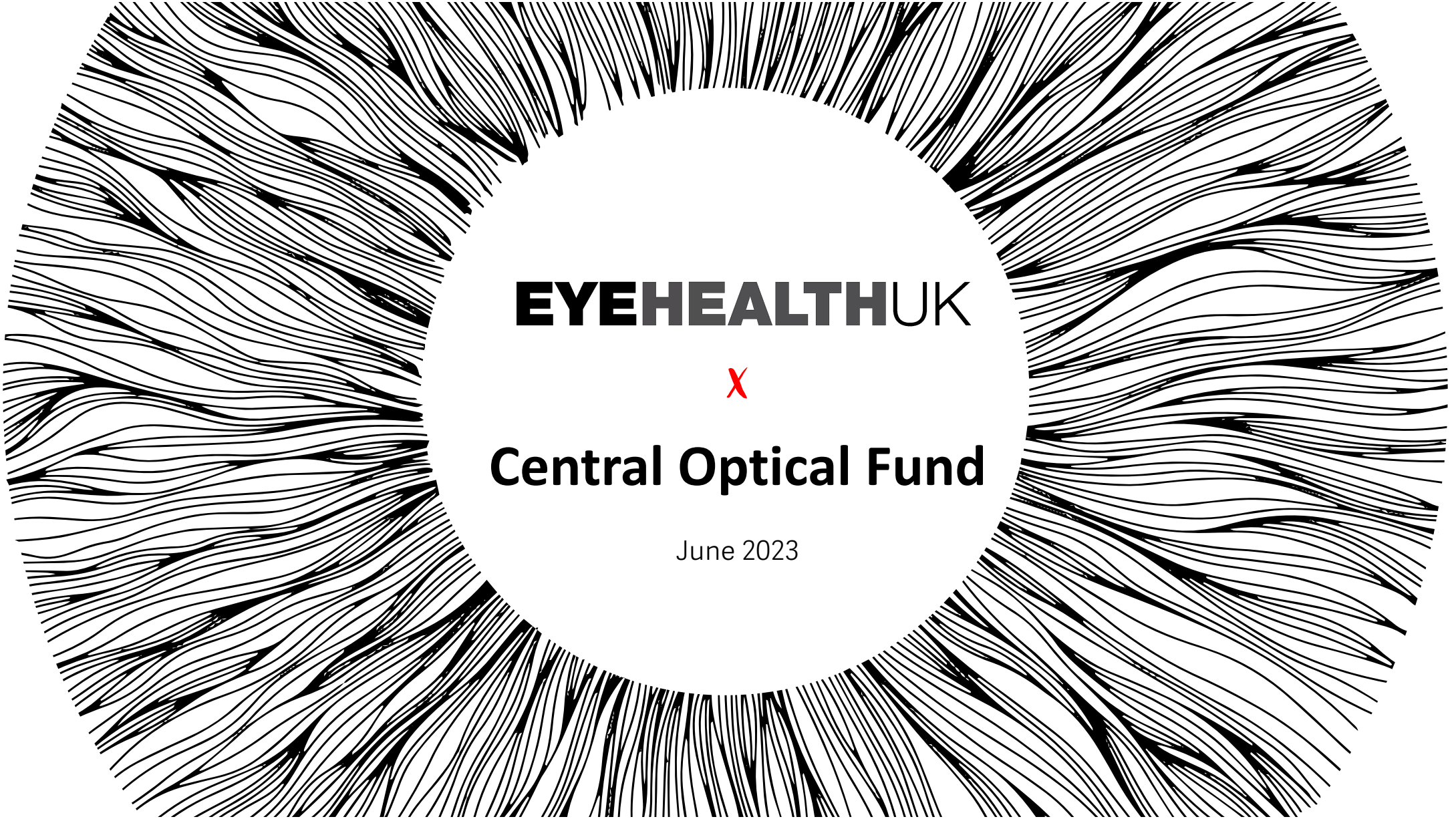
EYEHEALTHUK
X
Central Optical Fund
June 2023

Is Your Vision Roadworthy?

