



„WORK & DRIVE“

PROFILER – drive like the pros

Analysis and development of personal strengths of young drivers as a measure to reduce the accident risk in road traffic

Kay Schulte

German Road Safety Council

Budapest June 4th, 2010



Overview

- **Dramatic situation**
- **Are there risk profiles for young drivers?**
- **Is it possible to identify young drivers with a high risk profile?**
- **Pedagogic support**
- **Results of the evaluation**

Overview

- **Dramatic situations**
- Are there risk profiles for young drivers?
- Is it possible to identify young drivers with a high risk profile?
- Pedagogic support
- Results of the evaluation

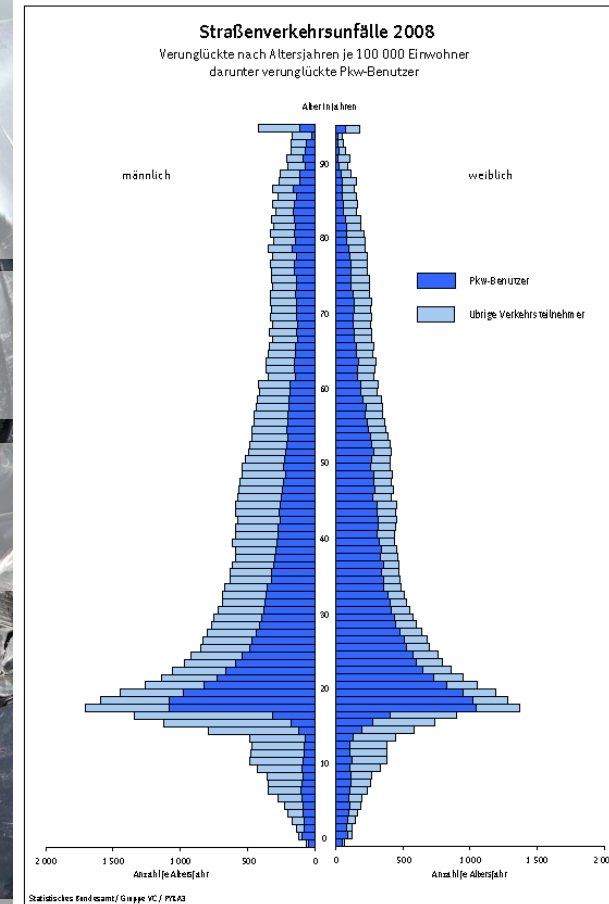
Dramatic situation



Dramatic situation

Statistics:

- Every 6,5 min. one 18- to 24-year old dies in road traffic
- about every 10 hours a member of this age group is killed in an accident
- traffic accidents are the leading cause of death among young adults



Statistisches Bundesamt 2009

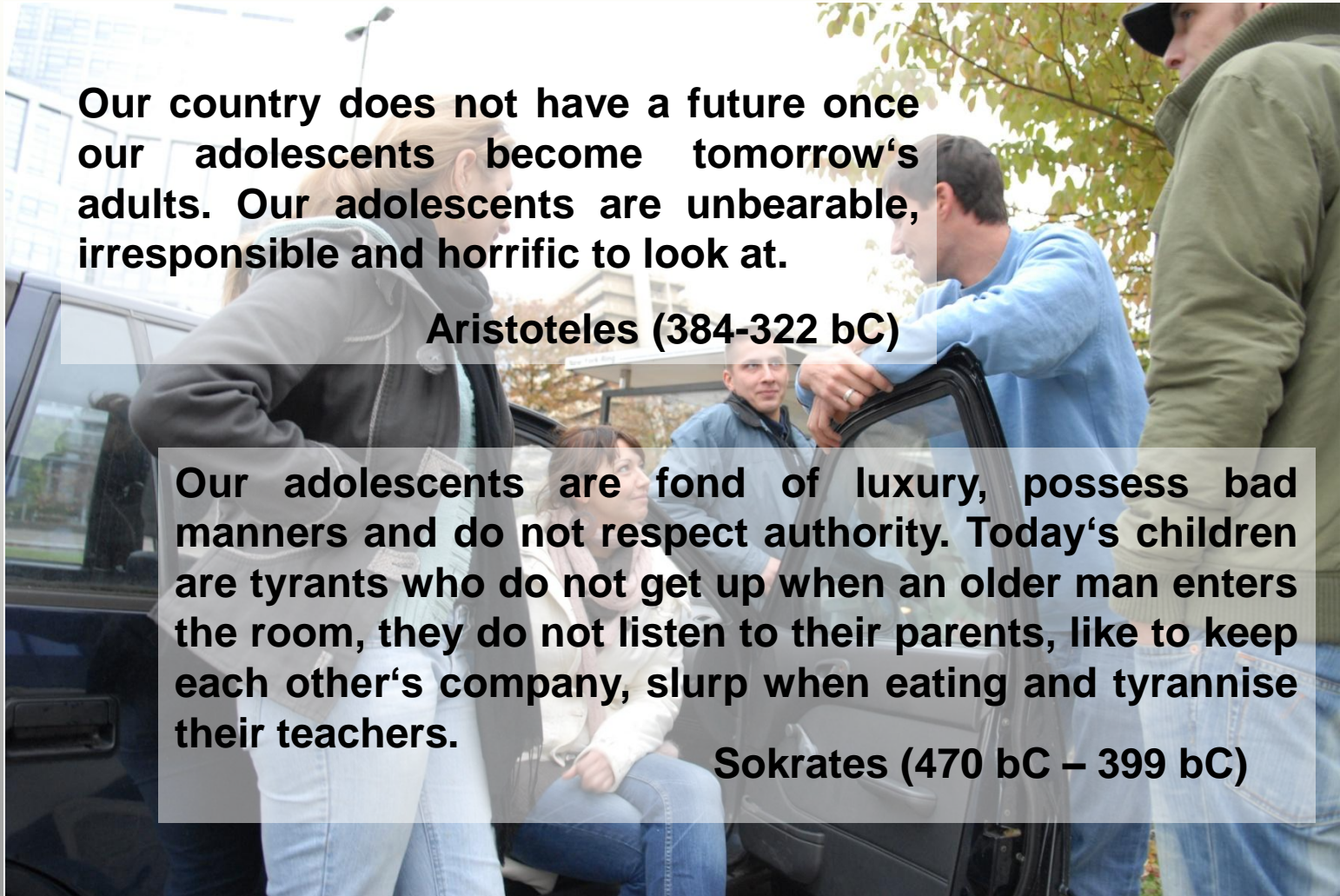
Today's adolescents

Our country does not have a future once our adolescents become tomorrow's adults. Our adolescents are unbearable, irresponsible and horrific to look at.

