

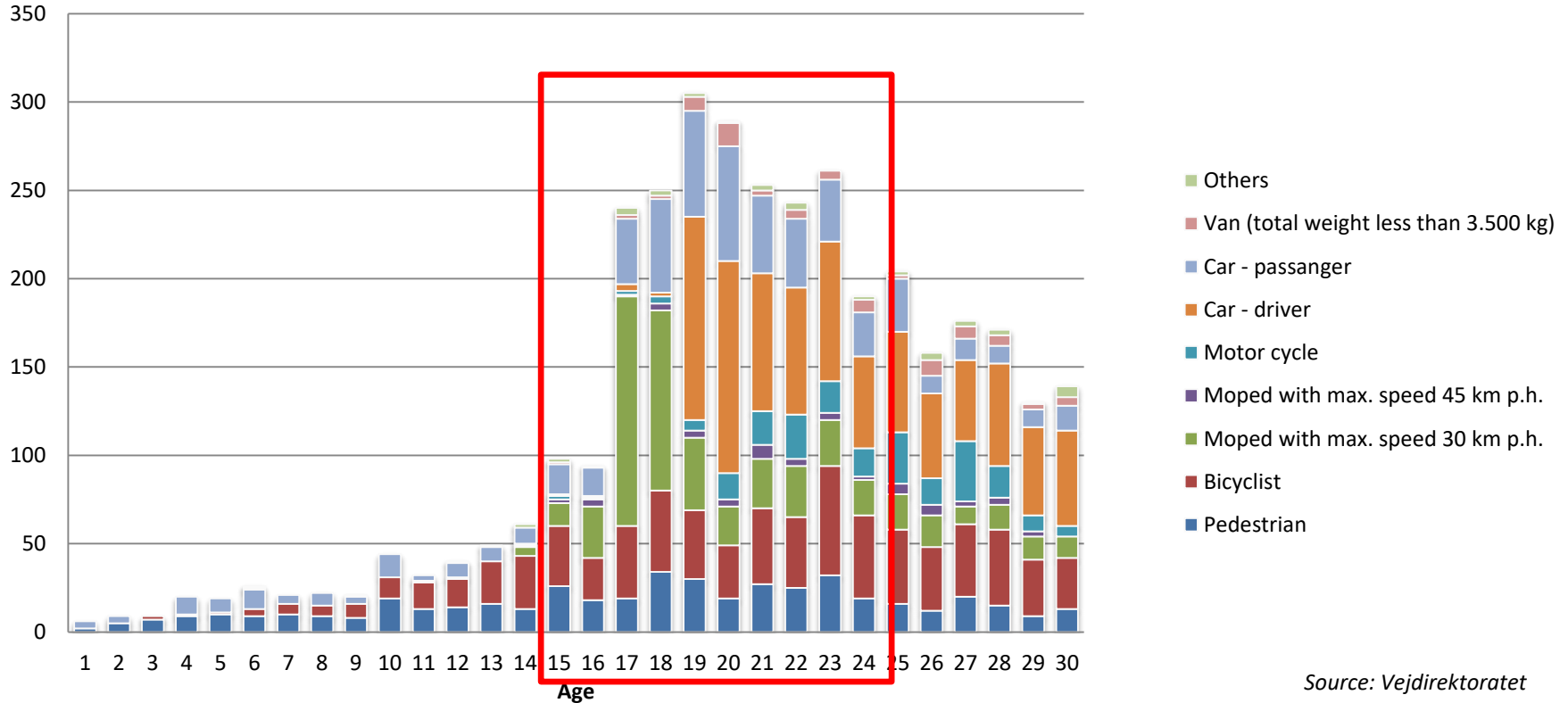


**Good practices and challenges in
addressing safe and sustainable
mobility for Youth**

*Jesper Sølund
Danish Road Safety Council*

- a Danish approach

Killed and seriously injured 0-29 years (2011-2015)



