



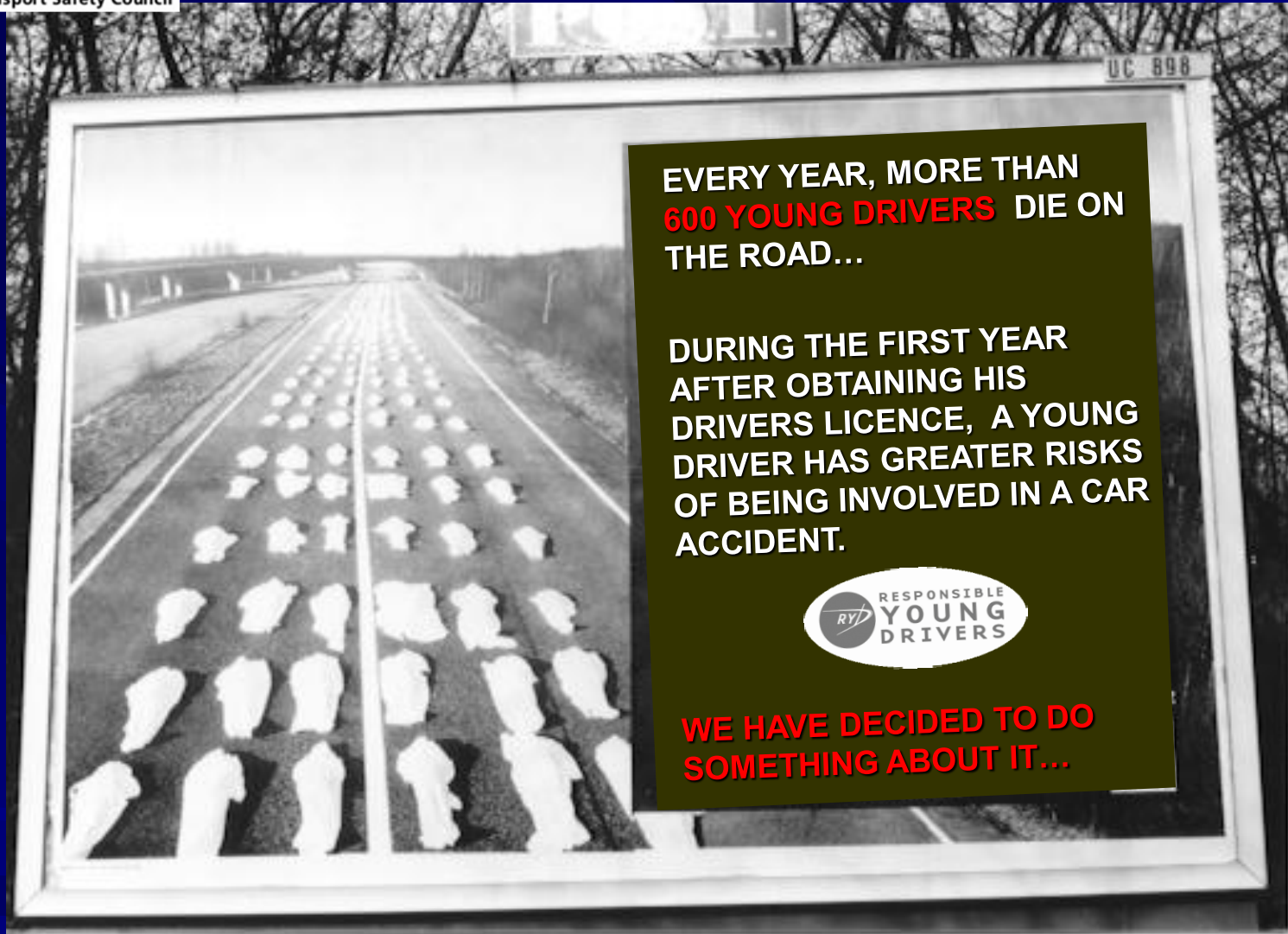
RESPONSIBLE YOUNG DRIVERS

STARS Speed Management Camp
WORKING WITH YOUNG PEOPLE

Axel DRUART – RYD
EUROPEAN PROJECT DIRECTOR



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:

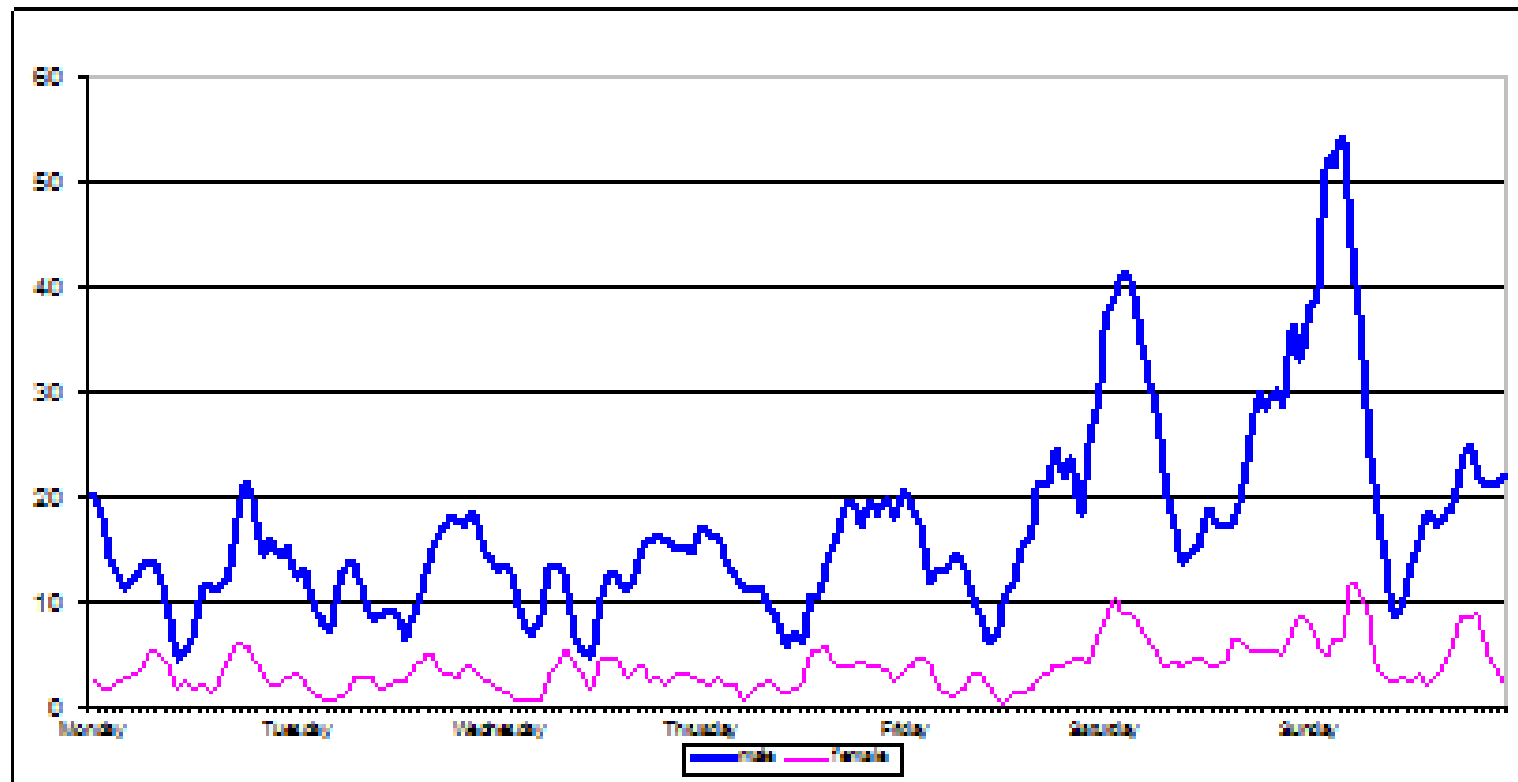
- Important that young people develop
the knowledge, skills and understanding
that will enable them to **make positive
and confident choices** in relation to
their responsibilities (driving behavior).
- Understand young people who
misbehave in a way that puts them at
social, physical and/or emotional 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