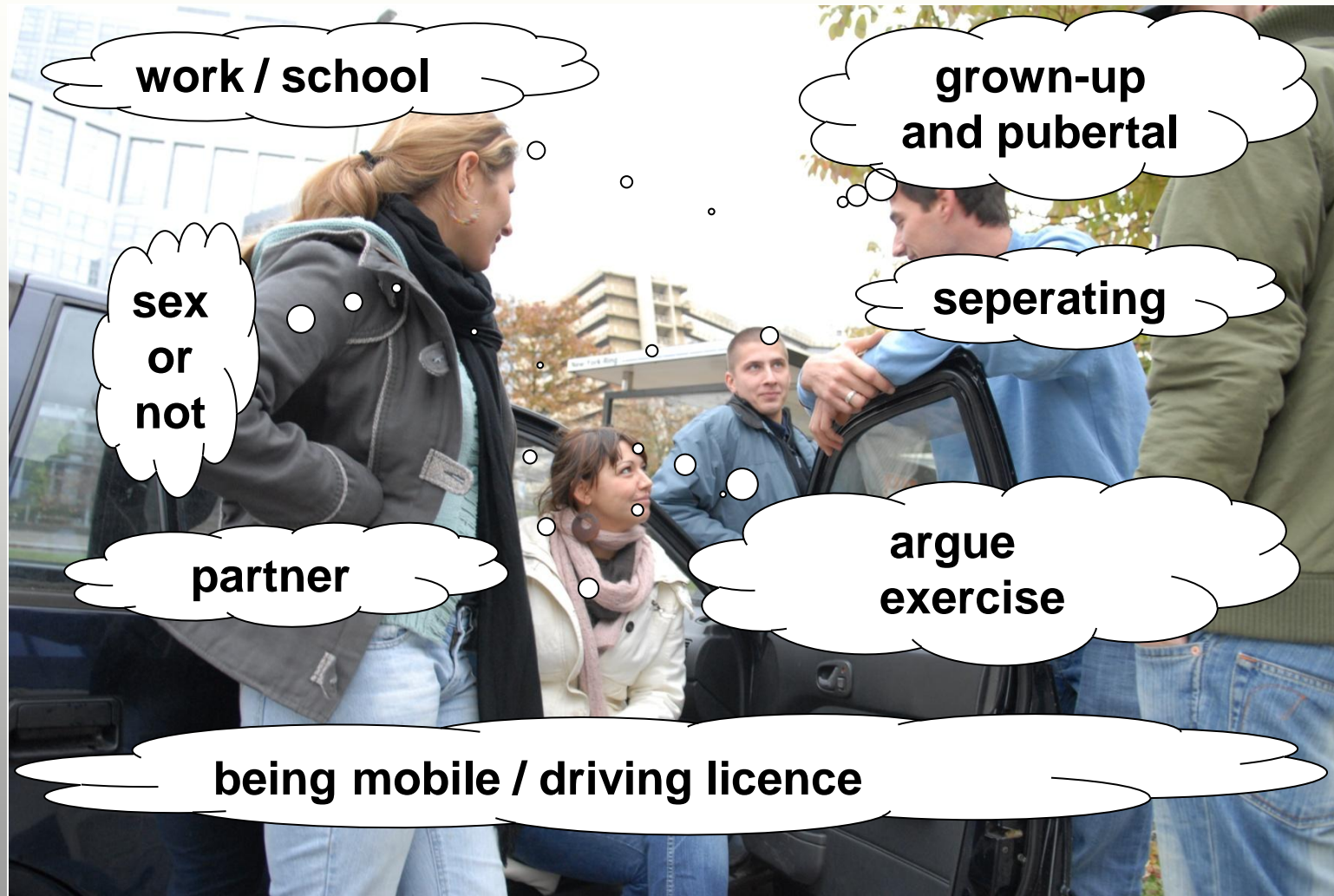
Aristoteles (384-322 bC)

Our adolescents are fond of luxury, possess bad manners and do not respect authority. Today's children are tyrants who do not get up when an older man enters the room, they do not listen to their parents, like to keep each other's company, slurp when eating and tyrannise their teachers.