Source: Vejdirektoratet



Communication challenges

Traditional media

- are expensive
- do not reach the young target group
- are losing market shares



Social media

- young people use many different media
- difficult to evaluate

Interesting findings in evaluation of mass media campaigns



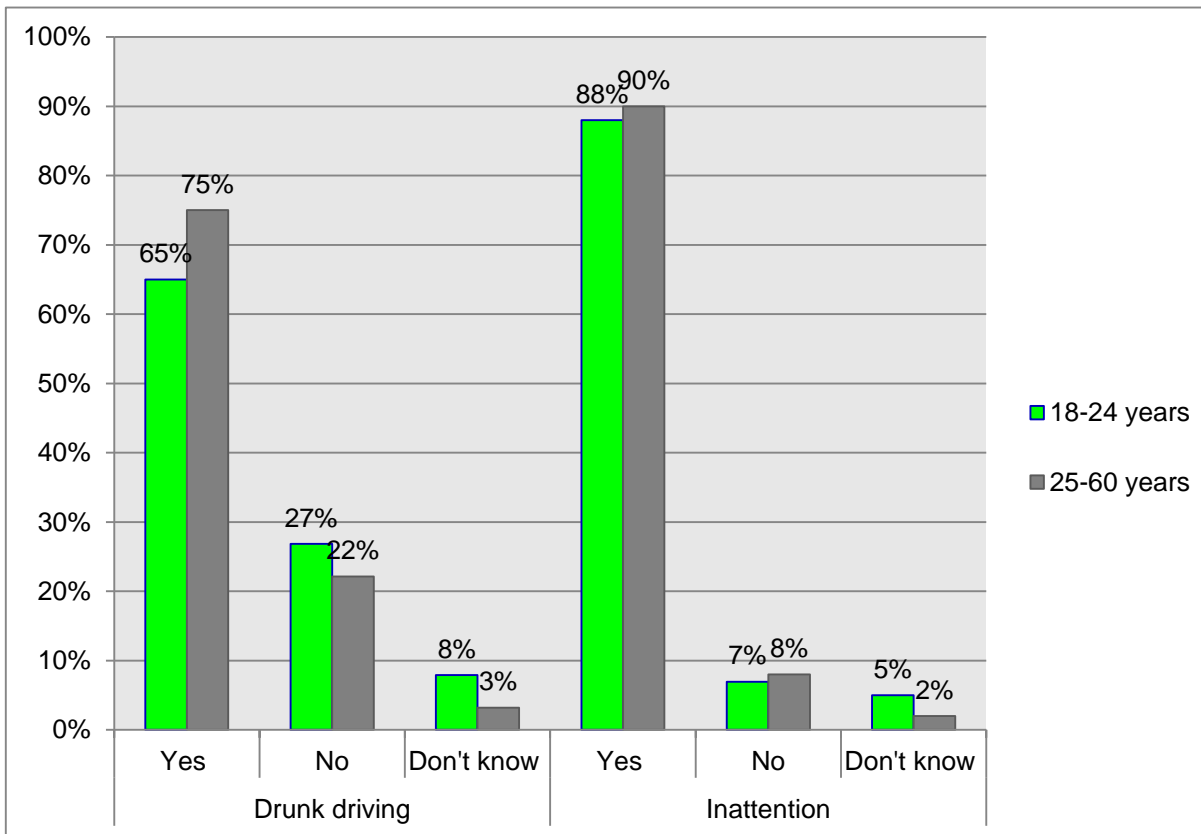
Drunk driving:
"Ready for a breath test?"



Inattention:
"Drive when you drive"



Speeding:
"Slow down before it's too late"



Do you remember having seen, read or heard about this campaign during the past month?

Drunk driving

18-24 years (n=164)

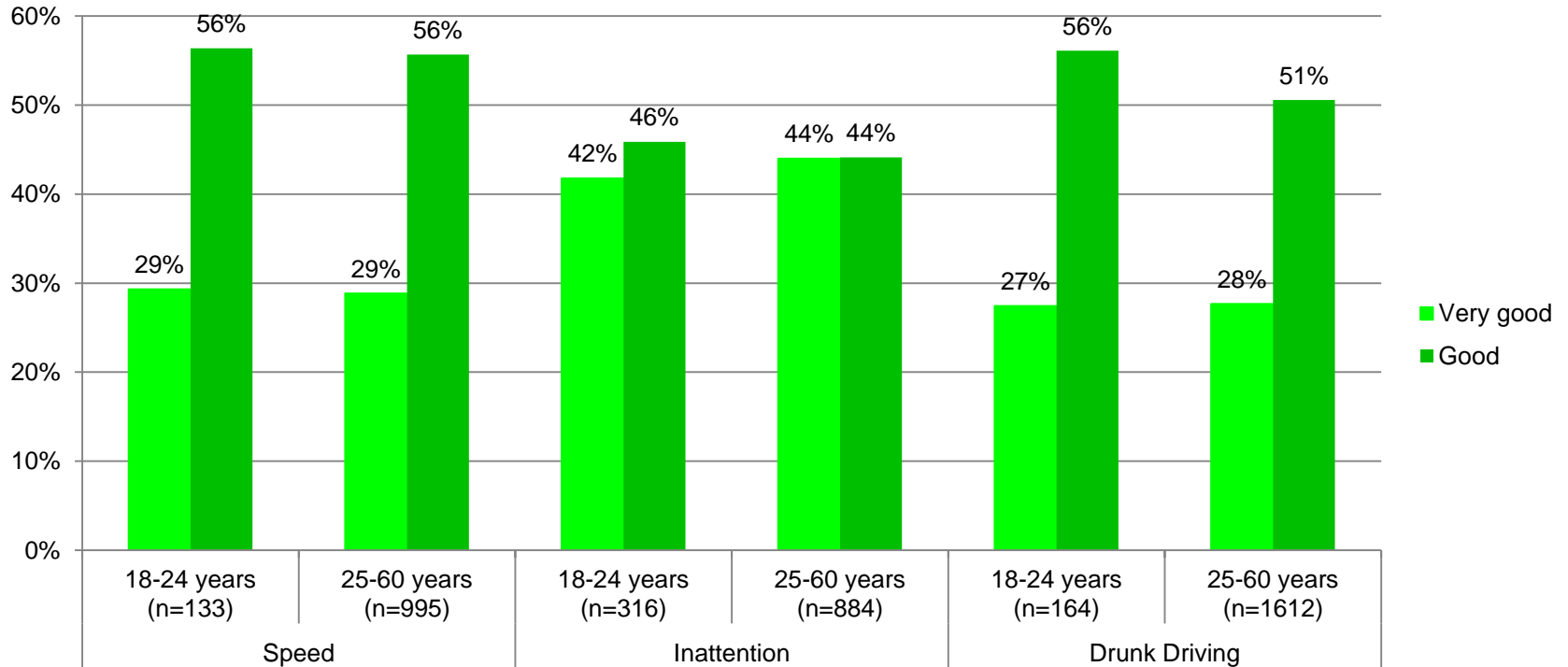
25-60 years (n=1612)

