

Fit to Drive

7th International Traffic Expert Congress
25th – 26th April 2013
Berlin



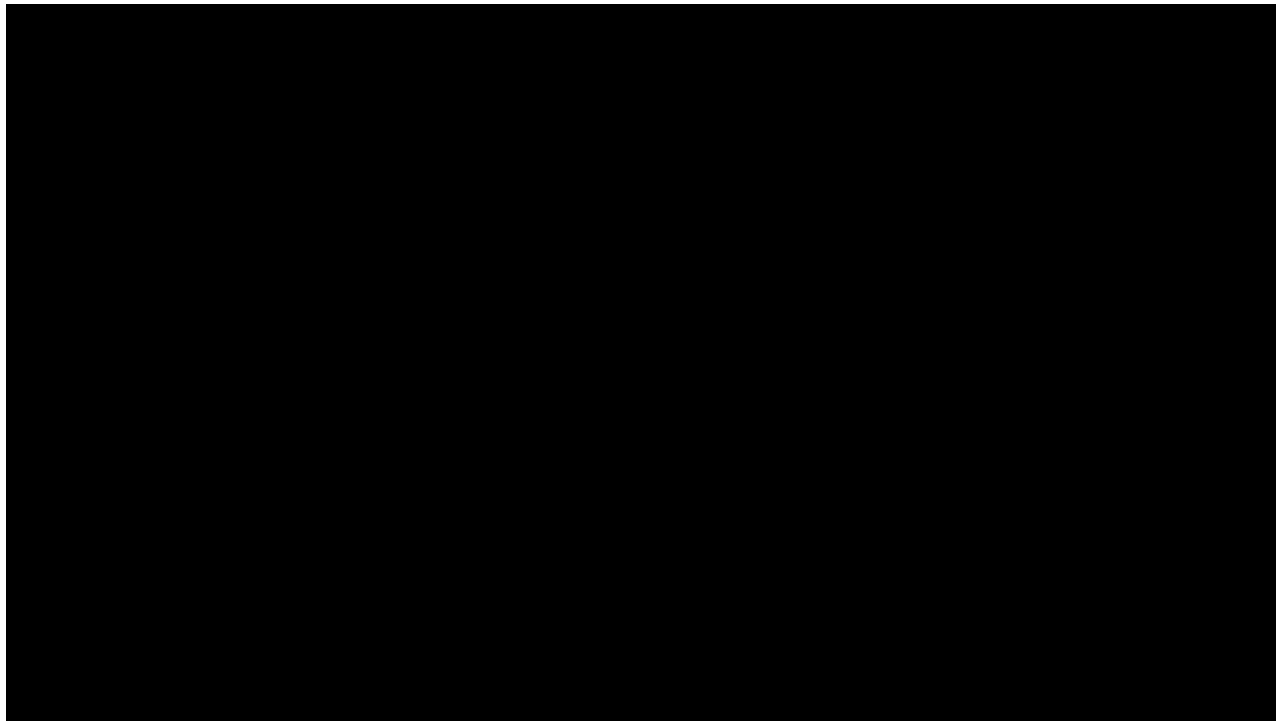
Brain on Board

Thursday April 25th, 2013

- Ward Vanlaar, Ph.D.
- Traffic Injury Research Foundation



Technology: Unintended consequences





Introduction

Over the past few decades, there have been many advances in vehicle safety features.

All of them have been thoroughly tested by manufacturers, some of them have been evaluated in research.

They have great potential to help increase road safety, provided they are used properly and within the boundaries of their limitations.

However, the public may not know how to properly use them, what their limitations are, or that they even exist so an educational program may be beneficial.



