

Young Drivers **Emphasis Area**



The Challenge

Crashes involving young drivers remain to be a pressing issue in Louisiana. According to Highway Safety Research Group's data report from 2015, there were 87 young drivers at ages 15-24 who died from roadway crashes. Of this age group, almost 50% were ages 21-24, 41% were ages 18-20, and 9% were ages 15-17.

Effective messaging and parenting styles can affect high-risk behavior among young drivers. Social norming, on the other hand, demonstrates effective communication, thereby lessening the perceived behavior.

The Marketing/Media 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 Owners and Instructors

There is a 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

5 To Drive
Buckle Up. Every Trip. Every Time.
Click It, Louisiana!
Eyes on Road, Hands On Wheel (2N2)
Stop Speeding Before It Stops You

TARGET AUDIENCES

Novice Drivers
Older Young Drivers aged 18-24
Teens / Newly Licensed Drivers
Parents
Driving School Owners and Instructors

STRATEGIES

TV & Radio PSA's
Cinema Theatre PSA's
Dynamic Message Signs
Paper and Electronic Press Releases
Social 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
5 To Drive
Capturing Safety In the Eyes of Teens
Arrive Alive, The Knowledge Effect
Project SNAP, Rock the Belt, Safety Town
Think First
Buckled Up Every Trip, Every Time Program
Ready, Set, Drive!
It Can Wait
I Got Caught Wearing A Seatbelt
T-Shirt Design Contest

TIMELINES

January - Stop Speeding
April - Distracted Driving Awareness
April - Buckle Up Campaign
May - Click It or Ticket
July - Click It in the Rear!
October - Teen Driver Safety Week

IMPLEMENTORS

LHSC, DOTD, LSP
Sudden Impact Louisiana
Regional Coalition Young Driver Teams