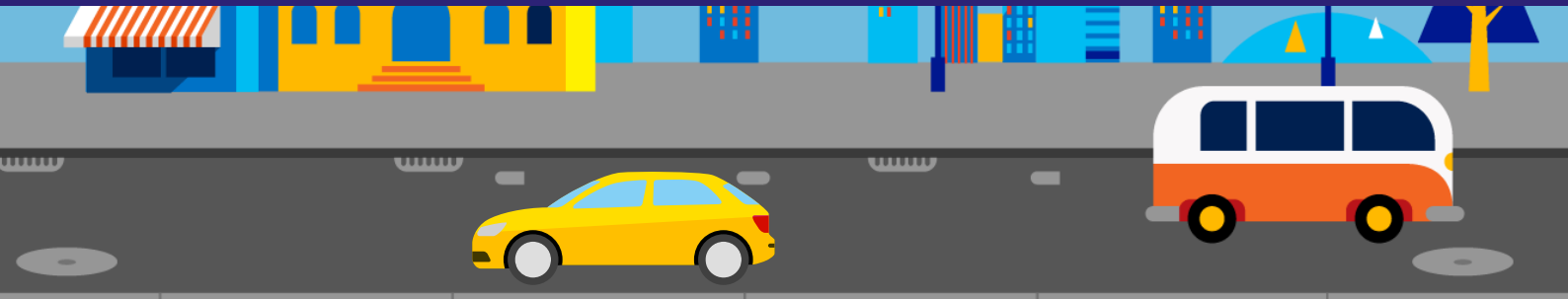


BACK ON THE ROAD

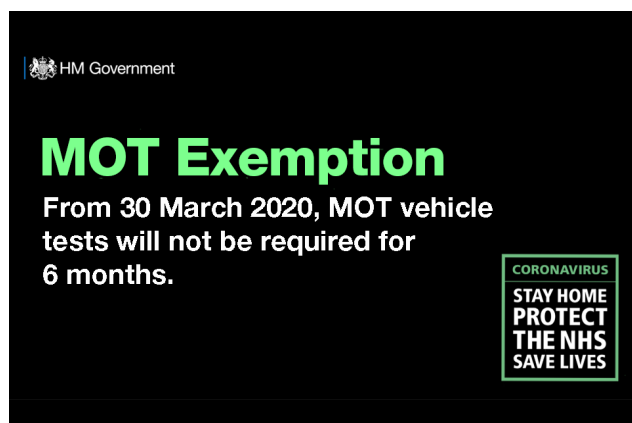


DORSET & WILTSHIRE
FIRE AND RESCUE



If you've been working from home with the odd trip to the shops or to care for a vulnerable loved one, the chances are you may feel a little nervous getting back on the road. Your vehicle may also need a little more TLC than usual, especially if it's a second family vehicle you may have on the drive, your young driver's run-around, or a fleet vehicle you have access to at work. We have all seen and heard an increase in traffic on our roads in recent weeks as lockdown restrictions have eased. Whether you are returning to the roads for work, for the school run, to reconnect with family and friends, or for any other reason, we have written this digital leaflet to help keep you as safe as possible.

Your vehicle



As a team we have noticed a number of parked vehicles in our community with low tyre air pressure. Don't forget we have had a change of season over lockdown! **Low air pressure can drastically affect the way your vehicle turns corners and brakes.**

With the current MOT exemption, it's even more important that you check that your vehicle is roadworthy. Whilst the MOT itself is exempt, you are still responsible for ensuring your vehicle is fit to drive. We fully empathise that finances may be a concern right now but keeping yourselves and others safe on the road is priceless. Here's a little help for the most basic checks.

They form the acronym "FLOWER" to help you remember:

- F FUEL:** Check you have enough fuel for your journey.
- L LIGHTS:** Are they working? (don't forget your indicators).
- O OIL:** Don't rely on your warning light—check regularly to avoid damage to your engine.
- W WATER:** Check the coolant level and don't forget fluids like screen wash to ensure visibility.
- E ELECTRICS:** Whilst you're under the bonnet, check the battery is connected but also check your onboard computer when you start the engine. Refer to your manual if you see a light you don't recognise.
- R RUBBER:** Check the tyres for tread depth, bulging, wear and the pressure!

Once we've checked our transport, we should check our habits and behaviour on the road. Did you know...

£1.35
MILLION

1.35 million people are killed every year in road traffic collisions worldwide (WHO)



On average 5 people die on our roads in the UK every day (Brake)

£2.2
MILLION

Each Road Traffic Collision costs the British economy approximately £2.2 million (Statista)

Known as the “FATAL 4” the following are the main reasons people are killed or seriously injured in road traffic collisions

In no particular order:

1 MOBILE PHONES

Part of the bigger umbrella of distraction, mobile phones remain one of the top four killers on our roads. Our brains are so attuned to the “PING”, “CHIME” or “RING” of this precious resource, we can't help being triggered every time we hear it. All the hours of the day we are not driving, we have developed a habit of responding... Who wants us? Who loves us? Who needs us? Even on silent, how many times are you compelled to check? At what cost might that be whilst driving?



