



The Goodyear Driving Academy Parent Pack



MADE TO FEEL GOOD.



Introduction

Hello and welcome to the Goodyear Driving Academy Parent Pack.

By downloading this pack you have taken the first step towards teaching your children road safety before they even think about getting behind the wheel.

As a parent, you'll probably be aware of the stories you see every day, about the dangers – and the need for education - on subjects like sex, drugs and alcohol.



So you might feel that driving safety is less of a worry?

After all, your child will probably be taught by a professional instructor, and they'll take a driving test to prove that they're ready.

Despite this, young-driver related accidents kill more 17-24 year olds than any of those other risks.

Over the last three years, Goodyear has been on a mission to teach children the importance of road safety in a bid to help lower young driver road accidents.

Currently too much emphasis can be put on young people passing their driving test rather than applying a true road safety approach learnt over time.

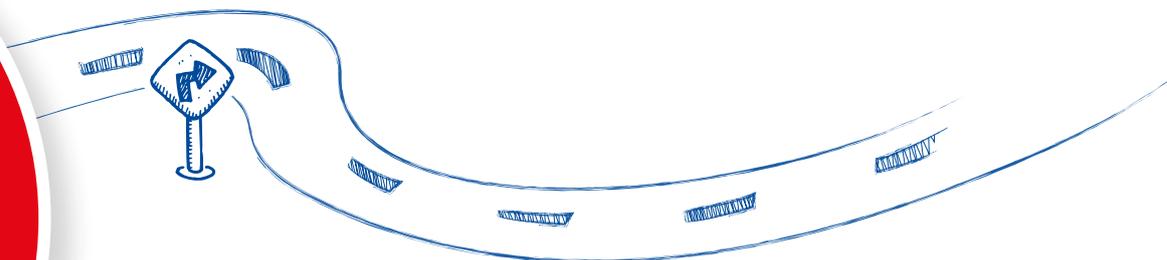
Many Approved Driving Instructors (ADIs) prefer graduated learning and a long term approach to learning, over and above one theory, one hazard perception and one practical test.

At Goodyear, we believe that this learning should start from an early age, taught by many people in a child's life including parents, carers, teachers or grandparents. A study in Sweden showed a significant reduction (15%*) in young driver road accidents when they had been taught from a younger age.

In 2011, Goodyear introduced its Driving Academy into schools across the UK. The Academy teaches children about the importance of road safety by placing a real emphasis on understanding the Highway Code. Using an online driving simulator, kids learn more about the theory of driving within a classroom environment. Goodyear also provides dual controlled cars with ADIs for kids to get a feel of what it is like to do some basic moves including clutch work, braking, cornering, reversing, mirrors and indication. This training takes place within a safe environment in the school playground.

Feedback has been phenomenal with pupils and teachers saying it seems crazy that driving knowledge isn't taught at school. With this in mind, it seemed important that we offer teaching tools to parents as well as schools and teachers to inspire better learning.

Within this pack you will find tips, advice and games to play with your kids, encouraging them to think about road safety and driving.



*An evaluation of safety effects, 1999



Foreword

I have been working within the ADI industry for over 23 years and have seen many different situations and scenarios when it comes to young drivers and the education they receive. The DIA (Driving Instructors Association) has been working with Goodyear for a couple of years and I am thrilled to be given the chance to put my thoughts into this Parent Pack.

As a parent you can never fully realise how important you are in your child's education, particularly when it comes to supporting them through road user education and the Highway Code.

I am often surprised as to the low level of road knowledge learners have when they get in the car for their first lesson and this needs to improve if we ever want to see young driver accidents decrease.

For me, parents have two key roles when it comes to driving. They are both teachers and supporters.

It is easy to forget how we influence our children and how as their role model they can pick up on the bad habits of parents. From an early age, they watch and learn from the back seat of the car and what children see, is what they learn and ultimately, do. This is prevalent when it comes to driving. If you drive correctly, inhabiting the right attitudes and behaviours, then your child will already be on a better road education journey than most.