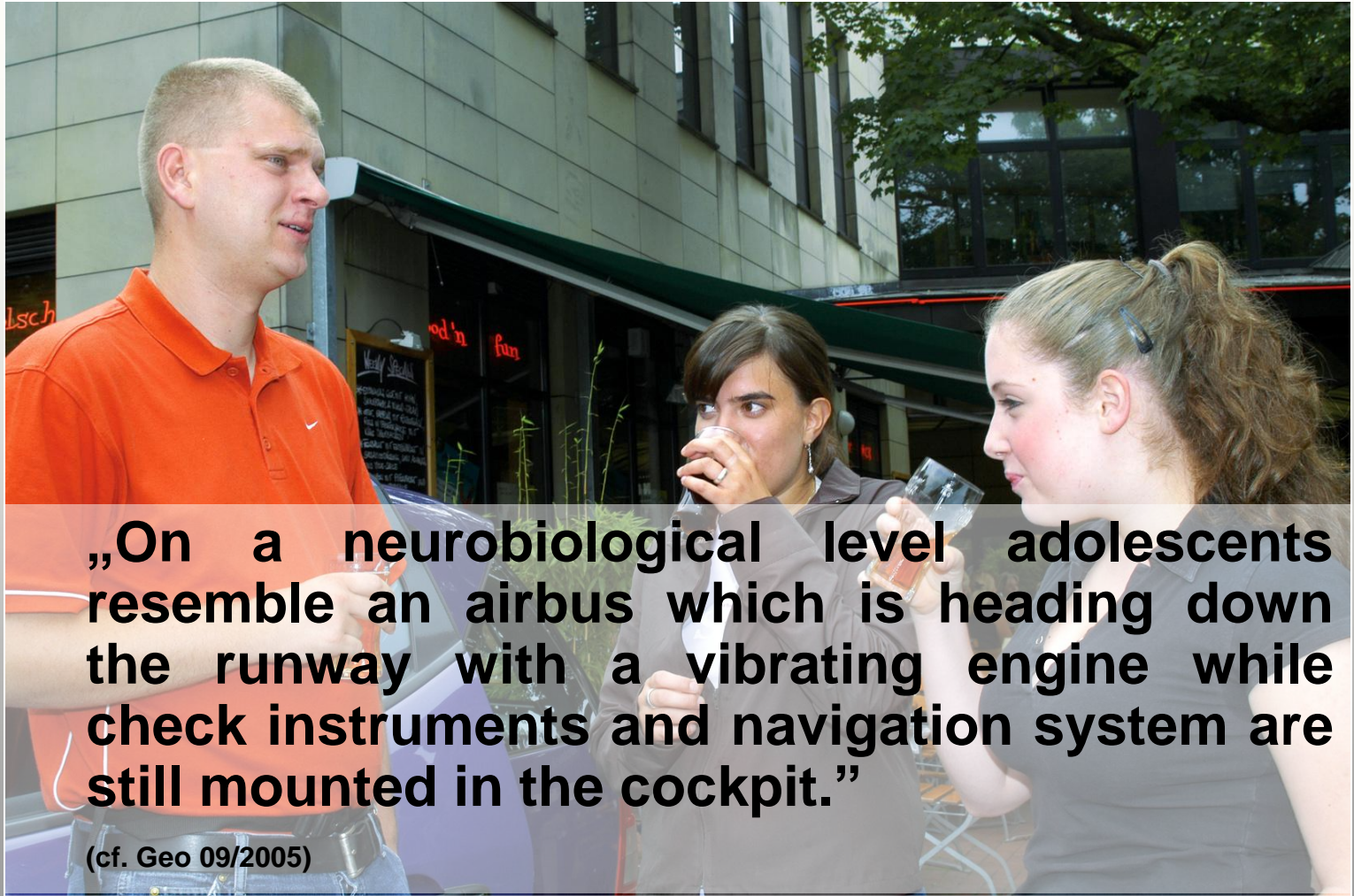
Sokrates (470 bC – 399 bC)



Today's adolescents



Today's adolescents



„On a neurobiological level adolescents resemble an airbus which is heading down the runway with a vibrating engine while check instruments and navigation system are still mounted in the cockpit.“

(cf. Geo 09/2005)

Today's adolescents



“Attention! Owing to heavy construction work at heart, brain and on hormones you may experience some temporary inconveniences. Thank you for your understanding!” (cf. Geo 09/2005)

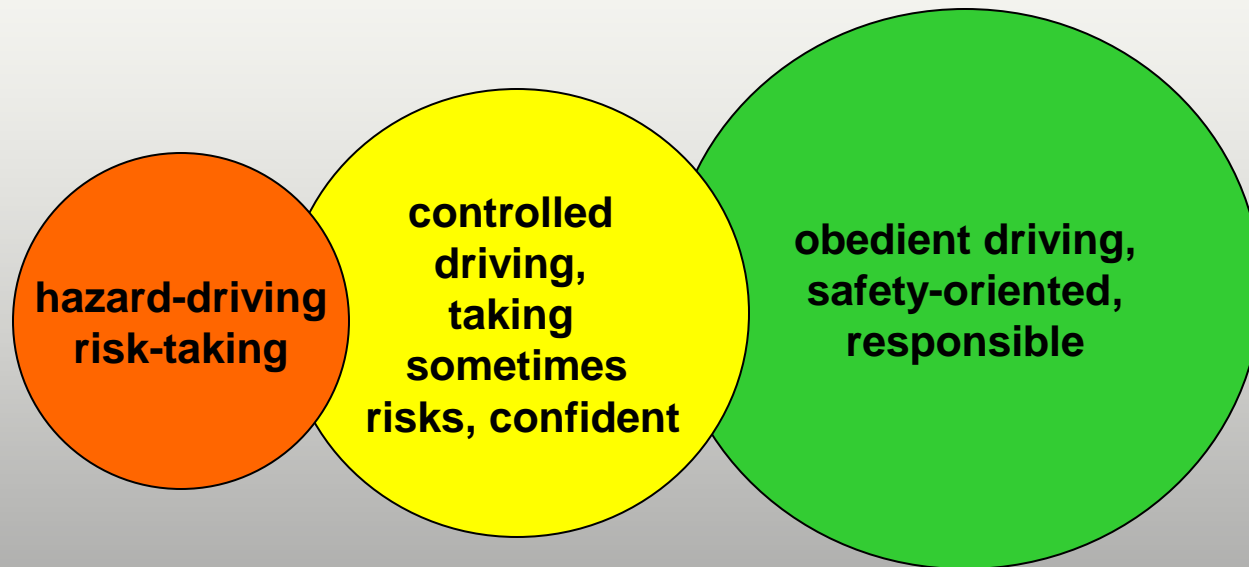
Overview

- Dramatic situation
- **Are there risk profiles for young drivers?**
- Is it possible to identify young drivers with a high risk profile?
- Pedagogic support
- Results of the evaluation



Are there risk profiles?

