



HOW TO WORK WITH YOUNG PEOPLE FOR ROAD SAFETY CAMPAIGNING?

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2010



INTRODUCTION





RESPONSIBLE YOUNG DRIVERS

Since 1989

RESPONSIBLE YOUNG DRIVERS

- **8.000 members, of which 600 are active.**
(especially trained)
17 – 29 y.
- **10 subdivisions**
- **3 countries (Belgium, Luxembourg, the Netherlands)**
- **300 yearly actions.**
- **Positive approach – Peer-to-Peer**
Strong interest of young drivers to be understood and guided by their peers
- **No taboo anymore**
- **European credibility**

OUR GOAL AS COMMUNICATOR:

- Important that young people develop the knowledge, skills and understanding that will enable them to **make positive and confident choices** in relation to their responsibilities (driving behavior).
- Understand young people who misbehave in a way that puts them at social, physical and/or emotional risk
→ **No judgment, no fear... Honesty**
- These young people may go on to develop **other problematic** such as drugs/alcohol abuse, or social issues...
And as Youngster, **YOU** can make the difference.
- **One Objective = Change Mentalities**



FACTS

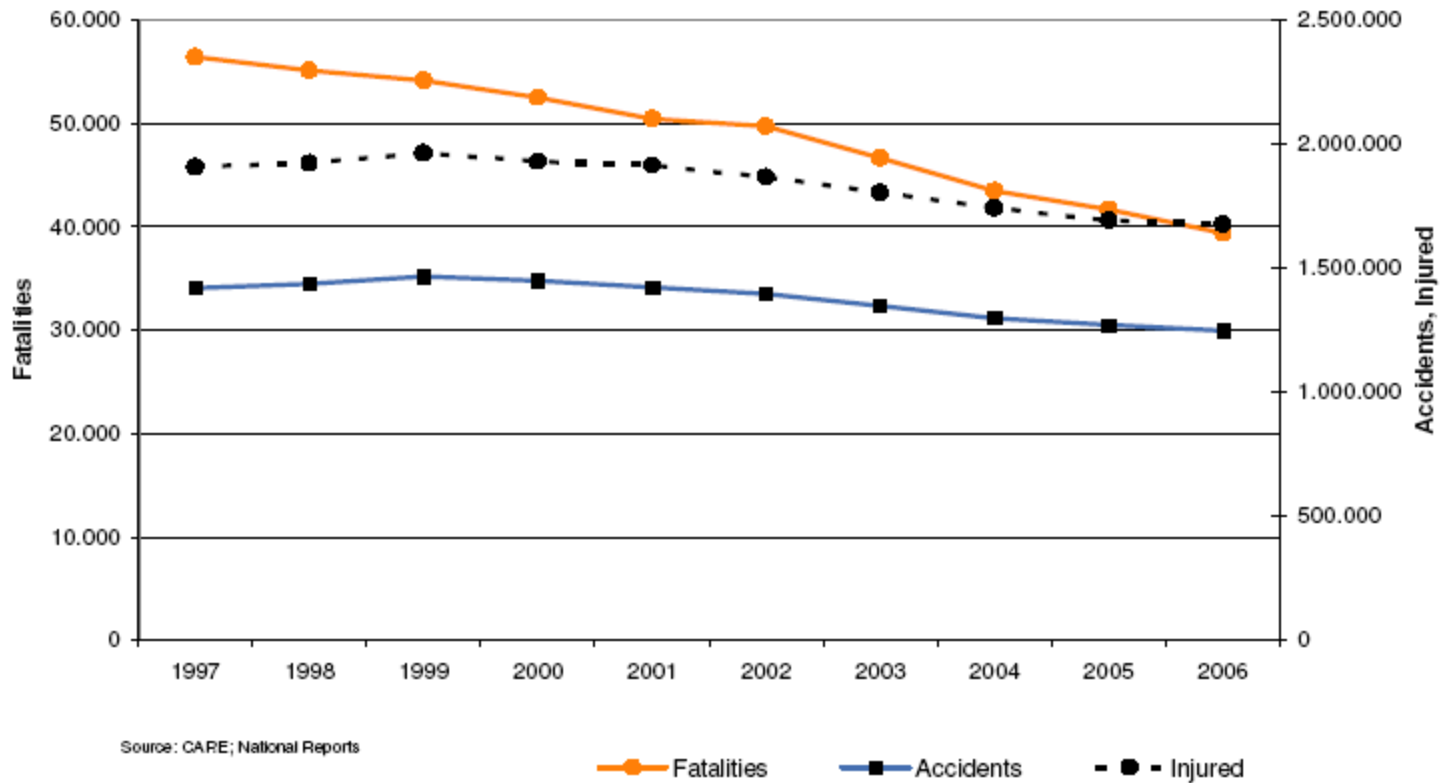
In the world, Road Crashes are the leading killer of young people (15-24 y)