The other parental role is as a supporter of our children. Many parents do a great job of this supporting their children in sports, education, dancing, singing or

learning to play an instrument but rarely do they follow their progress when it comes to learning to drive. This education however, could start from a very early age by integrating games and conversation around road theory topics; and it doesn't have to be boring for your child - you can use the games created in this pack to help.

We all learn by absorbing information and the longer the process, the better the understanding. If you can ensure that your children are being taught the right stuff about road rules and driving from an earlier age, then we can hope for better informed, safer young drivers in the future.

*Mike Frisby,
Chief Examiner of
DIAMond Advanced Motorists*



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Rules for Pedestrians


In 2013, there were, on average
485
pedestrian casualties
every week on UK roads*.

At school, kids are taught about the Green Cross Code. This is one of the few areas of road education they are provided with.



We all remember being taught to **STOP, LOOK, LISTEN, LOOK RIGHT, LEFT, AND RIGHT AGAIN.** However it isn't just about remembering a sequence taught in the classroom, it is about parents displaying the same habits with or without their children.



The Green Cross Code

- 

1
Find the safest place to cross the road
- 

2
Stop before you get to the kerb
- 

3
Look all around for traffic and listen
- 

4
If traffic is coming, let it pass
- 

5
When it is safe, go straight across the road – **DO NOT RUN**

*DFT Statistics 2013



Ways to teach and support

To get this stuck in your child's head you need to practice what you preach! Always cross the road in the right way whether you are with your children or not. This not only sets an example for your child but also other road users who may be watching you.

Teaching: Games to play at home before you go out walking:

You could create a rhyme to remember the Green Cross Code. Kids tend to find it easier remembering single words or words within a song or poem. Why not create something like the below?



If you want to be safe follow the **GREEN CROSS CODE** And make sure you **STOP** before you cross the road



Take a **LOOK AROUND**, any dangers you can see? Taking the time to check will help you cross safely



LISTEN for traffic before you step off the kerb Don't be distracted by other noises you may have heard



STOP, LOOK AND LISTEN once that is done...



Check again then walk quickly, and **DO NOT RUN!**

Or why not draw a picture of the Green Cross Code to be left by the front door as a reminder before leaving the house each day?



Supporting: Games to play while walking:

When walking with your children why not play a game with them.

Ask them to be the leader (it's best to start on smaller and quieter roads):

- Ask them to decide where they feel is the most appropriate place to cross the road.
- Ask them to talk you through **why** they think it is safe to cross in this place. If they are wrong, explain why. If it is correct praise them.
- Ask them to take you through what to do next according to the Green Cross Code.
- Again, if it is wrong, ask them to think about it again, remind them about the song, poem or drawing done at home before walking. Guide them so they find the right answer.
- Once they have crossed the road, encourage them to think about how they got on, what do they think they did well and what they may do differently next time which will encourage reflection and self analysis.

By carrying out this game time and time again, your child will begin to remember what they've learned and embed positive behaviour.



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Road Markings and Driving Signs

It's easy to forget what all the different road signs and markings mean, there are hundreds of them.

Plus, our memories can become lazy on certain topics if we don't see or do something regularly. This is why it's important to start education from an earlier age so children have a better starting knowledge than we did.



Teaching: Games to play before travelling in the car:

Firstly, brush up on your own knowledge of the Highway Code and road markings. To be able to help your kids you need to make sure you know what you're talking about! There's nothing more embarrassing than being 'caught out' by your own children.

Do this by visiting:
www.Gov.uk/highway-code/contents

Now you are ready to make your kids aware of what road signs are, what they look like and where they are likely to see them.



Shape Rules:

The important rules to remember are:



Circular signs
give orders



Triangular signs
give warnings

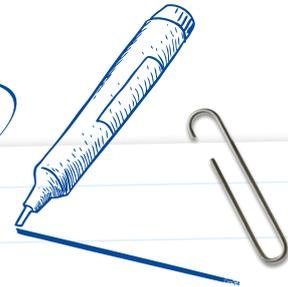


Rectangular signs
give information

For young children: ask them to draw their own signs, to place around the house. For example, No running in the kitchen:



For older children: ask them to sketch signs they see on a journey and get them to explain what they mean:



Supporting: Games to play while travelling in the car:

For young children, ask them to count the road signs they see on a journey. Ask them to try and remember the most frequent ones and get them to draw them.