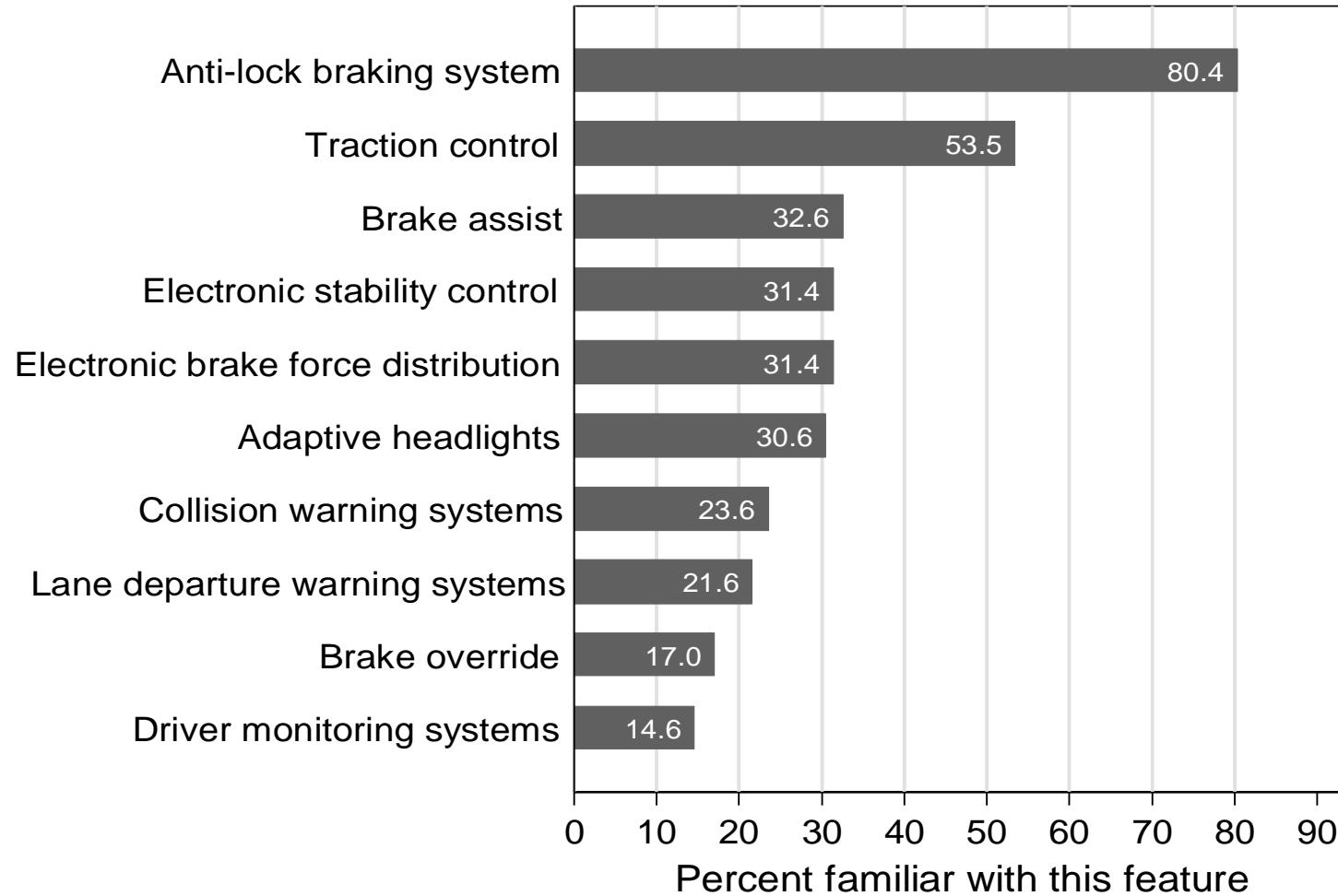
Method

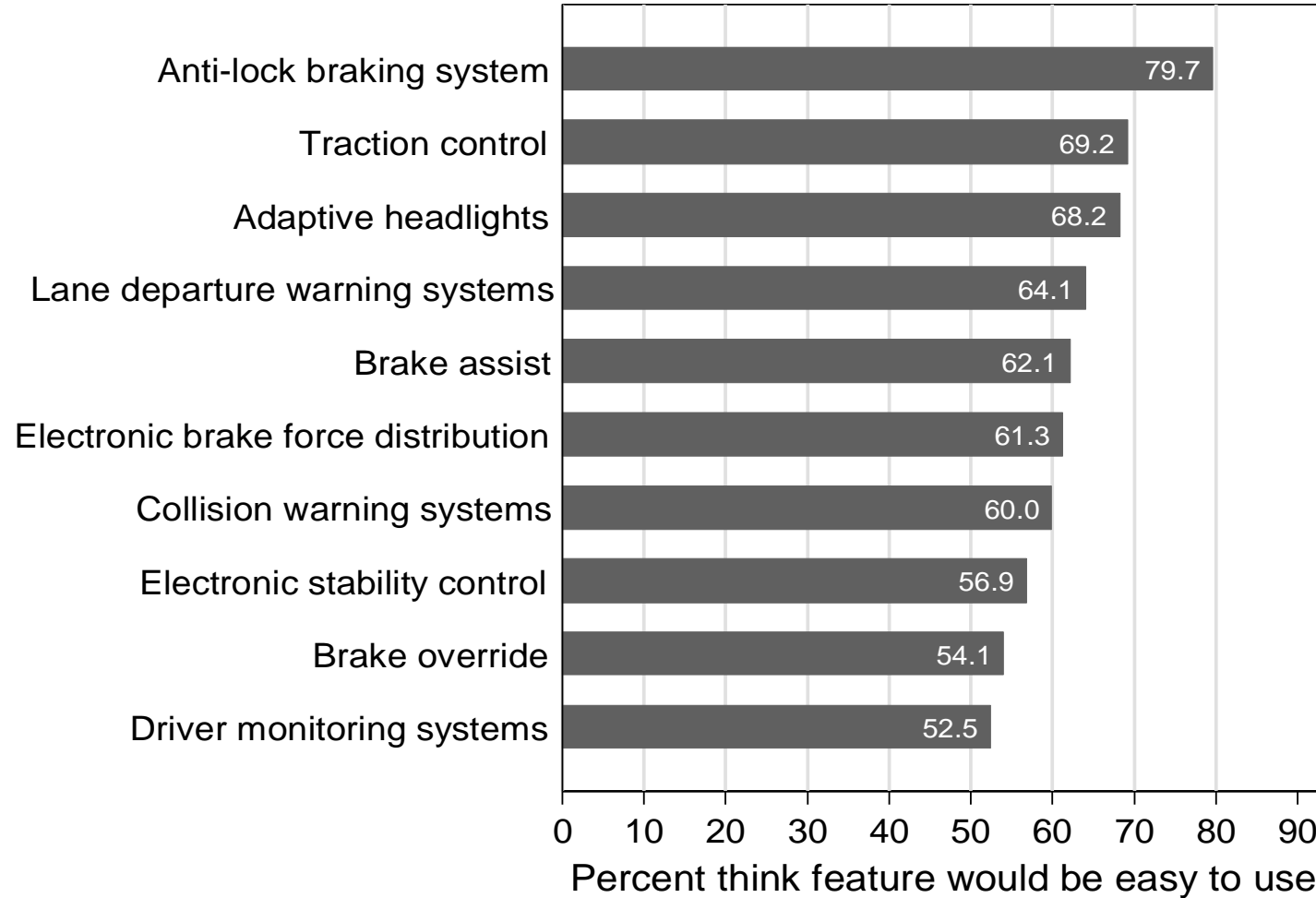
To inform the development of an educational program we adopted the following approach:

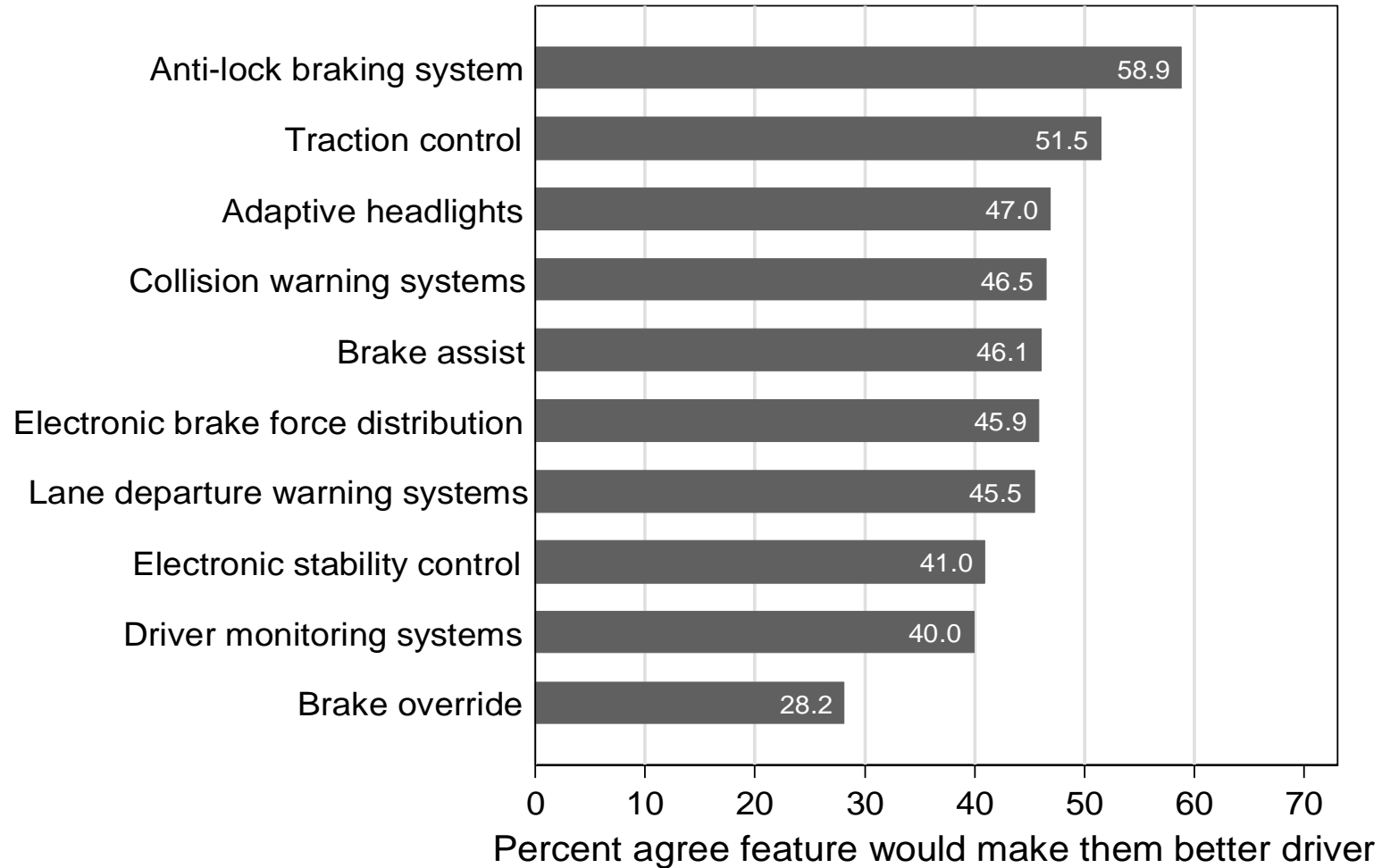
Extensive literature review;