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



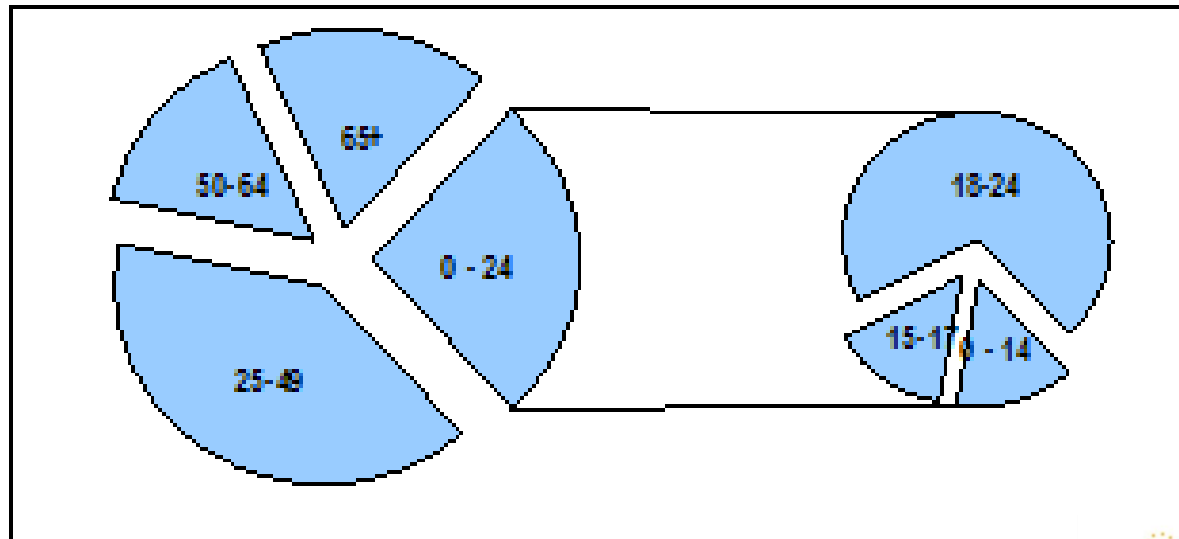
Fatalities % by age in 2009

Road fatalities by age

	2009	%
<16	964	3%
16-17	1.100	3%
18-24	5.970	17%
25-49	13.181	38%
50-84	5.788	17%
>=85	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:

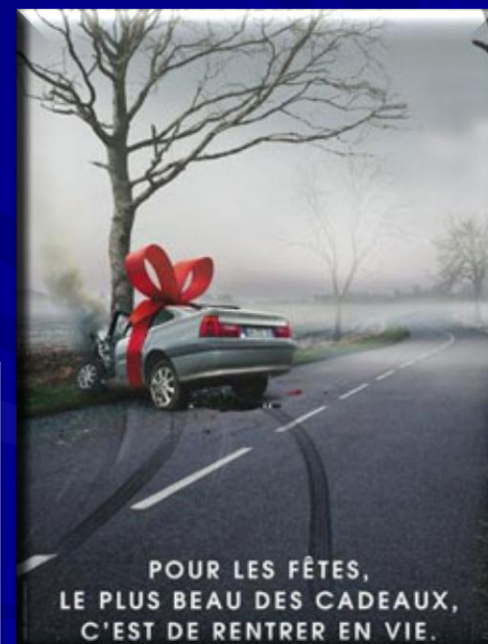
- Always put your seatbelt on !
- Never drive under the influence (of alcohol, drugs, medicines, fatigue)
- Never take any useless risks (speeding, mobile, smoking, etc..)



BECAUSE LIFE IS TOO PRECIOUS...

CAMPAIGNING WITH & FOR YOUNGSTERS

AWARENESS CAMPAIGNING



CHANGING MENTALITIES

EUROPEAN NIGHT WITHOUT ACCIDENT

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



10.000 young drivers have participated in this project, accepting to wear our bracelets in 2011.



**BREATHALYZERS
& 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

2011: 26 countries

300 NIGHTCLUBS

EUROPEAN NIGHT WITHOUT ACCIDENT

EUROPEAN RESULTS 2011:

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



REACHING YOUNGSTERS THROUGH THE MEDIA





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

EUROPEAN YOUTH FORUM FOR ROAD SAFETY

■ 4th Edition (24th & 25th Nov 2011)



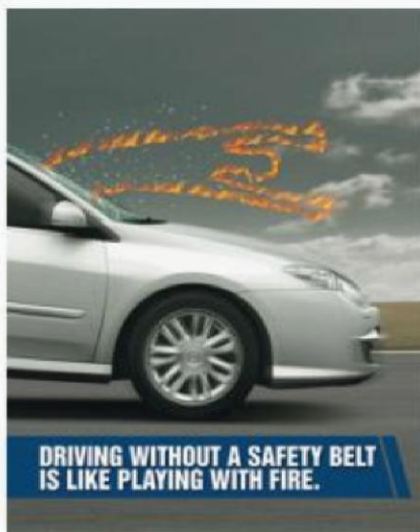
WWW.EYFRS.EU



- 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)