Inattention:

18-24 years (n=316)

25-60 years (n=884)

Liking: What do you think overall about the campaign?





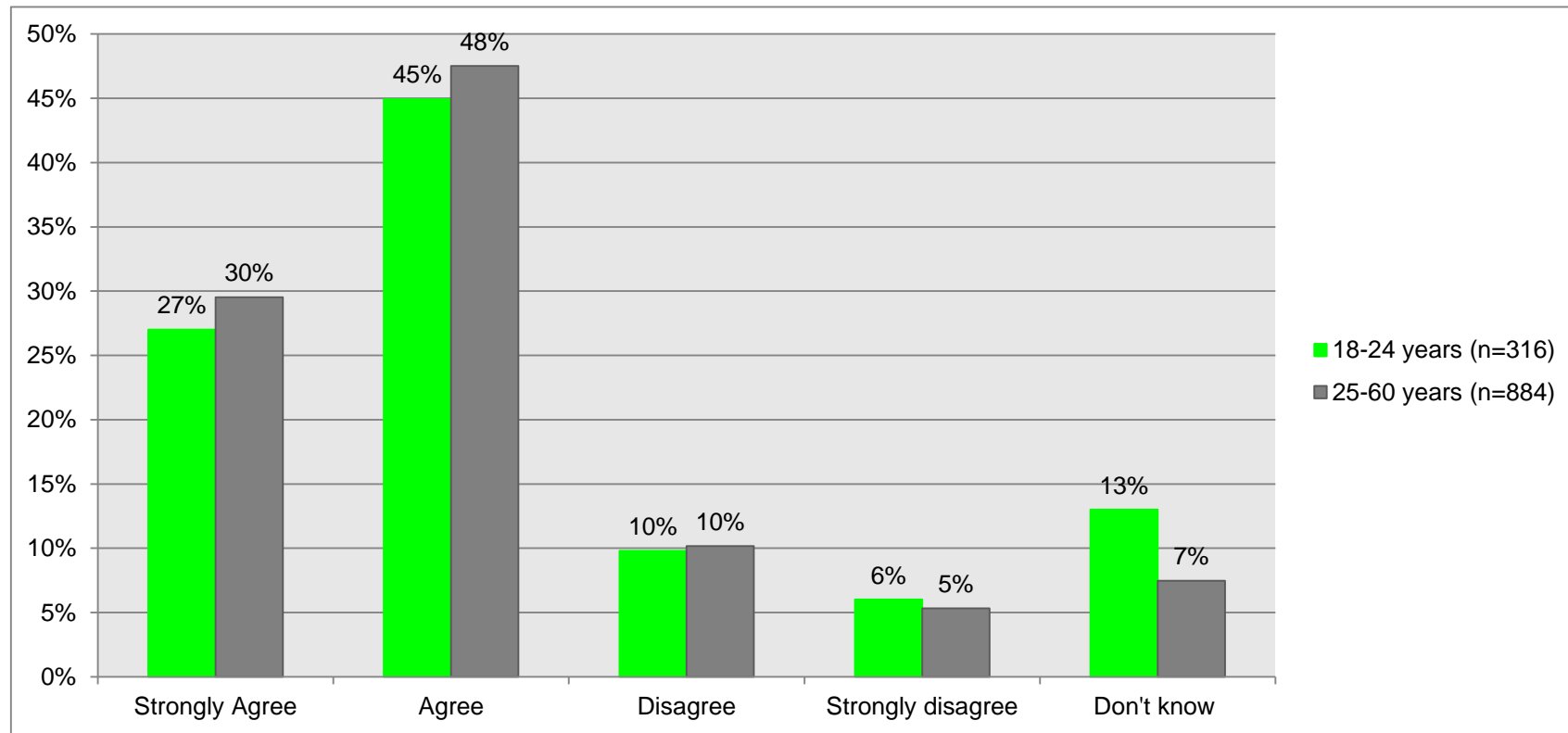
Driver inattention

Campaign: "Drive, when you drive"