- Every year more than 400.000 young people die
- Millions more are injured
- Unless more comprehensive global action is taken, the number of deaths and injuries is likely to rise significantly
- **YOURS** = **Youth for Road Safety**
 - FROM, WITH and FOR young people
 - Networks creation



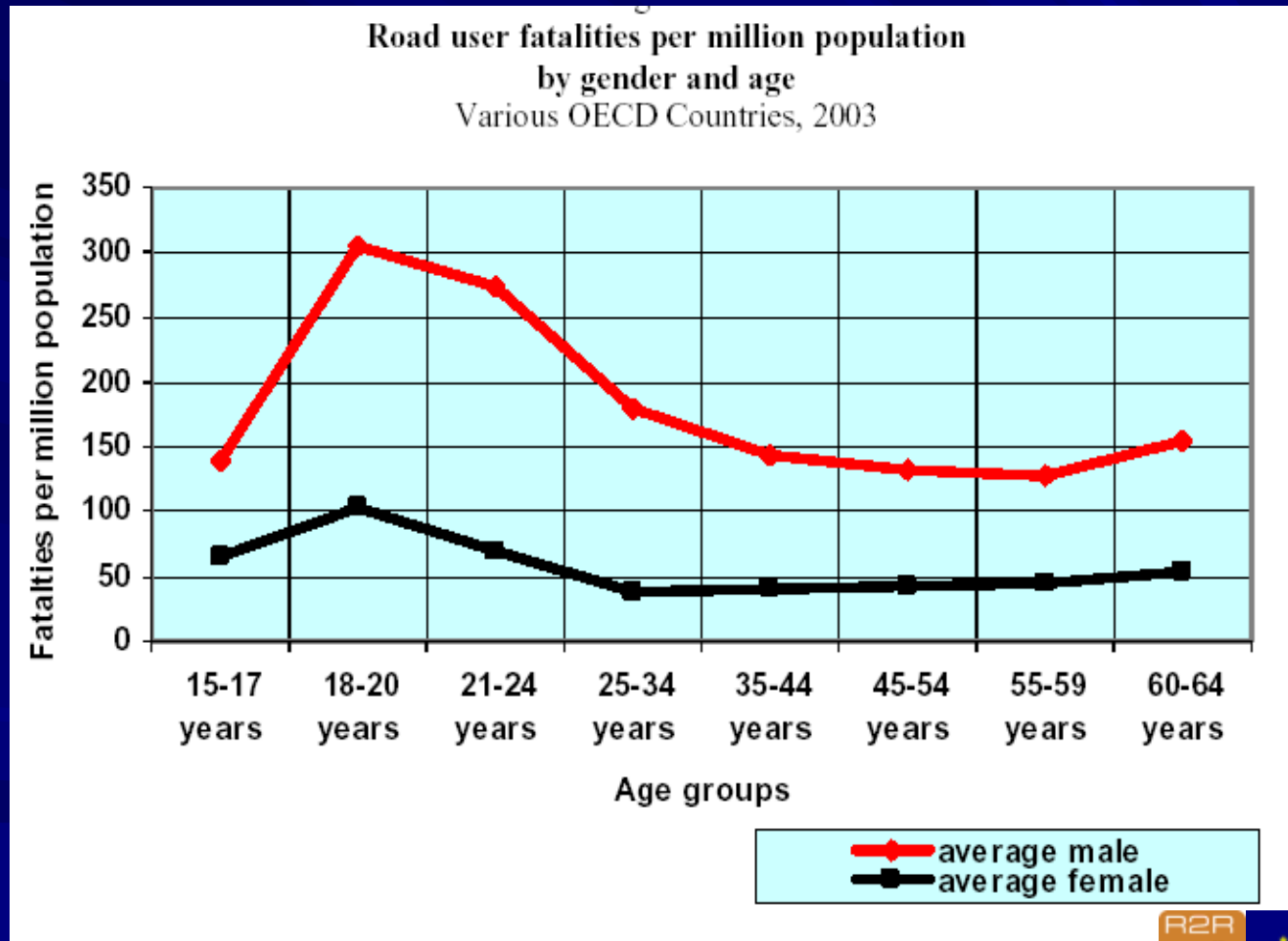
SOME STATS

Figure 1: Annual number of fatalities, injury accidents and injured people (EU-25), 1997-2006