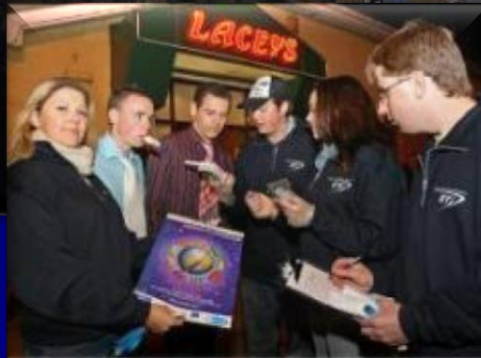
... Report downloadable on the website.

EUROPEAN YOUTH FORUM FOR ROAD SAFETY



THE COMMON EUROPEAN FORUM CAMPAIGN BY AND FOR YOUNGSTERS

PEER TO PEER COMMUNICATION



YOUNG VOLUNTEERS TALKING TO OTHER YOUNGSTERS

HOW TO COMMUNICATE WITH YOUNGSTERS?

FIRST STEPS:

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



Factors contributing to unsafe driving behavior

The high accident risk of young drivers increasing SPEED:

- **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

WHY?

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



BREAK THE T



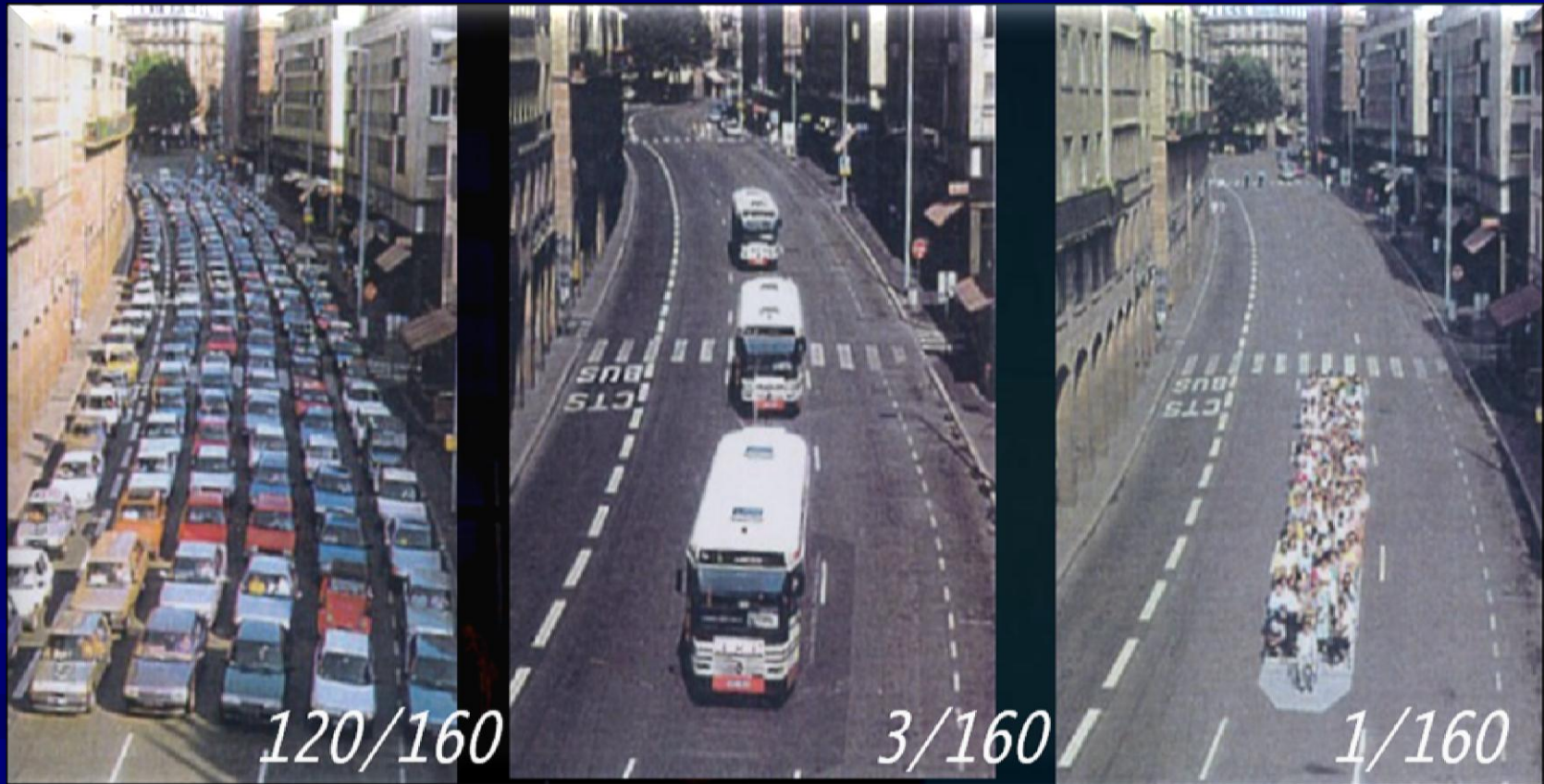
**YOUR LICENSE,
YOUR BRAIN,
YOUR LIFE.**