The story so far…

Key Messages

- Is your Vision Roadworthy?
- 90 per cent of information needed to drive is visual[1]
- All motorists have a legal responsibility to ensure their vision is roadworthy every time they get behind the wheel
- Regular eye tests, every two years unless advised otherwise by your optometrist, will help stop your eyesight becoming a road safety hazard that puts you and other road users at risk
- If you're found to be driving with vision that falls below the minimum standards, you face up to a £1,000 fine, 3 points on your licence and potential revocation of your licence
- Plus, stats from roadside vision screening (RVS) + links to campaign assets
- VisionAndDriving.info for advice and info on keeping your eyes fit to drive

1 Various studies inc. Hyerle, 00 & North, 93

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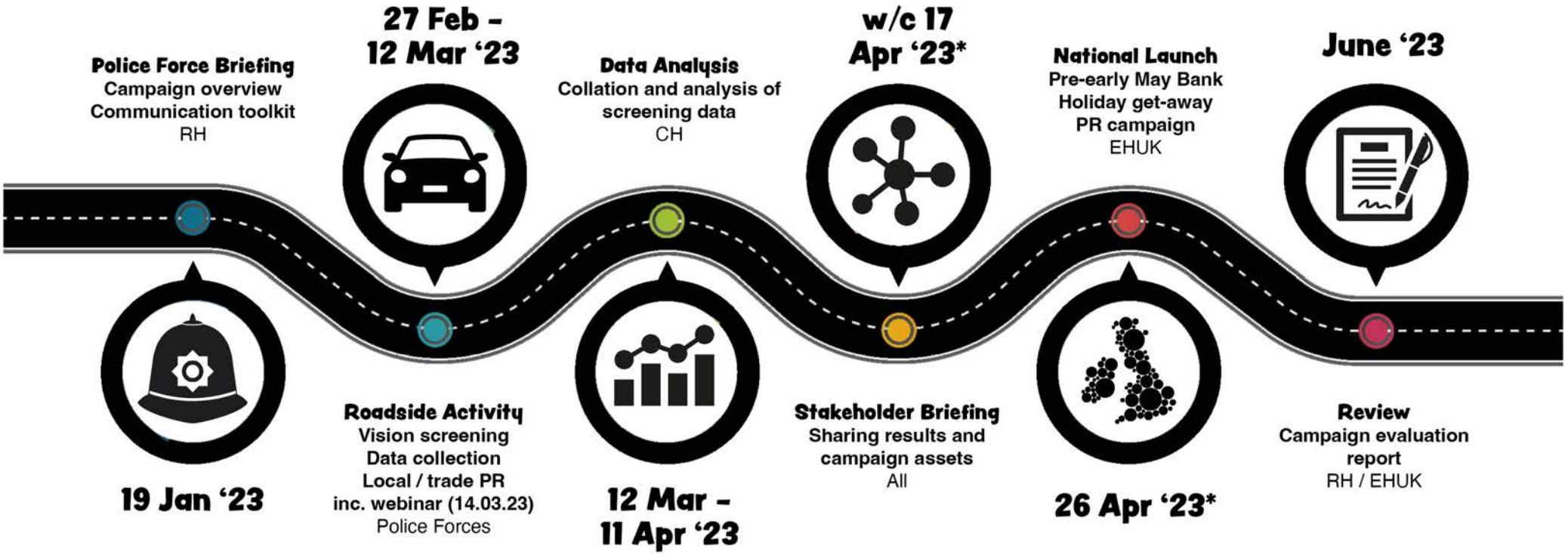
Roadmap



* Provisional dates

Roadside Vision Screening

- 23 out of 45 police forces submitted data
- Others participated but failed to submit returns*
- Data for 898 drivers was collated and imported into a statistical package for analysis (SPSS Version 27)
- Dr Carol Hawley, University of Warwick and CARGY Research conducted the analysis
- Wide-spread community engagement programme conducted by forces using the IYVR toolkits

*https://www.devonairgold.co.uk/news/exeter-news/devon-and-cornwall-police-takes-part-in-national-eyesight-campaign-is-your-vision-roadworthy/
https://mysaferbournemouth.com/2023/03/01/dorset-police-takes-part-in-national-eyesight-campaign-is-your-vision-roadworthy/