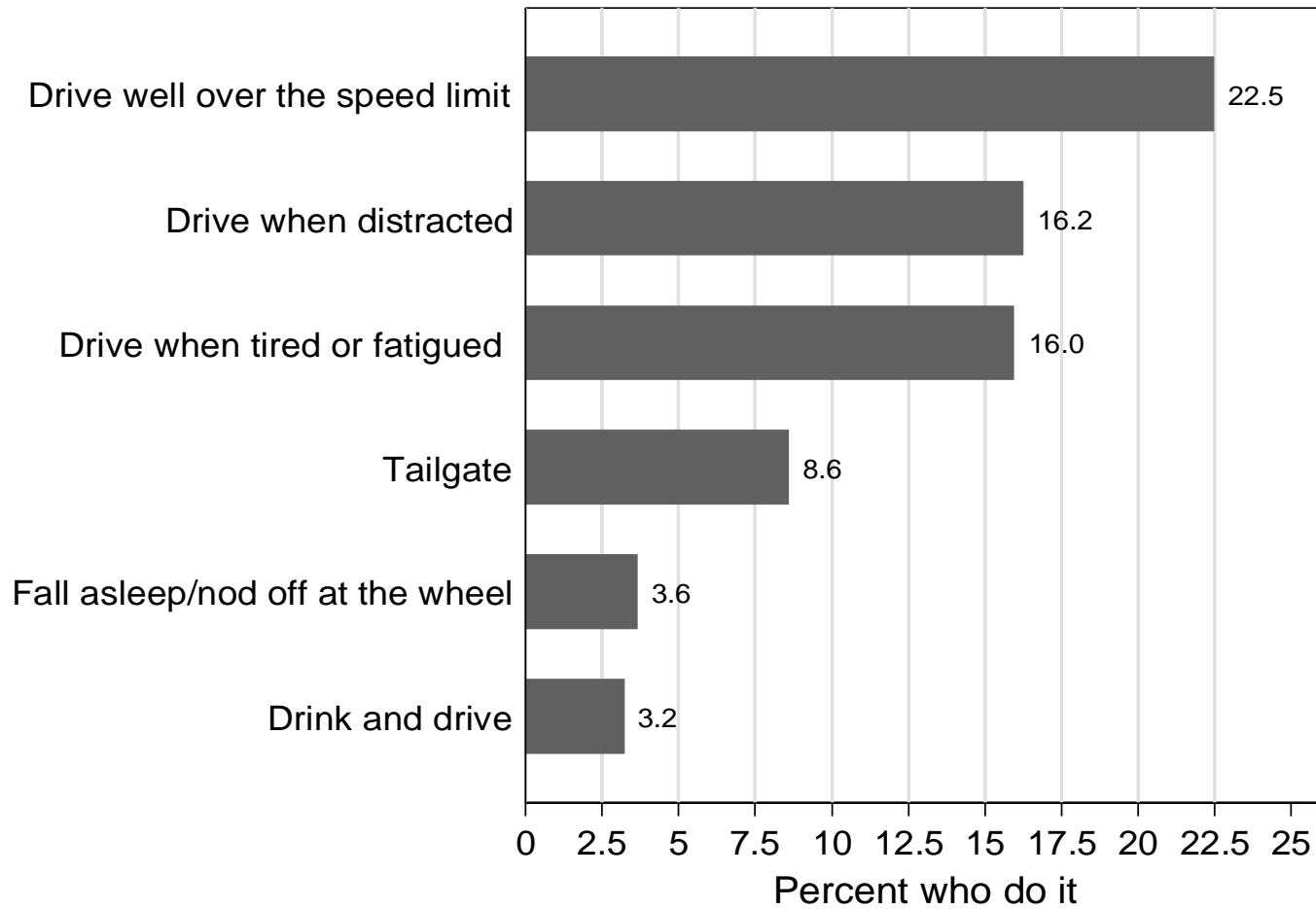
Augmented with environmental scan (grey-literature, websites);

Public opinion survey (representative sample of 2500 Canadians using a 25 minute questionnaire; analysis accounted for stratification and used weights).









Would do it with
safety features:

19.2%

20.0%

13.1%

7.2%



Results: Knowledge gaps

In sum, it was observed among survey respondents that there was some degree of incongruity between the desire to be safe on the road, perceptions about how well safety features work, and existing beliefs about the relationship between driver behaviour and vehicle safety systems.

This may be the result of lack of knowledge.



Brain on Board

Your brain is your vehicle's most important safety feature.

About the program

Safety Features

Human Factors

Myths and Misconceptions

Program resources

News

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Toyota Vehicle Safety Education Program sponsored by:



About The Program

Ever wondered why ABS makes the noise that it does? Or how electronic stability control keeps your car on the road if you accidentally take that corner a little too fast?

Studies show that vehicle safety features can prevent crashes and injuries, especially when combined with safe driving practices. However, the majority of Canadian drivers are unfamiliar with newer safety features that are available, how they work, and when they would be useful.



GO

WHEN ASKED ABOUT THEIR OWN DRIVING IN TERMS OF SAFETY: **44.6%** OF CANADIAN DRIVERS SELF-RATE AN SCORE **8/10**, WHEREAS THE MOST COMMON RESPONSE WHEN RATING THEIR FELLOW MOTORISTS IS **5/10**.



Learn More About VEHICLE SAFETY FEATURES

- Active safety features
- Passive safety features
- Driver assistance technology
- Safety technology in development



NEWS

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Conclusion

Vehicle safety features may have great potential, but if they are not used properly, benefits will less likely be accrued.

To help overcome knowledge gaps and help reach full potential of safety features, TIRF has created an educational program, called Brain on Board (www.brainonboard.ca).

In essence, the program is meant to inform road users and to emphasize that using your brain on the road is the ultimate safety feature.



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