

Girls take Action  
Say NO to reckless driving!



*Jentenes trafikkaksjon*  
NEI TIL RÅKJØRING!



prosjekt 1524

# Girls take Action



- Target group
  - Girls aged 16–19 as members of the campaign
  - Their networks – of both boys and girls
- The Norwegian Council for Road Safety wants to
  - Reduce the number of young people injured and killed on the road
  - Help to increase girls' knowledge, skills and willingness to influence their traffic environment, both as passengers and as car drivers
  - Give girls the competence and self-confidence needed to act as a brake for their friends
- Girls take Action is a three-year campaign

# Channels

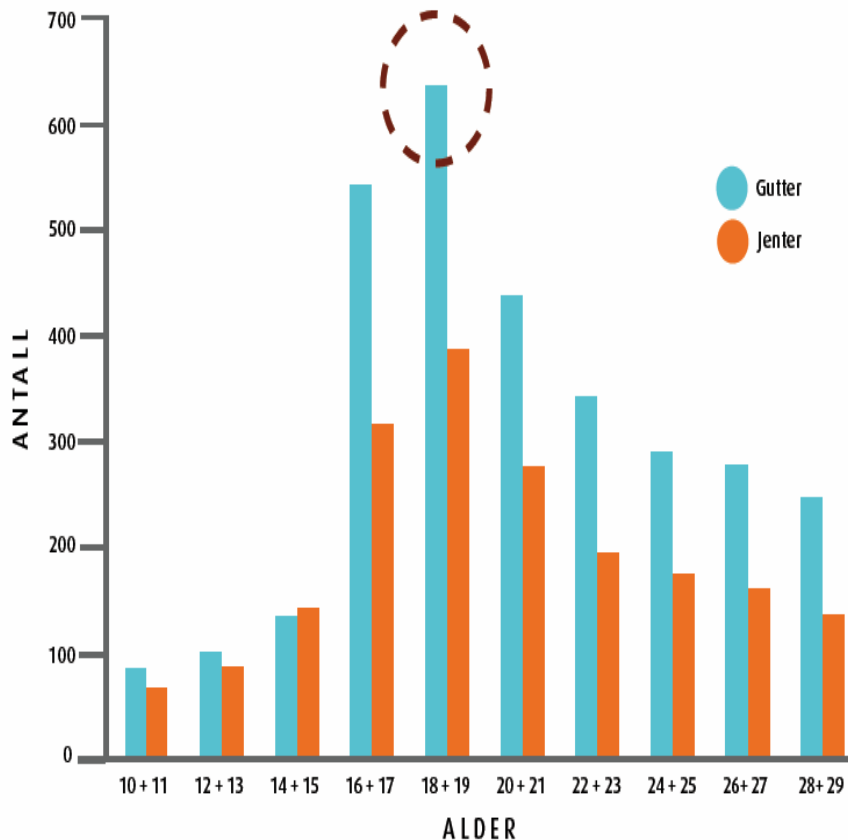


- Letters
  - Four personal letters on this topic per year
  - Local profile and sender: NCRS district managers
- Net community
  - Origo, similar to Facebook
  - Closed, exclusive, and no advertisements
  - Photos/discussions/pages in memory of those killed in road accidents/themes/tips/facts
- Texting
  - To praise good conduct
  - To provide information