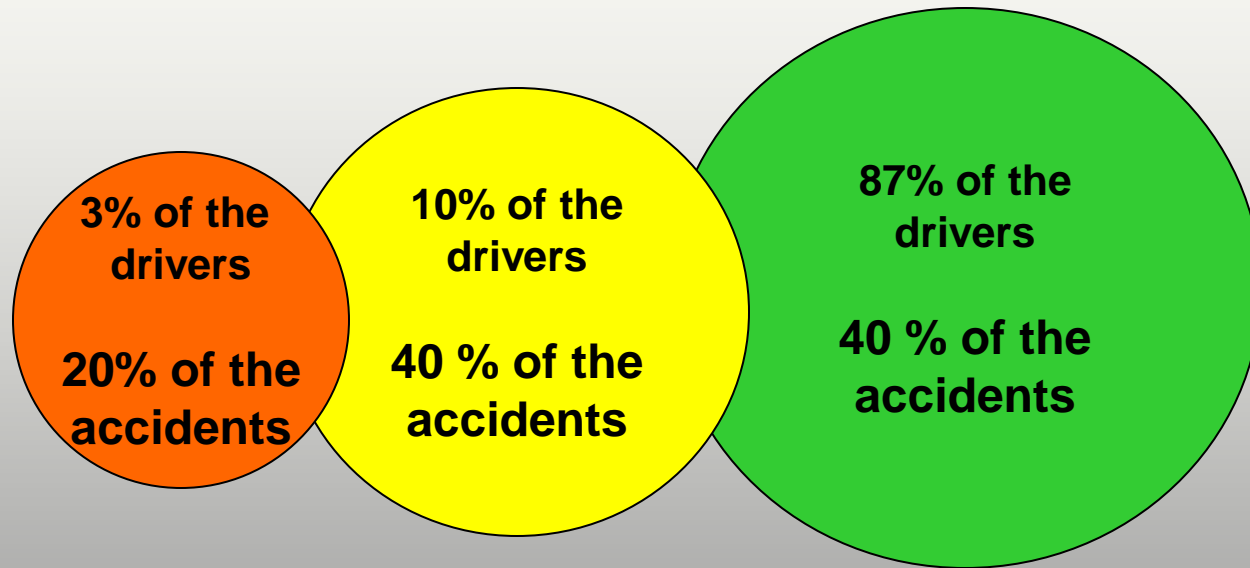
Three different categories of drivers



Danish evaluation
(Renè la Cour Sell CEO of The Danish Road Safety Council)
Quote of Dr. Gregor Bartl, Austria, 2006

Are there risk profiles?

Three different categories of drivers



Danish evaluation
(Renè la Cour Sell CEO of The Danish Road Safety Council)
Quote of Dr. Gregor Bartl, Austria, 2006

Are there risk profiles?

F.-D. Schade (KBA), ZVS 1/2005

A photograph of a young man and a young woman standing next to a large wooden cross on a grassy roadside. The man is wearing a dark denim jacket and a cap, and the woman is wearing a dark jacket. In the background, a blue car is blurred, suggesting motion. The scene is set outdoors with a clear sky.

„Do you live dangerously, if you have been recorded in the Central Register of Traffic Offenders (traffic-sinner file)?“

- the Central register as a predictor of the habitual traffic risk

Are there risk profiles?

F.-D. Schade (KBA), ZVS 1/2005



**gender, age and number of
registered traffic offences
allow an identification of persons with a high
habitual traffic risk disposition**

Are there risk profiles?

F.-D. Schade (KBA), ZVS 1/2005

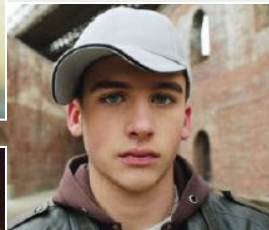
In comparison to the 5,5 mio. women between the age of 41 and 60 (group with smallest road traffic risk) there are groups with an 8 times higher risk level.



Content related aspects of the traffic register entry, e.g. the type of offence, have practically no influence on the prediction!

Are there risk profiles?

F.-D. Schade (KBA), ZVS 1/2005



men until the age of 25 with one entry in the Register of Traffic Offenders

men between 26 and 30 from two (registered) entries

men from 31 years on from four entries

women until the age of 25 from two entries



Overview

- Dramatic situation
- Are there risk profiles for young drivers?
- **Is it possible to identify young drivers with a high risk profile?**
- Pedagogic support
- Results of the evaluation

Pilot study 2005/2006

Structure of the target group

Age: 18-25

Total number of participants: 1.717

Young adults*: 1.359

(control group)

Participants seminar: 358**

* High school pupils
Grammar school pupil
Young apprentice of following professional groups:
doctors, tax consultant, attorney
Craft
Service sector
Civil service
Administration
Commerce
Financial services

