

What's the norm?

Young driver's social landscape & its impact
on safe & risky driving

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October 19



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This talk **will...**



- ❑ Explore how **young drivers** social landscape has an impact on their driving safety
- ❑ Give **you** the opportunity to develop clear ideas about how some of these ideas can impact on **your day to day work** with young drivers

Presentation will cover:




- Young driver risk factors;
- The developmental job of young people & how their social world (peers & parents) impacts on this;
- The direct role of peers & parents in driving safety;
- Interventions with promise for promoting young driver safety



The *discussion* that follows will cover:

- Your reactions to the presentation material
&
- How this evidence effects the industry & what you do



Young Driver Safety: Solutions to an age-old problem

Elizabeth Box & Ivo Wengraf
July 2013

RAC Foundation

RAC Foundation

Keeping the Nation Moving

September 2013 Young Driver Safety: Solutions to an age-old problem

www.racfoundation.org



Introduction

One in five new drivers will have a collision within the first six months of driving.¹ The current learning-to-drive training, testing and licensing regime is not doing enough to prepare our nation's young people for solo driving. Reform is needed.

Car use among young people

Today there are 2.9 million full licence holders aged between 17 and 24² in Britain. In this age group, 59% held a licence in 1995, but this had declined to 46% by 2010.³ This is a much lower rate of licence holding in comparison to those aged 25 years and over.⁴

There is also a gender difference. Between 1995 and 2010, licence holding by young men reduced from 67% to 47%. Over the same period licence holding by women decreased from 51% to 45%.⁵

The reason for these changes is likely to be related to a combination of the following: greater access to higher education; changes in employment patterns; increased costs relative to earnings (housing and motoring in particular); the rise of virtual mobility (use of technology to substitute for travel); and the shifting pattern of traditional life stages (e.g. leaving home, buying a house, having children).

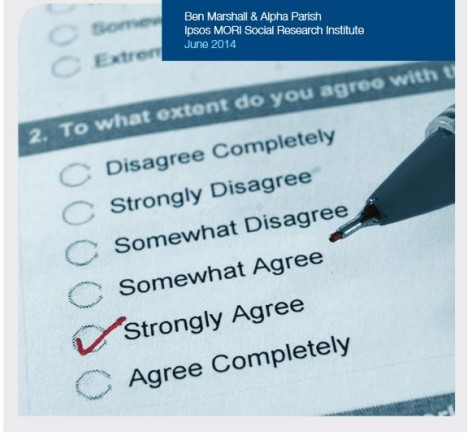



RAC Foundation Ipsos MORI

Young Driver Safety

A public attitude survey

Ben Marshall & Alpha Parish
Ipsos MORI Social Research Institute
June 2014


Graduated Driver Licensing

A regional analysis of potential casualty savings in Great Britain

Neale Kinnear, Louise Lloyd,
Jennifer Scorns & Shaun Helman
TRL
May 2014

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Mobility • Safety • Economy • Environment



Young Driver Safety: A review of behaviour change techniques for future interventions

Dr Mark Sullivan
Cardiff University
March 2017

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Young Driver Safety and Mobility Facts

Young driver (16-24 years old) safety, 2012-2014 in Great Britain

Young driver licence holding

Young drivers made up 7% of full licence holders

but 26% of all killed and seriously injured (KSI) casualties resulted from a collision involving a younger driver

KSI casualties resulting from collisions involving young drivers, by gender

Collisions involving young male drivers resulted in 3.7 times more KSI casualties than collisions involving young female drivers

14,599 total KSI casualties

3,934 total KSI casualties

Young drivers were involved in collisions resulting in...

