Top 10 Reasons to Make
"COLLISION AVOIDANCE: Winning Formulas for Safe Driving"
Your Driver Improvement Program of Choice

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COLLISION AVOIDANCE
Winning Formulas for Safe Driving
America's Most Advanced, Proactive and Substantial Driver Improvement Program
Finally! –> a MORE PRECISE AND FLEXIBLE Driver and Traffic Safety Solution for Your Organization

SafeCourse
Stay Alive Driving
Hello. Your attention is greatly appreciated. Rob McDaniel here. I'm SafeCourse Driving Programs' Director of Marketing, Outreach, and Communications.

Obviously, your Team truly values greater safety for all drivers and reduced likelihood of casualties, injuries and property damage/loss.

Today we'll look at the ways you can benefit your safety-conscious school, company or group by deploying the COLLISION AVOIDANCE Driver Improvement Program in order to upgrade driver and traffic safety across your whole organization.
Why Decide to Choose
COLLISION AVOIDANCE?

REASON #1:

STRATEGIC DRIVING GOES A STEP BEYOND DEFENSIVE DRIVING
THE SAFE DRIVING STAIRWAY

BASIC DRIVING SKILLS

DEFENSIVE DRIVING SKILLS

STRATEGIC DRIVING SKILLS

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STRATEGIC DRIVING IS A STRATEGY FOR SAVING MORE LIVES

SafeCourse takes you beyond basic driving skills and defensive driving skills to focus driver training on the more perceptually advanced Strategic Driving Skills.

Our Collision Avoidance approach is pro-active rather than re-active. "CA-8" (our nickname for the 8-hour course) empowers you to anticipate the possible actions of other drivers, and it provides clear direction for the safest driver action that you can take ahead of time to avert a crash or reduce the severity of a crash.
Why Decide to Choose COLLISION AVOIDANCE?

REASON #2:

CA-8 IS A PRACTICAL, PROACTIVE BEHAVIOR MODIFICATION COURSE
FOR OUR DRIVING TO BE SAFER, WE MUST MODIFY OUR BEHAVIOR

For over 30 years SafeCourse (Consolidated Driving Programs) has developed common-sense, cost-effective, behavior-modifying methods of reducing traffic crashes, injuries, and fatalities.

COLLISION AVOIDANCE: Winning Formulas for Safe Driving is SafeCourse's crowning achievement in Driver and Traffic Safety.

Our methods are advanced but our mission is simple: to help you and your loved ones STAY ALIVE DRIVING.
Why Decide to Choose COLLISION AVOIDANCE?

REASON #3:

THIS COURSE INCORPORATES UNIQUE, PRECISE TECHNIQUES FOR TRAINING STUDENTS. CA-8 WILL HELP THEM TO COMPENSATE IN ADVANCE FOR THE MISTAKES OF OTHER DRIVERS.

USE THE SIPDCE SYSTEM:
Search Identify Predict Decide Confirm Execute


BE SURE YOU CAN SEE PAVEMENT ON YOUR SIDE OF THE WHITE STOP LINE

Principle 15. When you stop at a traffic light or stop sign, stop your vehicle at a point where you can see pavement on your side of the white stop line when the stop line is on the lane next to the yellow line. If you are in the middle or outside lane, you should stop just short of the white stop line.

As an example, adding a CONFIRM step to the conventionally accepted yet procedurally incomplete SIPDE decision-making system stands to spare the world of countless crashes.

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Why Decide to Choose COLLISION AVOIDANCE?

REASON #4:

THIS PROGRAM WAS DEVELOPED BY A RECOGNIZED AUTHORITY IN DRIVER AND TRAFFIC SAFETY
Dr. Charles E. McDaniel (‘‘Charlie Mac’’) is America’s quintessential Driver Safety Innovator. For over 50 years, his “Stay Alive Driving” programs and common sense approach have relentlessly improved Driver Education (Training) and yielded a safer traffic environment.

A recognized authority in his field, he has served on the Board of Directors of the National Safety Council and is a former President of the American Driver & Traffic Safety Education Association (ADTSEA).

“Charlie Mac” has been an Instructor or Instructor Trainer for 4 of the top Driver Improvement Programs in the country: National Safety Council’s Defensive Driving Course (DDC), the AAA Traffic Safety Course, National Traffic Safety Institute’s Traffic Survival Workshop, and Driver Training Associate’s Driver Improvement Program.

He earned his doctorate from Michigan State University and is now Professor Emeritus at Appalachian State University in Boone, NC.

"Charlie Mac" is the author or co-author of 19 books, including Parents Deserve a Brake and The Principles and Practices of Strategic Driving.

