

BIKEPAL CAMP

CAMPAIGNING & WORKING WITH YOUNG PEOPLE

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EUROPEAN PROJECT DIRECTOR

RESPONSIBLE YOUNG DRIVERS RYD

ETSC European Transport Safety Council

European youth Forum for road safety

INTRODUCTION

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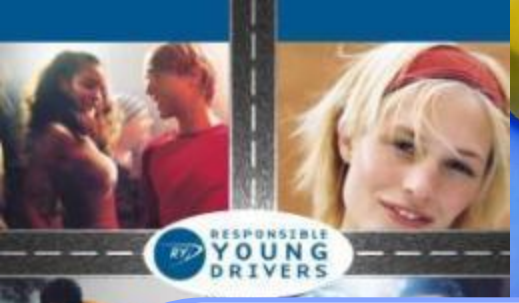


EVERY YEAR, MORE THAN **600 YOUNG DRIVERS** DIE ON THE ROAD…

DURING THE FIRST YEAR AFTER OBTAINING HIS DRIVERS LICENCE, A YOUNG DRIVER HAS GREATER RISKS OF BEING INVOLVED IN A CAR ACCIDENT.

RESPONSIBLE YOUNG DRIVERS

WE HAVE DECIDED TO DO SOMETHING ABOUT IT…



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:

- **Help making positive and confident choices** in relation to youth responsibilities (driving behavior).

- **No judgment, no fear… Honesty**

- **Other problematic** such as drugs/alcohol abuse, or social issues… And as Youngster, **YOU** can make the difference.

- **One Objective = Change Mentalities**

FACTS

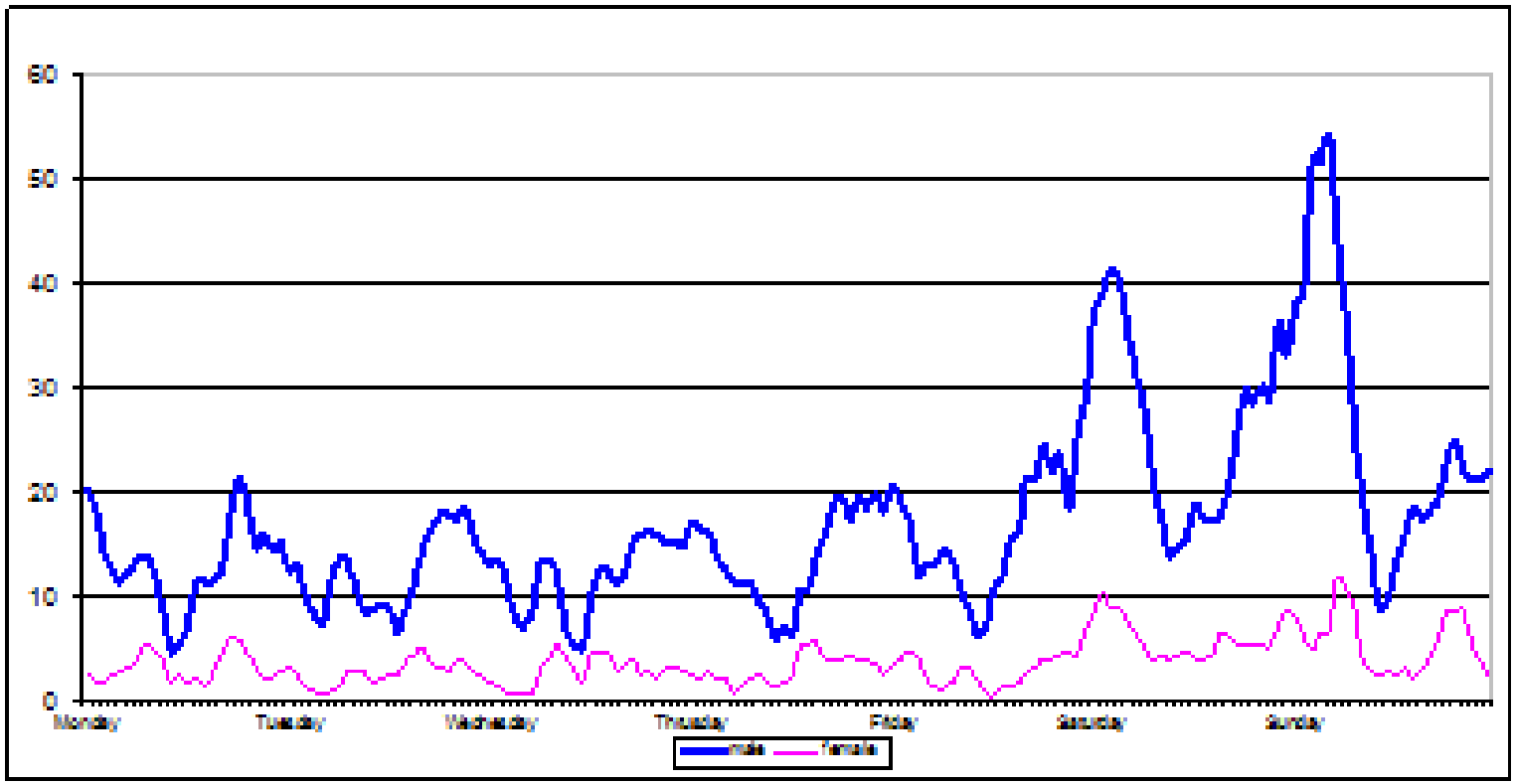
In the world, Road Crashes are the leading killer of young people (15-24 y)

