Driver Education for the Video Game Generation
<table>
<thead>
<tr>
<th>Network</th>
<th>Length (Miles)</th>
<th>Traffic (Million Vehicle Miles)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trunk</td>
<td>209</td>
<td>782</td>
<td>7.4</td>
</tr>
<tr>
<td>Local</td>
<td>2610</td>
<td>426</td>
<td>92.6</td>
</tr>
</tbody>
</table>

(D&G Road Safety Partnership 2012)
- 60% of Anglo Scottish traffic crosses the border at Gretna.

- Dumfries & Galloway has 20 designated sites across the region

- Designated site must meet National criteria set by Scottish Government

- Dumfries & Galloway issues highest per capita offences in UK
The two main objectives of the Safety Camera Programme are:

- To reduce the number of people killed on injured on Scottish roads through targeted camera enforcement at sites that meet criteria in force at the time they are established.

- To engender a culture of speed limit and red light signal compliance by providing a visible and effective deterrent.

(Scottish Safety Camera Programme Handbook 2008)
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th></th>
<th>Seriously Injured</th>
<th>All Road Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland</td>
<td>200</td>
<td>1694</td>
<td></td>
<td>9346</td>
</tr>
<tr>
<td>Dumfries &amp; Galloway</td>
<td>9</td>
<td>66</td>
<td></td>
<td>310</td>
</tr>
</tbody>
</table>

(Transport Scotland 2015)
KSI trends for Scotland 1950-2014

(Transport Scotland 2015)
The best camera is one that does not issue a single ticket

(Department for Transport 2009)

The aim is to get people to slow down – not catch them

(Scottish Government 2009)
Crashes at Safety Camera Sites

No of Crashes

KSI

Slight

Baseline 2007 - 2009

Baseline

2007 - 2009
How do we reduce Road Crashes?

- **Enforcement** - Police, Safety Cameras
- **Engineering** - Better Roads & Vehicles
- **Education** - Better Driving Standards
Over half of all driving fatalities occur on rural roads.
Evaluation

- A questionnaire was developed to evaluate the effectiveness of the Driving Simulator

- Questionnaires were completed at 4 locations across the region: –

  Stranraer, Castle Douglas, Dumfries & Annan.
Questionnaire had 24 questions grouped under 5 headings:

- **Demographic Data**
- **Road Safety**
- **Driving Simulator**
- **Safety Camera**
- **Highway Code**
Do you think Excessive speed is a major factor in the number of Road Crashes?

- Yes: 69.2%
- No: 2.6%
- Possibly: 28.2%
Has the Driving Simulator changed your views on Road Safety?

- Yes: 51.3%
- No: 48.7%
Has the Driving Simulator made you more aware of possible hazards on the road?

- Yes 80% (under 26 years olds 100%)
- No 10%
- Not sure 10%
Do you think it will make you drive in a safer way?

- Yes: 72.5%
- No: 20%
- N/A (non driver): 7.5%
Do you think the Safety Camera Partnership adds to Road Safety in Dumfries & Galloway?

- Yes: 80%
- No: 7.5%
- Don’t Know: 12.5%
Do you think more Safety Cameras should be deployed?

- Yes: 57.5%
- No: 25%
- Don’t Know: 17.5%
Further Developments

- A shorter questionnaire is being developed for 2015 to continue evaluation and more venues visited with a bigger sample size
- Results to be shared with National Safety Camera Programme Office
Richard A Smith  BA, MSc, FRSPH
Health & Wellbeing Officer
Public Health, NHS Dumfries & Galloway
richard.smith5@nhs.net