



I H I E

# Road Safety: Making a Difference

**An evaluation of the 'Great Roads, Great Rides 2' educational resource**

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# Purpose of DIPs

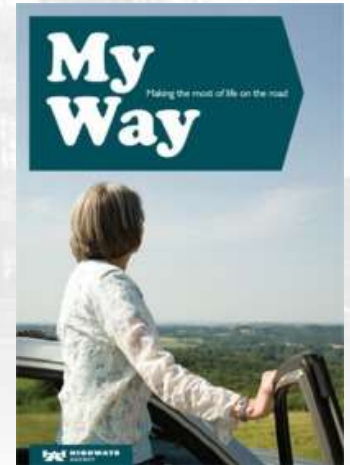
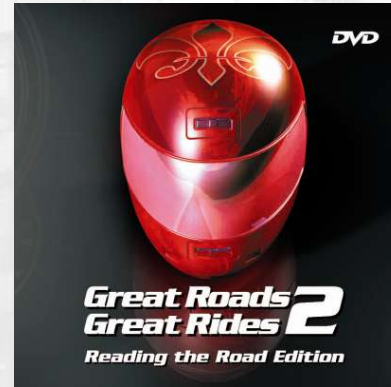
- To achieve behavioural change!

The HA believes:

“...that behaviour change in these target groups of road users would help to reduce accidents, injuries and deaths on the strategic road network...(and)...that an innovative and specifically targeted approach is required for each of these traditionally hard to influence groups.”

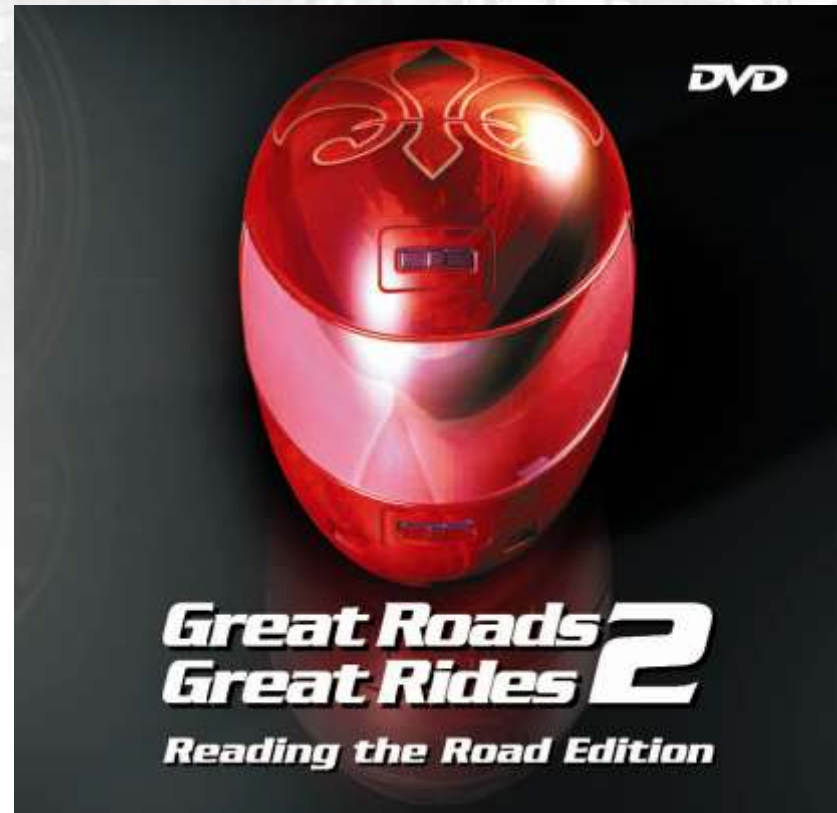
(HA website, DIPs pages, retrieved 8/9/9)

# Highways Agency Driver Information Programmes (DIPs)



# Great Roads, Great Rides 2 (GRGR2)

- DVD resource
  - Commentary ride
  - Interactive video exercise
  - Importance of “reading the road”



# 'Reading the road' (hazard perception)

- Hazard perception is:

“The ability to 'read the road' and anticipate potential hazards, in good time, so as to be able to take action by changing speed or direction, to avoid traffic conflicts”

- It is NOT about 'having fast reactions'







# Key facts about hazard perception

- Hazard perception is a key skill
  - Related to collision risk
  - Linked to experience
  - Trainable
  - Cohort II study shows beneficial effects
  
- Some evidence that motorcyclists are better than car drivers at hazard perception
  - But can GRGR2 make them even better?