He is a devoted husband, father, grandfather, coach, mentor, and teacher.

COLLISION AVOIDANCE: Winning Formulas for Safe Driving was personally developed by "The Dean of Driver Education" – who is a nationally recognized expert in Driver and Traffic Safety
Why Decide to Choose COLLISION AVOIDANCE?

REASON #5:

THE TEXT IS ORGANIZED BY 28 KEY PRINCIPLES WHICH CAN BE FLEXIBLY TAUGHT AS MODULES
EMPHASIZE, COMBINE AND SEQUENCE AS YOU SEE FIT

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COLLISION AVOIDANCE PRINCIPLES

PRACTICE PREVENTIVE MAINTENANCE

Principle 1. Regular automotive service and preventive maintenance can make the use of your motor vehicle less expensive, safer, and more enjoyable.

BEFORE MOVING VEHICLE, ALWAYS CHECK BEHIND, AHEAD & BEHIND

Principle 2. Before you start to move your vehicle forward or backward, always check underneath your vehicle and in the intended direction of travel for small children, animals, bicycles, toys and/or other obstacles.

CHECK THE ROAD AHEAD

Principle 3. A safe driver should develop a 20 to 30-second visual scan and a 12 to 15-second visual control zone viewing pattern.

ACTIVELY SEARCH YOUR VISUAL AREA

Principle 4. Use an aggressive search and scan technique to gather the necessary information needed to make safe and informed driver decisions.

STOP ON YELLOW

Principle 5. Treat a yellow traffic light the same as a red traffic light.

USE LOW BEAMS DURING DAYLIGHT

Principle 6. You should drive with your headlights on low beam during daylight hours.

HAVE ENOUGH SPACE TO PASS SAFELY

Principle 7. When passing another vehicle on a two-lane roadway, make certain you have an adequate open distance in front of you in order to make a safe pass.

USE A SAFETY GAP REFERENCE POINT

Principle 8. Establish and use a “Safe, Safety Gap Reference Point” when entering onto a roadway.

USE A SAFE OPEN SPACE TO EXIT LEFT

Principle 9. Determine and use a safe open space when making a left turn to exit the highway.

POSITION YOUR VEHICLE TO INCREASE VISIBILITY

Principle 10. When entering a roadway prior to making a right turn from a business or from the side of a roadway, position your vehicle at a 75 to 90-degree angle to the roadway for greater visibility.

PROPER OFF-ROAD RECOVERY SAVES LIVES

Principle 11. If two or more vehicles wheels drop off the edge of the paved roadway, a safe driver will not overreact, but will stay calm and under control when returning to the roadway.

WHEN SKIDDING, STEER BACK INTO YOUR LANE

Principle 12. A safe driver will remain calm and will react quickly when trying to prevent a vehicle from skidding, and by controlling the vehicle in a safe manner if a skid has already begun.

USE THE SIPDCE SYSTEM:

Search Identify Predict Decide Confirm Execute


COUNT 1-2-3-GO

Principle 14. When you are stopped first in line at a traffic light, and the light changes from red to green, you should count “one, two, three, go” before you take your foot off the foot brake and apply pressure to the accelerator.

BE SURE YOU CAN SEE PAVEMENT ON YOUR SIDE OF THE WHITE STOP LINE

Principle 15. When you stop at a traffic light or stop sign, stop your vehicle at a point where you can see pavement on your side of the white stop line when the stop line is on the lane next to the yellow line. If you are in the middle or outside lane, you should stop just short of the white stop line.

USE A VARIABLE FOLLOWING DISTANCE SYSTEM

Principle 16. When you are driving behind another vehicle, you should use a variable following distance system to determine the best and most appropriate following distance.

WHEN VEHICLE IN FRONT OF YOU MOVES, COUNT “1-2-3-GO”

Principle 17. When you are stopped behind another vehicle at a stop light, and the light turns from red to green, you should remain stopped until the vehicle in front of you starts to move forward. You should then count “one, two, three, go” before you take your foot off the foot brake and press down on the accelerator.

OBEY THE SPEED LAWS

Principle 18. A safe driver will not exceed the posted speed limit, drive their vehicle at excessive speeds, and/or break the Basis Speed Law (driving the vehicle faster than a reasonable driver should be driving for the existing traffic conditions).

DRIVE SAFELY IN WORK AREAS

Principle 23. Reduce speed as needed, and pay particular attention to all hazards when you approach or drive in road construction or work zone areas.

