



Young Drivers Conference

Belgian practices

12th of September, Brussels

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Content

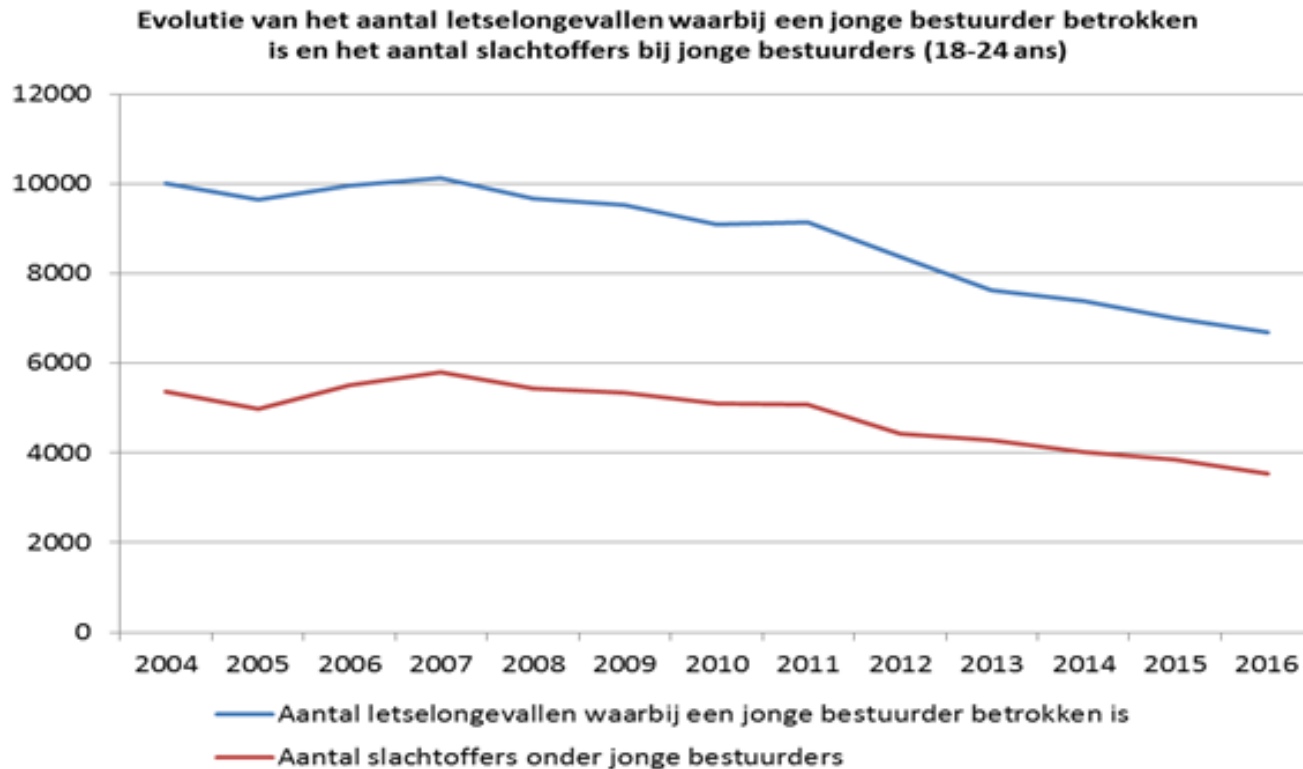
- **Situation in Belgium**
- **Measures**
- **Good practices**