- Every year more than 400.000 young people die **(about 30.000 within the EU)**
- Millions more are injured
- Unless more comprehensive global action is taken, the number of deaths and injuries is likely to rise significantly
- **YOURS** = **You**th for **R**oad **S**afety
  → FROM, WITH and FOR young people
  → Networks creation

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FACTS

18-24 years old fatalities by day of the week and hour



Directorate-General for Mobility and Transport

EUROPEAN COMMISSION

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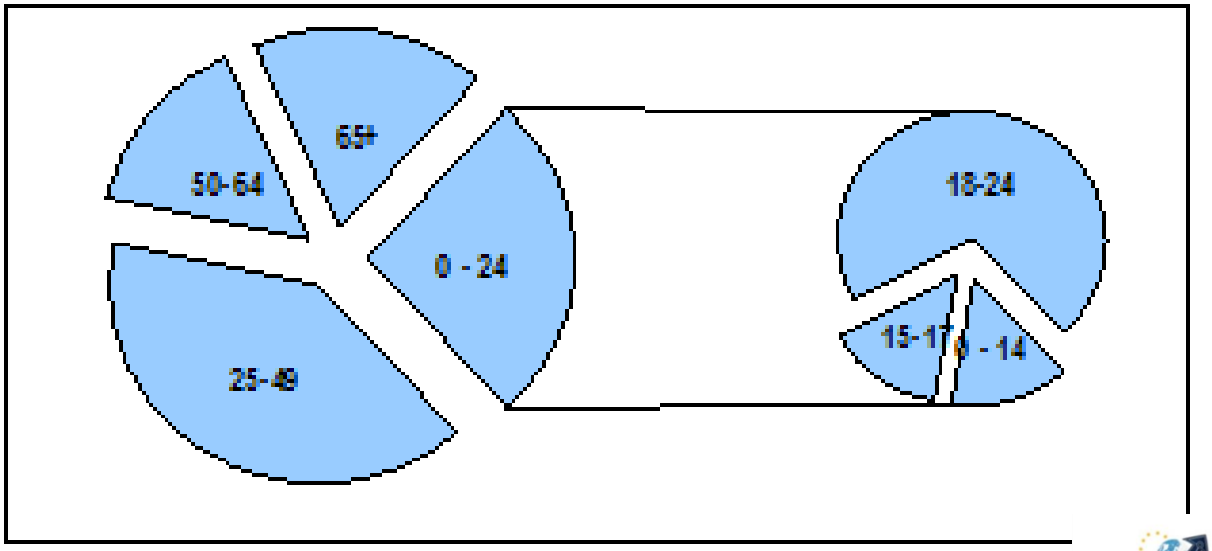
Fatalities % by age in 2009

Road fatalities by age

	2009	%
<16	964	3%
16-17	1.100	3%
18-24	5.970	17%
25-49	13.181	38%
50-64	5.788	17%
>=65	7.227	21%

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

Low income countries:
New technology used → with old habits



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 (speeding, mobile, smoking, etc..)



Cuz' life is too precious...

