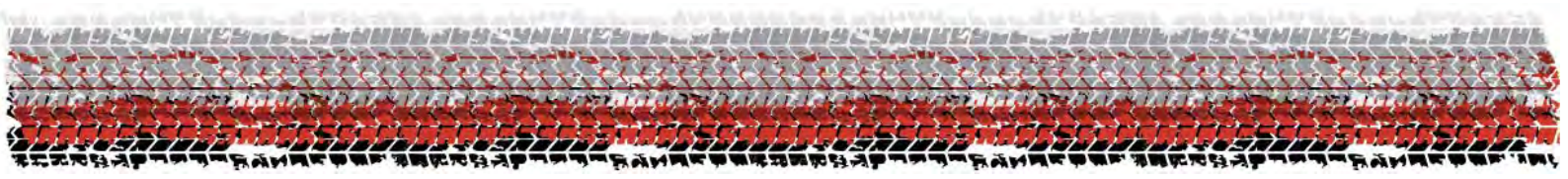


# DYING 2 DRIVE



HEREFORD & WORCESTER  
**HWFR**  
FIRE AND RESCUE SERVICE

In partnership with



# DYING 2 DRIVE

## What is Dying 2 Drive?

Dying 2 Drive is a **free** multi-agency road safety initiative aimed at reducing death and serious injury amongst young road users in Herefordshire.

At our events, we cover a range of road safety including a road traffic collision reconstruction, literature and practical interactive workshops.

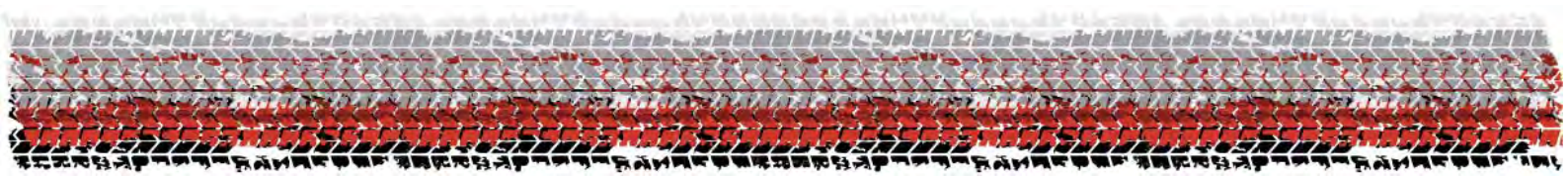
The scheme is aimed at Year 11 students who will currently be car passengers and soon become young drivers.



## Why attend?

Last year there were 392 road traffic collisions in Herefordshire; 65 resulted in serious injury or death.

The number of young adult road users (16-25 years) continues to have notable representation within the seriously injured casualty statistics in Herefordshire. Through a targeted, structured and powerful programme of events, we hope to see a reduction within that group over the coming years.



# DYING 2 DRIVE



## What does the day involve?

### A Road Traffic Collision Reconstruction

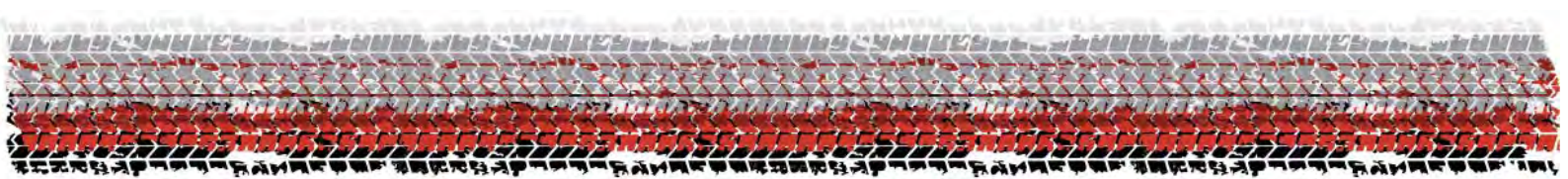
The session will begin with the reconstruction of a fatal road traffic collision involving all of the blue light services, their response and the ripple effect of such a collision.

Our Dying 2 Drive road traffic collision (RTC) reconstructions are designed to illustrate the consequences of bad driver (and passenger) decision making and address issues that are commonly linked to the fatal four causes of RTCs. These are not wearing seatbelts, speeding, driving whilst impaired and driving with distractions.

Our reconstructions are as life like as possible and reflect both the situations experienced by young drivers and their passengers. Students will be confronted by scenes that emergency services regularly face across the county.

Along with an overarching story that young people can identify with, we also use special effects make-up, actors to play the part of real casualties and just like real life- people are seriously injured and do die.

Key to the reconstruction is the outcome for those involved in the RTC, which often includes motorcyclists, pedestrians, other innocent road users and passengers within the vehicle.





West Mercia Police provide officers to arrest the “guilty” drivers and investigate the scene whilst medical staff from West Midlands and St John Ambulance Service tend to the casualties. Meanwhile crews from Hereford & Worcester Fire and Rescue Service work to release those trapped in the wreckage.

