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Press Release

POLICE TARGET YOUNG DRIVERS IN 'STAY SAFE' CAMPAIGN

Cambridgeshire police launched a hard-hitting road safety campaign at Cambridge Regional College yesterday, targeting young male drivers with a stark warning on the effects of bad driving.

The 'For My Girlfriend' campaign brought paramedics, fire engine, road safety trailer and realistic simulators to the College to help drive home the safety message.

Students were given the chance to test drive crash simulators and 'feel' the results of a fatal accident caused by speeding – including the sound of fire officers cutting through the wreckage.



CRC students find out more about the crash simulator.

Cambridge mayor Coun Sheila Stuart attended the event as part of a visit to the College to meet CRC Principal Anne Constantine, and chatted to students and emergency rescue staff about the campaign.

Tony Barrios, Casualty Reduction Office for Cambridgeshire Police, said one of the simulators – a customised Peugeot 206 – was particularly effective at helping save lives.

“Young male drivers don’t seem to care if they kill themselves but they do care if they kill their girlfriends, so we are trying to do something different to bring home the message,” he said. “The Peugeot looks just like the sort of car they might drive, but it can simulate a very real crash and the experience gives students a big jolt, enough to make them think about how they drive in the future.”

The car has had a dramatic effect on the number of accidents involving young people in Lincolnshire, where it is used regularly. It seats five students at a time and provides a realistic collision “experience” lasting eight minutes, with in-car DVD screens, surround sound systems and the car’s hydraulic suspension simulating the feel of the car journey and the impact of the crash.

During 2009, 974 young people aged from 17 to 25 were killed or injured on Cambridgeshire’s roads, said Matt Deacon, Cambridgeshire and Peterborough Road Safety Partnership Coordinator.

“Our message to all drivers is drive safely, within the speed limit and without being under the influence of alcohol, otherwise you could kill someone, and that someone could be your mate or a loved one,” he said. “Think! Don’t hurt the one you love....get there safely.”

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MEDIA ENQUIRIES:

For more information, please contact Lynn O’Shea, Communications & PR Manager, on 01223 418773 or email loshea@camre.ac.uk

NOTES TO EDITORS

Cambridge Regional College is the second largest provider of full-time further education for 16 to 19 year-olds in the eastern region. The College has more than 4,000 full-time and 6,000 part-time students. Students come in from a 40-mile radius, covering Cambridge and its surrounding villages, eastern Bedfordshire, northern Essex and western Suffolk.

Over 80 per cent of full-time students are aged 16 to 18 years old and come to the College after secondary school; the rest are mature students, studying on a range of Access to Higher Education and vocational programmes. The College offers the largest and most comprehensive range of vocational courses in Cambridgeshire, and has one of the largest work-based learning contracts in the Eastern Region.