EU PROJECTS FOR YOUNGSTERS



25 000
LIVES TO SAVE
European Road Safety Charter

European Commission

Executive Agency for Health and Consumers



EU YOUTH FORUM FOR RS (Network) - www.eyfrs.eu

EU Coaching Project
HERMES

HEROES

http://ec.europa.eu
(DG MOVE-HEALTH-JLS)

TOP-25

AVENUE

VAMOS







cast

EFA
EUROPÄISCHE FAHRLEHRER-ASSOZIATION E.V.
FÉDÉRATION EUROPÉENNE DES AUTO-ÉCOLES
EUROPEAN DRIVING SCHOOLS ASSOCIATION

CAMPAIGNING WITH

&

FOR YOUNGSTERS

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EUROPEAN NIGHT WITHOUT ACCIDENT



CHANGING MENTALITIES

GOAL: "Prove to your friends that you'll drive them safely back home"





BREATHALYZERS & DRUGTESTS

10.000 young drivers have participated in this project, accepting to wear our bracelets in 2012.

EUROPEAN NIGHT WITHOUT ACCIDENT



2004: 7 countries

2006: 13 countries

2007: 16 countries

2008: 20 countries

2009: 25 countries

2010: 27 countries

2011: 26 countries

2012: 25 countries

2013: 28 countries

300 NIGHTCLUBS

EUROPEAN NIGHT WITHOUT ACCIDENT

EUROPEAN RESULTS 2012:

- 85% were not drinking
- 15% couldn't drive their car



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CONCRETE EXAMPLE OF COLLABORATION

EUROPEAN DAY OF COURTESY ON THE ROAD

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







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REACHING YOUNGSTERS THROUGH (SOCIAL) MEDIA

















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 for RS**: **5th EDITION:** Sept. 2013 in Crotone (Italy)

- → Consolidate our European Network
- Assist the EC (DG MOVE) on their duties

EUROPEAN YOUTH FORUM FOR ROAD SAFETY

- 4th Edition (24th & 25th Nov 2011)



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 (Facebook – Web)

... Report downloadable on the website.

A COMMON IMPLEMENTATION...

ALL OVER EUROPE AND BEYOND...

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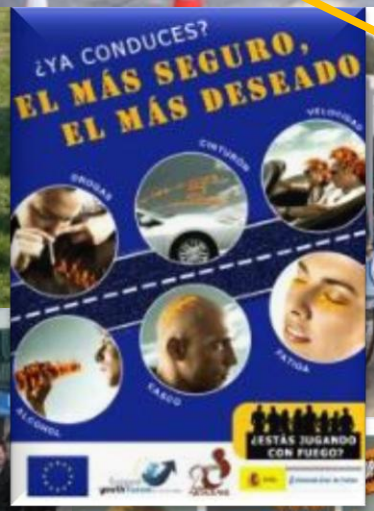
PEER TO PEER COMMUNICATION
















Juillet 2012

ERSD CHYPRES – YOUTH ASSEMBLY







TOGETHER, WE'LL MAKE OUR ROADS SAFER !!!

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www.youthforroadsafety.org





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BIKE PAL

EDUCATING / COACHING

YOUNGSTERS

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HOW TO COMMUNICATE WITH YOUNGSTERS?

- Smile! (humor)
- Stay positive
- **Be credible & honest**
- Dare to talk about anything
- Impress them
- know your topic
- 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











Factors contributing to unsafe driving behavior

The high crash risk of young drivers/bikers on the road is also due to:

WHY?

- **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**

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INEXPERIENCE

IGNORANCE

CONFORMISM

COMPARISON
GENERAL MASS vs YOUTH IMAGERY

GENERAL MASS:

GENERAL IMAGERY OF REALITY



YOUNGSTERS:

YOUNG IMAGERY OF REALITY



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

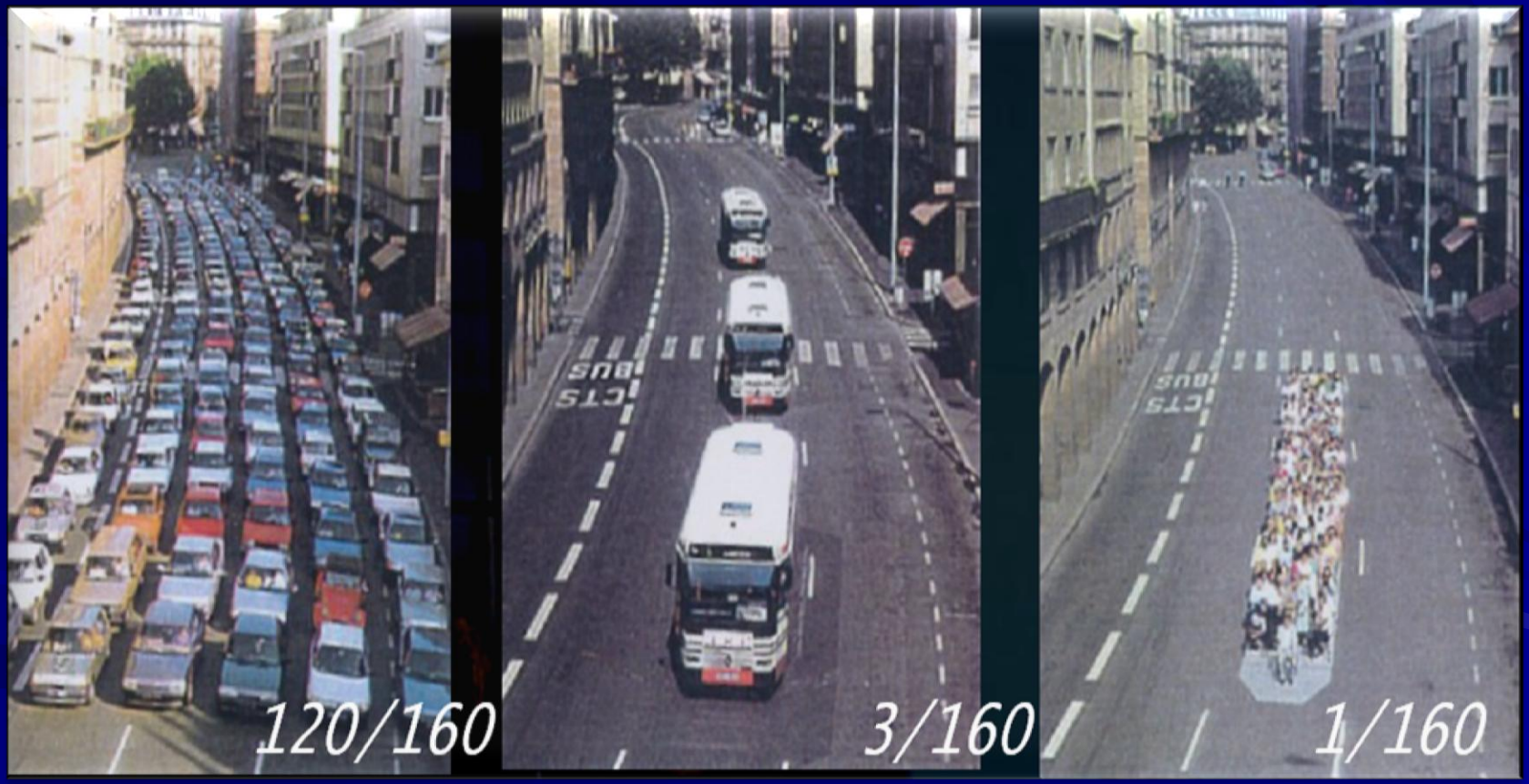


YOUNG IMAGERY OF DRUG USERS



AS SOCIAL LOBBYISTS, ALWAYS BEING VISUAL and CLEAR...

How to transport 160 people?



Source: UNEP

Land is also a resource...

BREAK THE









YOUR LICENSE,

YOUR BRAIN,

YOUR LIFE.