73% of all KSI casualties aged 16-19 years old

35% of all passenger KSI casualties

38% of all KSI casualties between midnight and 5am

53% of all passenger & 42% of all driver KSI casualties on Friday and Saturday nights between 9pm and 5am

Driving as an employment qualification

'Find an Apprenticeship' database analysis¹

1 in 6 roles required, or stated it is either a benefit or practical to be able to drive and/or own a vehicle

5% of jobs required candidates to have a driving licence or own a vehicle

5% of jobs required candidates to have a driving licence or own a vehicle

'Universal Jobmatch' database analysis²

1 in 5 roles required, or stated it is either a benefit or practical to be able to drive and/or own a vehicle

15% of jobs required candidates to have a driving licence or own a vehicle

15% of jobs required candidates to have a driving licence or own a vehicle

How do people travel to work in Great Britain?³

69% Car

10% Walking

9% Rail

7% Bus

3% Bicycles

1% Motorbike

1% Other

Jobs with nightshifts

4% of all roles in the Find an Apprenticeship and Universal Jobmatch databases required people to work between 6:30pm and 6:30am

¹ As on 1 September 2015. ² As on 30 July 2015. ³ All persons of all ages, in employment

Sources: RAC Foundation (2016) Killed and Seriously Injured Casualties Resulting from Collisions Involving Young Drivers; RAC Foundation (2016) Driving as an Employment Qualification. Reports available to download at www.racfoundation.org

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Motor Insurance Premiums for Young Drivers in the UK and Europe

Nick Staring

Motor insurance premiums for young drivers are higher in the UK than in other mainland European countries for the following reasons:

- Underwriting approaches:** in the UK, the risk is calculated primarily from the age and experience of the driver, then goes on to take into account the type of vehicle and geographical location, as well as other factors such as mileage. In most countries in mainland Europe, the risk is calculated primarily from the vehicle, and then takes into account driver age and location. As a result, although total average premiums are broadly comparable in the countries examined in this study, they are lower for young drivers in other European countries than in the case in the UK, and conversely higher for older drivers.
- In many European markets, **third-party cover** is common, and is generally cheaper, and more likely to be bought by young drivers. In the UK, comprehensive cover dominates, and is counter-intuitively normally less expensive than third-party cover, especially for young drivers, because opting for third-party cover is perceived to demonstrate a greater risk.
- Markets in other European countries are generally more **regulated**, with, for example, limitations on percentage increases or decreases in premiums.
- Competition:** the UK market is considerably more diverse and competitive than its European counterparts, especially with the growth of comparison websites. This has in turn led to a strongly risk-based approach, as insurers seek to concentrate on specific

Young driver safety and insurance briefing

01 Mar 2017

PDF

Young driver insurance - RAC Foundation submission to the Petitions Committee



The RAC Foundation has appeared before the House of Commons Petitions Committee as part of its inquiry into the cost of car insurance for young people.


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Road safety for young and novice drivers – Transport Select Committee consultation response

11 Sep 2016



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Addressing Young and Novice-Driver Safety in Great Britain

Developing a systems-based approach

Teresa Sorenson – University New South Wales, Australia
Neale Kinnear – TRL
November 2017

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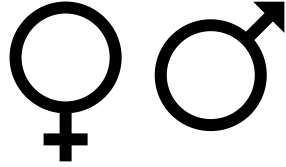
Keeping Young Drivers Safe During Early Licensure

Dr Bruce Simons-Morton
National Institute of Child Health and Human Development
September 2019

☐ Age of driver



☐ Gender of driver



☐ Driver (in)experience



☐ Developmental maturity



☐ Proneness to:

➤ errors



➤ risky driving behaviour



☐ Susceptibility to:

➤ Distractions



➤ Impairments



☐ Driving skills gaps



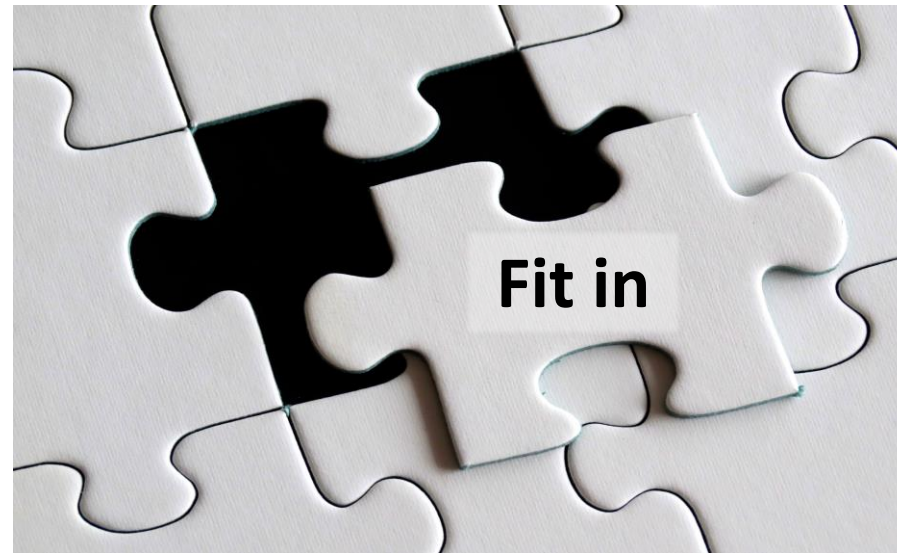
➤ hazard perception



➤ strategies for managing risk



Primary **psychosocial** tasks adolescents **must** accomplish:



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Source: Brown IN: Institute of Medicine (US) and National Research Council (US) Committee on the Science of Adolescence. The Science of Adolescent Risk-Taking: Workshop Report. Washington (DC): National Academies Press (US); 2011. 4, The Psychology of Adolescence. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK53420/>

Standing out...