DON’T DRIVE TIRED

Principle 24. Do not attempt to operate a motor vehicle if you are overly tired and/or if you have not slept for an extended period of time.

PRACTICE SAFE DRIVER COURTESY

Principle 25. Practice safe driver courtesy, not “bulldog courtesy,” which could actually increase the chance of a collision. Driver courtesy can help to diffuse road rage.

ALWAYS DRIVE TOTALLY SOBER

Principle 26. Do not attempt to operate a motor vehicle if you have consumed any alcohol beverages and/or other drugs.

JUST SAY NO TO ROAD RAGE

Principle 27. A safe driver will not drive aggressively or be drawn in to a confrontation with another aggressive driver.

BE PATIENT … DRIVE SAFELY

Principle 28. A safe driver should have a great deal of patience as a motor vehicle operator and with drivers of other motor vehicles.

SOURCE: Collision Avoidance: Winning Formulas for Safe Driving by Charles E. McDaniel, PhD. For info about this Driver Improvement Program (online course, DVD, manual, e-book) please visit: www.safecourse.com
Why Decide to Choose COLLISION AVOIDANCE?

REASON #6:

THE KEY PRINCIPLES ARE SUMMARIZED BY SHORT, MEMORABLE BIG-PRINT HEADLINES

easy to scan, review, recall, share & teach

SafeCourse
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BIG-PRINT HEADLINES MAKE THE PRINCIPLES OF COLLISION AVOIDANCE EASY TO SCAN, REVIEW, REMEMBER, RETAIN, SHARE AND TEACH

DISTRACTIONS BEGONE!

Principle 22. The driver of a motor vehicle should not be distracted by activities outside his/her vehicle, such as distractions in work areas, looking at billboards, crashes involving other vehicles, and/or activities inside your vehicle such as cellular phone use, texting, adjusting comfort/radio controls, or using a GPS system.

POSITION YOUR VEHICLE TO INCREASE VISIBILITY

Principle 10. When entering a roadway prior to making a right turn from a business or from the side of a roadway, position your vehicle at a 75 to 90 degree angle to the roadway for greater visibility.
Why Decide to Choose
COLLISION AVOIDANCE?

REASON #7:

THE COLLISION AVOIDANCE PROGRAM HELPS YOUR TEAM MEET ITS SAFE DRIVING AND RISK REDUCTION GOALS IN THE MOST EFFICIENT, AFFORDABLE, SKILL-BUILDING WAY AVAILABLE

SafeCourse
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Why Decide to Provide COLLISION AVOIDANCE to Your Employees Who Drive?

When you are setting up a Safe Driving Program for your company, school, or group to improve safety and reduce crash risk, one of the key components is:

A Driver Improvement Program for employees who:

(1) drive company-owned vehicles
(2) travel on behalf of the company
(3) commute to work by car, truck or van

SafeCourse currently provides the nation's most advanced, proactive, and resourceful Driver Improvement Program. COLLISION AVOIDANCE: Winning Formulas for Safe Driving.
Why Decide to Provide COLLISION AVOIDANCE to Your Employees Who Drive?

Employers bear the cost for motor crash injuries involving their employees that occur both on and off the job.

Whether you manage a fleet of vehicles, oversee a mobile sales force or simply employ commuters, Collision Avoidance can benefit your company.

By implementing a driver safety program in the workplace you can:

- reduce the risks faced by your employees and their families
- protect your company’s bottom line

The costs associated with implementing a driver safety program are minimal compared to the costs of crashes to your organization.

Examples abound of the positive return-on-investment (ROI) realized by companies that have implemented well-designed driver safety programs.

SOURCE: "Guidelines for Employers to Reduce Motor Vehicle Crashes" The United States Department of Labor's Occupational Safety and Health Administration (OSHA) -- in partnership with Network of Employers for Traffic Safety (NETS), and National Highway and Traffic Safety Administration (NHTSA)
Why Decide to Choose COLLISION AVOIDANCE?

REASON #8:

EARN DISCOUNTS ON YOUR AUTO INSURANCE*

*approval by your insurance carrier required
ADDITIONAL BENEFITS YOU RECEIVE FROM EARNING INSURANCE DISCOUNTS BY TAKING COLLISION AVOIDANCE (CA-8)

YOU →

* Become a better, safer, smarter, more resourceful, more responsible, more respected driver

* Reduce your likelihood of being involved in a car crash, thus preventing possible fatalities, injuries, and property damage/loss

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Stay Alive Driving
Why Decide to Choose COLLISION AVOIDANCE?

