

IAM Trust calls on parents to "set good example" in child safety week

The horrific toll of 8,000 young people aged under 20 killed or seriously injured on Britain's roads each year will be highlighted next week (23 June 2008) by the IAM (Institute of Advanced Motorists) as the UK's leading road safety charity adds its support to Child Safety Week.

Each year around 850 children aged up to seven are killed or seriously injured (KSI) on the road. In addition, 2,600 children aged eight to 15, and 4,500 people aged 16-19 are in the KSI figures.

Neil Greig, Director of the IAM Motoring Trust, explained: "For older children, a lack of driver training, inexperience and a blasé attitude to safety inherited from their parents combine to make a particularly lethal combination."

Children learn from the behaviour of their parents. If parents make a small change such as always wearing a seat belt, using designated crossing places and encouraging further driver training, then their children are more likely to follow suit.

The call comes in support of this year's Child Accident Prevention Trust Child Safety Week, which runs from 23 to 29 June, with the theme **Make a change. Make a difference**.

Even small changes in parents' behavior when using the road can make a big difference to the safety of their children.

To support Road Safety Week, the IAM Motoring Trust has produced

[Children and road safety: a guide for parents](#) (see Notes to Editors), some of the tips include:

Teach by example: act responsibly when you drive, walk or cycle and your children will learn from your behaviour

Take control: be responsible for your children's safety, from their birth to when they become young adults

Be effective: know where, when and why your children are most at risk

Mr Greig added: "All parents are concerned when their children begin using the road, be it to walk, cycle or drive. The best thing a parent can do to improve the safety of their children when using the road is practice what they preach - if you want your children to be safe, be safe yourself."

CASE STUDY

An Essex father has urged parents with children under 20 years of age to make a change to their own road safety attitude in order to influence positively the way their children use the road and reduce the death toll.

Graham Pinder coached his 19 year old daughter Abi both before and after passing her test.

"We spent some time driving on rural roads after she had passed, and when she was learning, she would actively watch and pick up tips that would help me get through her test. Since getting her licence, we have been out again and Abi has said that she feels a better and more confident driver as a result," said Mr Pinder, a retired police officer.

"Kids watch and learn how parents drive and too often I am convinced that the example they are set is severely lacking," he added.

ENDS

NOTES TO EDITORS

1. [Children and Road Safety - A Guide for Parents](#) is available on the IAM Trust website, www.iamtrust.org.uk

2. Issued by the IAM Press Office, telephone 020 8996 9777. We have an ISDN line for interviews.

3. The IAM (Institute of Advanced Motorists) directly influences the driving and riding of more than 160,000 road users a year (full members, associates and commercial clients) in the UK and Ireland. Established in 1956, the IAM is today best known for the advanced driving test and the advanced driving course. The IAM has grown to become the UK's leading road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy. IAM Fleet, the corporate arm of the IAM, has two subsidiary companies, Drive & Survive and Fleet Ireland. It also operates IAM

Pro-Drive.

4. A 2006 report by Brunel University, following an 18 month study, concluded that advanced driver training produces safer drivers and lower accident involvement , with measurable improvements in knowledge, skills and attitude. The Driving Tips provided by the IAM are part of our broader road safety mission and not intended as a substitute for the advanced driving course.

6. In January 2007, the IAM Motoring Trust was established as the research and advocacy arm of the IAM. The IAM Motoring Trust will undertake research, promote practical policies, act as an advocate for safer roads, safer drivers and safer vehicles and encourage responsible motoring through education and training.

Institute of Advanced Motorists
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