

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

Good mates

## LOOK OUT

for each other

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

## LOOK OUT

for each other

**MAKE SURE YOU ARRIVE ALIVE.**

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### 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



**As a young driver, you're four times more likely to be involved in a crash than other drivers. This risk increases when you have a car full of friends.**

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 guilt?**

## 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 you off
- Use a designated driver
- Use a licensed taxi
- Use public transport
- Walk

**WHATEVER YOU DO, LEAVE YOUR CAR KEYS AT HOME!**

### FACT

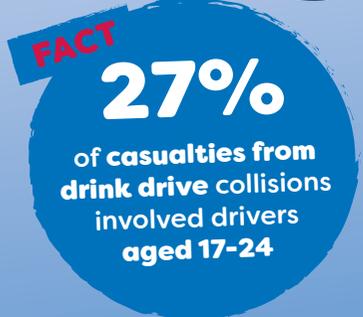


It takes your body **at least one hour** to process one unit of alcohol. It could take **five hours for two glasses of wine or three bottles of beer** to pass through your system.

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

## 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.**



## 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  
**2.3 UNITS**



SINGLE SHOT OF SPIRIT  
**1 UNIT**



ALCOPOP  
**1.1 UNITS**

# SPEEDING 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?**

If you speed, whether it's because you're late or just showing off, you're putting your life and the lives of your passengers, other road-users and pedestrians at risk.

All roads are different and therefore require different driving behaviours. Speed limits are in place for a reason.

Speak up if you're in a car with a speeding driver, and tell them to slow down – you may not get 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

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

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

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

## SPEEDING The consequences

If you're caught speeding, the **minimum penalty is a £100 fine and three penalty points** on your licence.

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

Statistics from North East Regional Road Safety Resource, 2016

## 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 A DEADLY MIX



**Using a mobile phone whilst driving - whether to make a phone call, look at texts or check Facebook - is illegal and can be fatal.**

**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.

If you text or call while driving, stop. If you know someone who does, tell them to use a hands free kit, or quit.

## DISTRACTIONS

### The consequences

**Police come down hard on distracted drivers.** If you're caught, you could face **three penalty points plus a £1,000 fine.** You could also face a **driving ban.**

## FACT

**28%**

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

## 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.**

## FACT

- 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.

## FACT

- It is illegal to use a mobile phone while driving
- 23% of casualties involving distracted drivers were injured by drivers aged between 17 and 24
- You can also be prosecuted for using hands-free phones if you fail to have proper control of the vehicle
- You are still classed as driving if the vehicle is stationary and the engine is running
- The only time you can use a mobile phone while driving is if you're dialling 999 in a genuine emergency

## 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.**

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Remember, mates look out for each other.

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