

BOOSTING DRIVER AWARENESS OF THE IMPORTANCE OF DEFENSIVE DRIVING

The long established defensive driving methodology of teaching Drivers to See-Predict-Decide and Act, has served driving academies and trainers well for many decades.

The Driver Information Bureau has a product that strengthens this traditional approach.

The learning model:

To understand how DIB can make Defensive Driving more effective, the classic Four Stage Learning Model is used. The model explains that to get a driver to the fourth stage of being “unconsciously competent”, he or she needs to go through each individual stage from 1 to stage 4.

Missing a step in the beginning robs the candidate of effectiveness in the last stage.

Figure 1: The Four Stage Learning Model



The risk

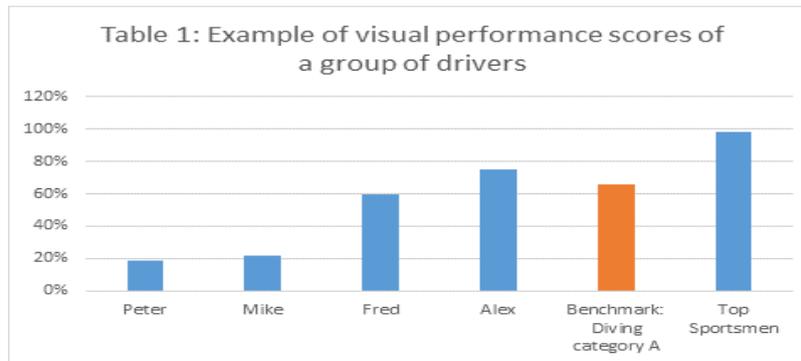
The real risk lies in a driver who is unaware that his ability to react to what he sees is simply too slow and or poor.

Boosting awareness in 20 minutes.

It is helpful to remember that drivers have varying visual performance ability. This means differing eye-brain capability in the **speed and accuracy** at which a driver is able to SEE (recognising- what he or she is looking at) - PREDICTING (interpreting a situation) – DECIDING (making a judgement and

ACT (quickly and appropriately). It all has to do with how the Eye, the Brain and the Nervous System interact with each other.

At DIB our assessments take a driver from stage 1 to stage 2, we do this by making him or her consciously aware of their level of competence by benchmarking their ability against fellow drivers of similar categories.



Imagine for a moment that you are Peter or Mike and have just received your Visual Performance results. You realise (like I did) that your reactions are not as good as you thought they were and that you had better be more cautious. You have reached stage 2 now conscious of your own incompetence. At this point you are told by your instructor that you can still be a good driver provided you implement the Defensive Driving techniques.

You now have a student ready to move to training well prepared and better equipped to reach stage 3.

Annual testing for fleets.

Each year companies employing drivers faithfully test driver's eyes (acuity), which is the ability to see a stationary object. Unfortunately this is only a small part of the entire equation.

Our assessments allow you to test the Visual performance which is a far complete measure when added to visual acuity. Visual performance is affected by a Driver's health and age so the score, just like acuity can move. As a result annual testing is recommended. The real benefit is that drivers become aware of a problem and can adjust their driving to compensate for greater weakness in Visual Performance.

Eyegym not for selection of drivers.

It should be noted that this product is not aimed at using the results for the Selection of drivers for employment.

The Eyegym and DIB background.

The brains behind the science of Eyegym Trucker is Dr Sherylle Calder who gained fame for improving the Biometrics of many top sports teams including two World cup winners (Sir Clive Woodward and Jake White),the Proteas, Monaco FC, Erie Els, the Williams formula one team, and hundreds of other top performing teams.

DIB use the Eyegym assessments to create benchmarks of various driver types and conditions against which drivers are measured.



To help improve commercial drivers with poor visual performance, Eyegym have also developed Eyegym Trucker which is a product that is offered through the DIB. It is a PC based training tool focussed on improving reaction, eye speed, Peripheral vision, Hand eye coordination, and Hand eye reaction. It is being introduced to Commercial Fleets in the fuel and mining sectors. Results of comprehensive trials show that a 50% improvement in incidents can be expected.

See <http://driverib.com/wp-content/uploads/2014/09/Final-report-on-trial.pdf> for more information, or contact:

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