09 / 2009 – 10 / 2010

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

How to transport 160 people?



Source: UNEP

Land is also a resource...

EDUCATING YOUNGSTERS

DO YOU KNOW HOW STRONG A SEATBELT CAN BE?

Imagine an accident at 50km/h...
Your body strength will be
35 times your weight.

e.g.: If you weigh 60 kg
at the very moment of the
collision, your body weights
about 2100 kg.



TIP:

YOUR PASSENGERS
ARE **YOUR**
RESPONSIBILITY !!!



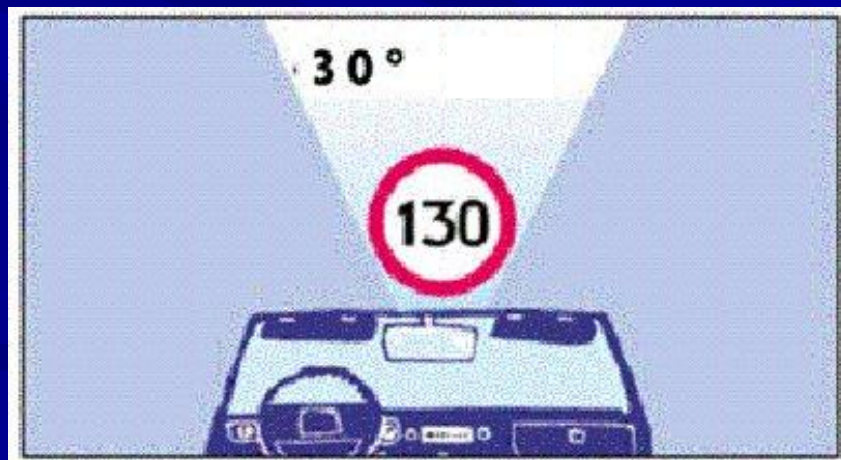
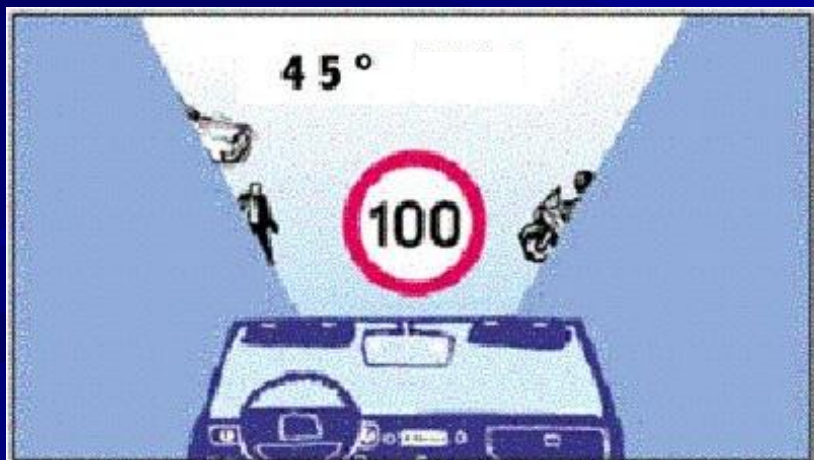
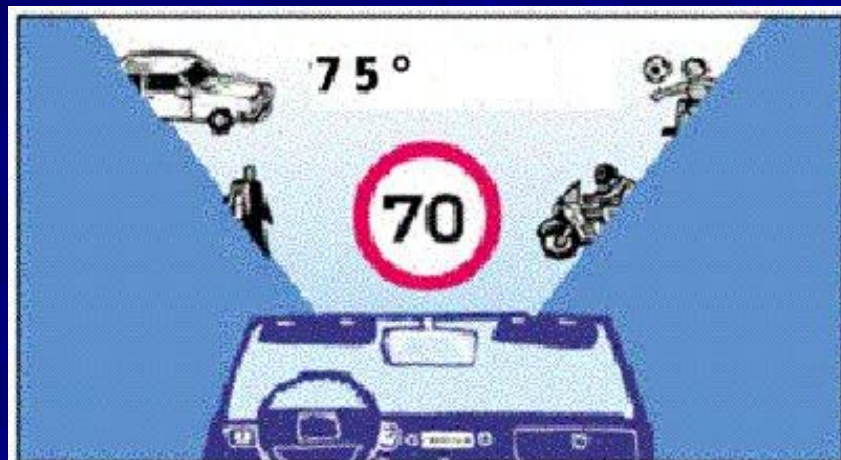
VISION vs SPEED