Situation in Belgium



Accident statistics

Positive evolution: - 34% in 10 years



Accident statistics

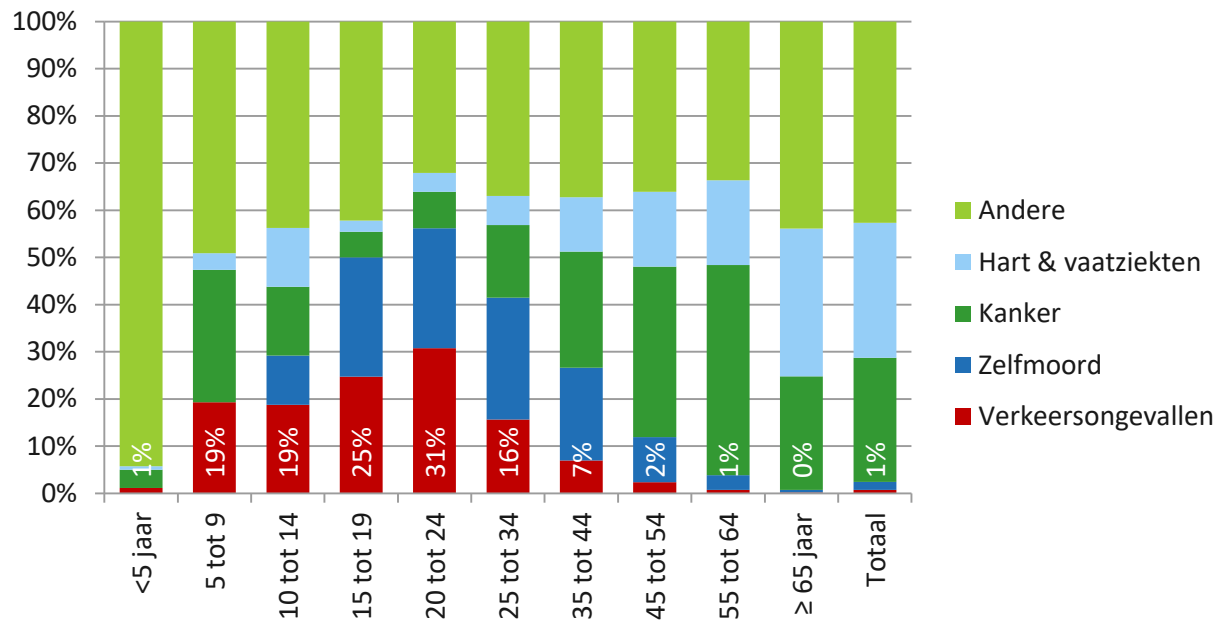
- *18-24-year-olds: 9% of our population, 21% of road victims*

In 2016 5129 young people aged 18 till 24 were wounded or died in traffic as driver or as a passenger in the car => more than 14 per day

- *122 young people per million inhabitants died in traffic*
110 in France, 79 in Germany and 47 in The Netherlands. Only Latvia (172 young people died due to traffic) has more casualties

Findings for drivers aged 18 to 24

Traffic accidents : primary cause of death for young people



Risk factors

- Limited driving experience:
 - correct technique ?
 - less able to evaluate risks, speed and distance
 - no experience in case of an emergency stop
- Attitude/mindset : according to the development phase of youngsters => underestimation of the risks and overestimation of own capacities
- Specific circumstances : drive at night, in group, in a boisterous atmosphere, when they feel tired, under the influence of alcohol or other drugs...

4 pillars

Knowledge

Abilities / Skills

Attitude

Experience



Recommendations for successful RSE

Integration within school culture (e.g. infrastructure for bicycle storage, safe school entrance, school transportation plan)

Parental involvement (inform them, let them practise with children)

Lifelong learning

Integration on different levels (school, municipality, police)

Practice based training

Measures / Reforms



Reform of driver training in Flanders – implemented on 01/06/2017

Minimum 9 months of driving practice before taking the practical exam (in the past only 3 months)

Risk perception test + reaction test

4 extra manoeuvres during practical exam

During the practical test, the candidate has to demonstrate his ability to use the GPS for part of the track.

Compulsory refresh course 6 months after successfully passing the practical exam => training on specific skills such as driving in difficult circumstances (frost, snow, ...)

Zero tolerance alcohol use for novice drivers

Proposition :

0,2 pro mille instead of 0,5 during the first 3 years

BRSI supports this proposition.

Why ?

- Lack of experience in first years after obtaining license
- Drivers between 18 & 25 years old under the influence => 8 x more risk of being involved in an accident