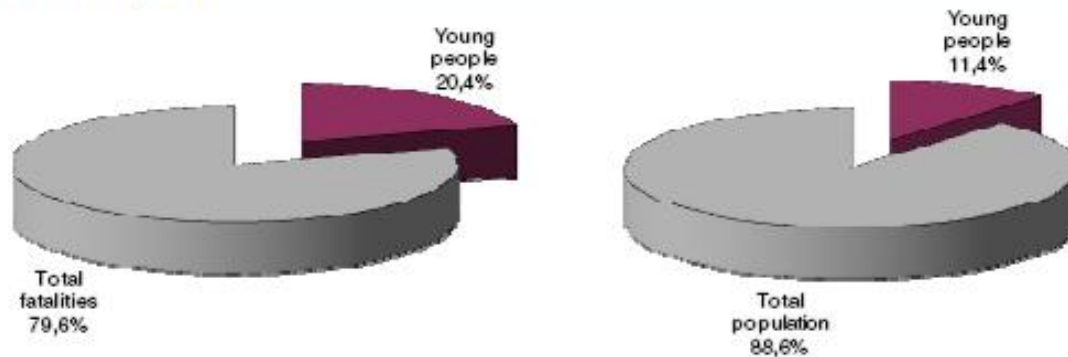
SOME STATS

CAR DRIVERS INVOLVED IN SERIOUS ACCIDENTS



SOME STATS

Figure 1: Proportion of young people in population and in traffic fatalities in the EU-19, 2006



Source: CARE Database / EC
Date of query: September 2008

Source of population data: EUROSTAT

- ❑ **90% Accidents = Human behaviour**
- ❑ **10% Accidents = Technical issues**

❑ Low income countries:

New technology used → They're not used to
Thus keep their old habits → Not adapted

Factors contributing to unsafe driving behavior

+ the high accident risk of young drivers:

- **LIMITED ABILITY** to recognize dangers
- **High risk ACCEPTANCE**
- **OVERESTIMATION** of own driving skills
- **UNDERESTIMATION** of traffic
- **Lack of AUTOMATISM**
- **Driving AT NIGHT** in the weekend
- **STRESS**
- **LIFE STYLE** (try new things/bragging/conforming)
- **ALCOHOL / DRUGS** consumption



THE RESPONSIBLE YOUNG DRIVERS' CHARTER:

- 3 simple rules to follow:
 - Always put your seatbelt on !
 - Never drive under the influence (of alcohol, drugs, medicines, fatigue)
 - Never take any useless risks



BECAUSE LIFE IS TOO PRECIOUS...



A EUROPEAN YOUTH NETWORK



- Observation: Road traffic injuries = First leading cause amongst young drivers (EU)
- The idea: gathering Young Europeans from the 27 EU Member States - Associated partners + European neighborhood – Exchange exp.
- EU YOUTH FORUM: annual meeting (1st & 2nd July 2010)
- → Consolidate our European Network



EUROPEAN YOUTH FORUM FOR ROAD SAFETY

■ 3rd Edition (1st & 2nd July 2010)



WWW.EYFRS.EU

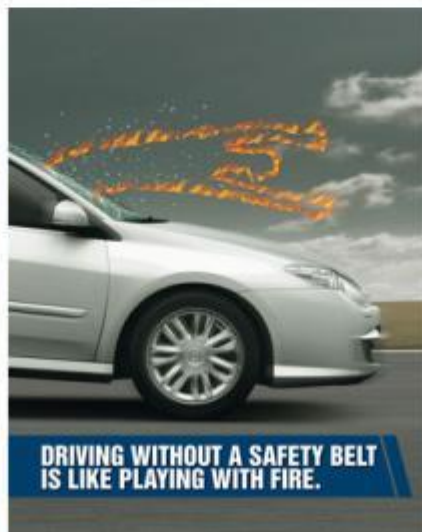


- Implementing a common campaign & event
- Best awareness tools distribution
- Highlighting the efficient use of Peer-to-Peer Communication
- Consolidate and Expend our Network

... Report downloadable on the website.



EUROPEAN YOUTH FORUM FOR ROAD SAFETY



**THE COMMON
EUROPEAN
FORUM
CAMPAIGN BY
AND FOR
YOUNGSTERS**



A GLOBAL NGO

YOURS' History Crossing borders



www.youthforroadsafety.org



Youth delegates meet in Moscow to discuss road safety.

Thursday, 17 November 2009



On 19-20 November 2009, the Government of the Russian Federation hosted the First Global Ministerial Conference on Road Safety, attended by as many as 1000 government ministers, representatives of UN agencies, officials from civil society organizations, leaders of private companies, and many other road safety experts.

YOURS was asked to organize a youth meeting on road safety the day before the Ministerial conference. The youth meeting brought together 20 young people from the 6 continents and was attended by high dignitaries from the Russian Federation, Michelin, FIA and WHO.

