Wheels Skills and Thrills

Professor Alan Tapp and Dr Sean Johnson

Bristol Leadership and Change Centre, UWE.
Young men from deprived areas – can social marketing help improve their driving?
The origins of WST
The illusion of control
Calculating risk
OH LOOK
WE HAVE A COPY CAT HERE
From WST1 to WST2
Study Design

Stage 1- explore the optimal intervention design through a mix of qualitative and quantitative methods
- 8-10 enthusiastic participants to co-create intervention.
- Driver trainer training.
- Detailed in car observations, backed up by discussions, interviews and focus groups with participants and driver trainers to inform development of finalised intervention.

Stage 2- pilot test the finalised intervention under controlled conditions, seeking scientific evidence of its effectiveness by employing a control group and using accurate measures of driver speed reductions
- 40 experimental and 40 matched control participants.
- Standardised intervention (pre-post testing in hi-spec car, IVDR in own car, etc).
- Follow up.
Measurements of Good Driving
Intervention Content

Session 1
Concentration & Observation

Session 2
Anticipation & Planning

Session 3
Positioning

Session 4
Cornering

Session 5
Putting it all together

Session 6
Night Drive
Stage 1 Recruitment

WHEELS SKILLS & THRILLS
PROJECT NEEDS YOU!

EARN FREE DRIVE
£350 ADVANCED DRIVING SKILLS OUR HIGH SPEC FIESTA ST
COM-B Model of Behaviour Change

Preliminary findings

Advanced Drivers
Participants
Attitudes

I used to think all drivers were w*nkers, but I now realise we can all make mistakes.

It’s weird, although we are driving within the limits, it feels more edgier, more fun.
Knowledge and Behaviours

My missus asked me why I don’t drive with my music blasting anymore. I guess it’s cos I find it too distracting now.

It’s tiring but I’m enjoying the sessions. You need to be ‘on the ball’, constantly looking and being ready to react.

Since taking part I have been looking after my car a lot better. You know...keeping the tyres in good nick and the windscreen clean.

My missus asked me why I don’t drive with my music blasting anymore. I guess it’s cos I find it too distracting now.
Appreciate your time

Sean3.Johnson@uwe.ac.uk
Alan.Tapp@uwe.ac.uk