



Learn2Live – road safety education saving young lives

Website: <https://www.learn-2-live.org.uk/>

As you may be aware, we have now been delivering the Learn 2 Live product since 2008. Over that time, the product has been kept under constant review. The most recent review was completed in April 2023, the findings of which were presented to the Learn 2 Live partnership in June 2023. This has resulted in wide-ranging changes to the Learn 2 Live presentation.

These changes align with the latest developments in behaviour science and are based on the Capability – Opportunity – Motivation – Behavioural model (Michie et al., 2014), referred to as the COM-B. This model has been cited in over 2,000 academic papers across a range of health-related interventions. The model is also linked to a range of behavioural change techniques (BCT), and we have embedded a much more comprehensive range of these techniques into the presentation. BCTs cover a wide range of concepts but are seen as being the key elements in an intervention that illicit change. The ones we have incorporated have been found to be successful in a recent review of the literature completed by Sullman (2017).

The revised presentation will be more interactive and aims to improve the audience's awareness of why young, newly qualified drivers have an increased risk of collision involvement. The presentation consists of a short introduction followed by three modules covering:

- Decision-making and impulsive behaviour
- Inexperience
- Impairment

This more interactive and targeted format does not allow for testimonials. Whilst we have always seen these as valuable, the evidence is that this type of approach is not as successful with young males over the longer term (for an overview, see Lewis et al., 2007) and may be counter-productive with some groups by increasing their anxiety, making them more fearful about learning to drive. For these reasons, we have moved to a format that is more positive in its approach.

As this is a departure from earlier versions of the presentation, you will understand the importance of the evaluation in further refining the content. We are currently completing the evaluation design to ensure it is as simple and easy to complete and administer. With this in mind, we will be asking for your assistance in this process in the next few weeks. Any help you can provide will be greatly appreciated.

More information can be found on the Learn 2 Live website: <https://www.learn-2-live.org.uk/>

References

Lewis, I., Watson, B., Tay, R., & White, K. M. (2007). The role of fear appeals in improving driver safety: A review of the effectiveness of fear-arousing (threat) appeals in road safety advertising. *International Journal of Behavioral Consultation and Therapy*, 3(2), 203.