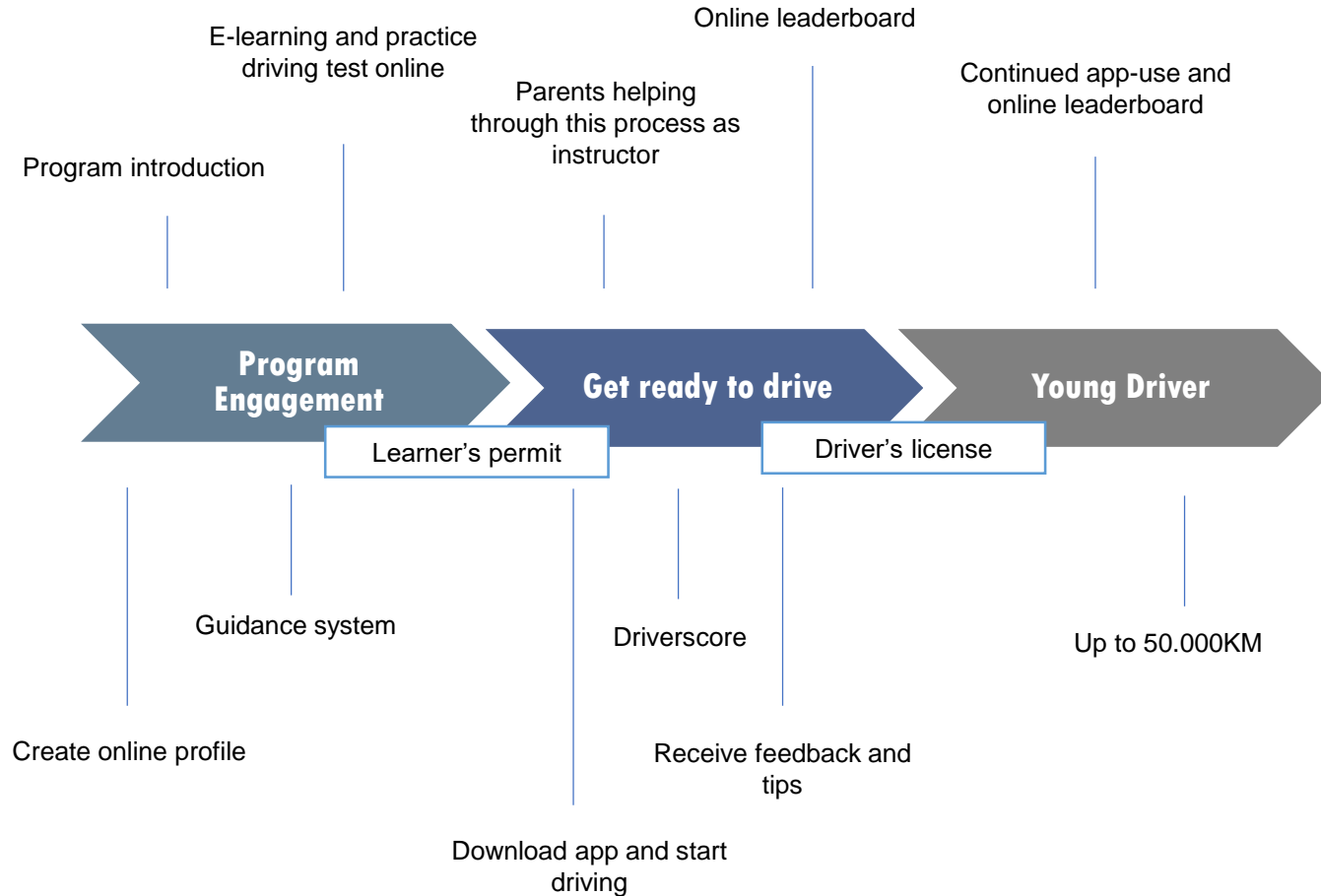
Good practices



Smart Drivers



Project structure





Helping young people to obtain their driving license



Preparation for theoretical exam

E-learning with multiple choice questions



Preparation for practical driving exam

Use of application that measures your driving behaviour



On the way to more experience

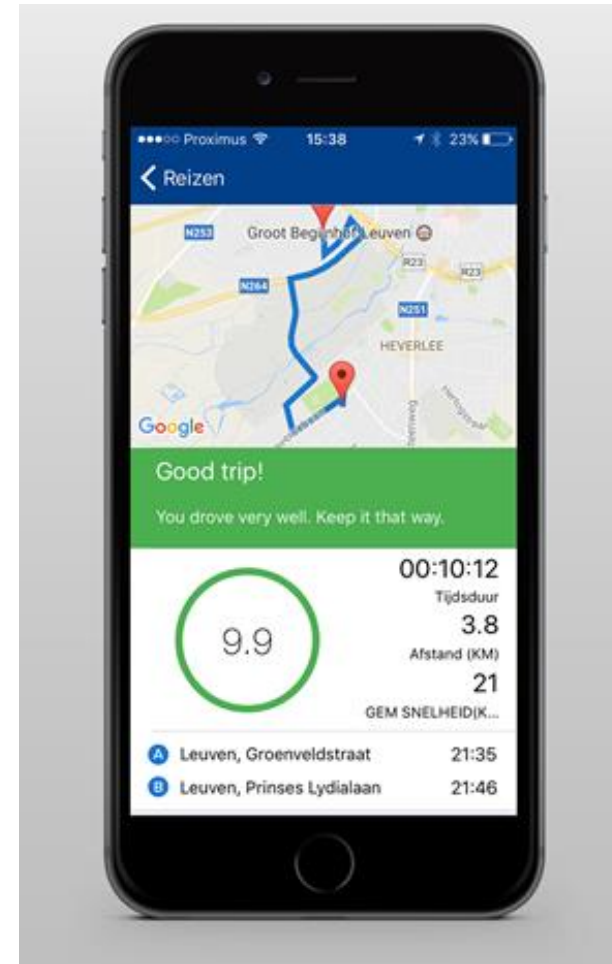
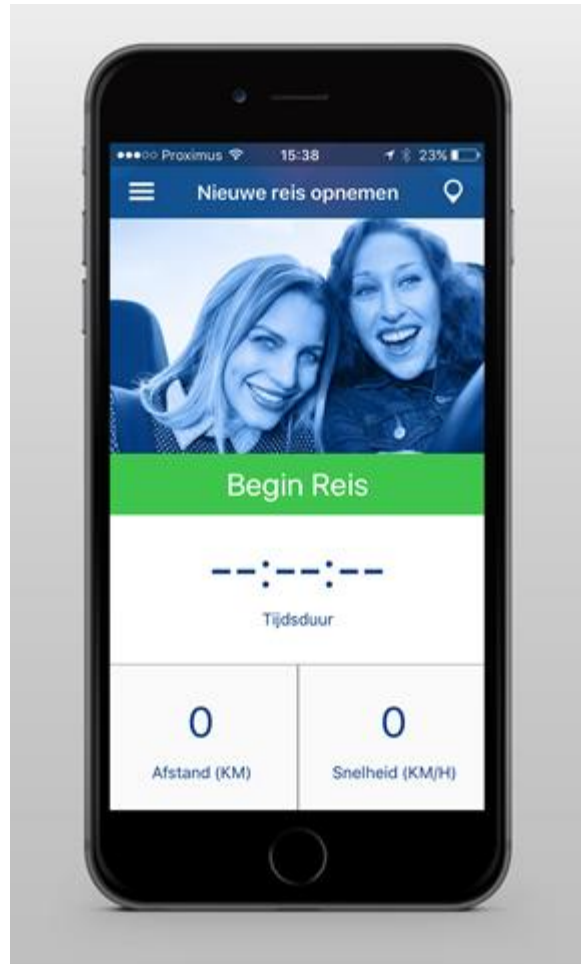
Becoming an experienced driver : tips & tricks + application

Parents receive help to be a good tutor

Platform



Application







Facts & Figures

After 3 weeks online :

- 12.006 application users
- 33.600 video views
- 3.001 website users
- Communication campaign is ongoing : leaflets, billboards, facebook, ...



Smart phones, Smart drivers

National survey :

1 out of 5 young people uses smartphone at least once per ride

More than half of all Belgians admits using their phone at the red light or at a closed level crossing

1 out of 3 Belgians use their smartphone when they are in a traffic jam

69% of all young Belgians sometimes reads a mail or text while driving

45% does not call handsfree when making a phone call behind the wheel

=> In 2016 : first national campaign with private partner (Telenet) on distraction

Distraction behind the wheel - Telenet



Distraction behind the wheel - Telenet



**OP DE E17 ZAL JE ONS
NIET OP TWITTER ZIEN**

Deel jouw slogan met **#ikrijsmartphonevrij**
en win een weekend met drie
vrienden in onze retrocamper!

WIN



National communication campaign :

- Billboards
- Radio commercials
- Online platform
- Activation at large music festivals





Bob Brand – designated driver

Consortium Distraction



Peer to peer approach

Peer to peer approach

- Every young person knows an irresponsible driver in his group of friends but it's very hard to tell him or convince him not to do drive irresponsibly again. Nobody wants to be the 'uncool friend'.
- 37% of Belgian young people (18-29) have accepted a ride from a driver under the influence of alcohol or drugs.
- Negative peer pressure among young people.
 - ➔ Positive peer to peer pressure

Online newspaper article



How Advertising Develops Over Time | E

Key figures

- **15.000+ users**
 - **€0 media investment**
 - **Generated €1.800.000 worth of earned media**
 - Major coverage in all Belgian media: newspapers, television, radio
 - Coverage in some foreign media (France, Holland)
 - Opened the news of the most popular TV-stations in Belgium
- ➔ **Safer traffic became a topic for weeks**



**What if you were invited to
your own funeral?**

Viral video



It feels so stupid: you in a coffin. ggen,

What if you were invited to your own funeral?



Thank you for your attention!

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