** Registered because of accidents and traffic offences respectively

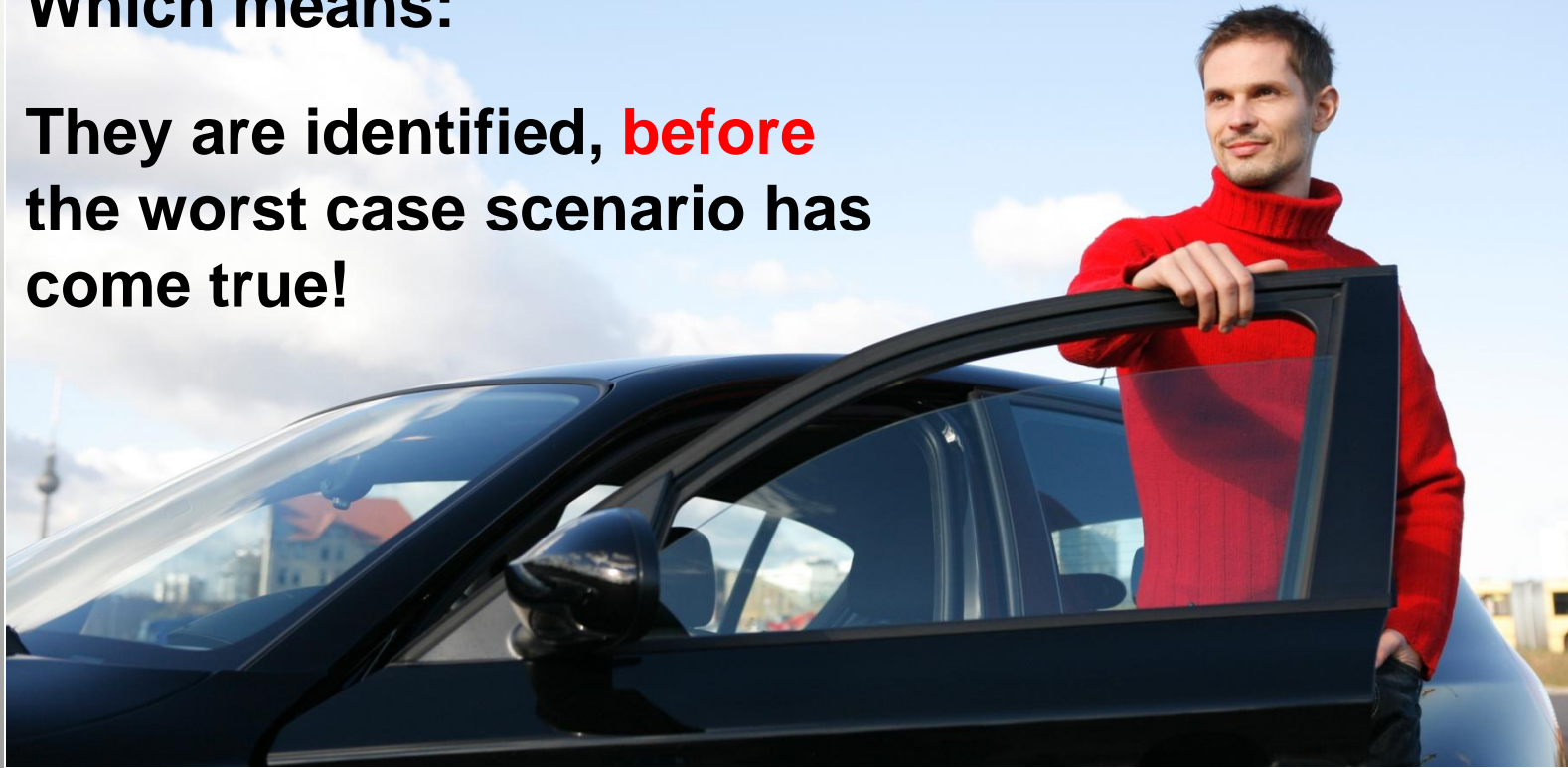


Pilot study

All accident-prone drivers could be **identified clearly!**

Which means:

They are identified, **before** the worst case scenario has come true!



Description of the system

Dimensionen	Potenziale
Eigenverantwortlichkeit	OK
Leistungsdrang	OK
Selbstvertrauen	OK
Motivation	OK
Kontaktfähigkeit	OK
Auftreten	OK
Einfühlungsvermögen	OK
Einsatzfreude	OK
Statusmotivation	OK
Systematik	OK
Initiative	OK
Kritikstabilität	OK
Misserfolgstoleranz	OK
Emotionale Grundhaltung	OK
Selbstsicherheit	OK
Flexibilität	OK

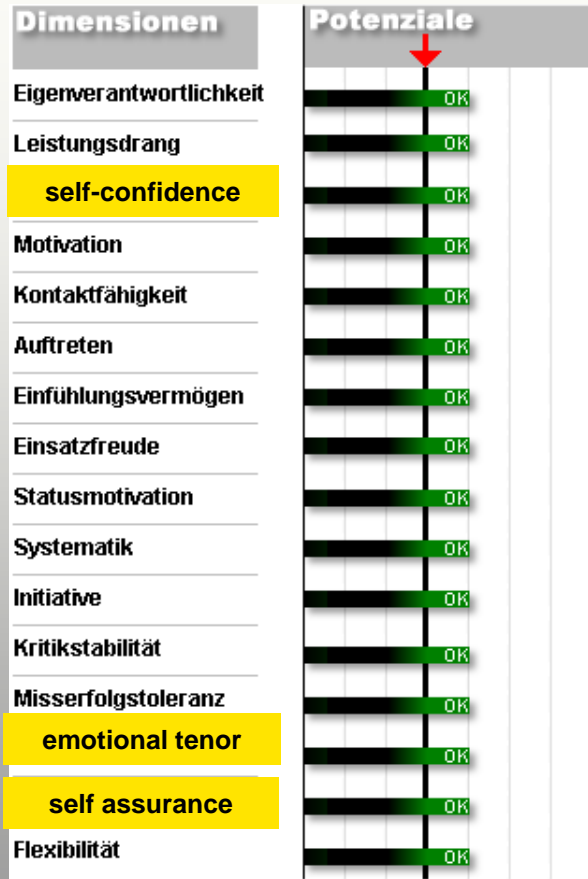
What is done?

The (not) existing potential of 16 success factors of social competence is measured.