09 / 2009 – 10 / 2010

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AWARENESS CAMPAIGNING













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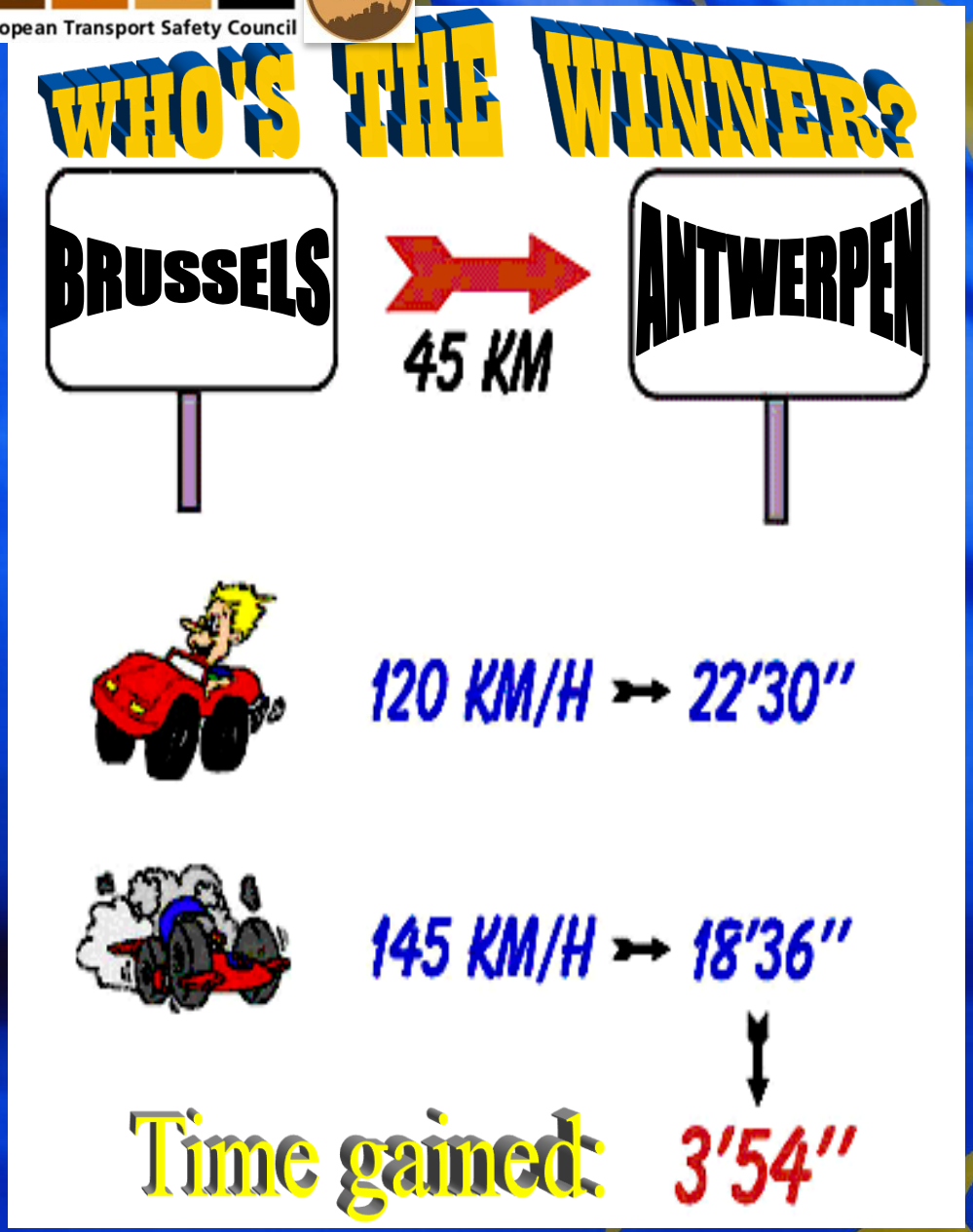
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THE MESSAGE:

CLEAR, LOGIC, FUN,...
YET EDUCATIVE !!!



WHY DRIVING FAST?