Add to that the additional stresses of the current climate...

“
Is an employer trying
to offer me a job?
”

“
Has something
happened at school?
”

“
Does my employer need
to get hold of me?
”

“
Is my family safe?
”

We understand the temptation – but please consider the consequences. If you ever want to challenge a driver reaching for their phone, check out one of our favourite ads from New Zealand.

Whilst mobile phones remain one of the biggest distractions on our roads, don't underestimate the others. Studies have proven that hands free systems are just as distracting as holding a mobile phone.



Also consider other distractions like stress and disruptive passengers. As a driver, you're in charge... stop the vehicle and address the situation to keep everyone safe. Each of these distractions extend to other users too; from the pedestrian crossing the road whilst talking to a friend on the phone, to the cyclist listening to music! As a driver, avoid blame culture and stay alert.

If you feel the temptation is just too much, try switching the phone off during your journey or popping it in the glove compartment or the boot where you can't reach for it. Or maybe ask your passenger to be your PA?

2 NON-USE OF SEATBELTS

Yep! If you can believe it, people still don't “CLUNK & CLICK”. There are still misconceptions and false senses of security about whether a seatbelt is necessary depending on how far you are travelling, where you are sitting in the vehicle and even who is driving. There's also the age old excuse “it's uncomfortable”... we're confident it's more comfortable than a missing limb or the loss of a loved one!

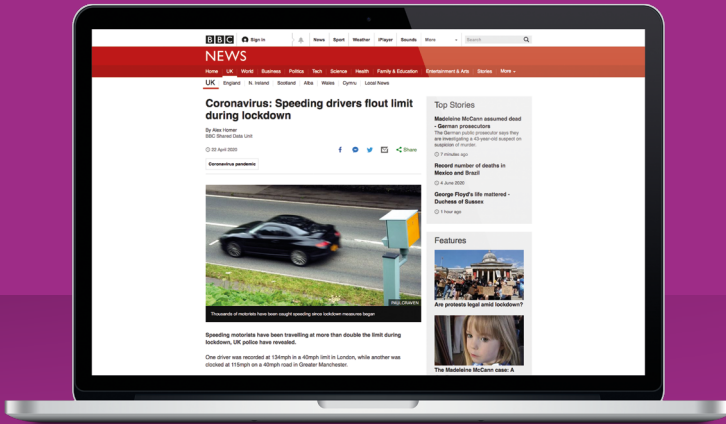
We thought it was worth resurrecting this powerful advert:



DORSET & WILTSHIRE
FIRE AND RESCUE

3 SPEED

You may have noticed yourself that there has been a significant increase in vehicles caught speeding since the UK lockdown. Not only were some drivers ignoring the “essential travel” rule, sadly, a number of drivers have taken advantage of the quieter roads across the country. Here are some of the speeds recorded Nationally according to this article.



Speed remains one of the top killers for ALL road users. More people are taking to the roads as cyclists and pedestrians are having to step out on to roads to adhere to social distance rules on pavements. As you return to the road, please look out for these changes in the use of our roads and remember that the speed limit is the limit, not a target.



74mph in a 30mph limit



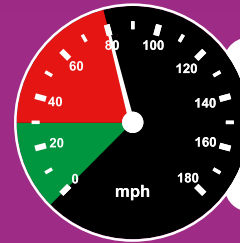
115mph on a 40mph road



122mph on the M5



129mph on the M62



80mph in a 30mph limit with no insurance and no driving licence

4 DRINK/DRUG DRIVING

Naturally drink and drugs is a vast topic and a great deal of it is down to common sense. Just some things to consider however... we are all aware that legally there are limits to the number of units of alcohol you are permitted to drink and drive. Being under the legal limit however, would not exempt you from the guilt you would feel should you be involved in a fatal road traffic collision.

We know how difficult recent times have been for everyone and if you need help

Always check the label and if you have any doubt at all—just don't take the risk.

As we ease out of lockdown, please remember that all road users may have become a little complacent on the quieter roads. Essential workers who have driven throughout lockdown may also be a little frustrated as traffic increases again. Please remain sensitive to this, stay alert and be kind to yourself and others on the road. Also be mindful of young passengers.

have some great advice. The facts are that alcohol affects everyone differently; and any amount of alcohol will impair your judgement and adversely affect your reaction times.

Ask yourself what is worth the risk—a limb? Your job? The life of a loved one?

It goes without saying that we do not condone the use of illegal substances at any time. Have you considered the effects of prescription drugs and over-counter medicines?

All emergency services are stretched at the moment. By keeping yourselves and your loved ones safe on the roads, you are avoiding an incident which may involve the Fire & Rescue Service, The Police and the NHS.

We thank you for your support.

Why not get the family involved and test your knowledge on this leaflet?

and ask a young person in your household to quiz you – it's never too early for our future drivers to learn the risks on our roads.



@safe_drive_stay_alive or @dwfrsroadsafetymanager



Safe Drive Stay Alive Wiltshire or Safe Drive Stay Alive Dorset



@safedriveDW



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