

23 November 2009**Don't do as I do: Your bad driving habits can pass on to your children,
says IAM**

Bad driving behaviour could influence the way your children drive in future, says the IAM (Institute of Advanced Motorists).

Neil Greig, IAM Director of Policy and Research, said: "Children learn from the behaviour of their parents. If you never wear a seat belt, it is seen as acceptable by your child, even if you insist they wear one as they're growing up.

"Doing 40 in a 30 zone, using abusive language towards other drivers and getting too close to the car in front are all bad habits children can pick up from parents or other family members at an early age, and can stay with them for life. If children grow up watching their Mum or Dad talk, text and email on their mobiles while driving, they're going to think it's okay to do the same thing"

"For young adults a lack of driver training and a 'blasé' attitude to safety inherited from their parents could combine to make a particularly lethal combination. This particular demographic are the most vulnerable, with almost 20,000 casualties in cars being 16 to 19 year olds in 2008.

A nonchalant attitude is also transferable to pedestrian behaviour: "Young children are constantly seeking to emulate the behaviour of their parents. If you consistently cross under a red man, or cross without looking, there is a strong chance your child will do the same" said Mr Greig.

ENDS

Notes to Editors:

- IAM report Children and road safety: a guide for parents (visit iam.org.uk)
- Casualty data from [Road Casualties Great Britain 2008](#) (DfT)
- Comprehensive data on road casualties can also be found at [IAM Motoring Facts](#)

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1. The IAM (Institute of Advanced Motorists) directly influences the driving and riding of more than 100,000 full members in the UK and Ireland. Established in 1956, the IAM is today best known for the advanced driving test and the advanced driving course, which is available to car, motorcycle and commercial licence holders. The IAM has grown to become the UK's largest independent road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy. The commercial division of the IAM operates through occupational driver training companies IAM Fleet UK and Drive & Survive.

2. A 2006 report by Brunel University, following an 18 month study, concluded that "advanced driver training produces safer drivers and lower accident involvement", with measurable improvements in knowledge, skills and attitude.

3. In January 2007, the IAM Motoring Trust was established as the Policy and Research Division to undertake research, promote practical policies, act as an advocate for safer roads, safer drivers and safer vehicles and encourage responsible motoring through education and training.