A few minutes…

But…

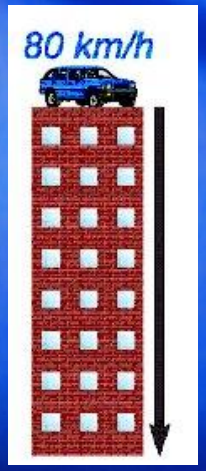
Taking unnecessary risks

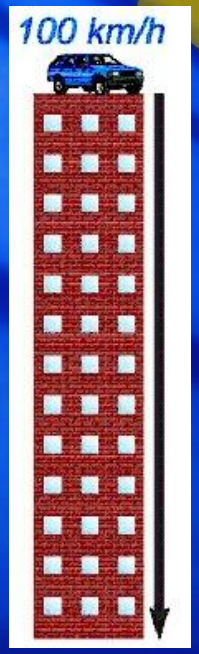
Endangering others' life

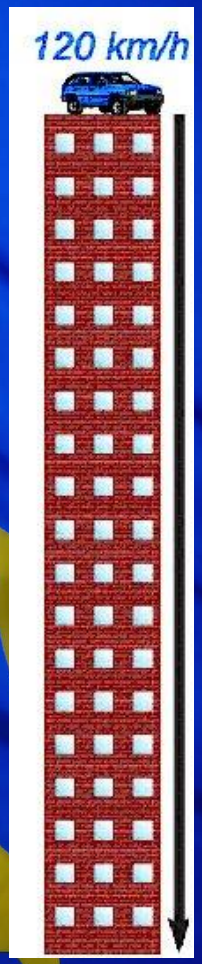
Using much more gas

A frontal car accident = falling down from a building…



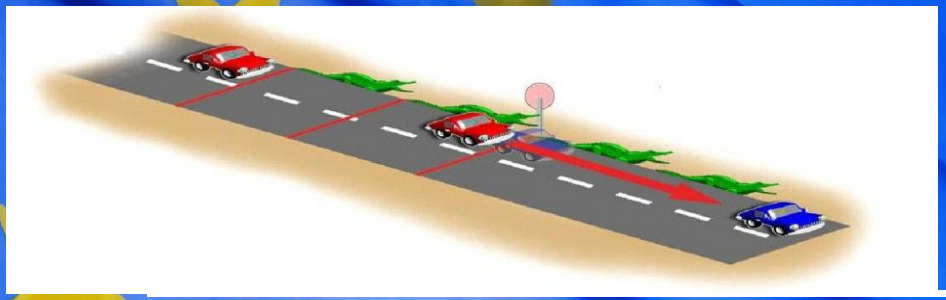






HEIGHT	10 m	24 m	40 m	58 m
FLOOR	3rd	8th	13th	19th

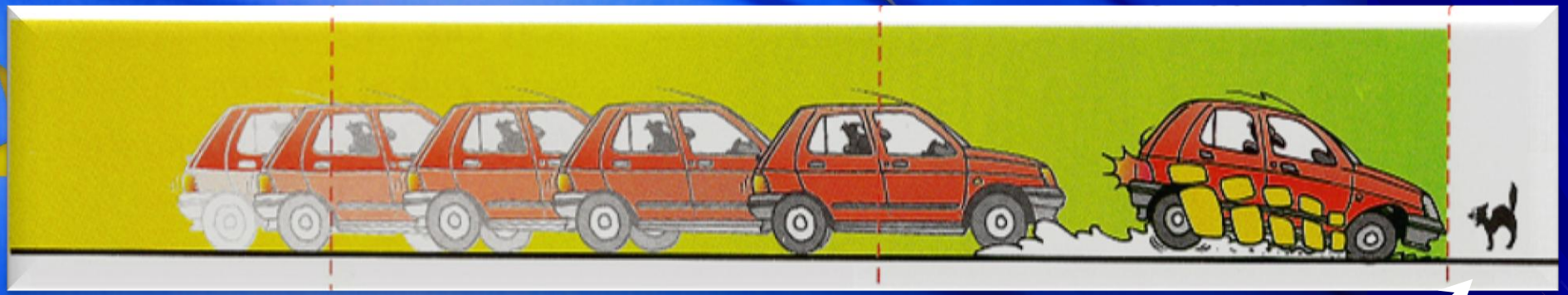
© Codes Rousseau - Adaptation belge : Province du Brabant Wa



REACTION TIME

EVENT TO THE DECISION:

SURPRISE **REACTION** **DECISION**



=MINIMUM 1 SECOND

THE CAT WON'T MAKE IT…

YOU NEED ENOUGH DISTANCE IN FRONT OF YOUR CAR!

"HOW MUCH ALCOHOL CAN I DRINK?"

In many MS, the alcohol **BAT level** (Breath Alcohol Testing) is limited to **0,2‰** for **novice drivers** who have their driving licence for less than 5 year...

(for others, the BAT level is 0,5‰)

Choose your BOB !!!