Identity
and
autonomy



High agency/**responsibility** for own
actions

+

close **connection** with signif. adults

=

healthy autonomous
relational self &
likely **low risk taking**

Time with peers

Susceptibility to influence in new relationships

Peer influence

Peer
group
culture

Heightened
reward
seeking

Drive for
affiliation

Emotional
arousal with
peers
influences risk
taking

Effortful control
development





Social
situations
related to risk
behaviours



Social protection against risk behaviours



Parental roles & actions that influence risk taking

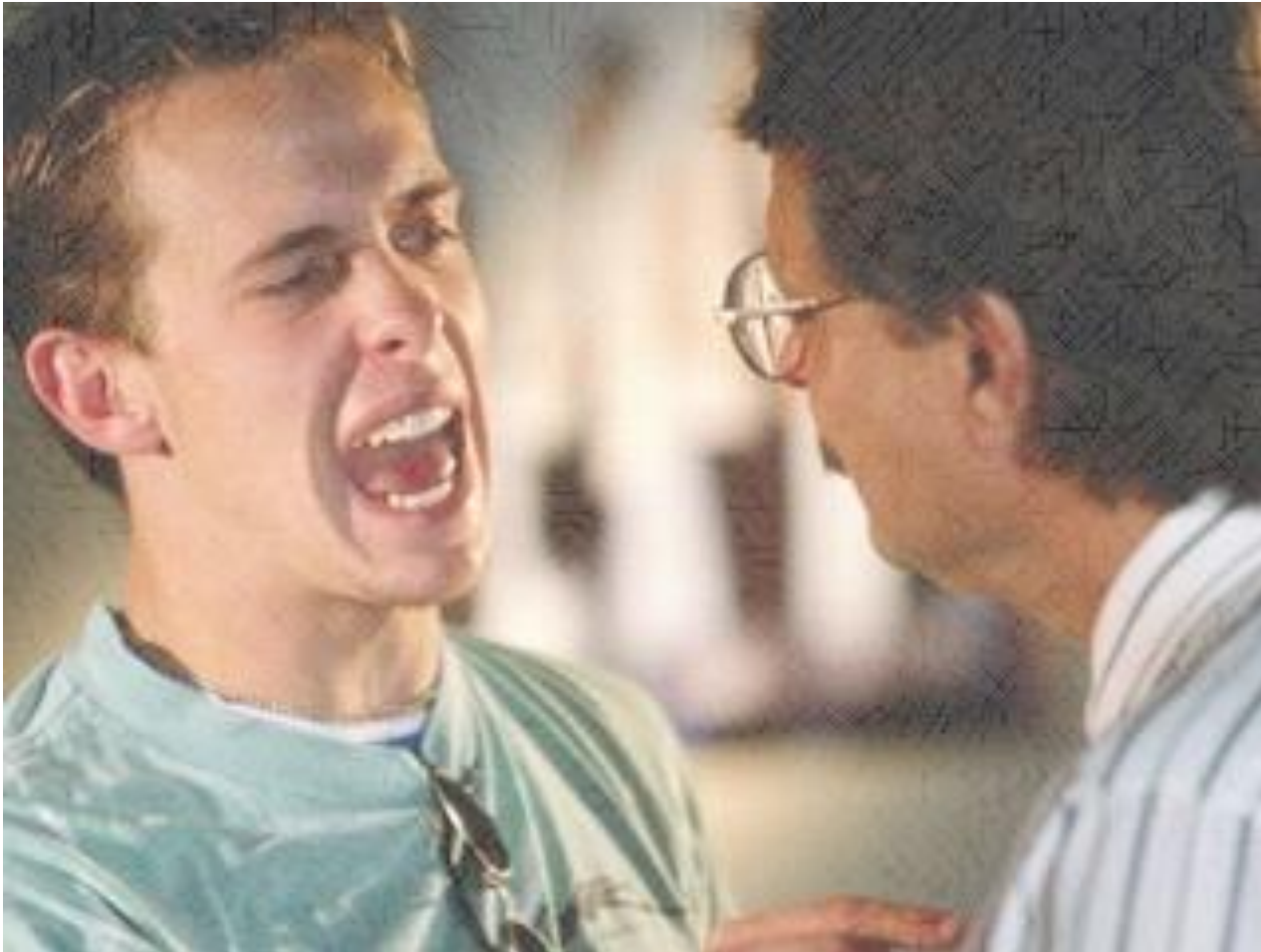
Right involvement – at an early stage

Facilitation of child &
adolescent development

Use of parenting styles
& approaches

Role modelling
behaviours





Control

Legitimate control?

Communication

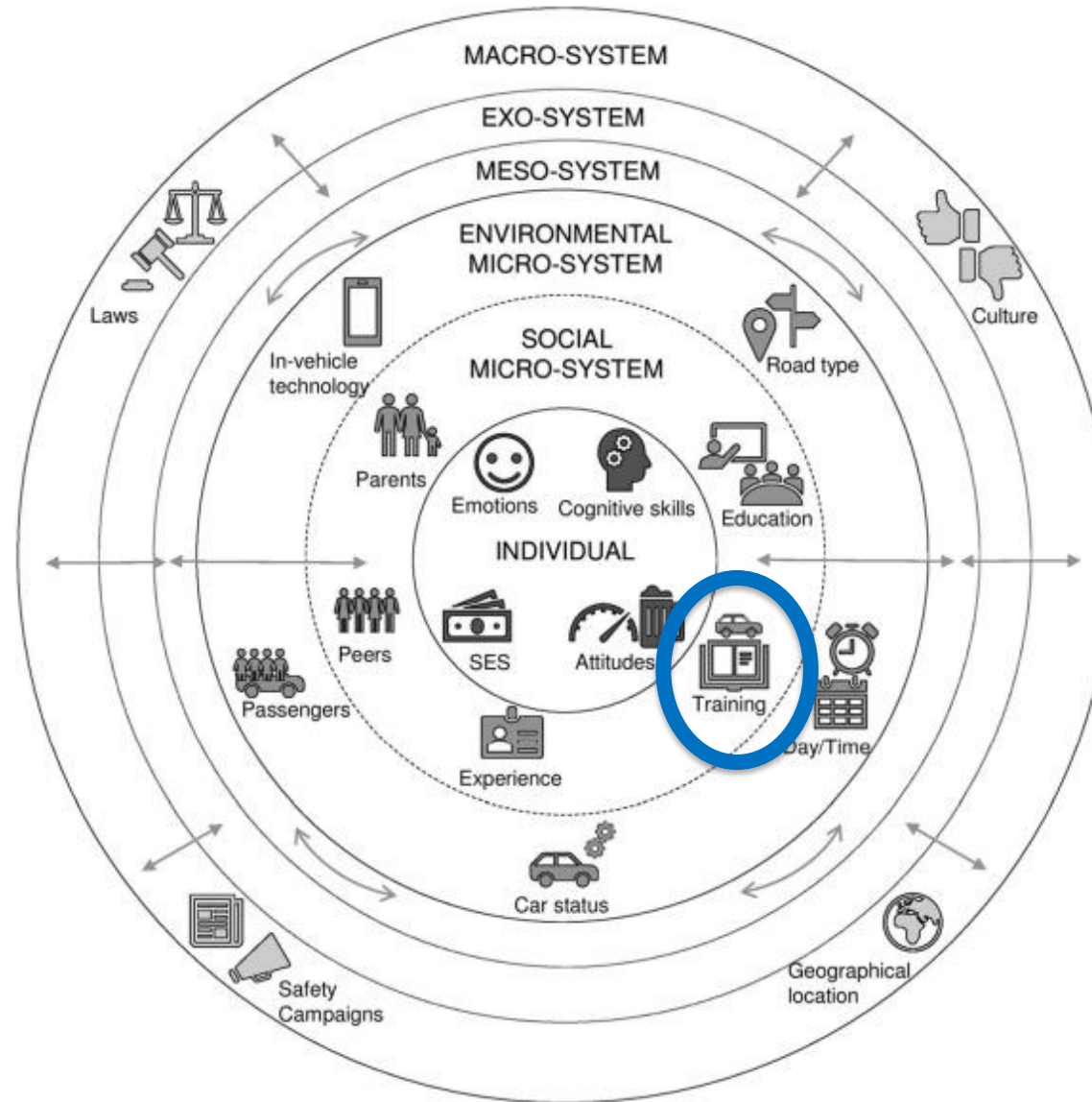
Transformation of relationship in teen years

