

Cambs Drive iQ



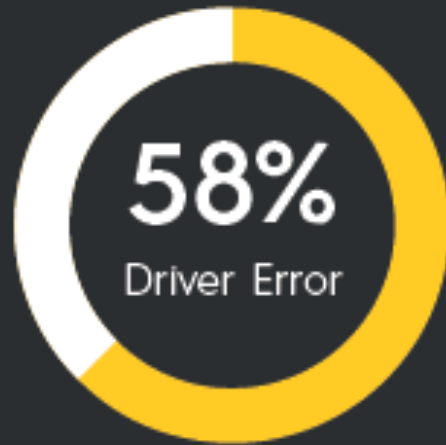
Matt Staton

Cambridgeshire County Council

RSGB National Conference November 2018

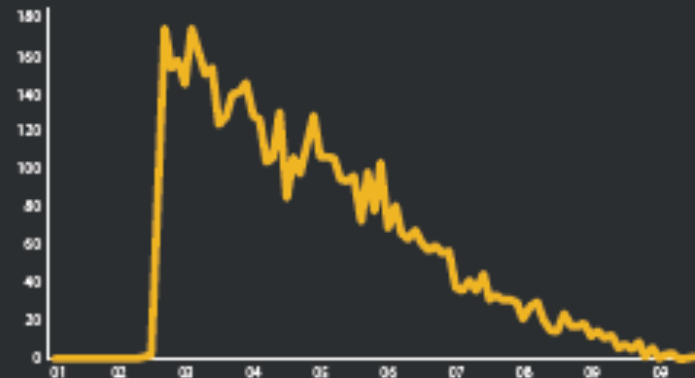
Evidence base

Causes of collisions injuring
16 - 24 year olds



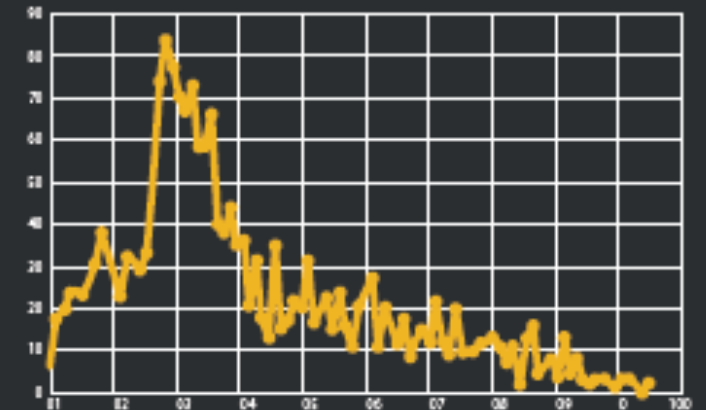
Driver error/behaviour related factors are the biggest cause of collisions involving young drivers from Cambridgeshire and Peterborough
2011/15 Cambridgeshire

Car Driver Casualties
by age



Car driver casualties in Cambridgeshire and Peterborough peak for younger drivers
2011/15 Cambridgeshire

Car Passenger Casualties
by age

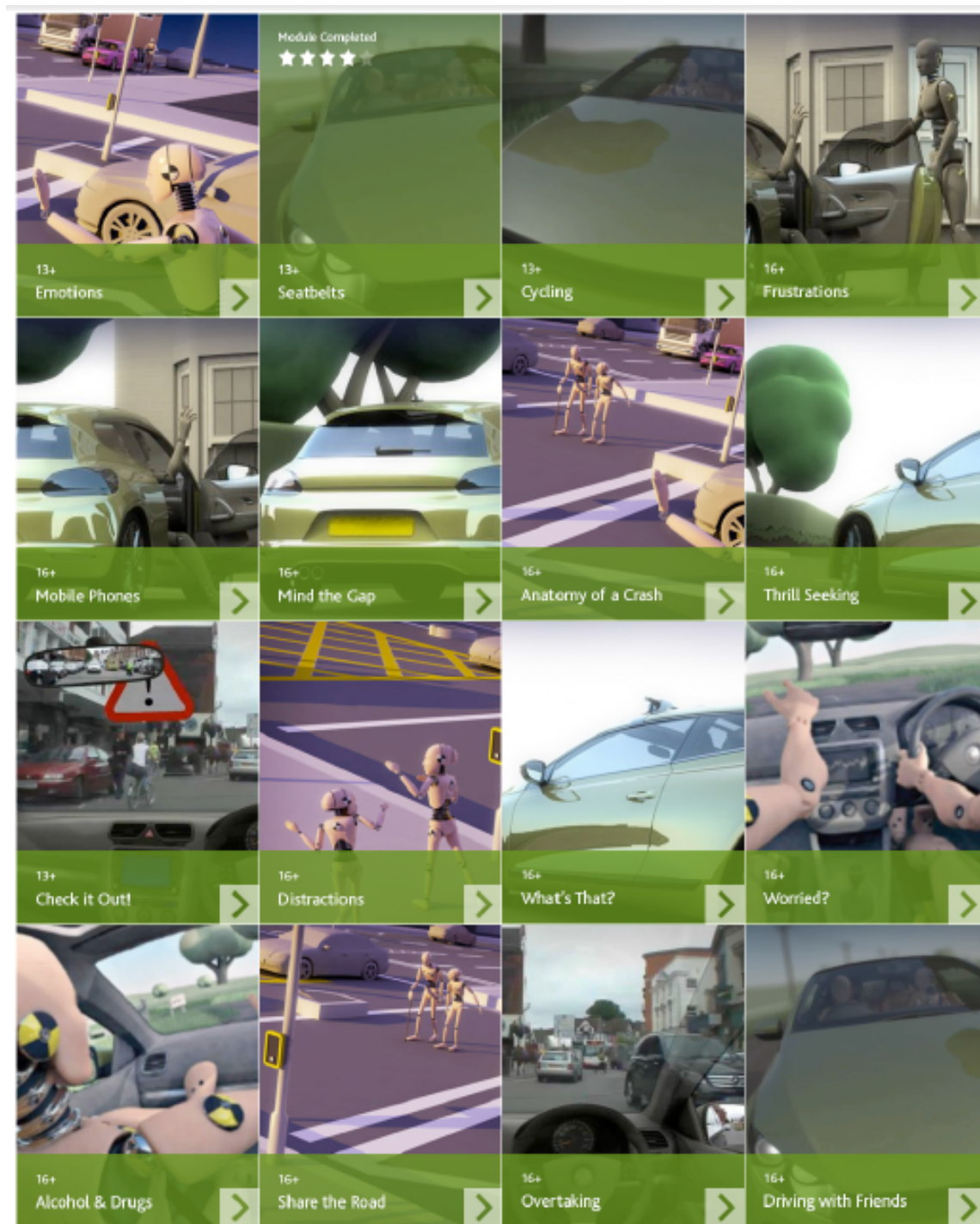


Car passenger casualties clearly peak for those aged between 16 and 25.
2011/15 Cambridgeshire

Development

Key elements

- Hazard perception
- Focus on attitude
- Delivered over period of time
- Local relevance



Results

Over 1,600 students engaged in the program in our first year.

Evaluation

- Process evaluation – reduced number of core modules
- Outcome evaluation – study using comparison groups underway

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Thank you

Contact: road.safety@cambridgeshire.gov.uk