MEDIA RELEASE

**THE AUSTRALIAN COUNCIL OF STATE SCHOOL ORGANISATIONS**
The national voice of parents of children in Australia's public schools and their school communities

## PARENTS KEY IN YOUNG DRIVER SAFETY

"As parents, we are the biggest influence on our children and how we behave when driving is witnessed from an early age – we need to be mindful of this", that was the view of Phillip Spratt, President of the Australian Council of State School Organisations (ACSSO) at the launch of the Ford Driving Skills for Life on Thursday (November 5)

"This is why we are pleased to be in partnership with Ford Australia with this program" continued Mr Spratt "The research noted that young people take more risks around the age of 19 – once they have their licence, a time when we as parents, often stop talking to them about safe driving – we need to keep the conversation going"

Australian driver's aged 17-25 represent 20 percent of all vehicle crash fatalities even though they only represent 13.5 percent of the driving population.

Recent research commissioned by Ford Australia identified that teens want to learn from their parents but challenges could arise if they witness their parents drive in risky ways or have conflict with them while learning to drive.

"With 19 year olds taking more risks around driving we need to take the opportunity to extend our safe driving messages and programs beyond the initial driver training period – this research raises parents awareness to their vital role"

"ACSSO is also pleased to support *Ford Driving Skills for Life* - a hands-on driver safety program providing recently licensed drivers with new skills and information not currently shared in basic driver education courses. The safety of our young adults is paramount" Mr Spratt concluded

**For further information**

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Attached is Ford Australia's release and further information on the *Ford Driving Skills for Life* program and the recently conducted research