KØR BIL
når du kører bil
mere på sikkertrafik.dk/korbil

Motivation to change behavior

The campaign has motivated me to pay more attention when I am driving



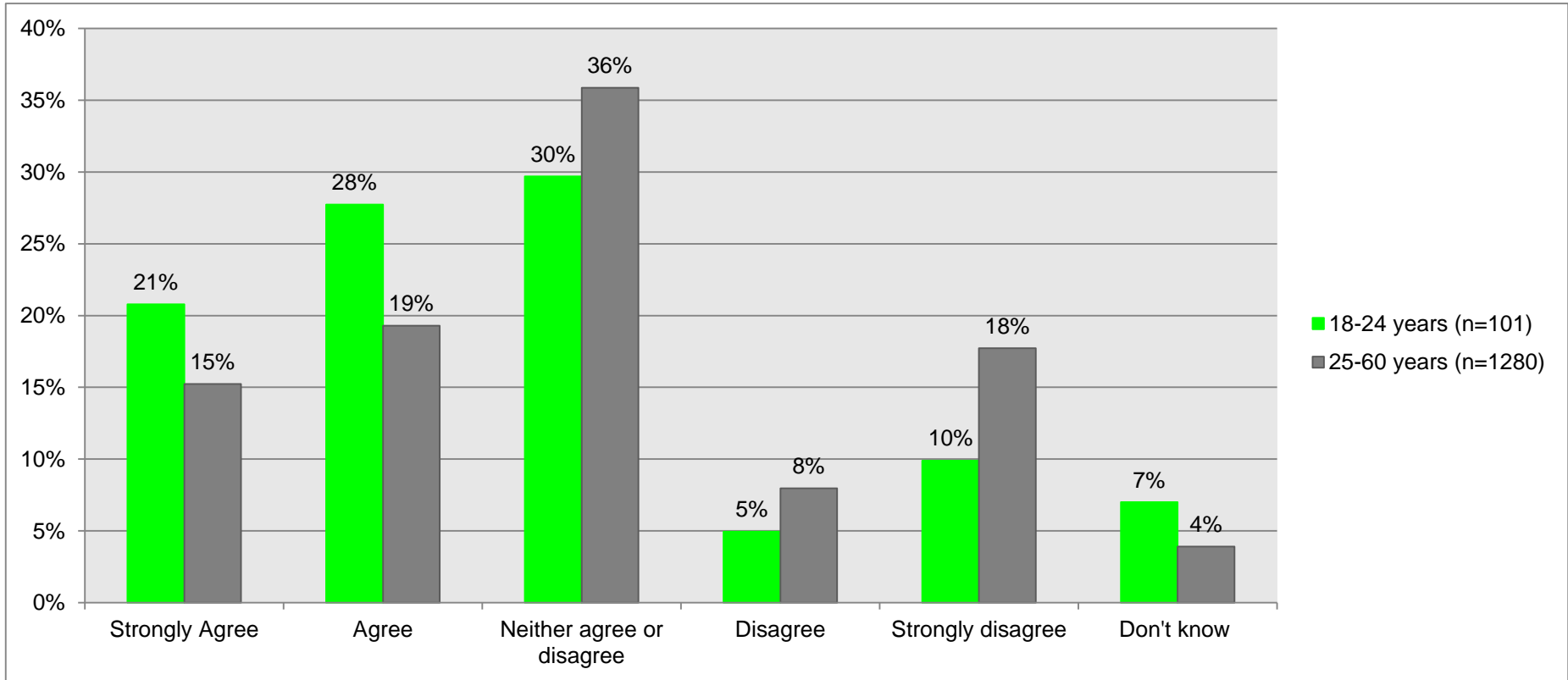


Drunk driving

- Campaign: "Ready for a breath test?"