ZERO TOLERANCE

Drink	Capacity	How many glases?	Alcohol concentration
Beer / Alcopops	25 cl	1	5°
Wine	10 cl	1	12,5°
Long drinks	7 cl	1	18°
Digestives	3 cl	0	40°

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RYD ON THE FIELD

ALCOVISION GOGGLES







THE GOGGLES SIMULATE THE EFFECT OF ALCOHOL/DRUGS ON THE VISION:

- a blood alcohol level between 0,7‰ and 1,0‰ (approximately 4 biers)
- a blood alcohol level between 1,7‰ and 2,0‰ (from 6 to 8 glass of alcohol)
- a blood alcohol level higher than 2,5‰ (more than enough)
- drugs

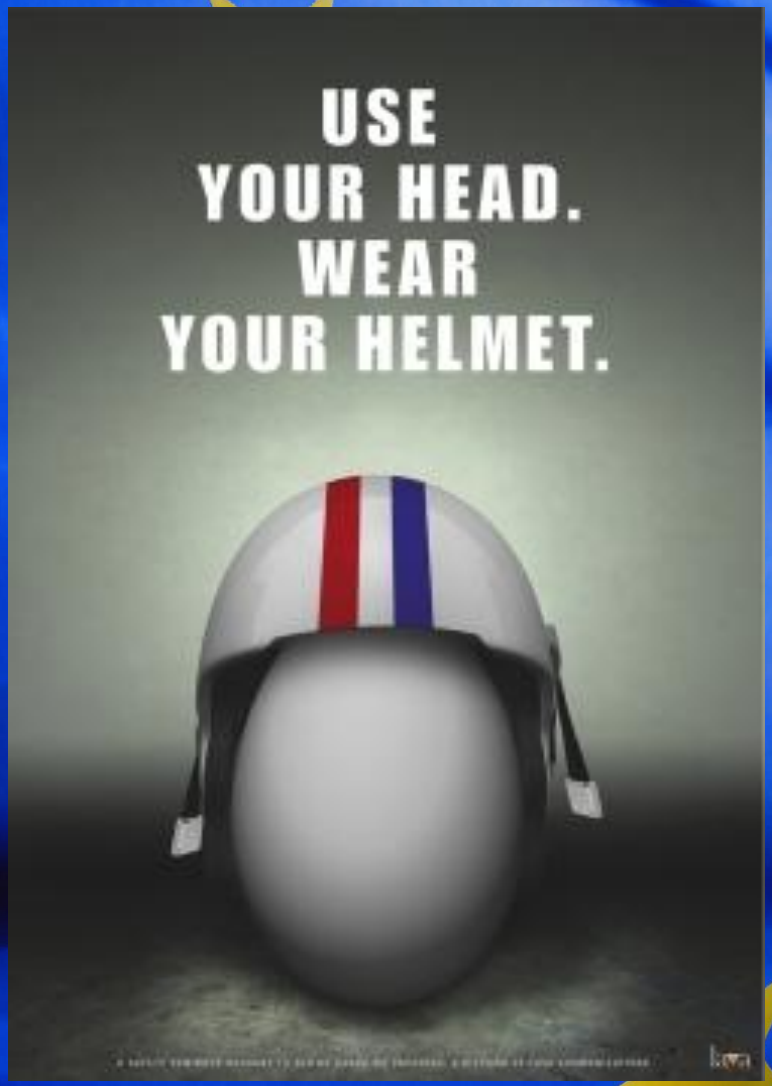
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EGG'S HELMET

'It could have been your head!'











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THE RIGHT PROJECT

FOR THE RIGHT TARGET

WITH THE RIGHT PARTNERS

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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 action to different types of target groups