For older children, ask them to identify road signs they don't recognise. Tell them what they mean and where you might find them. You could even get them to test you!



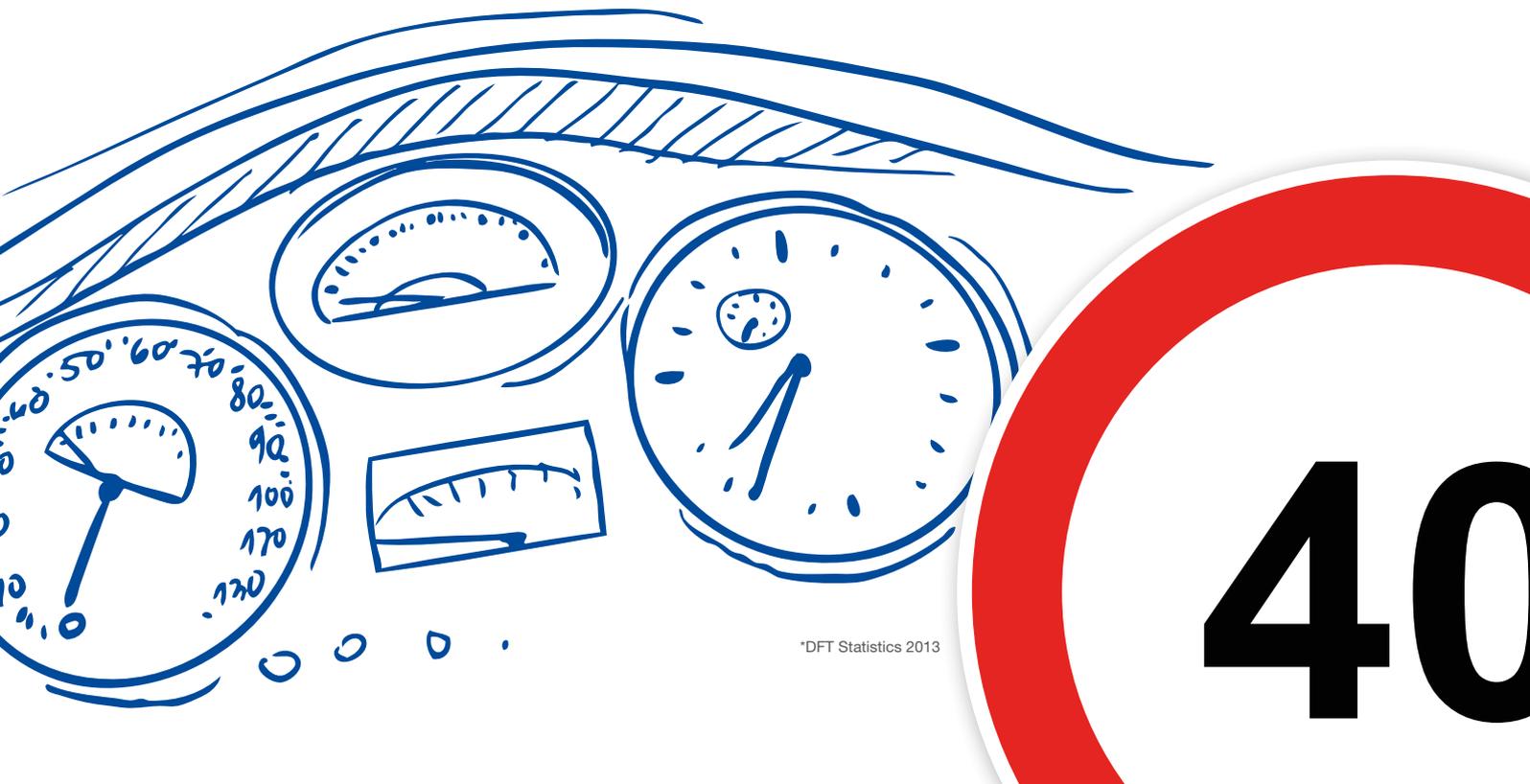
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Speed Limits

Many of us easily forget the dangers of speeding, especially on roads we think we know well or travel on every day.