The participants of the meeting adopted a youth declaration for road safety, urging all players in the field of road safety to keep in mind the victims of road crashes, especially all the young people, and to join YOURS in all efforts to change the current situation. This declaration was presented to all attendees at the Ministerial Conference during the opening ceremony of the Ministerial Conference, where YOURS, together with President Medvedev and others, addressed the delegates.



2007 - Geneva – 1st Youth Assembly for Road Safety

2009 – YOURS TASKFORCE

2009 – Moscow – 1st Global Ministerial Assembly for RS


2010 – Official Creation of YOURS

Global Youth Network of relevant references & contacts




WWW.YOUTHFORROADSAFETY.ORG

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Youth Leaders adopt Youth Declaration Moscow

Teddybce convenes to chart directions

How YOURS was created

YOURS : Youth for road safety


Road crashes are the leading killer of young people. More than 1000 young people die every day, thousands more are injured. YOURS is a youth-led organisation that acts to keep young people safe on the world's roads. Join the movement!



Maggy New Year!

YOURS is officially launched and would like to wish you all a very happy New Year and an outstanding and safe 2010! At the beginning of this year it is a perfect moment to look back and to have a closer look into the future. 2009 was a very ...


[Read more >](#)



Youth Declaration Moscow adopted by youth leaders

During the youth training on 18 November 2009, youth leaders from all regions of the world adopted the Youth Declaration Moscow. The following day it was endorsed by many dignitaries, for example by the UK Minister of Transport Sir Paul Clark at ...


[Read more >](#)



Agenda

- 18 YOURS at 9th EU/PA Road Safety Congress
- 19 YOURS at European Youth Forum for Road Safety


Full agenda



Youth leaders meet in Moscow to discuss road safety

YOURS organized a youth meeting for road safety on 18 November in Moscow. The youth meeting brought together youth leaders from the 8 continents and was attended by high dignitaries from the Russian Federation, World Health Organization and ...

[Read more >](#)



Youth in opening ceremony of Ministerial Conference


During the opening ceremony of the First Global Ministerial Conference on Road Safety the youth had an opportunity to speak. After Dimitry Medvedev, President of the Russian Federation and high officials from the World Health Organization, United ...

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Youth leaders meet in Moscow to discuss road safety

Tuesday, 17 November 2009



YOURS organized a youth meeting for road safety on 18 November in Moscow. The youth meeting brought together youth leaders from the 8 continents and was attended by high dignitaries from the Russian Federation, World Health Organization and Michelin.

Mr Sergey Mikhailovich Shmelev, Chairman of the Federation Council of Russia opened the youth meeting and welcomed the youth leaders in Moscow. Mr Rashid Nurgaliev, Director General of the Russian Federation, mentioned in the opening ceremony that he will listen to the advice of the young people and together we can make a change.

Mr Petrko Spasov, Secretary Vice President Public Affairs of Michelin challenged the young people to bring good ideas to the table and hoped for more youth involvement in the future. Petrko Stamenov, Head of the Department of Violence and Injury Prevention and Statistics, welcomed the youth leaders and congratulated them with the launch of YOURS.

After the words of the dignitaries it was time for the youth to share their ideas. Tefia Shumova gave a presentation on the global traffic injury problem and global prevention efforts. She told the audience about the high rate young people face and what can be done. (Helmet, speed limits, alcohol limits, seatbelts and child restraint). Many countries that suffered the background of young and less it resulted in an independent youth-led. Its main message was the importance of global collaboration between and with young people. Young people are the cause of many tragedies on the road and must also be part of the solution.

Jennifer Mealy, member of the Canadian Road Safety Youth Committee told about the situation in Canada and the national prevention efforts. Their focus is on education and creating a youth network from coast to coast. Axel Buerst, European network director, was the final speaker and explained how the youth network is working together in Europe. He mentioned many European campaigns and he is a strong believer of peer-to-peer communication.

At the end of the meeting the youth leaders adopted a Youth Declaration for Road Safety, urging all players in the field of road safety to focus on road deaths, especially all the young people, and to join YOURS in its efforts to change the current situation. This declaration was presented to all attendees of the Ministerial Conference during the opening ceremony of the Ministerial Conference, where YOURS together with Michelin Medvedev and others, addressed the delegates.

Youth Declaration endorsed 2009




[View this album >](#)

Youth Meeting Moscow 2009



[View this album >](#)



OBJECTIVES OF A “YOUTH” CAMPAIGN

- To exchange knowledge, information, emotion on awareness raising with an impact on lifestyles and behaviors.
- To reach the highest possible number of young people, in the most efficient way, so that they collaborate
- To enhance collaboration between players, thereby promoting road safety.
- Change Mentalities !!!
- ...