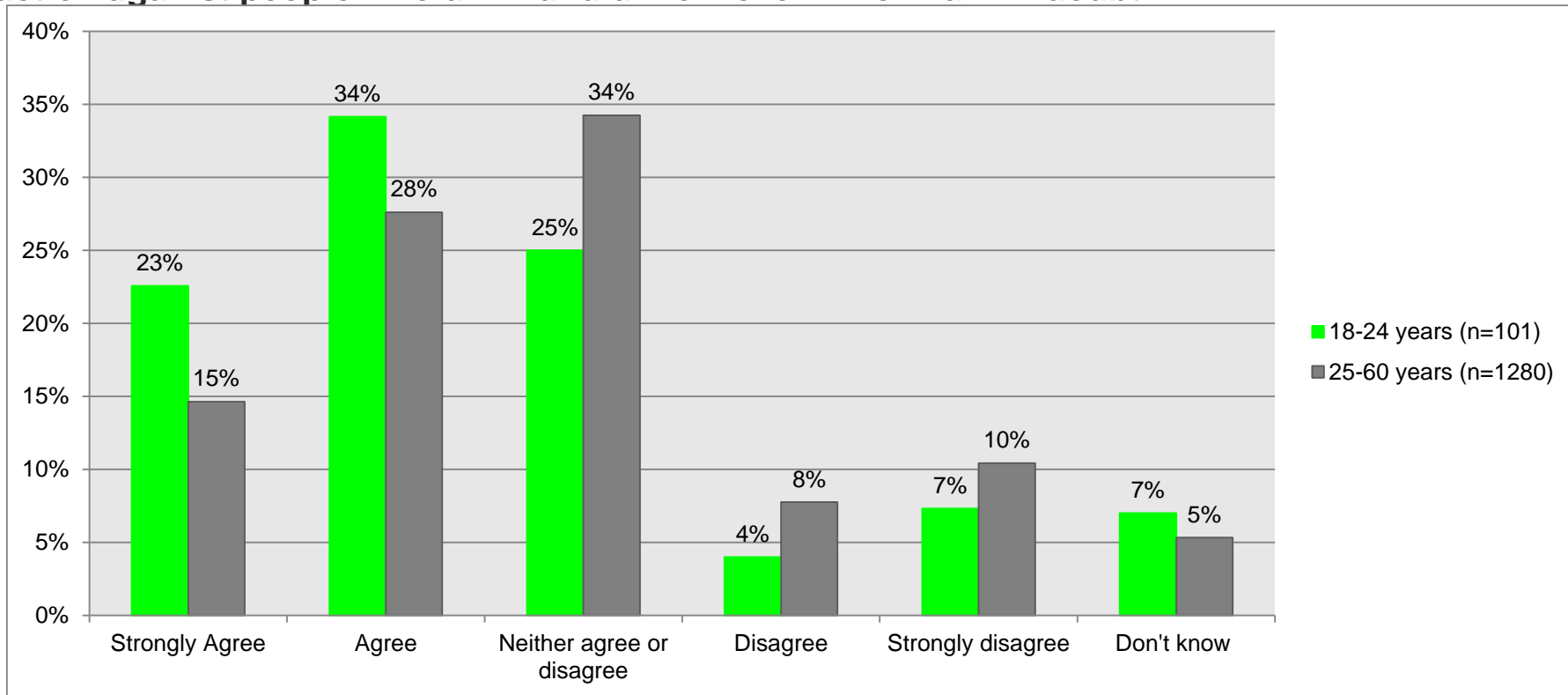
Behavior: Drunk Driving

The campaign has motivated me not to drink and drive



Reflection: Drunk Driving

The campaign has made me think that I should be better at taking action against people who drink and drive – even when I am in doubt



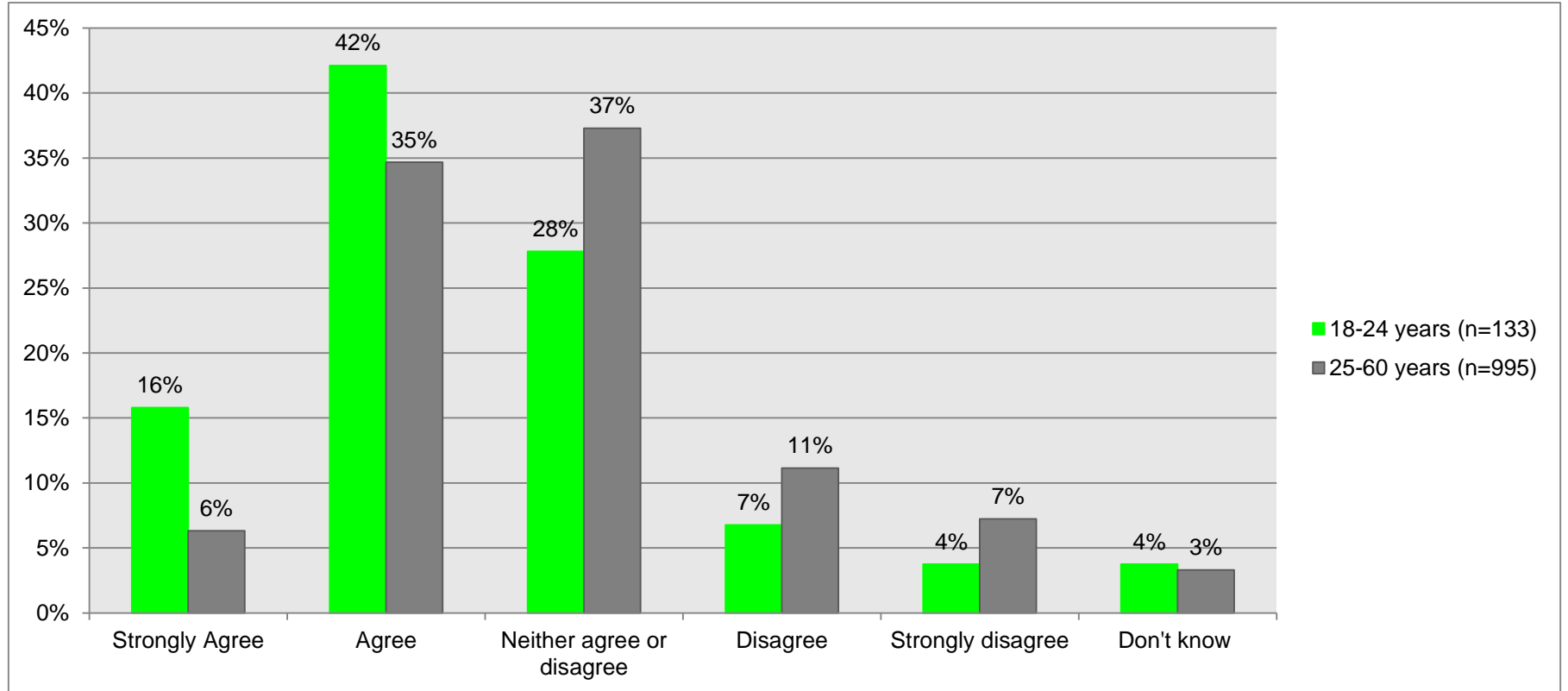


Speeding

- Campaign: "Slow down, before it's too late"