The so called “TUNNEL-EFFECT”

Your eyes function at “walking speed”...



THE FASTER YOU DRIVE THE SMALLER YOUR VIEW



WHY DRIVING FAST?



WHO'S THE WINNER?



120 KM/H → 22'30"



145 KM/H → 18'36"



Time gained: 3'54"

A few minutes...

But...

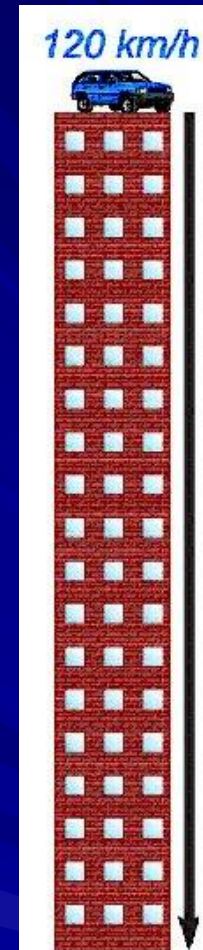
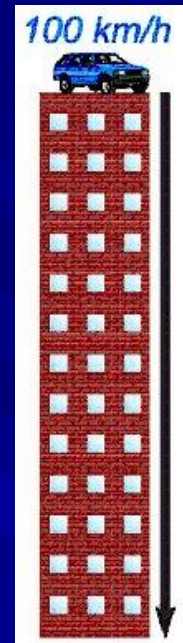
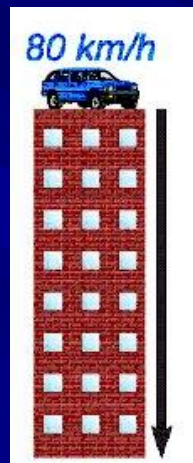
Taking unnecessary risks

Endangering others' life

Using much more gas

Driving fast, why?

A frontal car accident
= falling down from a
building...



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

© Codes Rousseau - Adaptation belge : Province du Brabant Wa---



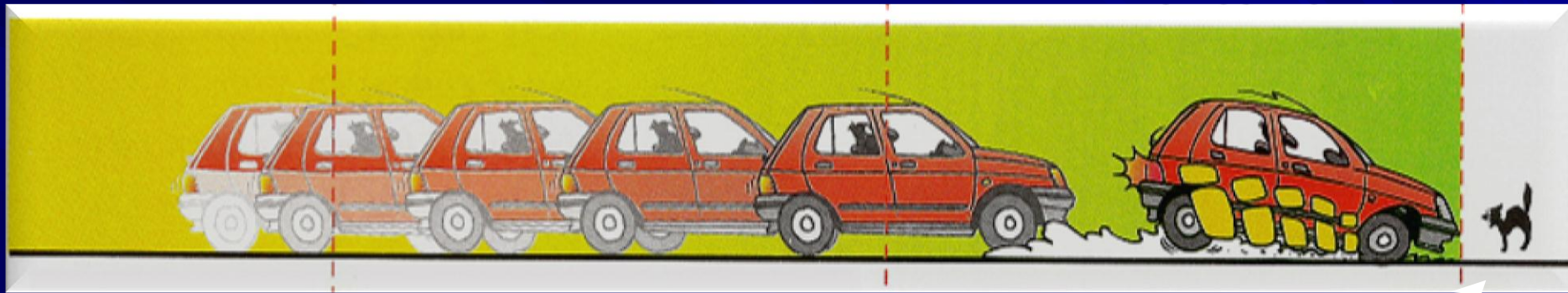
REACTION TIME

FROM THE SURPRISING 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!

