immeasurable.

It causes a terrible impact on the victim - if they survive and their friends and family.

Road crashes are preventable. If you caused the death or serious injury of one of your friends through driving carelessly, could you live with the auilt?

DRINK DRIVING A KILLER COCKTAIL

Drive at twice the legal alcohol limit and you are 50 times more likely to be involved in a fatal road crash.

Alcohol and driving don't mix. Alcohol severely impairs judgement and reaction times, reduces your field of vision and makes drivers over-confident. When combined with a 1-tonne vehicle, it is a killer cocktail.

Remember, you don't need to be drunk to be a drink driver. Alcohol can stay in your blood stream for many hours after your last drink, so think about the morning after. If you're leaving home early the next day, do not drive.

IF YOU'RE PLANNING ON GOING OUT AND **HAVING A DRINK:**

- Get someone to drop vou off
- Use a designated driver
- Use a licensed taxi
- Use public transport
- Walk

WHATEVER YOU DO, LEAVE YOUR CAR KEYS AT HOME!



It takes your body at least one hour to process one unit of alcohol. It could take five hours for two glasses of wine or three bottles of beer to pass through your system.

IF YOU'RE **DRINKING** DO NOT DRIVE AT ALL.

of casualties from

drink drive collisions

involved drivers

aged 17-24

DRINK DRIVING The consequences

Six months in prison, an unlimited fine, a minimum one-year ban, and a **criminal record** - the penalties for driving over the drink drive limit are harsh and could impact on numerous aspects of your life from friends and family to work and travel opportunities. Penalties are greater if you cause death or injury.



Road Safety **GB**

for each other

ROAD CRASHES ARE ONE OF THE LEADING CAUSES OF DEATH AND INJURY OF YOUNG PEOPLE AGED BETWEEN 17 AND 24.

DRUGS AND DRIVING ARE A LETHAL MIX

Get caught and how will you live with the shame of your family, friends and colleagues knowing you are a drug driver?

It's not worth it



PINT OF BEER 2.3 UNITS



BOTTLE OF BEER 1.6 UNITS



175ML GLASS **OF WINE**



SINGLE SHOT **OF SPIRIT** 1 UNIT



ALCOPOP 1.1 UNITS

SPEEDING C CAN YOU HANDLE IT?

Speeding greatly reduces your reaction time, your ability to predict what's ahead and increases the risk of crashing.

Did you know 37% of casualties injured in a speed-related collision involve drivers aged between 17-24 years old?

All roads are different and therefore require different driving behaviours. Speed limits are in place for a reason. If you speed, whether it's because vou're late or just showing off, you're putting vour life and the lives of your passengers, other road-users and pedestrians at risk.

Speak up if you're in a car with a speeding driver, and tell them to slow down - you may not aet a second chance.

FACT

BETTER LATE THAN NEVER



If you speed you're burning more than rubber. Revving your engine, hard acceleration and high speeds mean you'll be filling up your car more regularly and spending more on fuel.

SPEEDING RULES

Streetlights mean 30mph, unless you are told otherwise by signs

A country lane with no streetlights is 60mph, unless stated differently

If the road has carriageways separated by a raised central reservation, it's 70mph

Road signs show the maximum speed allowed and should not be treated as a target

If you're caught speeding, the minimum penalty is a £100 fine and three

If you're still within two years of passing your test, your driving licence

could be revoked if you build up six or more penalty points. If you're sent

TIPS ON HOW NOT TO SPEED

- 1. Check your speedometer regularly
- 2. Know the limits look for signs
- 3. Assume streetlights mean 30mph
- 4. Speed limit signs are a maximum
- 5. 20mph is plenty when kids are about
- 6. Try no higher than third gear in 30mph
- 7. Recognise what makes you speed
- 8. Concentrate distracted drivers speed
- 9. Slow down when entering villages
- 10. Give yourself time

DEATH BY DANGEROUS DRIVING

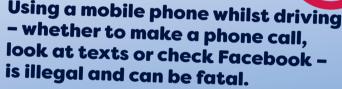
If you cause death by dangerous driving, the emotional impact of killing a friend or relative will live with you for a lifetime.

The penalties could have serious implications on your life and the lives of others.

DANGEROUS DRIVING The consequences

Up to 14 years in prison, an unlimited fine, a driving ban, higher insurance costs, loss of your family, friends and job, plus a criminal record these are some of the penalties you could face.

DISTRACTIONS



Distractions, such as mobile phones, increase your chances of crashing by 400% and reduce your concentration levels.

When you're distracted, your reaction times are slowed by as much as 50%, leaving you and your passengers to face potentially lethal consequences.

Taking your eyes off the road for just two seconds to check a text message at 30mph means that you will have travelled 27 metres without looking at the road - around the length of two double-decker buses.

does, tell them to use a hands free kit, or quit.

DISTRACTIONS The consequences

Police come down hard on distracted drivers.

Did you know that 28% of casualties injured through careless and reckless driving involved drivers aged 17-24 years old?

It is illegal to use a

23% of casualties

by drivers aged

You can also be

prosecuted for

of the vehicle

using hands-free

phones if you fail to

have proper control

You are still classed

and the engine is

as driving if the vehicle is stationary

• The only time you

can use a mobile

phone while driving

is if you're dialling

999 in a genuine

emergency

running

driving

mobile phone while

involving distracted

drivers were injured

between 17 and 24

SEATBELT SAFETY LOOK AFTER YOUR MATES

A seatbelt is the most effective life-saving measure in a car, with front seatbelts saving over 2,000 lives every year.

- If you crash at 30mph, a back seat passenger who's not wearing a seatbelt will hit the front seat with a force up to 60 times their weight.
- If you don't wear a seatbelt, there's a good chance you could be injured by the airbag.
- The driver is responsible for ensuring all passengers wear seatbelts at all times.

FAILING TO WEAR A SEATBELT The consequences

If you or any of your passengers are caught not wearing a seatbelt you can be given an on-the-spot fine of £60.





#LookOutForEachOther #MatesLookOut4EachOther

www.lookoutroadsafety.co.uk

Remember, mates look out for each other.

MAKE SURE YOU ARRIVE ALIVE.

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A DEADLY MIX

Using a mobile phone whilst driving - whether to make a phone call, look at texts or check Facebook -

If you text or call while driving, stop. If you know someone who

If you're caught, you could face three penalty points plus a £1,000 fine. You could also face a driving ban.

Statistics from North East Regional Road Safety Resource, 2016

to court you can face a maximum fine of £2,500.

penalty points on your licence.

SPEEDING The consequences