Conflict?

Personal vs family issues

Autonomy

Social systems MATTER... AND they matter for driving



Source: Cassarino & Murphy (2018)

“Among the factors discussed, the incomplete maturation of cognitive skills crucial to safe driving (visual scanning, hazard anticipation, handling of in-vehicle distractions) and **the higher susceptibility to social influences (especially peers and parents)** emerged as **the strongest determinants** of discrepancies in performance between **young novice and experienced drivers**”

Source: Cassarino & Murphy (2018)



Risk accepting



**Exert
Social Pressure**



**Direct/
indirect
pressure**



Peer group social norms

A photograph of a city street intersection. In the foreground, two traffic lights are visible, both with their yellow lights illuminated. The background features a multi-story classical building with white columns and windows. The text 'A risky driving experiment...' is overlaid in white on the top left of the image.

A risky driving experiment...

When **with peers....**

Adolescents (Mean age: 14) scored
twice as high on the risky driving
index

College age (Mean age: 19) were
50% riskier

Source: Gardner & Steinberg, 2005

Protection against negative peer related influences whilst driving



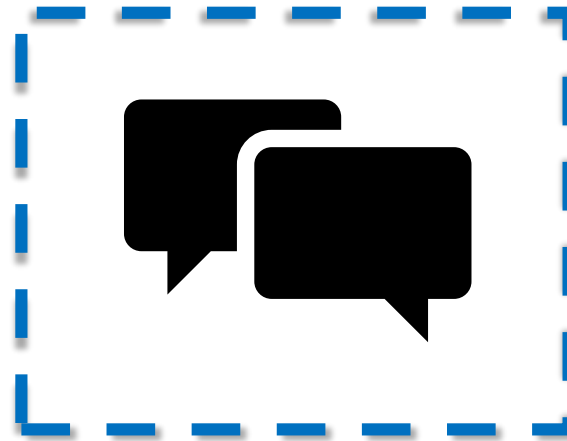
High inhibitory control



Encouraging safe passengers



Training cognitive skills



Focusing on communication and collaboration

Parental impacts on driving

- Parent and child relationship
- Parent-teen communication
- Parents' driving behaviour and attitudes
- Parental involvement in learning to drive process – quality of instruction
- Setting limits – pre & post test



Maximising positive parental impact

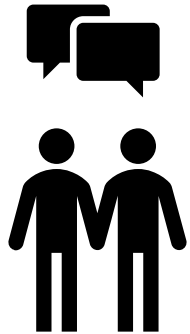


Involved in driving supervision

- Active coaching
- Higher order skills focus



Positive family climate



Active parental involvement



Feedback & monitoring tools



Parents driving - role modelling



Timely involvement

Interventions with promise

Safety programme	Primary objective	Safety evidence
GDL policy	Reduce exposure (total miles driven) to risk	Strong
Driver education and training	Train for licensure	Weak
Parent supervision and management	Manage early driving risk	Promising
Technology	Feedback about risk	Promising