CONCRETE EXAMPLE

EUROPEAN NIGHT WITHOUT ACCIDENT

GOAL: “Prove to your friends that you’ll drive them back home safely”

CHANGING MENTALITIES



10.000 young drivers have participated in this project, accepting to wear our bracelets.



- BREATHALIZERS

&

- DRUGTESTS



EUROPEAN NIGHT WITHOUT ACCIDENT



2004: 7 countries
2005: 10 countries
2006: 13 countries
2007: 16 countries
2008: 20 countries
2009: 25 countries

2010: 27 countries

300 NIGHTCLUBS



EUROPEAN NIGHT WITHOUT ACCIDENT

WHY THIS ACTION?

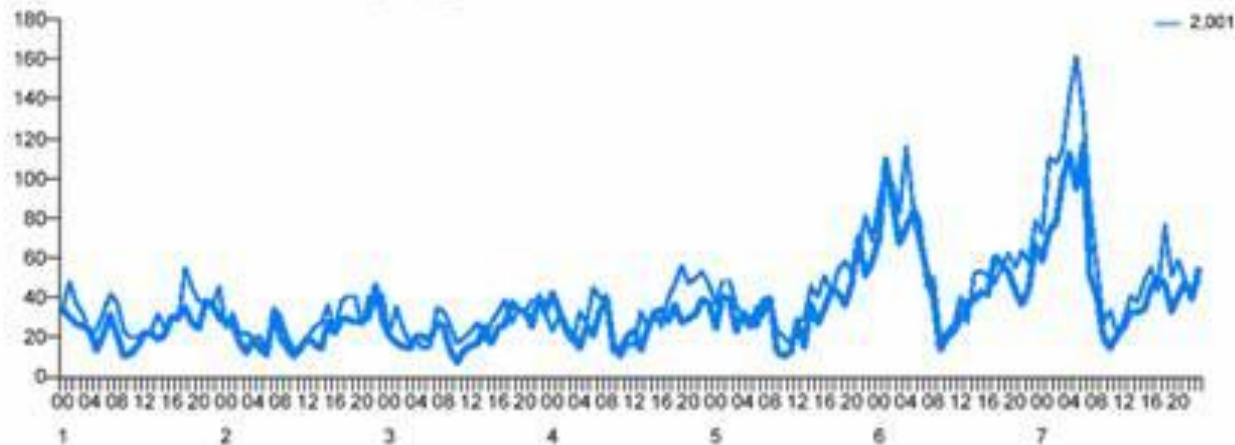
Source: CARE (EU road accidents database)

July 2006

Fatalities by day of the week and hour in EU countries included in CARE

Total

People aged 18-25 killed in road accidents on 2004



People aged 18-25 killed in road accidents, for each hour and day of the week

SOURCE: CARE



EUROPEAN NIGHT WITHOUT ACCIDENT

EUROPEAN RESULTS 2008:

87% were not
drinking

13% couldn't drive
their car



CONCRETE EXAMPLE OF COLLABORATION

EUROPEAN DAY OF COURTESY ON THE ROAD

GOAL: “Just respect the others on the road. A smile is always welcomed!”



POSITIVE PEER TO PEER COMMUNICATION



PEER TO PEER COMMUNICATION



YOUNG VOLUNTEERS TALKING TO OTHER YOUNGSTERS



HOW TO COMMUNICATE WITH YOUNGSTERS?

FIRST STEPS:

- Smile! (humor)
- Stay positive
- Dare to talk about anything
- know your subject
- Keep intimacy distances
- Visual contact
- Opened questions
- Adapt your speech
- Don't show off
- Be confident
- Be a confident
- Be a role model
- But stay cool
- And take it easy



Watch out!

**No police's or parent's
tone/attitude**



COMPARISON GENERAL MASS vs YOUTH IMAGERY

GENERAL MASS:

GENERAL IMAGERY OF REALITY



YOUNGSTERS:

YOUNG IMAGERY OF REALITY



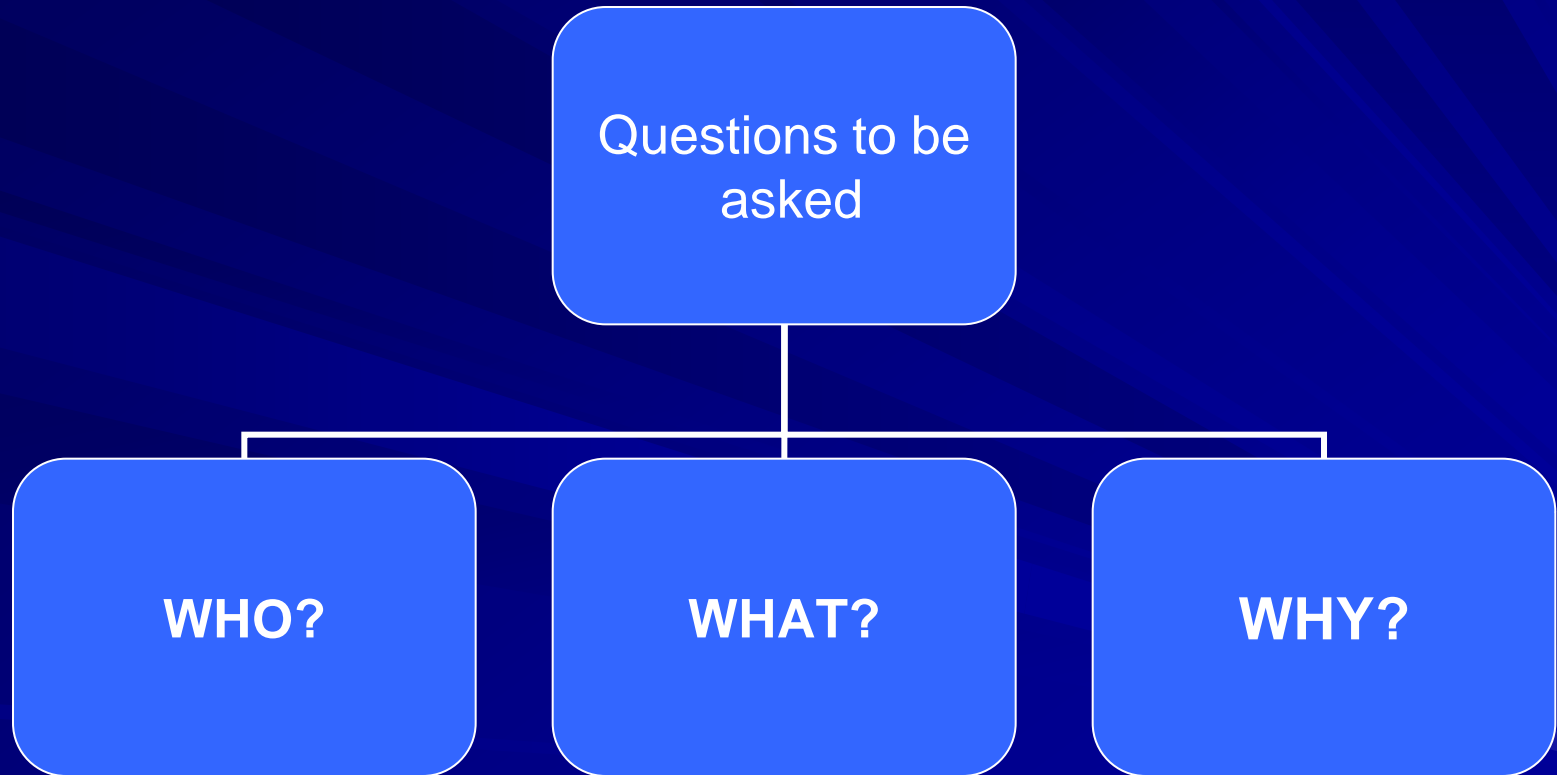
E.g. GENERAL IMAGERY OF DRUG USERS YOUNG IMAGERY OF DRUG USERS



DESIGN AND IMPLEMENT ROAD SAFETY CAMPAIGNS



DESIGN OF AN ACTING PROTOCOL



Design and implement a road safety campaign

DEFINING THE PROBLEM

- WHAT and WHERE IS THE ROAD SAFETY ISSUE TO SOLVE?
- For what kind of campaign?
 - Media, Posters, TV, Radio, Face to Face (On the field), ...
- Alcohol and driving
- Drugs and driving
- Fatigue
- Speed
- Seat Belt
- Courtesy
- (Motor) Cyclists
- Pedestrians
- Mobile phones
- Visibility
- Passengers
- ...

DON'T MIX TOPICS!!!



CAMPAIGNS ON THE FIELD

Where do we meet other young people?



NIGHTCLUBS



FESTIVALS



SCHOOLS



OPENING-DAYS

MALL CENTERS



TRAIN/METRO STATIONS



AND
MORE...

BARS' PUBLIC
TOILETS



STEPS TO TAKE

- Getting started: searching for more information on the problem as accident factors + searching for possible partners, searching for detailed data on the topic.

