



## The Domino Effect

Dear Parents,

South Wales Fire & Rescue Service is currently in the process of establishing Partnerships with Secondary schools, Colleges and Universities throughout South Wales. The aim being to assist us in engagement with young people aged 15-25. The main reason for this being that this age group is identified as being the 'most at risk' group of being Killed or Seriously Injured on our roads.

I am sure you are aware, we all have a responsibility to educate the young people of the dangers and consequences of road traffic collisions

South Wales Fire and Rescue Service **Aims** are:

- To increase awareness of Road Safety either as a driver or the passenger of a vehicle.
- To reduce the number of fatalities involving young drivers and passengers.

To assist us in our Aims, we intend to deliver the '**Domino Effect**', an educational toolkit. The Domino, is a Product which covers the main 7 reasons why young people are being killed on the roads: ***Speed, Peer Pressure, Lack of Experience, Not wearing a Seatbelt, Drink and Drug Driving, Lack of Concentration and the use of Mobile Phones/ Hand held device's.***



The presentation contains a bank of video clips to cover the above reasons, the videos come from the Department of Transport's official Road Safety website 'Think' and 'Brake'.

The presentation is approximately one hour in duration. Before the presentation begins we explain that it contains graphic material that some may find unpleasant. Parents are welcome to attend the presentation.

These aims can only be achieved through a strong partnership relationship built between South Wales Fire and Rescue Service and other educational agencies working with young people.

We look forward to working in partnership to reduce the number of young people killed or seriously injured on our roads.

The Road Safety Team  
South Wales Fire & Rescue Service