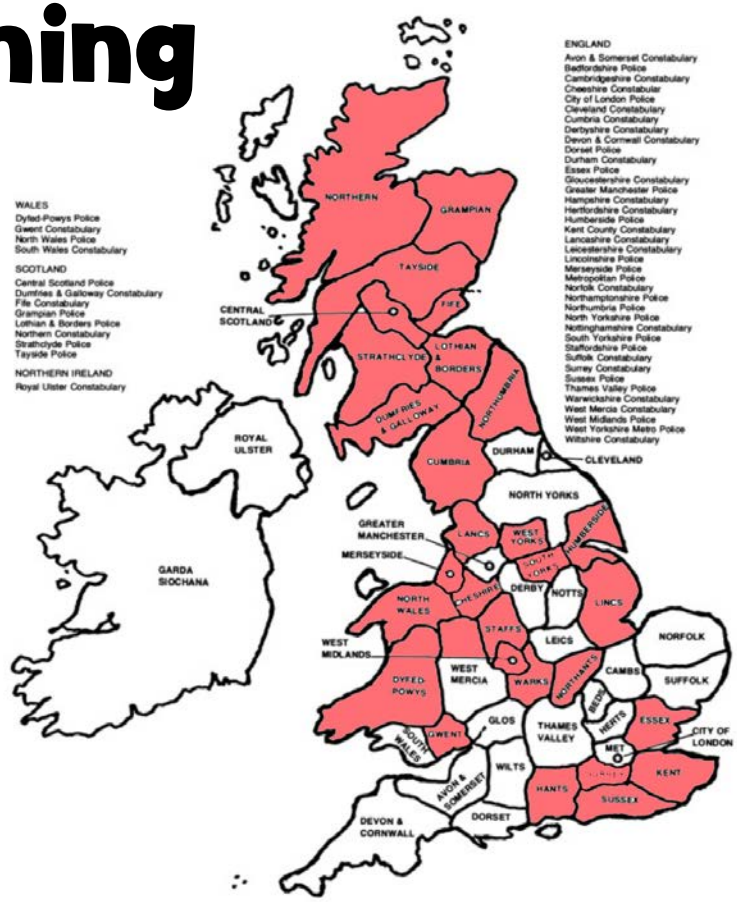


Fig1. Map of Forces submitting returns. Coloured areas = return submitted

Roadside Screening – Key Findings*

- 42% of motorists had not had an eye test in the last two years
- 277 said they had been prescribed vision correction for driving (33% of respondents)
- Drivers aged 70+ most likely to have been prescribed corrective lenses (69.6%) Vs under 70s (27.1%)
- 2.2% failed the 20 metre number plate test
- The youngest driver to fail was aged 30 and the oldest 90 years of age. The average age of drivers who failed was 69.3 years.
- Three quarters of drivers who failed the number plate test were men.
- A third of those who failed the number plate test and were prescribed corrective lenses were not wearing them at the time they were stopped for the voluntary roadside test.
- Seventeen drivers had their licence revoked. Sixteen were revoked immediately (D751E - Cassie's Law). One driver had a pending revocation as it was a weekend and DVLA were not available. Eyesight advice / warnings given to five further drivers.

* Full data sets were not included on all returns.

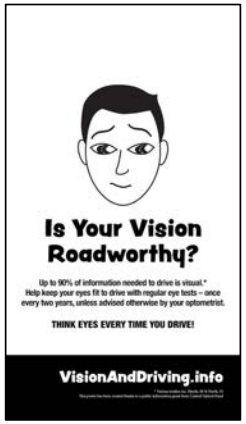
Webinar

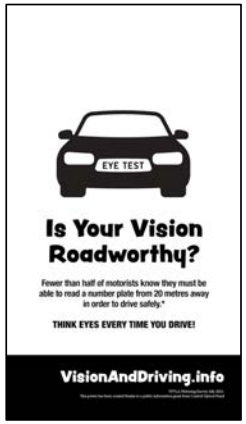
- Webinar hosted by Valarie Singleton, OBE took place 14 March.
- Contributors included: Rob Heard, Older Drivers Forum; Henry Leonard, AOP and Margaret Filey (AMD sufferer)
- 240 registered for the live event which is now available to view on YouTube
- Excerpts from the webinar were used across the campaign's digital and social media activity.

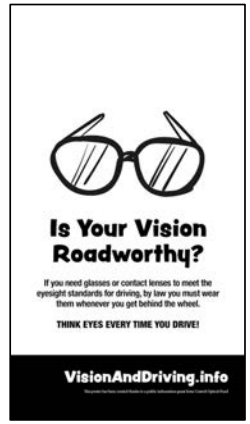
Roadside Posters

- Two-week campaign launched w/c 24 April
- 136 digital roadside locations nationwide
- 200K+ plays and c. seven million impacts
- Locations with high traffic flow, older population bias and high index for poor eye health.*
- Three clear creative executions with high perceptual fluency for maximum engagement and impact.

