



**Learning
In a Virtual
Environment**



**Driving safety
through Education
& Enforcement**

StarTraq Live: Interactive education that can change behaviour

StarTraq Live is a web-based e-learning platform that manages online education for drivers who have committed traffic offences such as non-usage of seatbelts, red light running and using a mobile phone while driving.

Offence specific,
individually targeted
education that
can change
driver behaviour

An easy, secure
and cost effective
solution for
administrators



Learning online

Increasingly, people conduct their everyday lives online, from social networking to shopping and banking. Education and training online is proving both effective and convenient for many people, especially those with childcare considerations and work commitments. For this reason, e-learning is now used extensively in educational establishments, companies and many professional markets, including the public sector.

StarTraq Live (Learning in a virtual environment) provides e-learning that can now be offered to road traffic offenders. The advantage of this environment is that it combines the interaction associated with the traditional classroom with the personalisation and convenience of online learning. StarTraq Live courses are tailored to the individual, ensuring a unique learning experience for each person. The StarTraq Live platform can be used for virtual classes and live chat as well as standard e-learning courses. (Note that provisions can also be made for those who do not have access to, or are otherwise unable to use a computer).

A research-based approach

Leading academic research reveals strong evidence to support the assertion that well-structured online interventions for offenders can be effective both in terms of safety benefits and financial delivery cost.

It is recognised that the attitudes of individuals can influence the way they drive, and substantial academic research has been conducted into the psychology of driver behaviour. Using the “Goals for Driver Education” matrix and the “Theory of Planned Behaviour” framework, StarTraq has developed online courses that use diagnostic questions to profile each offender and dictate their subsequent learning path, ensuring that it is in tune with their demographic, driving situations and mindset.

Benefits for policymakers

Public perception: The use of education as an effective alternative to more punitive measures for minor infringements is gaining broad acceptance both with the road safety community and the public.

Road safety: The community requires research-based training such as StarTraQ Live that can deliver measurable results. Evidence from StarTraQ's online seatbelt course demonstrates that it can deliver a significant improvement in driver attitudes towards wearing a seatbelt.

Investment in road safety initiatives: The take up rate for online driver education is expected to be greater than for traditional courses as users appreciate the convenience and accessibility of the programme. Additional revenue generated from StarTraQ Live will help authorities to maintain their investment in road safety initiatives.

Available immediately: Recently published ACPO guidelines allow Police authorities to make their own decisions on both the provider and delivery mechanism for driver education, enabling the StarTraQ Live online seatbelt course to be installed now to meet local needs.

The user experience

Targeted: The courses are offence-specific and individually targeted. Diagnostic questions build up a profile of the user and assign specialist topics relevant to the individual's learning plan. User attitudes towards offending are measured at the beginning and end of the course, and changes in attitude monitored as an indication of the efficacy of the intervention.

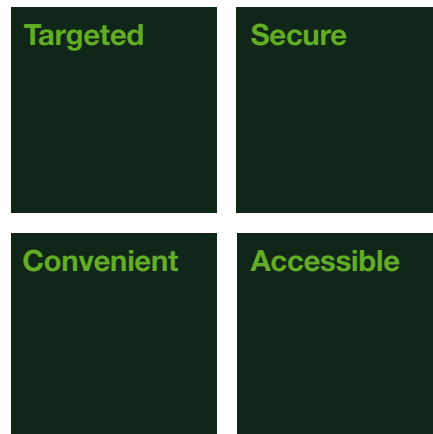
Secure: Payments are processed through a secure online payment portal and there is restricted access to personal data held by the police authority.

Benefits for managers

Security: Offender details are held behind the firewall of the Police authority, only the offender's name and the course reference number are uploaded securely to the StarTraQ Live e-learning platform.

Hosting: StarTraQ hosts the course, bears all the development charges and running costs, and shares the course fee with the Police authority.

Easy import and export: Offender details can be easily uploaded to the StarTraQ Live platform. Those who have completed the course will be removed from the judicial process. Those who have not completed the course will be liable to pay the full fine and accept any endorsable points on their driving licence.



Convenient for users: The course can be accessed at the user's own convenience from any computer at any time of day or night, without incurring travel expenses, finding childcare or taking time off work. Progress in the course can be saved and recommenced at a convenient time.

Accessible: Users do not need to be computer experts, they just need access to the internet. An on-screen guide is available on every screen to provide advice and additional information, and provision is made for the needs of visually impaired users and those with cognitive disabilities such as dyslexia.

Seatbelt education

The StarTraQ Live seatbelt education course is based on a thorough investigation into the theory and research surrounding seatbelt non-compliance and the optimal methods of combating this behaviour. Research has shown that in relation to seatbelt wearing, attitudes are a key component of behavioural intention and ultimately action. The online seatbelt education course has been developed by StarTraQ with subject advice and content from a leading international road safety expert.

The first StarTraQ Live seatbelt course was launched by Dorset Police in November 2010. Drivers and passengers caught not wearing a seatbelt are offered the option of taking the online course, costing £36 including VAT, as an alternative

to paying the £60 fine. The course fees are paid by the general public.

Within the course structure, users are asked behavioural intention questions immediately pre and post course content. An online survey conducted amongst users 3-6 months after they completed the seatbelt course asks the same questions they were asked pre and post course content. Overall, research findings indicate a significant improvement in seatbelt-related attitudes and behavioural intentions between the immediate pre and post course conditions, and these improvements appear to be largely retained at a 3-6 month interval.

Features

A flexible product

- The learning platform and individual courses can be modified by StarTraq.
- This allows for graphic updates and new content in response to new legislation.
- Further language options can also be considered.

Content delivery

- The seatbelt course content and delivery is based on leading research in the field of driver training and psychology.
- The course structure targets those aspects of an individual's attitudes and behaviour relevant to non usage of seatbelts.
- The seatbelt course consists of 18 generic/specialist modules and generates over 1200 different learning paths.
- The course is monitored and reviewed in order to provide robust

Easy to use Graphical User Interface (GUI)

- The course has been developed by experienced e-learning designers to ensure that it is easy to use and to complete.
- Graphics and graphic buttons are simple and intuitive.
- Online guides and help are available.
- Designed to cater for special educational needs: e.g. text is available as an alternative to audio, and colour schemes can be changed by the user.

Management information

- Statistics can be generated to show overall course take-up rate, broken down by postcode (where the Police Force has provided the information).
- Management reports can track and analyse to whom education has been offered, where course users come from, and so provide insight for how to increase take up

Easy to use

- The seatbelt course is designed to run across a variety of platforms – PCs, Macs and on a variety of browsers (including Firefox, IE, Chrome, Safari).
- Minimal system requirements are required, allowing the majority of computer users the ability to access the course. Note that the course cannot be accessed via tablet computers or Smart phones.
- A first class support line deals with telephone and email queries, resolving most cases shortly after the call has being logged.
- StarTraq regularly reviews the calls taken and works to address any areas needing improvement.

Integration with back office systems

- The StarTraq Live learning platform can interface with either VP/FPO or StarDocs (for StarDocs customers). Interfaces to other 3rd party systems may also be possible upon request.
- Daily reports return lists of completions, for either automatic or manual processing depending on the system used by the police force.
- StarTraq Live can be implemented rapidly (in a matter of days) around customer timescales.
- There are no set-up fees and no obligation to use the course for any set period of time.

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