Differentiation

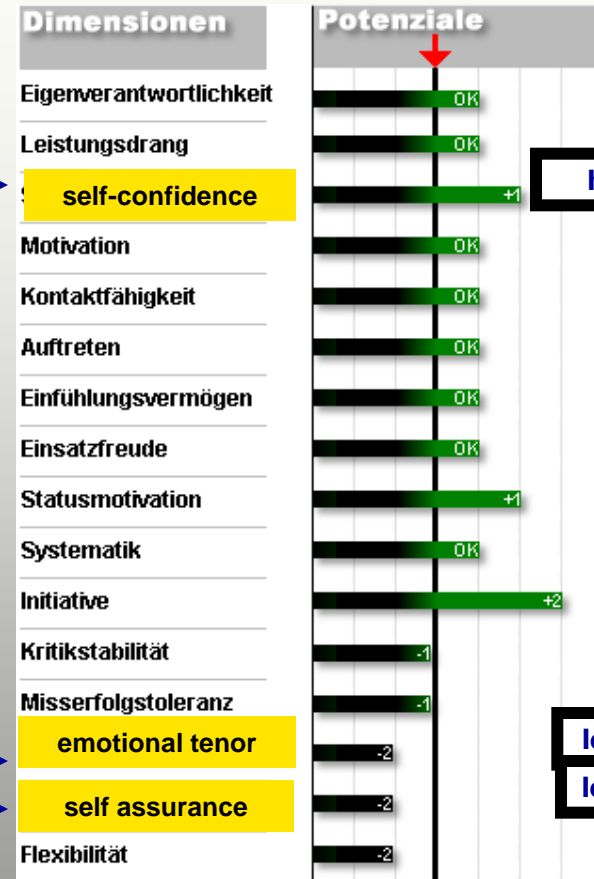
Control group

Minimum Anforderung



Risky drivers

Minimum Anforderung



high potential

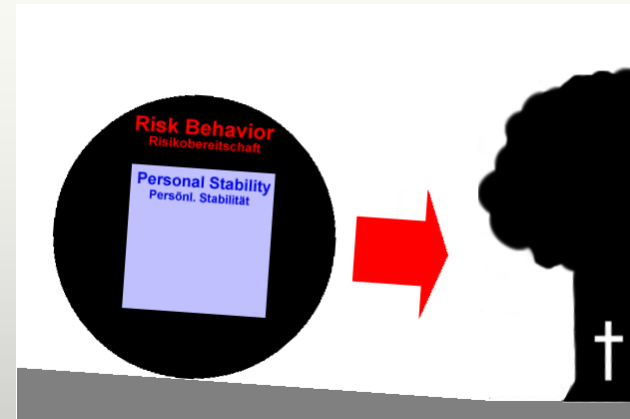
low potential

low potential

Differentiation

Control group

Risky driver



**self-monitoring:
high**

**self-monitoring:
very low**

Overview

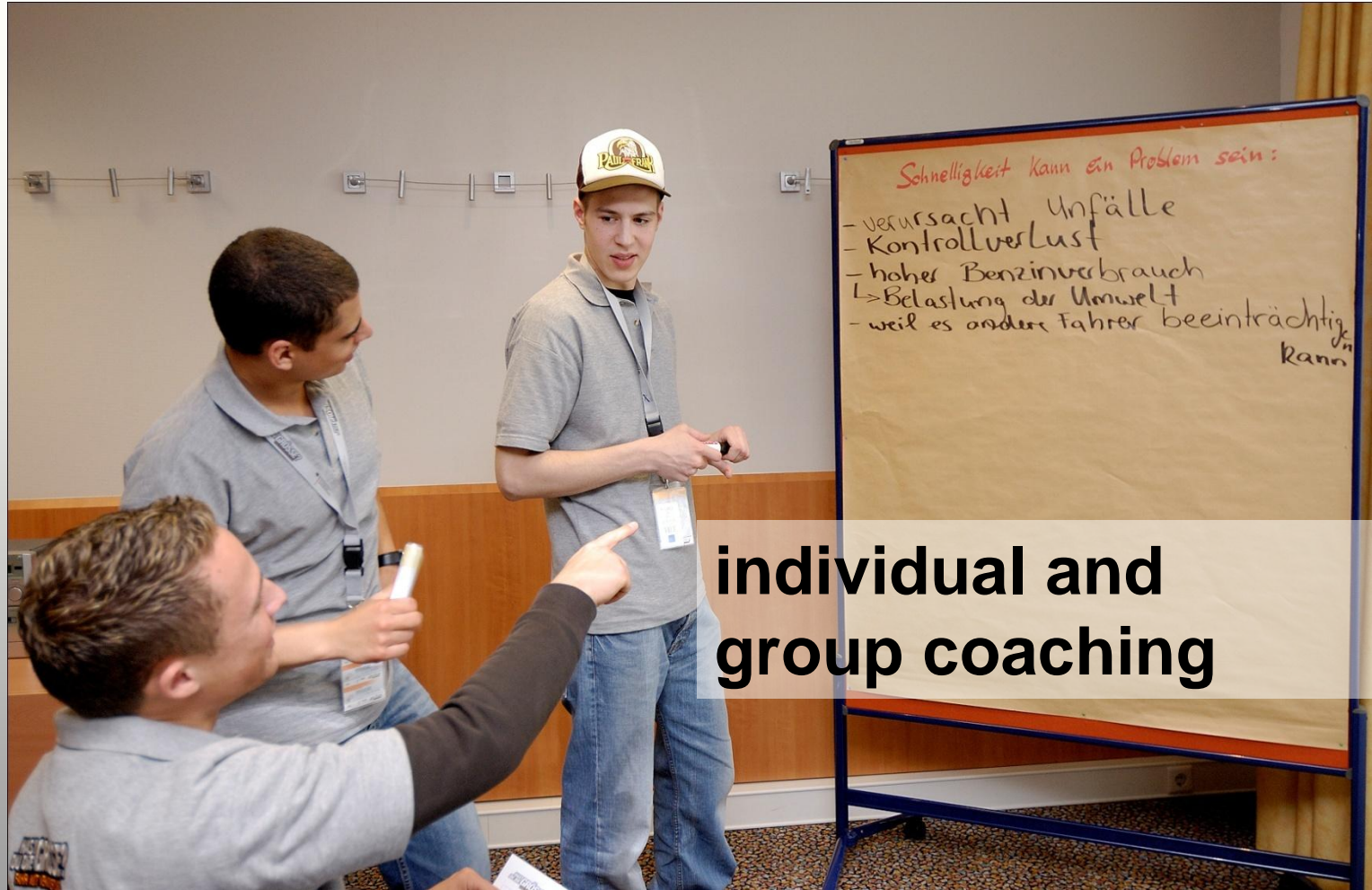
- Dramatic situation
- Are there risk profiles for young drivers?
- Is it possible to identify young drivers with a high risk profile?
- **Pedagogic support**
- Befähigung oder Eignung?