# Why girls?

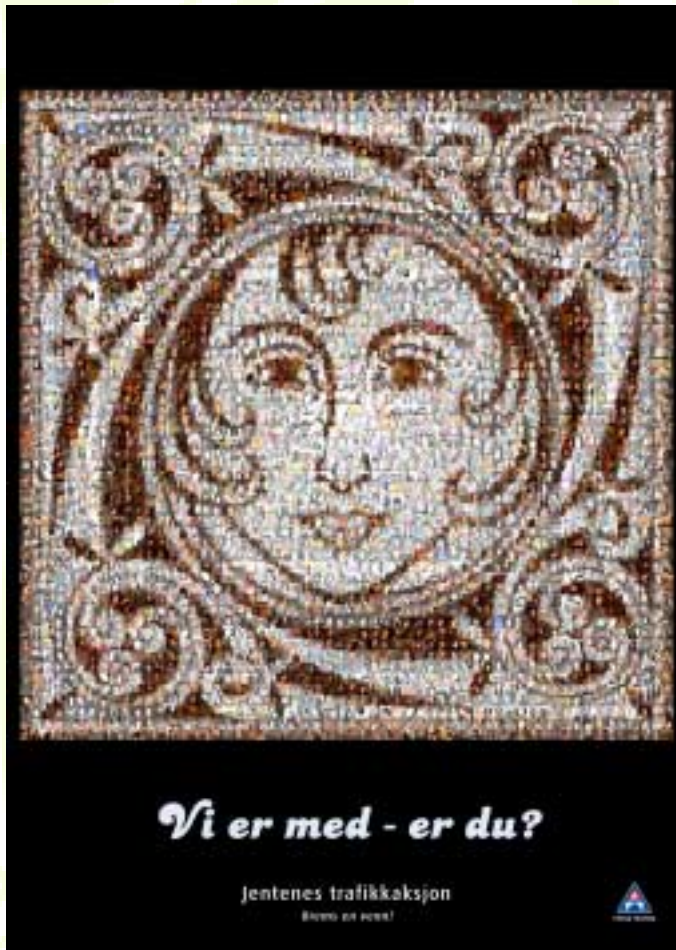


Gutter og jenter skadet eller omkommet i trafikken pr år i perioden 2002 - 2007



- A high proportion of accidents among young people
- Boys drive, girls are passengers
- Girls have great influence
- Different knowledge and interest in cars: a campaign adapted to girls

# Girls throughout Norway are involved:



- Pilot project in mid-Norway (May 2007), 600 girls took part
- Nationwide from 2007, with some regional differences
- In 2010: a total of approx. 9,000 girls registered in Girls take Action
- The girls receive an invitation by post the year they are to start at upper secondary school

# Each letter contains a specific topic



- And in each letter they are urged to do something. What they do must be documented via the net forum and must be shared with the other girls:
  - Respond to a questionnaire together with a boy
  - Start a discussion in their family/circle of friends on a particular subject
  - Find out about and influence the attitudes within their circle of friends
  - Share thoughts, tips and advice with the other girls on the net
- Prizes drawn for their activity



# The campaign increases activity and enhances knowledge



The girls want to be ambassadors for the message  
"Act as a brake for a friend"

# Topics



- Acting as a brake – how to speak up
- Safety belts
- Speed
- Drugs and alcohol
- Insurance/regress
- Reckless driving: girls vs boys
- Road culture
- Caution
- School-leaving celebrations



# A closed net forum



- Receiving the letters inspires the girls to visit jentenes.no
- Competitions
- The girls can read the stories of others
- Creates solidarity and a team spirit among girls

## Jentenes trafikkaksjon er bra!!

Jeg må bare ta opp en ting som ikke har direkte med trafikk å gjøre, men med dette fantastiske tiltaket

Trygg Trafikk har gjort for oss jenter. Jeg har aldri før tenkt så mye på trafikk og trafikksikkerhet, men etter jeg faktisk begynte å være litt aktiv her på nettsiden, og lese brevene fra aksjonen, har jeg blitt mye mer bevisst!

Ser jeg en uten refleks skyter det med en gang opp i hodet mitt; "Han burde hatt refleks!", eller når noen råkjerer eller ikke stopper for fotgjengere skriker det inne i meg; "Det der er ikke riktig!"

Fortsatt synes jeg det er gøy å sitte på når venner kjører litt fort eller skrenser, men BARE når det er forsvarlig, ellers har jeg gjennom å høre om andres erfaringer her med at det å si ifra faktisk nytter, sagt ifra, og det har blitt respektert!

Akkurat nå sitter jeg her i en splitter ny genser jeg fikk i posten fra Jentenes trafikkaksjon, og jeg anbefaler alle å bli med i konkurransen, svare på spørsmål og lese innleggene her på siden. Jeg har lært utrolig masse; både ting jeg kan ta nytte av til f.eks. færekartet, men også mye annet! Så Trygg Trafikk, hatten av for dere! Tusen takk for at dere gjennomfører et så viktig og interessant tiltak for oss!

✔ Vilt F. Jørgen · Følgt av 2 personer

👤 Del med andre · ✎ Skriv ut



Elisabeth Lobben Munch

Torsdag 16. mars kl 10 for



# The girls tell us why they decided to join Girls take Action:



- I want to learn something "extra" before I take my driving licence examination.
- I think it's important for girls to stand together to try to prevent reckless driving.
- I've been a passenger with a lot of different drivers, and I haven't always dared to say anything if they drive too fast. I hope this can help me to speak out!
- I have an older brother who's just got his licence. And I'm very worried about him.