

BRAKE has shown that young people's driving behaviour can be modified by the correct presentation of these facts through the copyrighted BRAKE training Program.

This program is delivered by teachers within schools who are accredited BRAKE trainers.

According to the schools who have implemented the

### OUR CURRENT CHALLENGES

The demand for BRAKE courses is high. We simply cannot roll out more courses with the resources at hand. There is demand not only in Queensland, but significant interest from other States and overseas in the BRAKE methodology.

We need corporate sponsorship and community assistance to be in a position to meet the demand for



**B** Behaviour  
**R** Risk  
**A** Attitude  
**K** Knowledge  
**E** Education

Use Knowledge  
Not Fear  
To Reduce  
Teenage Road Trauma  
In Your Community

program over a number of years, the greatest thing about BRAKE is how it helps teenagers internalise this knowledge.

It is a highly empowering curriculum that changes the driving behaviour of students remarkably well,

BRAKE works best when the students, schools, parents and the community are fully engaged.

BRAKE.

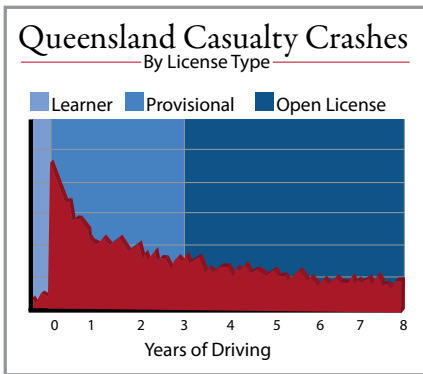
We also have plans to work with the Queensland University of Technology on a full study of the effectiveness of the BRAKE methodology. To do this, we need a suitable council area to conduct the research in and some corporate sponsorship to contribute to the Research Council funding we propose to tap into.

BRAKE has demonstrated the fundamental success of the program over the past four years. We want to take BRAKE to the wider world to help reduce the deaths of young people through education – not fear.





## USE KNOWLEDGE NOT FEAR TO REDUCE TEENAGE ROAD TRAUMA IN YOUR COMMUNITY



Drivers in their first year suffer more road trauma and death than any other group.

The facts are well known. This graph shows a huge spike in deaths in the first 6-12 months of P Plate driving.

The youth crash and death rate is largely the identical across countries and cultures. Here is some other evidence-based conclusions from academic studies conducted around the world:

- After 3 – 5 years of driving young drivers crash rates settle down to the norms
- Television commercials using scare tactics can have an initial impact and then quickly become ineffective
- Advanced driver training courses for young drivers make the crash rates worse (not better)
- Peer group pressure has a huge impact on driving behaviour – both good and bad

The BRAKE (Behaviour, Risk, Attitude, Knowledge and Education) Driver Awareness Program was established by police sergeant Robert Duncan and

written by ambulance advanced paramedic Steve Allan in 2007.

BRAKE is an eight part training course that has been adopted by over 40 schools throughout Queensland.

BRAKE has won numerous prestigious industry and academic awards for its innovative community methodology for its training of young people, just before they start to drive.

BRAKE has the support of Education Queensland.

Students who complete BRAKE are given a 1 point credit to the QCE. BRAKE has the support of several large regional councils in its community based training methods.

The Gold Coast City Council and the Highland and Coalfields Council have helped implement BRAKE courses in high schools and community colleges.

BRAKE has had the financial support of Logan Community Branches Bendigo Bank, Mining Industry Road Safety Alliance, Queensland Minerals and Energy Academy and Gold Coast City Council.

We have corporate partnership relationships with The Gold Coast Blaze, RACQ Insurance, Australian Rugby League Development, National Touch Rugby Australia, Total Spawtz and other organisations.

The BRAKE Charitable Trust (BRAKE) is a registered charity and operates exclusively as a not for profit organisation. BRAKE is managed by BRAKE Driver Awareness Ltd as its Trustee.

### WHAT MAKES BRAKE WORK SO WELL

BRAKE uses an evidence-based approach to effectively “inoculate” young drivers with the knowledge of their own limitations when first driving. Knowledge is the key for altering behaviour.

The BRAKE course uses advanced multimedia techniques to help teenagers to understand some fundamental facts. The BRAKE course is aimed at the young adults who are about to learn to drive. Here is some of the knowledge that the BRAKE course delivers:

1. It will take time for driving to become “automatic” – practice makes perfect and practice takes time
2. While adults can concentrate on 7 things at the same time, the adolescent brain is not fully formed and it can only concentrate on four. Four not seven. What a difference that makes.
3. Young people assess risks in different way to adults. This means they do not assess dangers accurately
4. They consistently underestimate the consequences of danger