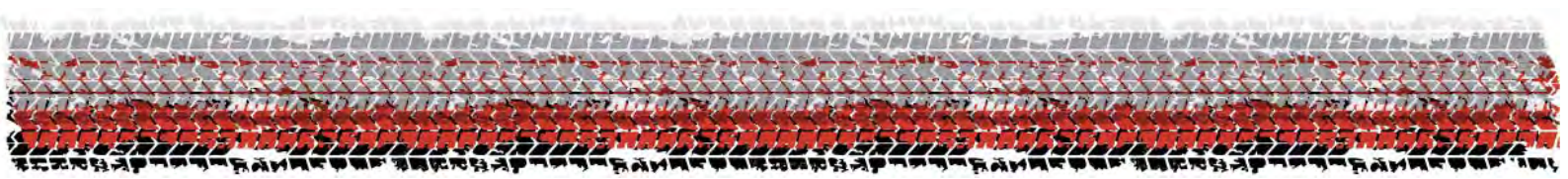
## **Interactive Workshops**

In order to reinforce the key safety messages, the group will be split between each of the workshops with staff from Hereford & Worcester Fire and Rescue Service, West Mercia Police, Herefordshire Council Road Safety Team, West Midlands Ambulance Service and St John Ambulances. The workshops will focus on the causes of RTCs whilst exploring the choices and consequences of passengers and other road users.

The workshops are informal which encourages young people to speak openly and honestly about their thoughts and concerns, and together we’ll discuss skills which may help them to avoid potentially dangerous situations.

## **Outcomes of the day**

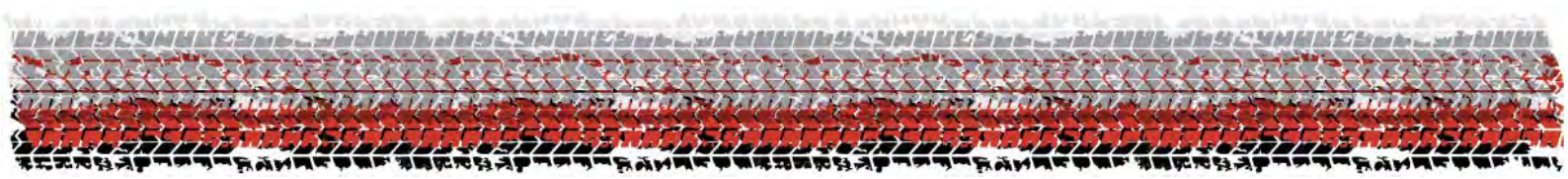
- Promote an understanding of the Fatal Four causes of RTCs and exploring the consequences of such incidents
- Give young people the knowledge to encourage them to drive safely in the future and be responsible road users now
- Give young people the confidence to speak out when they are in a vehicle in which they feel unsafe
- Give young people the skills to provide emergency road side first aid should they ever find themselves at such an incident





## Event Booking Form

<b>Name of School</b>		
<b>Address</b>		
<b>Contact Name</b>		
<b>Contact Email</b>		
<b>Contact Phone Number</b>		
<b>Preferred Location</b> (Delete as Appropriate)	Peterchurch Fire Station  Leominster Police Station	
<b>Preferred Date and Time</b>	Highlight preferred choice	Highlight preferred choice
<b>Peterchurch Fire Station</b>		
Tuesday 15 <sup>th</sup> September	AM	PM
Wednesday 16 <sup>th</sup> September	AM	PM
Thursday 17 <sup>th</sup> September	AM	PM
Friday 18 <sup>th</sup> September	AM	PM
<b>Preferred Date and Time</b>	Highlight preferred choice	Highlight preferred choice
<b>Leominster Police Station</b>		
Tuesday 22 <sup>nd</sup> September	AM	PM
Wednesday 23 <sup>rd</sup> September	AM	PM
<b>Number of Students Attending</b>		
<b>Are there any special requirements we need to be aware of?</b>		
<b>Please note that throughout the event photographs may be taken for promotion and publicity. Do you give permission for students to be included in these photographs? Delete as Appropriate</b>	<b>Yes/No</b>	



# DYING 2 DRIVE



The E.L.Y. Memorial Fund was set up as a Charitable Company on the 13th August 2012, registered charity no. 1148535.

The Charity was set up in memory of Emma Louise Young (E.L.Y.).

Emma tragically lost her life on the 30th September 2010 in a road traffic accident. She was just 23 and our only daughter. Our shining light went out that night changing our lives forever. Trying to arrange your child's funeral in the days after their death is devastating and incomprehensible.

This is the sole purpose of E.L.Y. It will offer a one-off payment towards funeral costs for families in Herefordshire if they lose a son or daughter between the ages 17 to 25 in a road traffic accident.

Visit our website [www.-memorial-fund.org.uk](http://www.-memorial-fund.org.uk) for more details

Or e mail [hugs4u@ely-memorial-fund.org.uk](mailto:hugs4u@ely-memorial-fund.org.uk)

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We would also like to formally record our thanks to Lily Hartman-Gerald whose very generous donation towards D2D will help to ensure we are able to continue working towards reducing death and injury on roads across Herefordshire. Lily attended D2D previously and is keen to play a key role in the development of the programme moving forwards