The way in which you drive will rub off on your child. If you go everywhere in a hurry, they are likely to be the same when they get behind the wheel as they will see this as normal. So, now's the time to check you're not speeding. It's also worth remembering that the appropriate speed for the road and traffic conditions may also be less than the speed limit.



*DFT Statistics 2013

Teaching: games to play in the car:

Tell your children what speed you are driving at in different areas. Make sure they know how it feels to go at different speeds and even ask them to guess the speed you're travelling at.

A Game of Speed

When driving in a 30mph zone, start by asking your kids what they can see on the road around them.

A 30mph zone will usually be in a built up area, you should be able to see street lights, houses, schools etc.



For younger kids start by playing I-spy

"I-spy with my little eye,
something beginning with H"

"House"

"I-spy with my little eye,
something beginning with S"

S

"School"

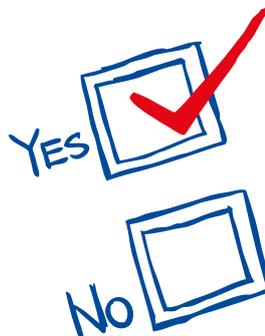
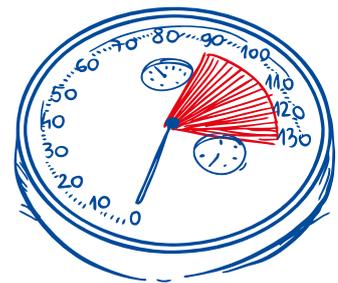
Then ask them to tell you what they think the speed limit is. The amount you challenge them may depend on age, but you can add to their learning by explaining why it is important to go slower in built up areas.

You can then play this game in different speed zones, for example 40mph zones will usually be less built up, larger/wider roads, with houses set back off the road.

Supporting: encouraging your child to understand:



- Ask your child to be the leader and test you on speed limits.
- Ask them to identify the current speed limit and to quiz you!
- Whether correct or not, find out how they came to that decision. Praise them if correct, and if wrong, support them in getting to the right answer.



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Driving Conditions



19%
of road
accidents

happen in poor
driving conditions*.

We need to adapt our driving style to suit poor road conditions. We also find that the weather has a big effect on how we drive, particularly in winter months.

It's important our children understand how driving conditions influence our ability to drive easily and safely.

Teaching: games to play before you get in the car:

When walking to school or similar why not ask them to look at the road surface, get them to spot hazardous parts of roads such as counting the pot holes.

Or, teach your kids about what to check before driving in certain weather conditions. You could use images like these below and test them.



FOG



RAIN



SNOW



SUN





10%
of accidents
in 2013 were attributed
to slippery roads due to
bad weather*.

Supporting: games to play in the car:



- Ask your child to become the leader.
- Once your seat belts are on ask them to assess the weather and road conditions and ask them to offer you advice on what to do.
- For example, if it is raining they should encourage you to put your windscreen wipers on and drive with caution avoiding large pools of water.



*DFT Statistics 2013



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Car Maintenance

The consequences of not checking your car outweighs the time it takes to check it, there's nothing worse than breaking down because you've not maintained your car effectively.



Get your kids to help you do the basic checks for



TYRES



OIL



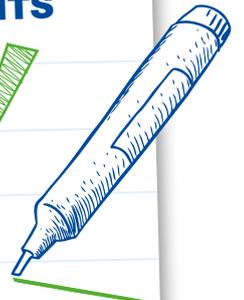
**WASHER
FLUID**



**WIND-
SCREEN
WIPERS**



LIGHTS



This area of learning is probably one of the most engaging to do with your kids. They can really get involved and feel like they are helping you and your ability to drive safely.



Tyres



There are three key checks that can be done on your tyres on a regular basis. Once every three – four weeks is usually enough for the average motorist.

- **Tread Depth**
- **Pressure**
- **Visual Inspection**

Tread Depth

Let them know why it is important to have a legal tyre tread (Minimum 1.6mm). Having the right tread depth helps with stopping distances, aquaplaning and a car's stability to mention just a few.