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ADAPTING TO THE CULTURE



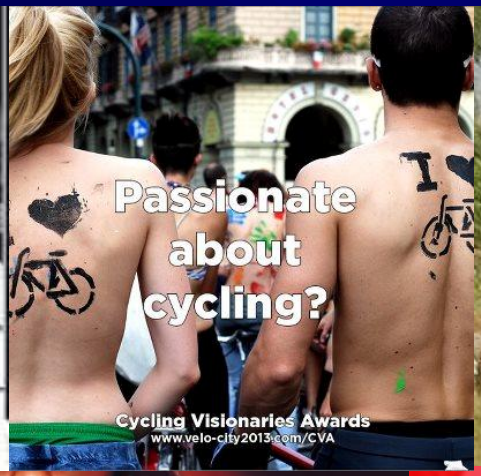


NETHERLANDS ≠ FRANCE

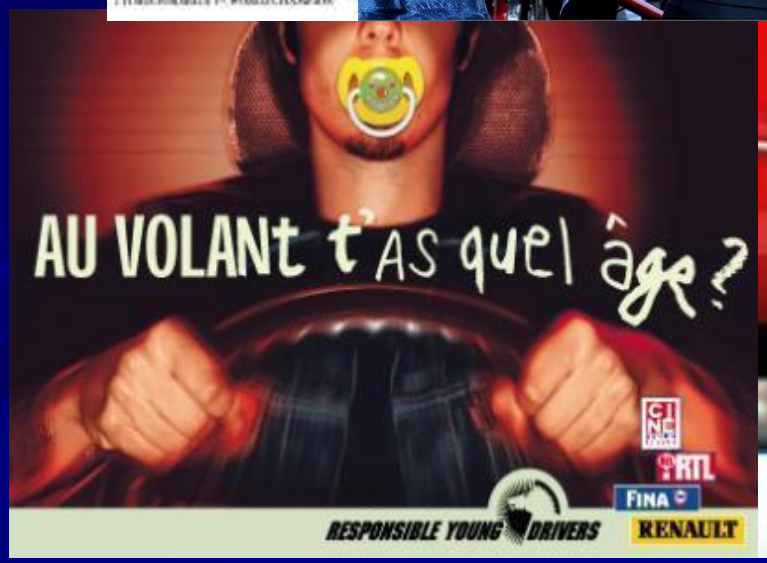
POSITIVE OR NEGATIVE

LONG TERM = Positive Message, but repeated many times
SHORT TERM = Fear Appeal → last shorter…













ON FACEBOOK ...

www.facebook.com/eyfrs





NEW STRATEGY

FACEBOOK: CaravanedesjeunesUEMOA

WHO TO CONTACT?

YOUTH ENTITIES… (Youth groups, schools, universities, experts, NGO's,…) → **TRUST THEM… → LOBBYING POWER !!!**

Estonia → Tallinn University - www.hk.tlu.ee / www.liikluskoolitus.ee
Germany → Mistel / SPI Forschung - www.peer.tannenhof.de
Greece → RSI Panos Mylonas - www.ioas.gr
Italy → Setinweb - www.setinweb.it
Latvia → Rigas Stradina Universitäte - www.rsu.lv
Poland → Krzys Foundation - www.krzys.org.pl
Portugal → PRP Portugal - www.prp.pt
Spain → P(A)T - www.pat-apat.org
Belgium → Prov-Vélo – www.provelo.be

EUROPEAN ROAD SAFETY CHARTER: www.erscharter.eu
EU YOUTH FORUM FOR ROAD SAFETY: www.eyfrs.eu
FACEBOOK: European Youth Forum for Road Safety
YOURS: www.youthforroadsafety.org

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UNTIL 2020...

- **EU POLICY ORIENTATIONS ON ROAD SAFETY 2011-2020**
- AGENDA: Education & Training
  Law Enforcement / Risky Behaviors

→ **Reduce 50% of road fatalities by 2020**



ON THE MOVE for safer roads in Europe

EUROPEAN ROAD SAFETY CHARTER:

www.erscharter.eu

ROAD SAFETY STAKEHOLDERS PLATFORM



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Future Cities

Creating tomorrow's urban world



YOU ARE TOMORROW'S CITIES' DESIGNERS…





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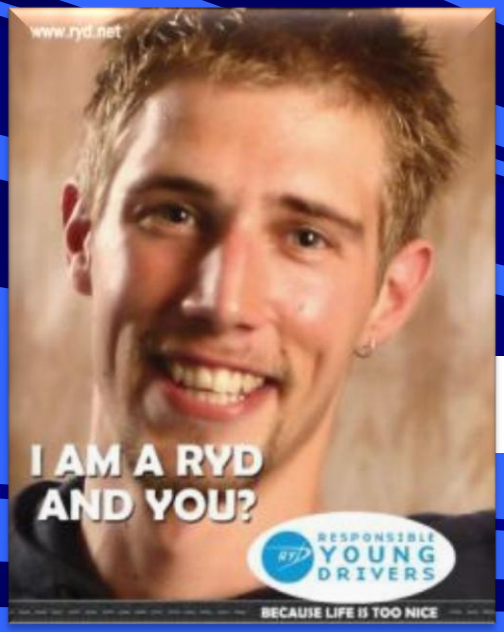
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THANK YOU FOR YOUR ATTENTION!

Some more questions or ideas...



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www.ryd.eu

axel@ryd.eu

CUZ' LIFE IS TOO PRECIOUS !!!