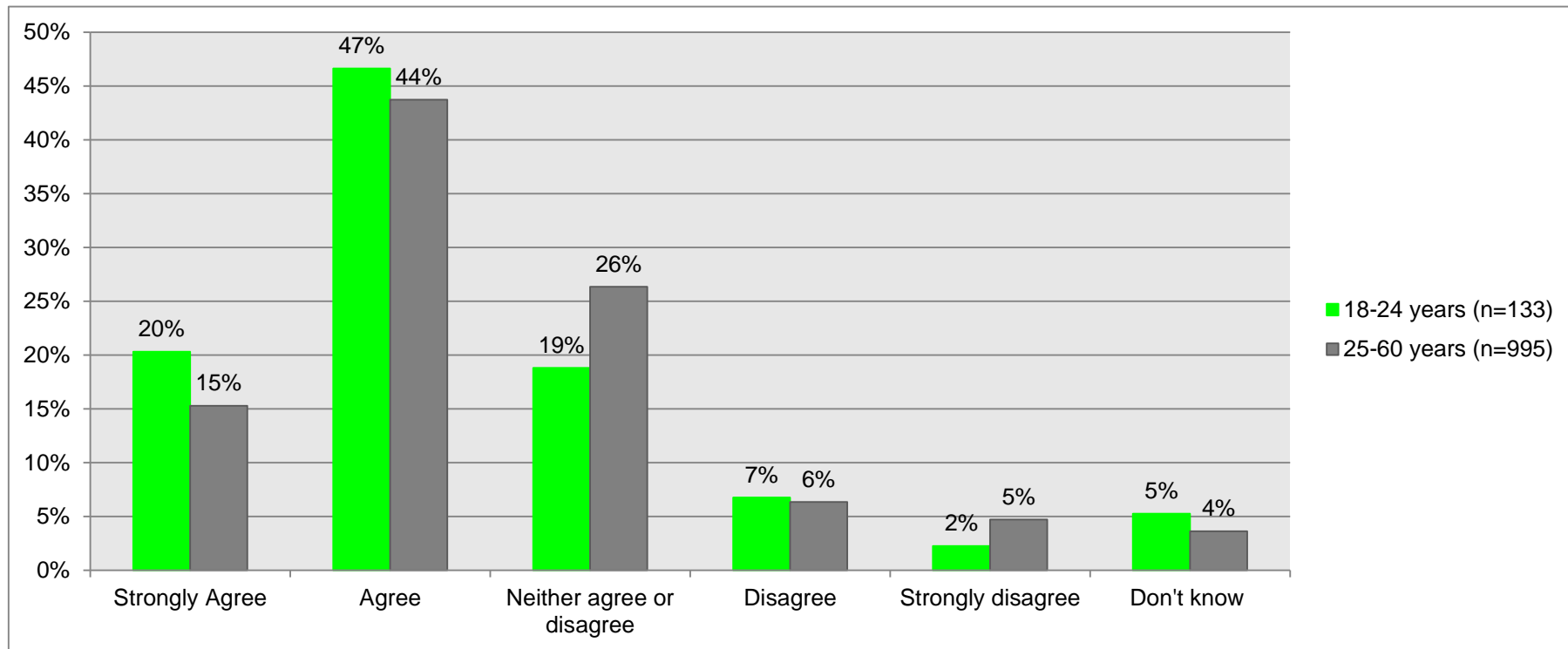
Behavior:

The campaign has made me slow down a little



Reflection:

The campaign has made me reflect on the fact that when others make mistakes, my speed has an impact on the severity of the accident



Conclusion

Mass media campaigns are seen, liked and influence behavior among youngsters - in the same range as the adult target group, sometimes even more!