“Yeah... Whatever! One second, it's nothing!”

???

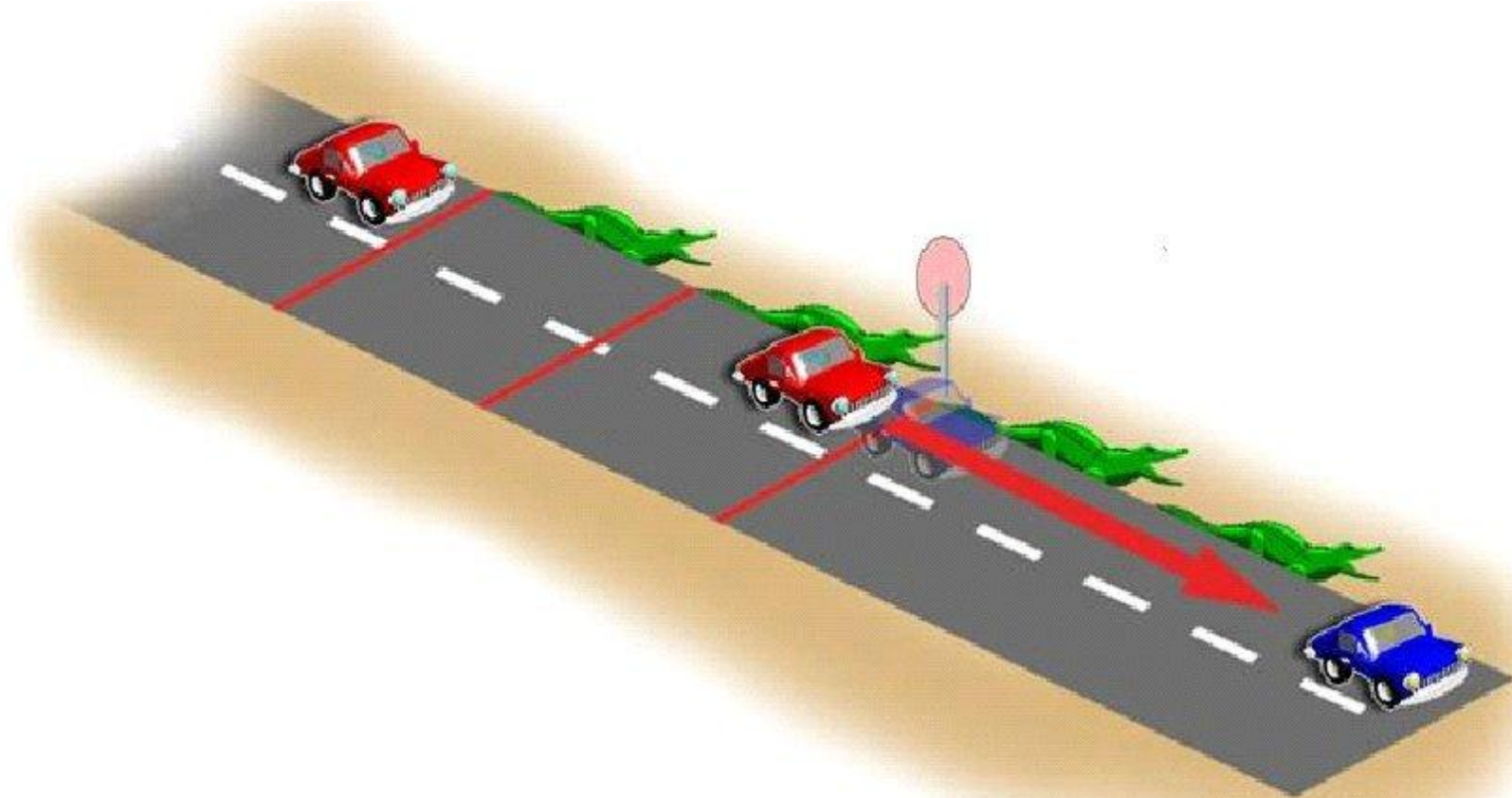
Are you good in Math?

50km/h

= 50 000 meters / 3600 (seconds)

= **13,88 meters** (needed in ONE second
BEFORE you start to brake)

HOW TO KEEP YOUR DISTANCE?