Using a 20p piece you can quickly and easily check whether your tyre tread depth is safe and legal. Simply place a 20p coin into the main grooves of the tyre and if the outer band of the coin is visible, then they tyres may need replacing and should be inspected by a qualified professional.

Pressure

Most motorists do this at the fuel station, but the next time you do it, take your child and ask them to find out what pressure you should have in your tyres, this information can be found inside the car door or in the vehicle handbook.

Visual Inspection

When checking the tread depth also ask your kids to look at your tyres and the general condition of them, check for punctures or chunks missing, this type of thing happens if you curb the wheel.



Oil

Open your bonnet and show them the dip stick. Oil is an essential component of a car and keeps the engine healthy.

If your child is a little older you could get them to check the oil, if not, show them what you are doing and explain why it's important to check the oil regularly. Remember, the engine should be switched off for at least five minutes and the vehicle should be on a flat level surface.

How to check the oil: Remove the stick, wipe it clean, dip the stick back in the oil and pull back out - this allows you to see the depth of oil left in the vehicle. Check your vehicle handbook to advise on the amount and grade of oil that should be used in your vehicle.

Screen wash



If you have an older child you should ask them to fill up the washer fluid for you, if they are younger, just ask them to assist.

Tell them to use a mixture of washer fluid and water; water alone won't do the job! It's important to use the right fluid to make sure you can clear your windscreen properly.

Explain why it is so important to have washer fluid...it's a legal requirement!

Windscreen wipers



Ask your children to check your windscreen wipers, tell them that the rubber should be in good condition with no splits.

They can test this for themselves by washing the windscreen from inside the car.

Show them where to find the windscreen control and which icon to look out for. Tell them they will need to operate, control and hold for approximately three seconds to wash and wipe the windscreen. The windscreen should not have any streaks on it after washing.

Light Checks



Remind your children that they need to check their lights frequently, especially in winter when the shorter days mean they are used more. If you don't have someone to help, you can normally see the reflections on a wall:

- **Brake Lights**
- **Headlights and Tail Lights**
- **Direction Indicators**

Show your kids how they can activate the lights and get them to walk around the car to check that each set of lights are working. Tell them that they can ask someone else to do this for them when they are driving in the future, or explain that they could make use of reflections in windows, garage doors, etc.



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Driving Lessons

After you've spent their younger years teaching them about the importance of road safety and car maintenance, your kids will be eager to get behind the wheel!



However, before they do so, you should help them choose the right instructor, making sure they are accredited and meet all of the correct regulations.

- The instructor must be a registered, Approved Driving Instructor and display their licence, registered with the DVSA (Driver and Vehicle Standards Agency).
- Meet the instructor before booking lessons with them. You may also want to discuss the role you can play (support or otherwise) and don't be afraid to ask the instructor about their qualifications and experience.
- Don't choose an instructor based on price. Find one that will help prepare your child to become a safe, confident and competent road user.
- Ask the instructor what car they will be driving. If your child has any specific learning requirements make sure the instructor is aware of their needs and able to meet them.

You are as big a part of this learning journey as the driving instructor. Discuss with your child all the things they have learned. Your kids will be looking up to you for support and advice so make sure that you are always there with the right information.

If they ask you a tricky question, don't be afraid to phone their driving instructor and ask them. You need to make sure that the information you give them is the same as the instructor so they don't get confused.

And finally...

The most important thing throughout all of this is to stay calm with your kids - if you are calm, then they will be too.