Pedagogic tasks



**Improvement of self-monitoring in
order to reduce risks**

Pedagogic support






Schnelligkeit kann ein Problem sein:

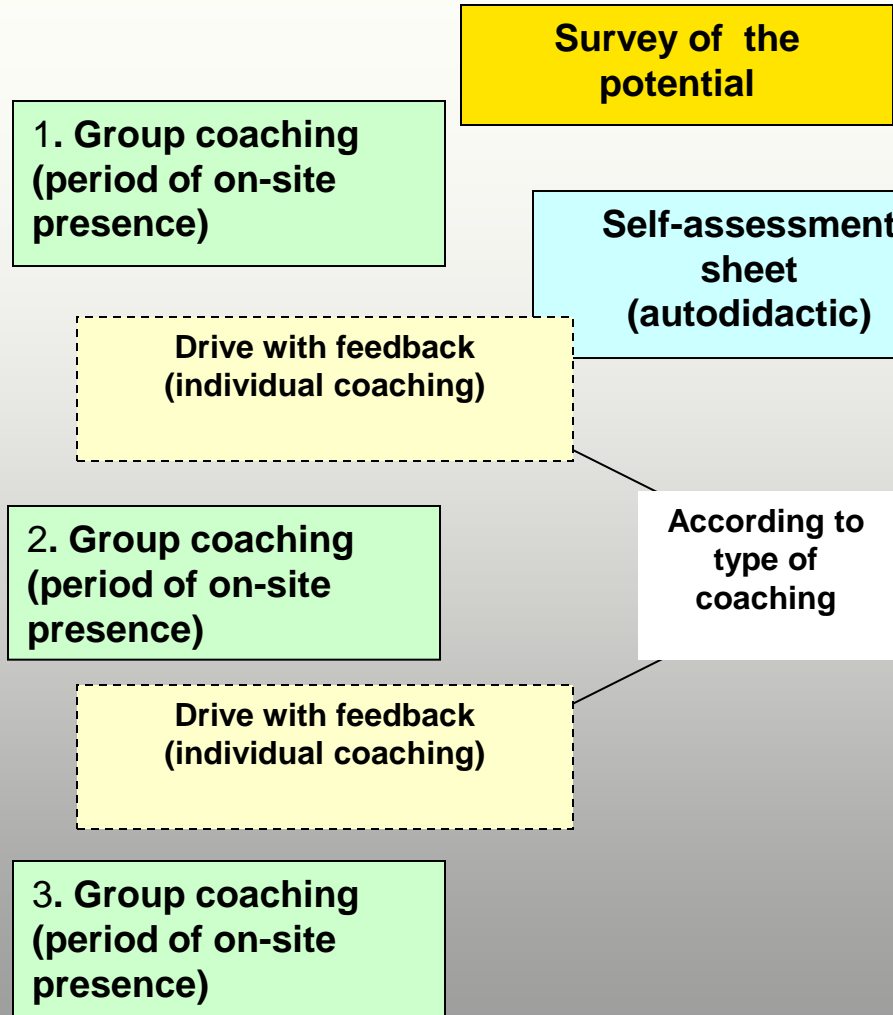
- verursacht Unfälle
- Kontrollverlust
- hoher Benzinverbrauch
- ↳ Belastung der Umwelt
- weil es andere Fahrer beeinträchtigen kann

individual and group coaching

Pedagogic support

GDE-Matrix (Hatakka, Keskinen, Glad, Gregersen, Hernetkoski: 2002)			
	Knowledge and skills	Risk elevating factors	Self-assessment
4. Goals for life and skills for living			
3. Goals and context of the driving			
2. Driving in traffic			
1. Vehicle manoeuvring and control			

Pedagogic support



Overview

- Dramatic situation
- Are there risk profiles for young drivers?
- Is it possible to identify young drivers with a high risk profile?
- Pedagogic support
- **Results of the evaluation**

