

Young Drivers **Emphasis Area**



The Challenge:

Crashes involving young drivers aged 15 to 24 particularly the teens remain to be a pressing issue in Louisiana. According to data from 2013, young, inexperienced drivers (ages 15-20) crash at a higher rate than other drivers – and many of these crashes are fatal. A report by the LSU Highway Safety Research Group shows that, the fatal crash rate of the 18-20-year-old age group alone was nearly twice that of all drivers. While these drivers made up only 4.5 percent of Louisiana licensed drivers in 2013, they were involved in 8.1 percent of injury crashes and 5.4 percent of fatal crashes.

There is a challenge in how messaging can be effectively delivered to teens. Also, with social norming in the mix, there's a better way at communicating safety campaigns to these young groups.

The Marketing Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing in order to get the message out to targeted audiences as follows:

- Young Drivers aged 15-24
- Teens / Newly Licensed drivers
- Parents
- Driving School Trainers

There is a new campaign called "5 to Drive" that the SHSP stakeholders will mobilize around the National Teen Driver Safety Week and other avenues where students are reached. "5 to Drive" Rules for teens: *No cell phones while driving, no extra passengers, no speeding, no alcohol and no driving or riding without a seat belt.*



CORE MESSAGES

Zero Tolerance
Buckle Up. Every Trip. Every Time.
Rear Seat, Click It Louisiana!
Eyes on Road, Hands On Wheel (2N2)
Stop Speeding Before It Stops You

TARGET AUDIENCES

Young Drivers aged 15-24
Teens / Newly Licensed Drivers
Parents
Driving School Trainers

STRATEGIES

TV & Radio PSA's
Cinema Theatre PSA's
Dynamic Message Signs
Paper and Electronic Press Releases
Social Media Norming
Driving Simulations
Guerilla Marketing at Events
Parent-Teen Safe Driving Contracts
Safety Pledges at Schools
Rewarding Seatbelt Use Among Young Drivers

PROGRAM OPPORTUNITIES

Sudden Impact
Celebrate My Drive
5 To Drive
Think Before You Drink
Capturing Safety Through the Lens
Arrive Alive
The Knowledge Effect
Project SNAP
Rock the Belt
Think First
Young Driver Safety Program
Safety Town
Buckled Up Every Trip, Every Time Program
Ready, Set, Drive!
I Got Caught Wearing A Seatbelt T-Shirt Design Contest

TIMELINES

2nd & 3rd Week of January - Stop Speeding
Distracted Driving Awareness (April)
1st Week of June – Buckle Up Campaign
3rd & 4th Week of July – Click It in the Rear! Teen Driver Safety Week (Oct.)

IMPLEMENTORS

LHSC, DOTD, LSP
Think First Ark-La-Tex
Regional Coalition Young Driver Teams