

# Don't rush – stay safe

Continuing our regular focus on local charities, this issue we feature DriveSafe and Staysafe, two organisations determined to make a difference in saving lives while travelling and at home

DRIVESAFE & STAYSAFE operate in the not-for-profit sector. The inspiration for DriveSafe & StaySafe was born out of the need to seriously make a difference in saving lives, both when travelling out and about and personal safety in all areas eg, home, office, travel and social.

In 2005 we produced the first DriveSafe & StaySafe pack for female motorists, which was supported by Go Skills, AWM and Goodmedia Limited. We had excellent testimonials from a host of celebrities and organisations including the West Midlands Police, Warwickshire Transport Police, Highways Agency and BBC presenters Quentin Willson and Kay Alexander. 5,000 copies of the pack were given free to various organisations and individuals such as Victim Support and were well received.

This reception to our initial product encouraged us to undertake in-depth research and we went into partnership with Aston University to support a PhD programme of research into 'Perception of risk, feelings of vulnerability and effects on driving behaviour of women drivers across the lifespan'. The PhD was successfully completed in 2012 and we published the findings in a updated book aimed at both men and women.

The uniqueness of the DriveSafe & StaySafe book lies in the driver exchange cards that act as 'ice breakers' as well as ensuring all important information is both given and received between drivers when involved in an accident. In addition the book is very user friendly! It is easy to read, with straight-forward text complemented by

cartoons and photos.

We are now producing education packs for schools and a one-day DriveSafe & StaySafe Certificate for adults over 16 and especially for employers and employees of all sizes of organisations.

We genuinely want to make a difference. We all make mistakes when driving but we can minimise risks, eliminate many potential errors give us more chance to react in time if we are driving sensibly.

Road conditions can be dangerous, especially in adverse weather but if we plan our journey, take our time and read the signs and signals well in advance, we can make that precious decision and not only keep ourselves safe but other road users, too.

We can all improve safety on the roads and our personal safety by being aware, prepared and responsible.

Time is a gift and to get somewhere fast – we need to slow down – if we want to arrive safe and sound!

## Want to know more?

We welcome support to help us with our 'courtesy on the road' campaign, education packs for school and national certificate courses.

In addition we also welcome support in all areas and also people who may wish to volunteer to help us.

For more information see [www.drivesafe-staysafe.co.uk](http://www.drivesafe-staysafe.co.uk) or contact us at 0121693 9390 07976 426463 or e: [info@drivesafe-staysafe.co.uk](mailto:info@drivesafe-staysafe.co.uk)

The DriveSafe publication is full of good advice, delivered in an easy-to-access style, including cartoons (below)