survey

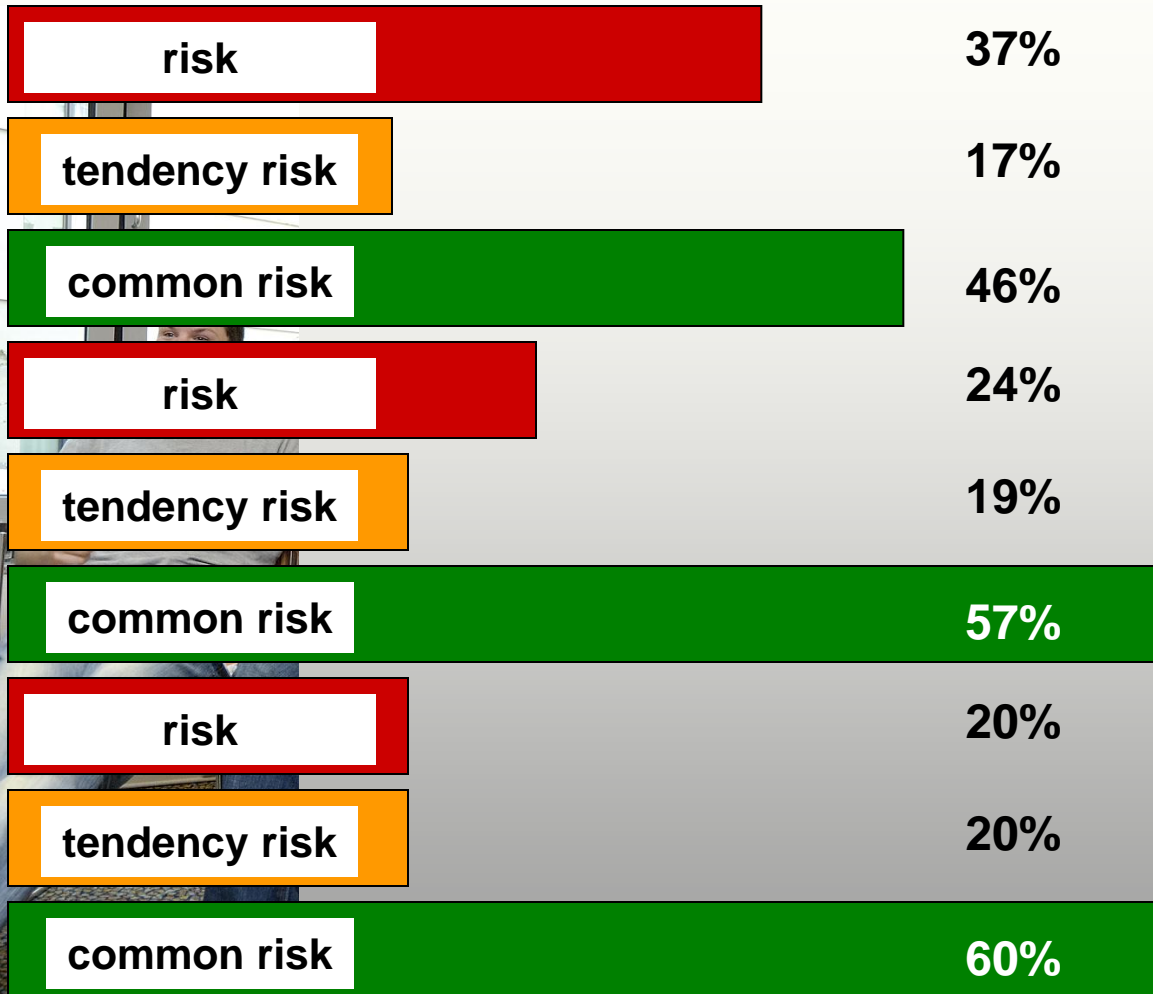
first survey
January 2009



second survey
August 2009



third survey
January 2010



survey

first survey
January 2009



37%
of participants



coaching and
drive with
feedback

decrease

third survey
January 2010



20%
of participants

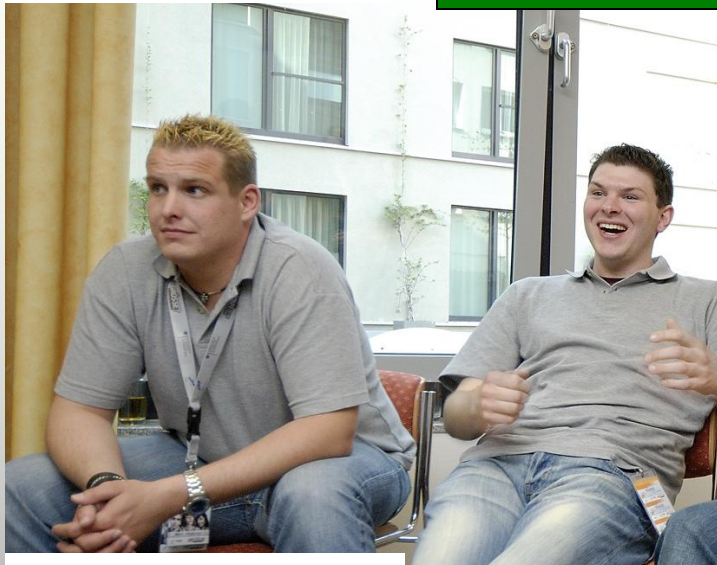


survey

first survey
January 2009

common risk

46%
of participants



coaching and
drive with
feedback

increase

third survey
January 2010

common risk

60%
of participants



Year of training

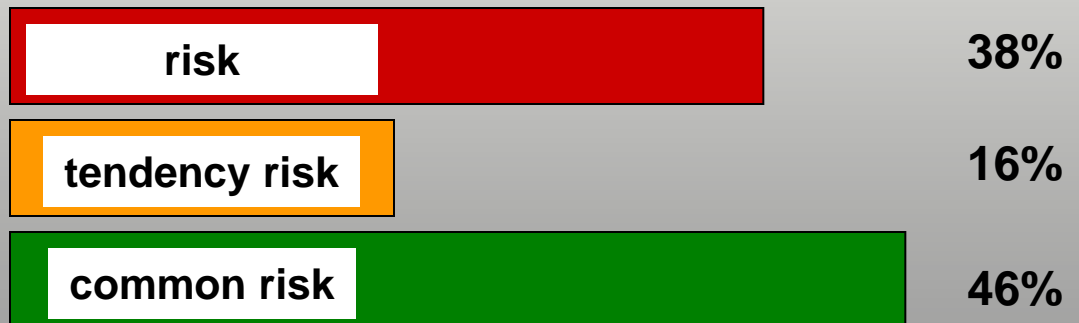
year 2008/2009

first survey
January 2009



year 2009/2010

first survey
September 2009



Summary

- **There are drivers with a higher risk factor!**
- **These drivers can be identified, before they start driving!**
- **Crucial are factors of personal strenghts! (cf. GDE-matrix level 3+4)**
- **Well-directed coaching improves personal strenghts and reduces the risk factor!**



Contact details

Kay Schulte

Deutscher Verkehrssicherheitsrat e. V.

German Road Safety Council

Jägerstraße 67-69

10117 Berlin

T: +49 (0)30/2266771-15

Fax: +49 (0)30/2266771-29

E-Mail: kschulte@dvr.de

Jochen Lau

Deutscher Verkehrssicherheitsrat e. V.

German Road Safety Council

Beueler Bahnhofplatz 16

53225 Bonn

T: +49 (0)228/40001-42

Fax: +49 (0)228/40001-67

E-Mail: jlau@dvr.de