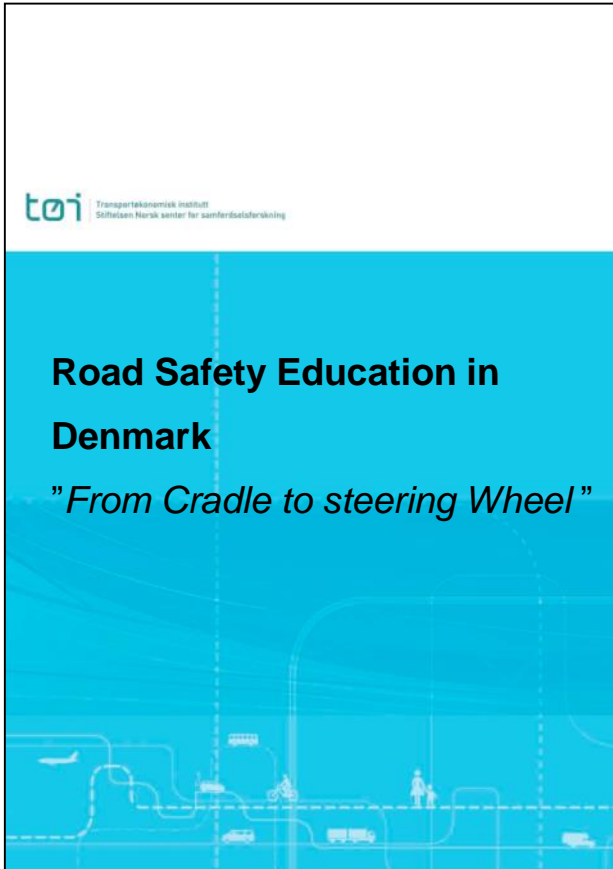
RADET FOR
SIKKER TRAFIK

LIVE

Road Safety **LIVE**

The key intervention to
Danish youngsters





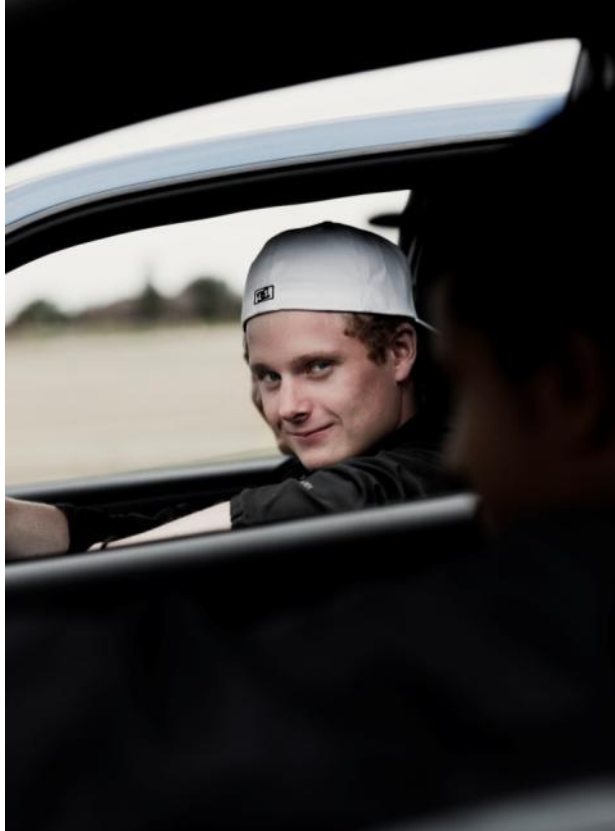
Which measures are the most effective?

- "Say no"-campaigns /communication
- Personal communication of messages
- Police controls
- Dialogue and agreements with parents
- Parents' own driving behavior
- Road Safety Education
- Accident stories in media



Road Safety LIVE 3 different approaches

- School visits 8-10th grade – 14-16 years
- School visits at vocational schools 17-20 years
- High schools visits 15-19 years



What is a LIVE visit about?

- How the accidents happened
- The consequences an accident can have
- The consequences for family and friends
- The choices which led to the accident
- What could have been done differently?
- *Didactically formed by the DRSC*



Ambassadors visiting 8-10th grade

- Free offer for 8.-10th grade
- Persons who acquired visible injuries in road accidents
- They tell about their accident and the consequences
- 22 active ambassadors
- Established in 1987



Ambassadors in vocational schools - Relatives

- Persons, who have lost a son, brother or sister in a road accident
- Persons, who have caused the death of others in road accidents
- Telling about losing relatives and the long term consequences - or to live with the guilt
- 15 active ambassadors
- Established in 2001
- Always together with an instructor



Why the personal story?

- They make great impressions on the young audience
- Gives a unique insight in the consequences of an serious accident
- Brings reality very close
- The youngsters can sense and feel the accident, without intimidation
- Focus on the factors of the accident and the choices that caused it
- Motivates the student to change behavior



Ambassadors to vocational schools - Instructors supporting the relatives

- Students employed and educated by DRSC
- Presentation of risk factors and accident data
- Facilitates the dialogue
- 6 instructors
- Established 2007



Does it have an effect?