→ Please consult:

EC Website:

http://ec.europa.eu/transport/road_safety/index_en.htm

WHO Website: www.who.int/violence_injury_prevention

- Designing the campaign
 - Campaign strategy, message, media plan, budget plan
 - Pre-test campaign materials (with other youngsters)
 - Evaluation design, methods and tools
- Evaluation and drawing conclusions (**CAST**)



DEFINING THE TARGET AUDIENCE

E.g. ENWA

Direct target: 18-25 year old car drivers, mainly men
high risk group due to lifestyle
more vulnerable to Drink & Driving

Indirect targets: Parents and families, schools and the
community at large

ADAPTATION: Different types of promotion to different
types of target groups



WHO TO CONTACT

YOUTH ENTITIES... (Youth groups, schools, universities, experts, NGO's,...)

→ **TRUST THEM... → LOBBY !!!**

ADVERTISING AGENCIES

POTENTIAL PARTNERS / SPONSORS

Therefore, try to choose partners/sponsors, who:
are interested in the topic
proved their communicational skills
are reliable

EUROPEAN ROAD SAFETY CHARTER: www.erscharter.eu

EU YOUTH FORUM FOR ROAD SAFETY: www.eyfrs.eu

YOURS: www.youthforroadsafety.org

+ The authorities, municipalities, governments, police,
... → Lobby



REACHING YOUNGSTERS THROUGH THE MEDIA



POSITIVE OR NEGATIVE

LONG TERM = Positive Message, but repeated many times

VS

SHORT TERM = Fear Appeal → last shorter...





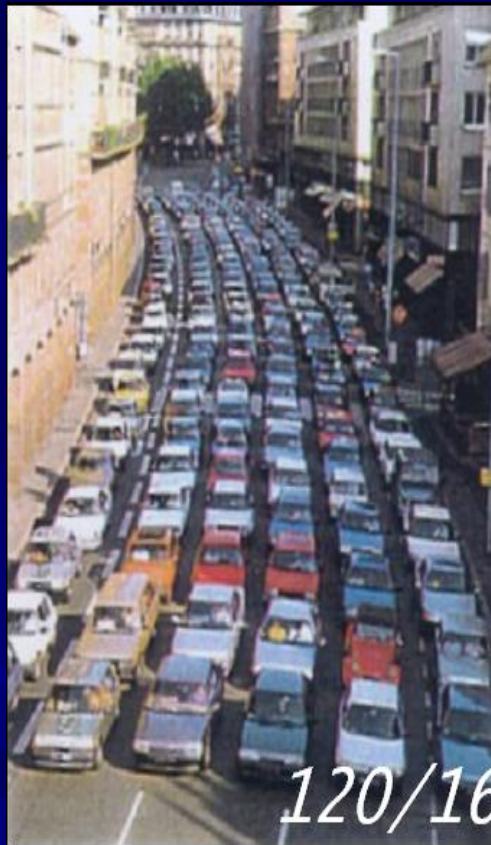
**Your Driving
Licence,
Your Brain,
Your Life.**

09 / 2009 – 10 / 2010



FOR EVERY SINGLE COUNTRY IN THE WORLD, ALWAYS BEING VISUAL...

How to transport 160 people?



120/160



3/160



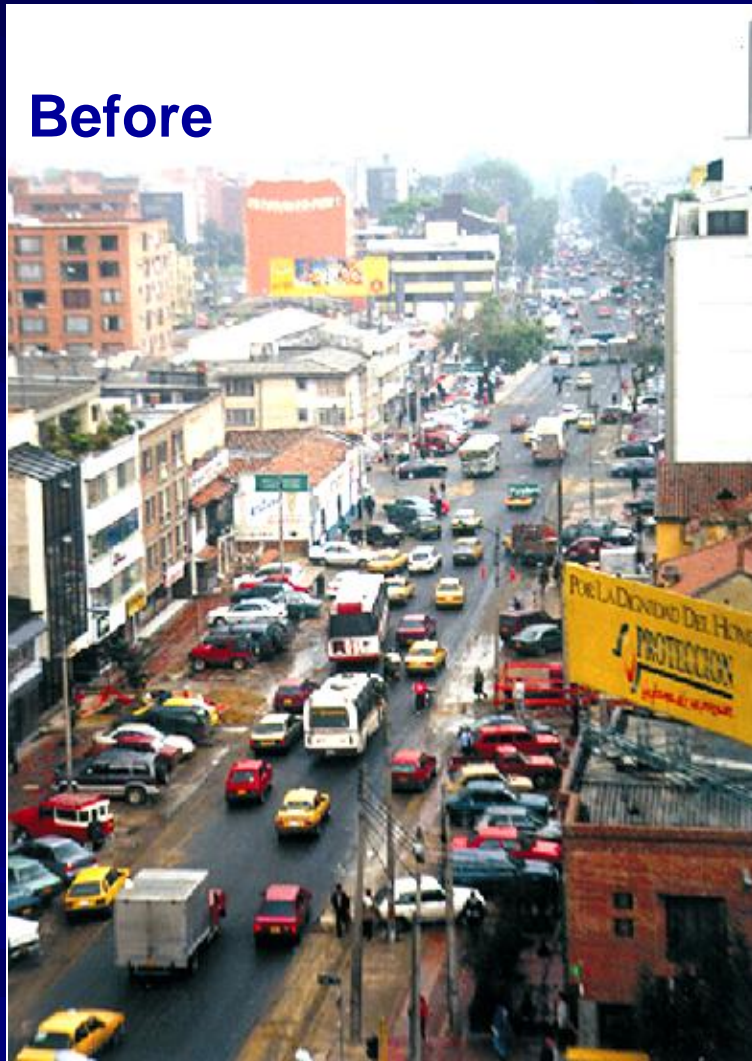
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Land is also a resource...