Programme objectives & evidence of improving safety

Source: Simons-Morton (2019), Table 4.1, p.9

Improving effectiveness of young driver safety programmes



Safety programme	Possible modifications
GDL	Adopt, add or extend provisions Increase parental involvement
Driver education and training	Evaluate and improve formal driver education, and pre- and post-drive programmes Extend focus to higher-order skills and independent driving Increase parental involvement
Parent supervision and management	Increase parental involvement Link to technology
Technology feedback and consequences	Apply broadly Increase parental involvement

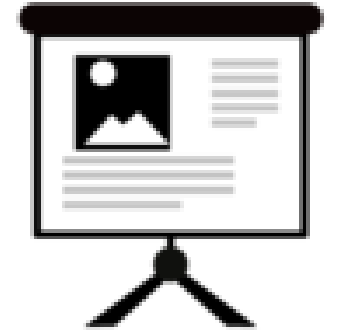
Source: Simons-Morton (2019), Table 5.1, p.17

Goals for Driver Education (GDE matrix)

	Knowledge and skill	Risk increasing aspects	Self assessment
Goals for life and skills for living	Lifestyle Age group Culture Social position	Sensation seeking Risk acceptance Group norms Peer pressure	Introspective competence Own preconditions Impulse control
Goals and context of driving	Mode choice Choice of time Role of motives Route planning	Alcohol Fatigue Low friction Rush hours Young passengers	Own motives influencing choices Self critical thinking
Driving in traffic	Traffic rules Co-operation Hazard perception Automatization	Disobeying rules Close-following Low friction Vulnerable road user	Calibration of driving skills Own driving style
Vehicle control	Car functioning Protection systems Vehicle Control Physical laws	No seatbelts Breakdown of vehicle systems Worn out tires	Calibration of car-control skills

Source: Hatakka, Keskinen, Glad,
Gregersen, Hernetkoski, 2002

Presentation has covered:



- ✓ Young driver risk factors;
- ✓ The developmental job of young people & how their social world (peers & parents) impacts on this;
- ✓ The direct role of peers & parents in driving safety;
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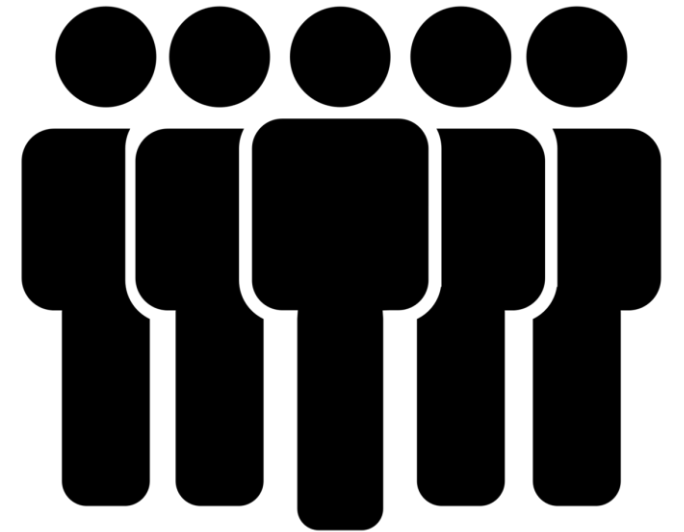
Discussion will **now** cover:



- Your reactions to the presentation material
&
- How this evidence effects the industry & what you do

Some **QUESTIONS** for **YOU**?

- What words or pictures stood out to **you** from the **presentation** I just gave?
- What **caught** your attention?



DISCUSS with your next door neighbour...

- What **parts** of the **presentation** reminded you of your own experience?

(2 mins)



INDIVIDUAL BRAINSTORM

- What kinds of changes will the driver training profession need to make to take account of these **social impacts** on young driver safety?

- What will you do differently?

(3 mins)



Final comments or questions



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