

YOUNG DRIVERS TARGETED “HEAD ON” IN ROAD SAFETY CAMPAIGN

Young people are being targeted in a hard-hitting campaign which aims to cut the number of young people killed or seriously injured on roads across the Isle of Wight.

“Head-on”, an innovative road safety programme, which aims to raise awareness of the need for inexperienced drivers to take extra care, is being launched on the Island on June 13, with a possibility of being rolled out across Hampshire later in the year.

Last year 18 people between the age of 17 and 24 were killed or seriously injured on the Island.

“Head-on” will target year 11 school children in specially formulated lessons, which incorporate a powerful DVD showing the devastating consequences of a fatal crash, alongside interactive classroom material and a live crash extrication.

The programme, which has been created by Isle of Wight Fire and Rescue Service, Isle of Wight Council Road Safety Team, Hampshire Roads Policing Unit, and Isle of Wight Primary Care Trust, forms part of the partner agencies continued efforts to cut casualties on the island.

Barry Abraham, Cabinet member for Safer Communities and Fire and Rescue Modernisation said: “In recent months we have had a number of tragically fatal incidents involving young drivers and their passengers. Each death means a needlessly lost life and a heartbroken family – and one fatality is a death too many. Many of these incidents can be avoided and we must do everything in our power to reduce the numbers of young people killed and seriously injured on our roads. I am delighted and confident that this initiative, led by the Isle of Wight Fire and Rescue Service and our partners, will have a positive impact on the driving of young people who see it.”

Ends

NOTES TO EDITORS

A media launch for the “Head-on” programme is being held at the Medina Theatre at 7.30pm on June 13. Members of the Media are invited to attend.