Bogota, Colombia

Before



After



IT DOES WORK... AND IT'S WORTH IT!

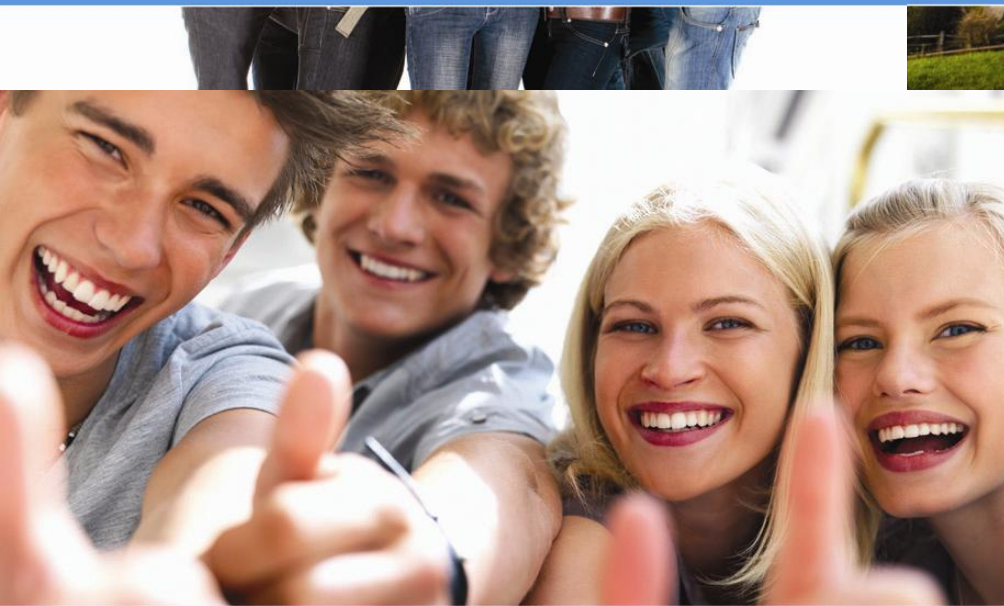




87% of all drivers respect the 0.5‰ alcohol limit when driving back home after a party*



3/4 of the drivers wear their seatbelt*



77% of all drivers are courteous*

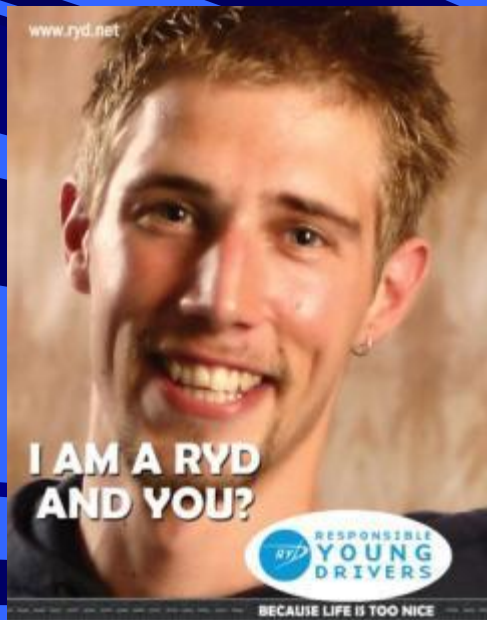


2/3 of the drivers want to reduce CO2 emissions with eco-driving*

THANK YOU FOR YOUR ATTENTION!



Some more questions or ideas...



Responsible Young Drivers

www.ryd.eu

axel@ryd.eu

BECAUSE LIFE IS TOO PRECIOUS !!!!