# Hazard perception measures

- Anticipation time

- Risk-taking behavioural change



# Design

Time



Group	Training	Test
Trained experienced	GRGR2	DSA clips Video speed/hazard test Questionnaire measures
Trained inexperienced		
Untrained experienced	General bike safety DVD	
Untrained inexperienced		

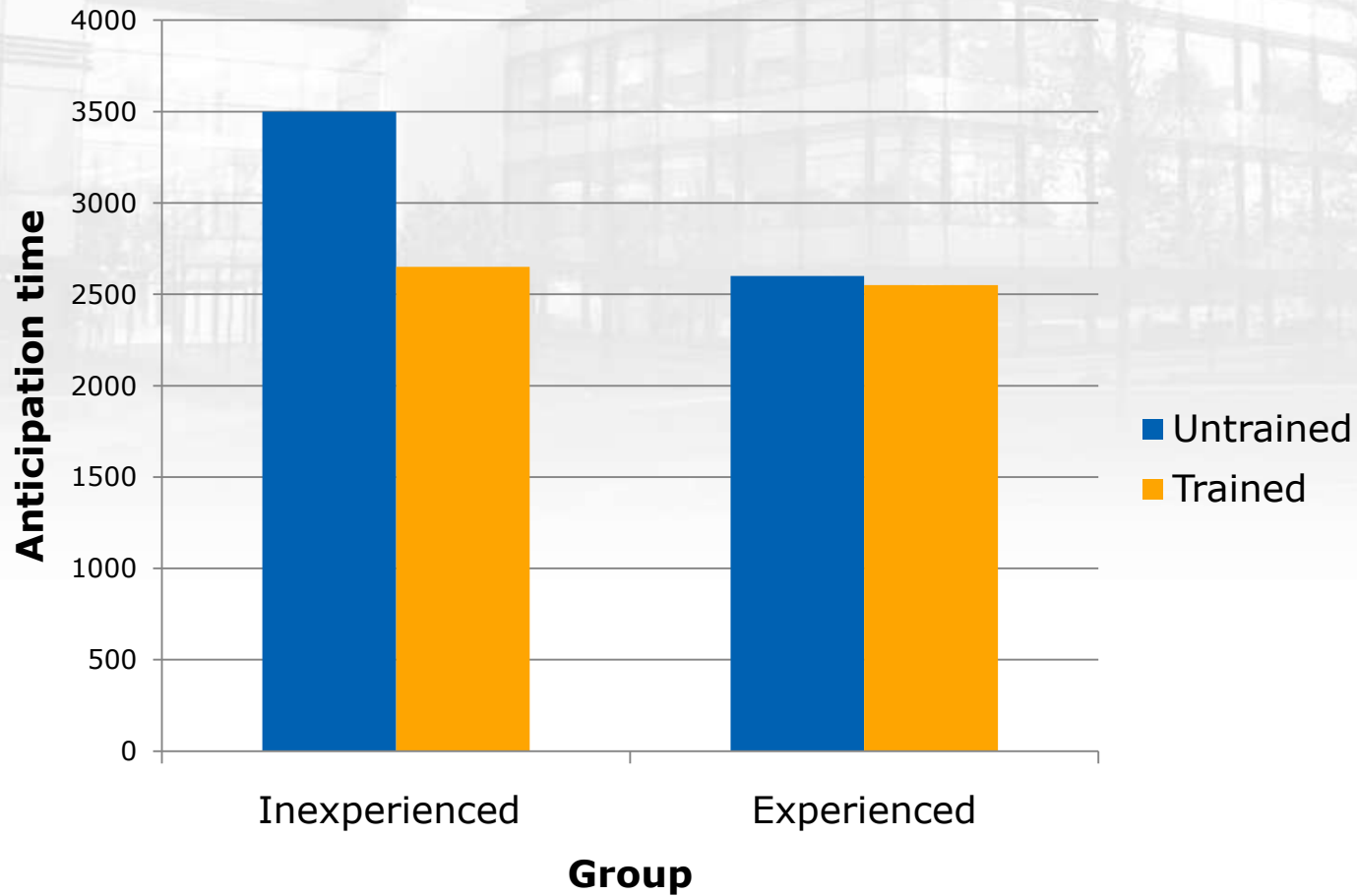
## What would failure look like?

- Failing to achieve the intended result would **NOT** be failure in the scientific sense

“An experiment is a failure only when it...fails adequately to test the hypothesis in question, when the data it produces don't prove anything one way or another”

(Robert Pirsig – Zen and the art of motorcycle maintenance, 1974, p110)

# Possible outcome – anticipation time



# Possible outcome – speed choice