THE RIGHT PROJECT FOR THE RIGHT TARGET WITH THE RIGHT PARTNERS

EU PROJECTS FOR YOUNGSTERS



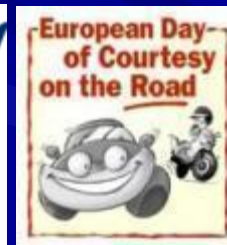
EU YOUTH FORUM (Network)

www.eyfrs.eu



<http://ec.europa.eu>

(DG MOVE-HEALTH-JLS)



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

ALWAYS 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

WHO TO CONTACT?

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

Bosnia → Bosnia and Herzegovina Automobile Club - www.bihamk.ba
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
Israel → Israel Railways - www.rail.co.il/EN/Safety/Pages/ILCAD.aspx
Italy → Setinweb - www.setinweb.it
Latvia → Rigas Stradina Universitāte - www.rsu.lv
Poland → Krzys Foundation - www.krzys.org.pl
Portugal → PRP Portugal - www.prp.pt
Spain → P(A)T - www.pat-apat.org
Turkey → Erbil Project Engineering Ltd - <http://www.erbilproje.com>

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



POSITIVE OR NEGATIVE

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

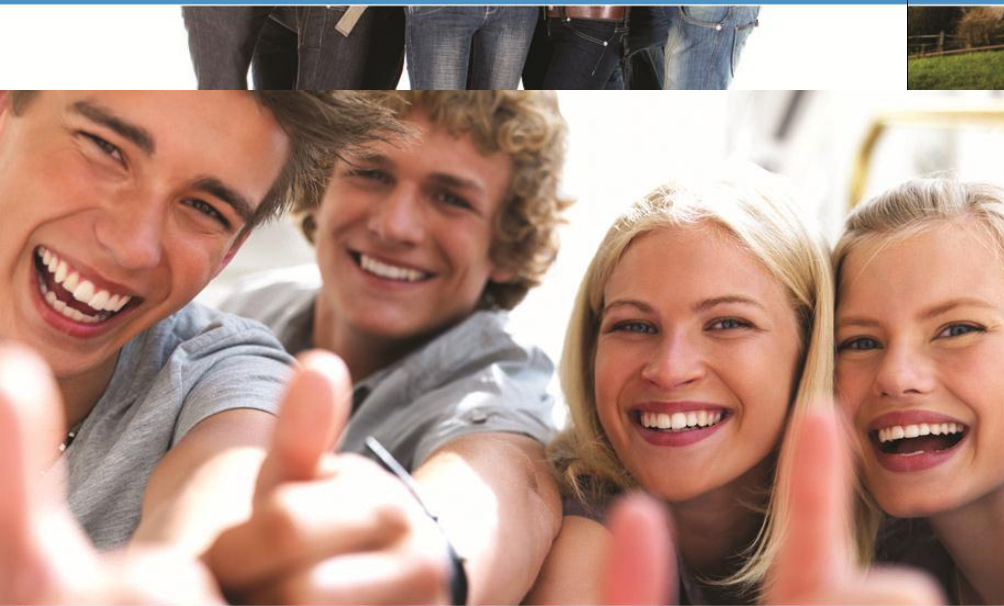




87% of all drivers respect the 0.5‰ alcohol limit when driving back home after a party*



3/4 of the drivers wear their seatbelt*



77% of all drivers are courteous*

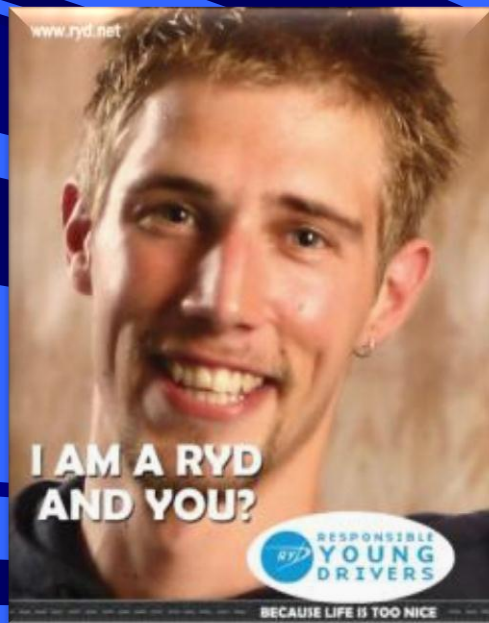


2/3 of the drivers want to reduce CO2 emissions with eco-driving*



THANK YOU FOR YOUR ATTENTION!

Some more questions or ideas...



Responsible Young Drivers

www.ryd.eu

axel@ryd.eu

BECAUSE LIFE IS TOO PRECIOUS !!!