**Modelled using Experian data, NOMIS and Clear Channel RADARView® and Route profiling.*







Is Your Vision Roadworthy? Podcast

Radio broadcaster and podcaster, Adam Cox is joined by guests Dr Paramdeep Bilkhu (The College of Optometrists), Rob Heard (Older Drivers Forum) and Ed Fox (Association of British Dispensing Opticians) for an informative & lively discussion on the importance of good vision for driving.

The half-hour podcast covers the importance of ensuring your vision is roadworthy, how to keep your eyes fit to drive, what the eyesight standards are for driving, practical tips for maximising visual comfort when behind the wheel eg; how to minimise glare from the sun/oncoming headlights and advice on retiring from the road.

Podcast available online and links distributed in the stakeholder toolkits.

Media Relations Programme

The Daily Telegraph

BBC RADIO SOMERSET

itv HUB

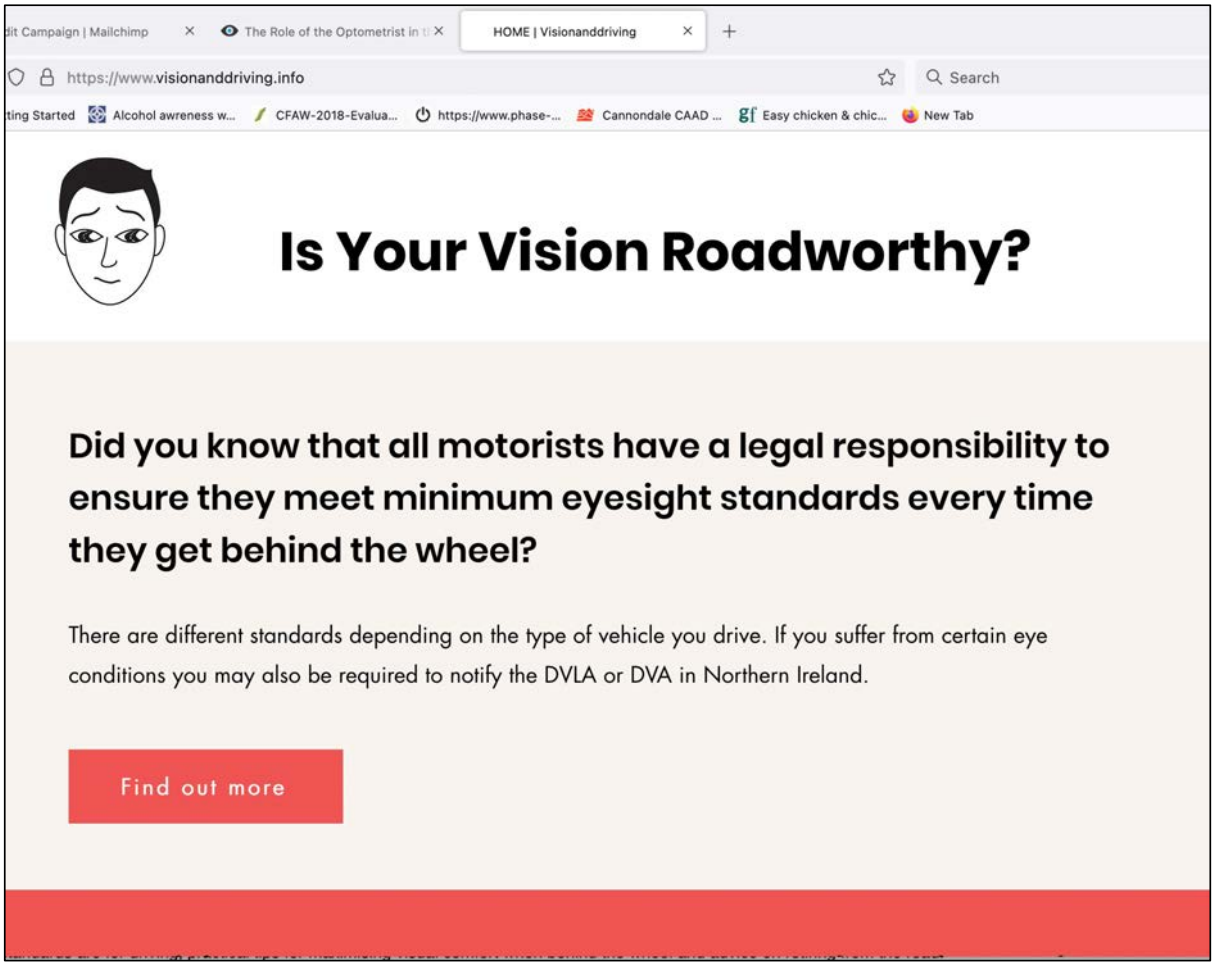
Website

Digital hub
Launched 28 April

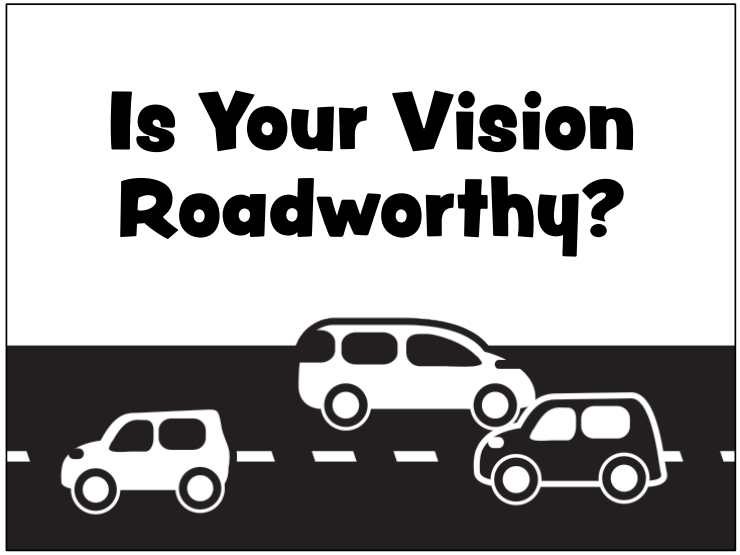
Domain
VisionAndDriving.Info

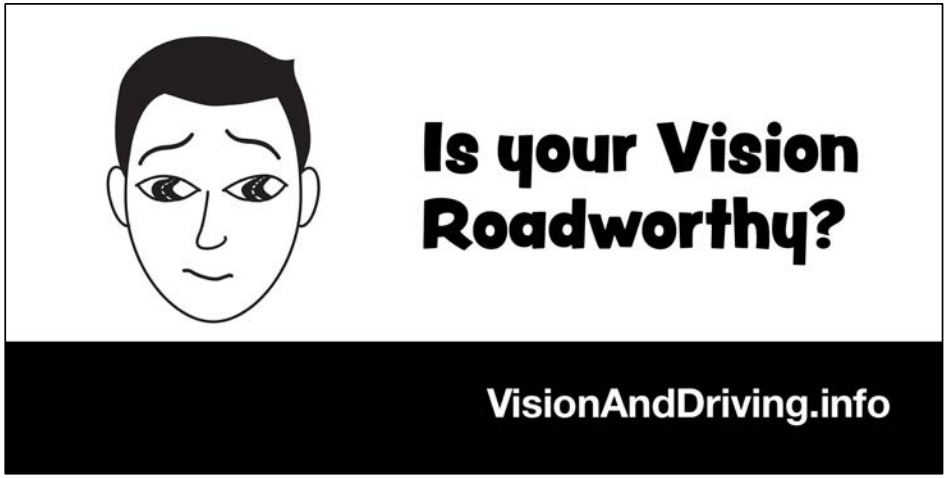
Content

- Eyesight Standards for driving
- Results of Roadside Vision Screening Activity
- Practical tips on keeping your eyes fit to drive
- Case study and webinar videos



Social Media





Comms Assets for Stakeholders

The stakeholder toolkit will include:

- RVS data
- Campaign graphics
- Copy for use in materials (long- and short-form copy)
- Podcast link
- Social media posts and graphics Twitter, Facebook and Instagram
- Poster and leaflet
- Case studies with videos
- Link to digital hub with campaign info and eye care advice for motorists (essential guides to vision and driving)

Cascaded to all stakeholders as well as members of ABDO, FODO, AOP & The College of Optometrists
Shared via Google Drive