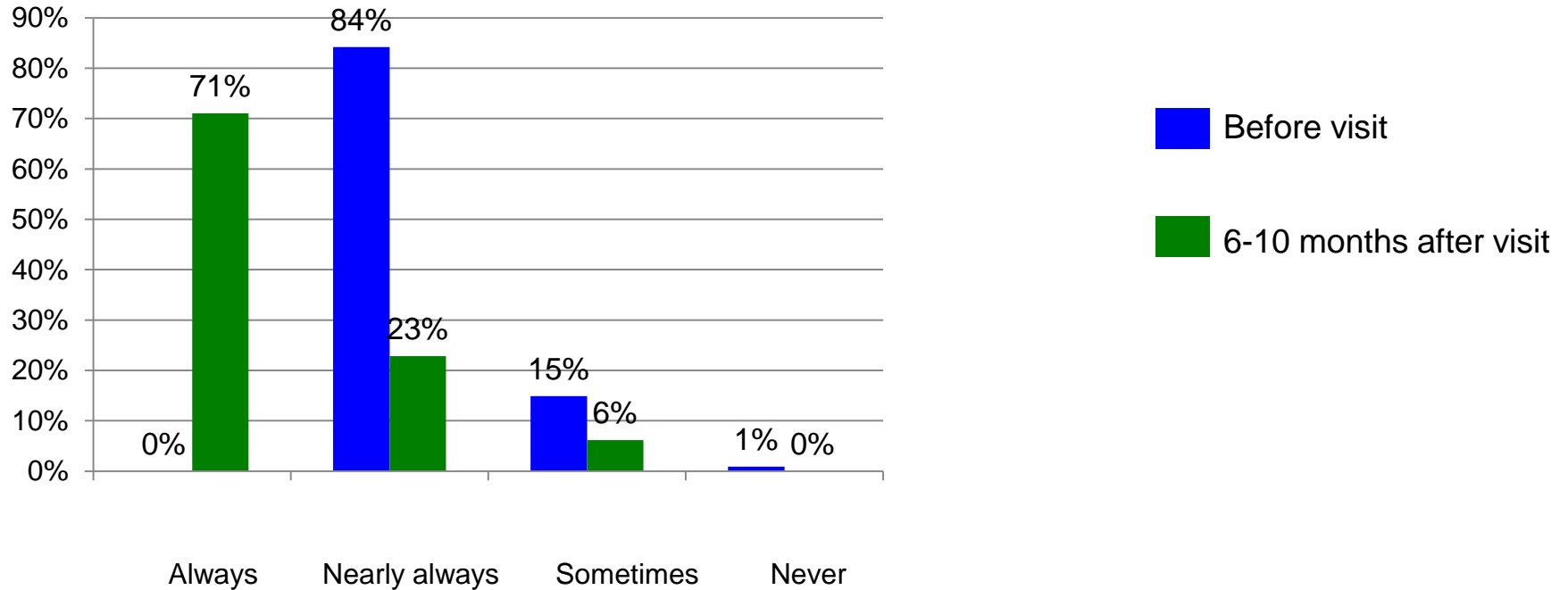
- Evaluated by approx 6000 students, just before and just after the visit
- Evaluated qualitatively by 11 focus groups, 3 weeks after the visit
- Evaluated 6-10 month after the visit, by 1300 students

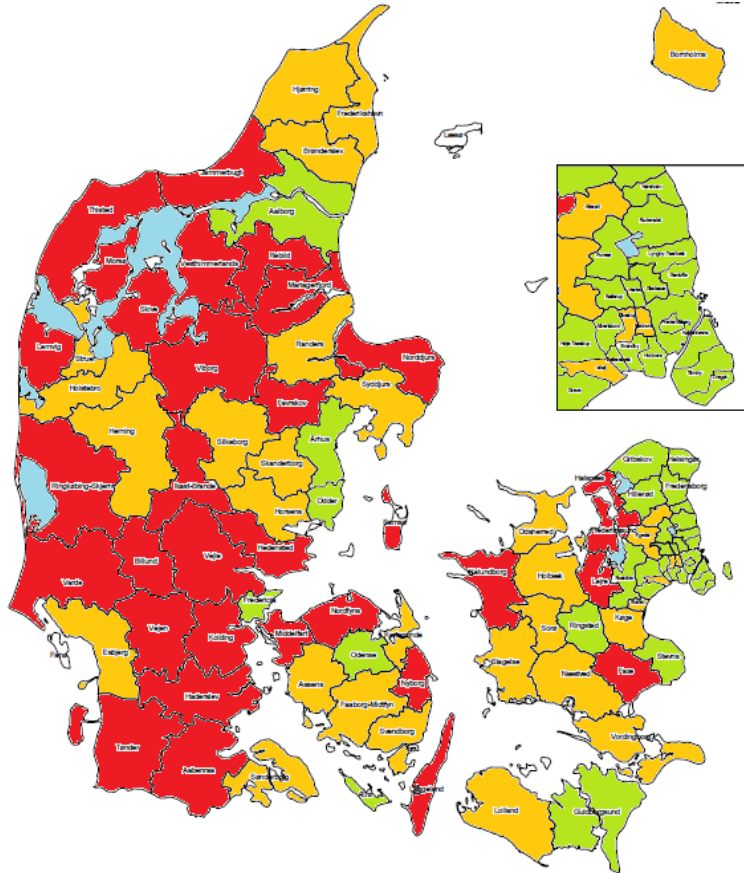


Results – 6-10 months after

- Nearly all students remember the visit
- Half of the students still reflects on the visit
- Positive changes in attitudes have been maintained
- More students say no to others' risky behavior
- Nearly all have told others about the visit
- Half of the students have changed behavior – especially students with risk behavior




Change of behavior Example: Seat belt use





Targeting of visits

Killed and seriously injured aged 18-24 compared to the number of inhabitants aged 18-24 in the municipalities 2006-2010

-  Municipalities with highest score
-  Municipalities with middle score
-  Municipalities with lowest score



Learnings - 1

Well designed mass media campaigns on major road safety subjects (speeding, drunk driving, inattention) reach and have effect on the young people, too.


It is not necessary to especially design broad campaigns for young people



Learnings - 2

Young people who have been involved in accidents - and relatives to accident victims – are an extremely powerful resource in prevention of accidents among youngsters

Their personal stories engage and motivate the students to reflect on risk behavior - and more importantly - to change it.



Thank you for your attention!

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