REASON #9:

GET TRAFFIC TICKETS DISMISSED. REDUCE OR REMOVE POINTS FROM DRIVER LICENSES.
REMOVE OR REDUCE DRIVER LICENSE POINTS

Satisfy Judge or Court Ordered requirements for an 8-hour Driver Improvement Program, Traffic School, Traffic Safety Course, Defensive Driving Course, or other Safe Driving Course*

* approval procedures vary from state to state – and sometimes by district to district -- so please check with your local traffic court administrator for CA-8 acceptance
Why Decide to Choose COLLISION AVOIDANCE?

REASON #10:

THIS COURSE INCORPORATES BEST PRACTICES IN ITS DESIGN. CA-8 IS HIGHLY INFORMATIVE AND IT IS EASY TO UNDERSTAND AND USE.
COLLISION AVOIDANCE: Winning Formulas for Safe Driving offers several methods of delivery to enhance the learning experience:

* Online Course: 8 hours, includes Certificate
* Data DVD for interactive use on your PC or Mac
* Printed Student Handbook with room for notes
* Full-Color, Full-Length, Printed Textbook
* Downloadable eBook of CA Textbook
* Downloadable eBook of Student Handbook
* Classroom Setting where available
* Teaching Materials including Instructor Manual
* Instructor Training Programs
The Data DVD and the 8-Hour Online Version of COLLISION AVOIDANCE (CA-8) both include:

* Training Videos, Photos, and Graphics to complement and enhance the text and keep you engaged

* FREE Audio Read-Along feature: sit back and listen to text portions of the course if you choose

* Multiple-Choice Tests for each section

* Expertly designed course material that is Easy to Use, Read, Watch, Listen to, Study, Share, and Retain
The 8-Hour Online Version of COLLISION AVOIDANCE (CA-8) also includes:

* 100% Online Course: do the program at your own pace from any desktop, laptop, or tablet computer
* Certificate of Completion is included; email delivery of printable document in handy PDF format
* 24-Hour U.S.-based Technical Support from a friendly team of representatives
* Minimum Time Requirements for each section to ensure that you meet court-mandated standards
* Optional Identity Security: Voice Recognition, Tactile, Iris, Fingerprint, and Photo Identification available
Why Decide to Choose COLLISION AVOIDANCE?

ADDITIONAL BENEFIT:

CUSTOMIZED COLLISION AVOIDANCE PROGRAMS ARE AVAILABLE TO ANY COMPANY, SCHOOL OR GROUP WHO IS INTERESTED IN HELPING TO REDUCE AUTOMOBILE CRASHES AND RELATED INJURIES AND COSTS
CUSTOMIZED SAFECOURSE "CA"
DRIVING PROGRAMS MAY INCLUDE:

Collision Avoidance for School Bus Drivers
Collision Avoidance for Fleet Vehicle Drivers
Collision Avoidance for Straight Truck and Van Drivers
Collision Avoidance for Municipal Transit Vehicle Operators
Collision Avoidance for Senior Drivers
Collision Avoidance for RV Drivers
Collision Avoidance for Novice/Teen Drivers
Collision Avoidance for Church Bus/Van Drivers
Collision Avoidance for Emergency Vehicle Operators
Collision Avoidance for Law Enforcement Officers
SORT* Equipped Collision Avoidance for Senior Drivers

*SORT = Strategic On Road Testing or Senior On Road Testing

Strategic Driving is especially useful in the training and evaluation of the older driver, which is a formidable challenge facing all 50 states.
Why Decide to Choose COLLISION AVOIDANCE?

ADDITIONAL BENEFIT:

COLLISION AVOIDANCE CAN SERVE AS A HANDY ENHANCEMENT TO ANY EXISTING SAFE DRIVING PROGRAM OR DRIVER EDUCATION CURRICULUM.
Other Applications for COLLISION AVOIDANCE

The Collision Avoidance Program (CA-8) can be used as an initial training, re-training, or expanded training curriculum for those who need further instruction on developing safe driving skills.

SafeCourse Collision Avoidance is suitable for use as:

• an industrial or governmental driver improvement program
• a fleet driving evaluation and training program
• a driver re-training program for individuals convicted of DUI/DWI
• a driver improvement program for beginning drivers who receive their first traffic ticket.
• a collision-avoidance strategic driving program for seniors
• a driver license on-road test and re-training program for seniors
The SafeCourse Team invites You to make

COLLISION AVOIDANCE Winning Formulas for Safe Driving

Your Driver Improvement Program of Choice.

Feel free to contact me with any questions or inspirations.

Thank You for Your Time. Goodbye for now. Have a prosperous, fun week. And..

STAY ALIVE DRIVING!
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