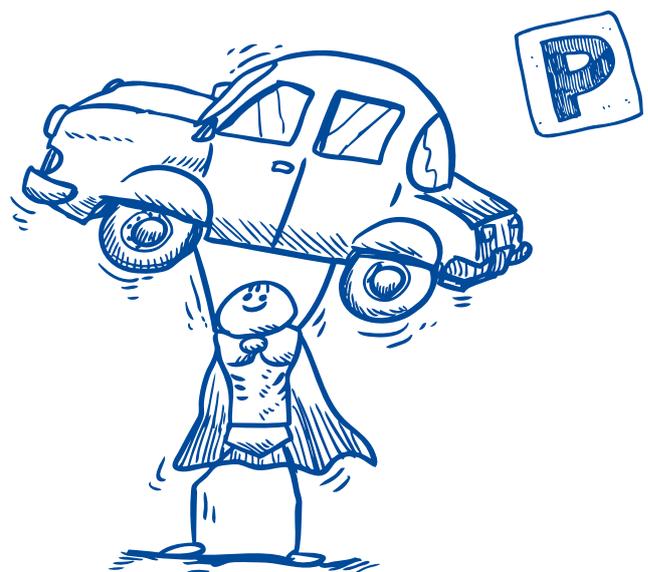
Whatever age you start helping your children to learn about road user education, make sure to include everything. Don't forget to revisit pedestrians and crossing the road, even if your child is 16. Just ask them if they remember learning about it (make it a fun recollection). It's important to make sure they can remember what they should be doing. Make them think of it from the view of a driver instead of the pedestrian.

Also encourage your children to learn about the Highway Code using Goodyear's Driving Academy.

Visit www.drivingacademy.goodyear.com to take part.

If you'd like any further information on anything you've read in this pack visit www.goodyear.co.uk

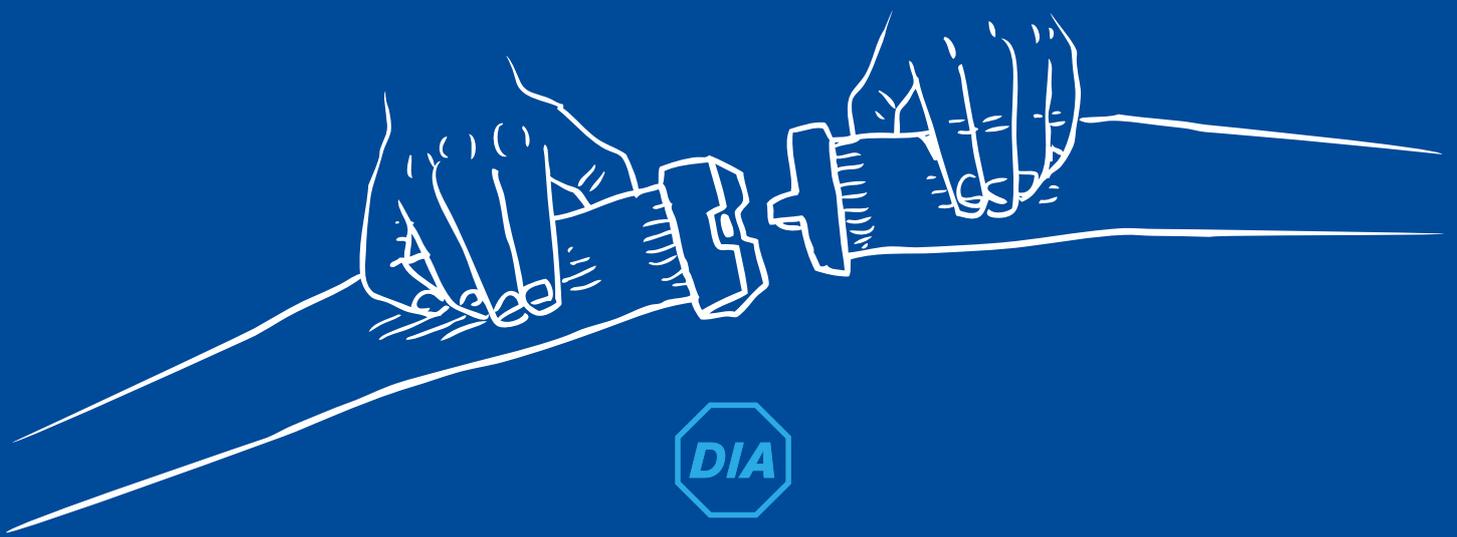
If you'd like to give your kids an even better start, you could take them along to a Young Driver centre. Young Driver is a concept that teaches 11 – 17 year olds the basics of driving in an enclosed environment with trained ADIs. For more information visit www.youngdriver.eu





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Visit www.drivingacademy.goodyear.com

For further information visit www.goodyear.co.uk

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