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Best practice: Transport Safety

“Work & Drive - Profiler”: Coaching young drivers



Photo: DVR/ Profiler

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Comité international de l'AISS pour la prévention dans le secteur des transports
Comité Internacional de la AISS para la Aplicación en la Transportación
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“WORK & DRIVE - PROFILER”: COACHING YOUNG DRIVERS

Work & Drive – Profiler” is a coaching programme which aims at changing risk-entailing attitudes and behaviour of young drivers towards more responsible driving.

Approach

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Background

Road traffic accidents are the number one cause of death among young adults. While in Germany only one in twelve persons belongs to the age group between 18 and 24 years, every fifth person killed or injured in traffic accidents belongs to this cohort. Accidents of young drivers are often related to their behaviour in traffic. Keeping too little distance or driving with excessive speed are among the particular problems of young drivers. “Work & Drive – Profiler” targets the attitudes of young drivers and encourages the development of self-reflective social competences for safer driving.

Organisation

The coaching programme is in place since 2008. The German Road Safety Council (DVR) is responsible for the content and conception of the programme. Apprentices from the vocational training centre “bildungszentrum energie GmbH (bze)” in Halle (Germany) complete the programme as an integral part of their training.

Programme structure

“Work & Drive – Profiler” is a coaching programme consisting of several parts and steps:

- Profiler-Diagnose: Participants fill in a questionnaire about their social competences and attitudes in order to group them into three different risk groups: no risk, potential risk, risk and high risk. Afterwards, the participants receive a feedback on their results. Upon completion of the first of three coaching sessions, all participants fill in the questionnaire again. This time only drivers identified as high risk receive feedback.
- Coaching: All participants take part in three coaching session each lasting half a day. The time span between sessions may be several weeks to up to several months. Group size varies from five to eight participants. The participants bring their own problem situations into the group, which are then discussed to develop exemplary solutions together.
- Feedback drive: After the first, sometimes the second coaching session, all participants owning a driving licence take a feedback drive with a special educated driving teacher. All other participants without a driving license can perform a test drive with a driving simulator.

Impact

“Work & Drive – Profiler” was evaluated in 2010. In this year, approximately 170 apprentices from the bze GmbH took part.

- Empirical findings show that the participants’ attitudes relevant to driving behaviours developed positively due to the coaching.
- A great majority of 70 to 80% of the participants received a positive evaluation after the feedback drive with regards to learning effects and motivation to change driving behaviours. The feedback drive had the strongest effect of all programme elements regarding the participant’s reflection on her or his own driving behaviour.
- After completing the coaching, every second participant stated that she or he realized the risks of her or his driving behaviour. Four out of ten participants are convinced that their driving behaviour had improved.
- In a questioning eight weeks after the coaching, two out of three participants stated that they tried actively to incorporate what they had learnt in their daily life.

More information can be found under: <http://www.jungesfahren.de/profiler/inhalt.htm>

Origin

The German Road Safety Council (DVR) is a member of the ISSA Section on Prevention in Transportation. With its wide range of activities, the DVR aims at improving traffic safety for all road users.



Photo: DVR/ Profiler