



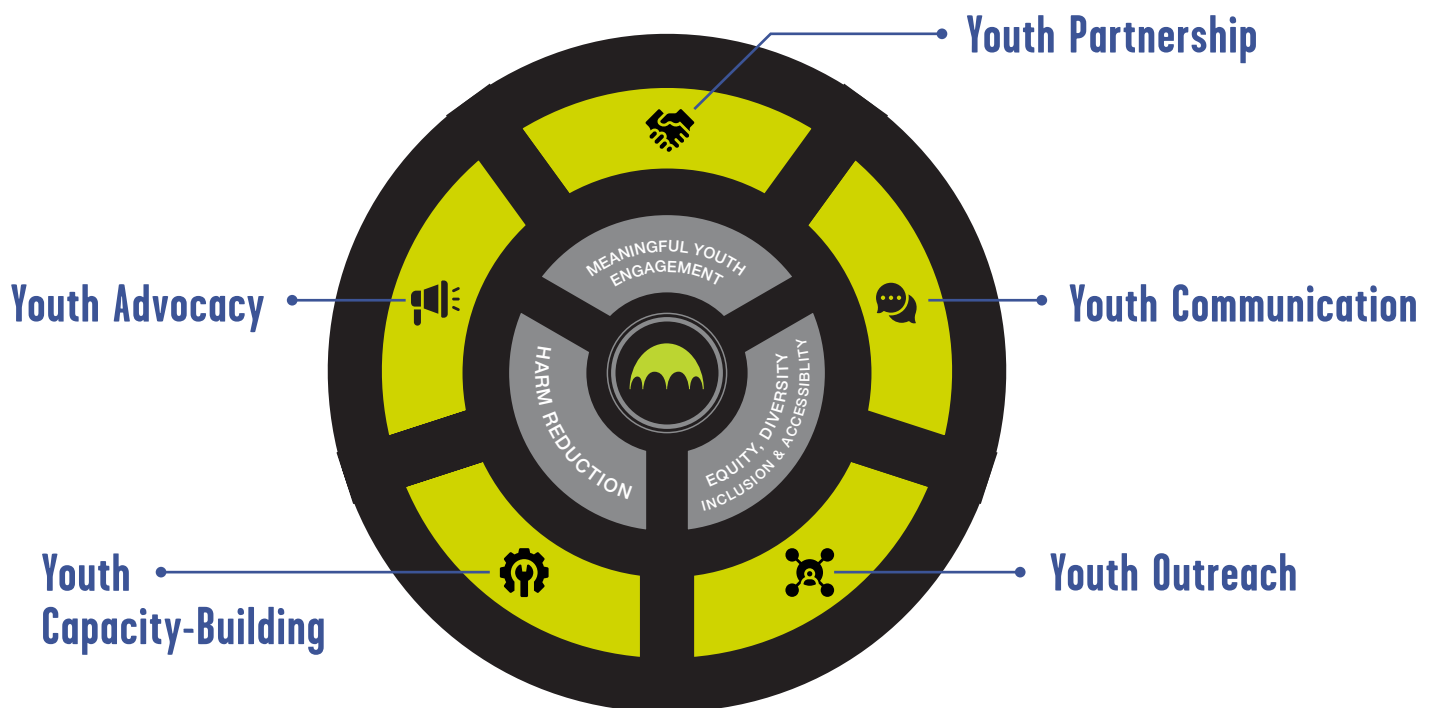
A framework for accelerating youth engagement in road safety

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The purpose of this framework is to:

- Help road safety stakeholders in Canada understand what meaningful youth engagement is, the importance of meaningful youth engagement and the benefits of meaningful youth engagement in improving road safety
- Improve road safety stakeholders' understanding of technology- and communications-based solutions for reaching young drivers and passengers
- Equip road safety stakeholders with effective strategies and practices to support youth engagement in their road safety programming and initiatives



Guiding Principles

Meaningful youth engagement:

Meaningful youth engagement facilitates empowerment and instills a sense of agency within youth. Examples of meaningful youth engagement in road safety can include advocating for changes in the built environment, spreading information and resources on safe behaviours to their peers and networks and developing programs that address specific road safety needs

Equity, diversity, inclusion and accessibility:

There is a need to continually consider the inequities that some youth face when it comes to transportation access and wellbeing outcomes because of the systemic disadvantages they experience as a result of race, socioeconomic status, ethnicity, immigration status, gender, age, disability, region and other factors.

Harms reduction lens:

A harm reduction lens moves away from an abstinence-only model and acknowledges that there are young drivers who will partake in alcohol and other substance use. Applying a harm reduction lens to road safety means providing concrete strategies on how youth can mitigate harm for themselves and others from immediate risks on the road after engaging in alcohol and drug use, without necessarily aiming to reduce alcohol and drug use

Youth Partnership

This area of focus outlines what meaningful youth partnership in road safety looks like and strategies to accomplish this.

Recommendations

- Integrate youth partnership into strategic plan
- Establish youth advisory committee to co-create and co-lead road safety initiatives
- Work with network of youth ambassadors
- Engage youth in evaluating road safety messages and programs

Youth Communication

This area of focus looks at effective strategies when communicating directly with youth about road safety through traditional, digital and social media..

Recommendations

- Co-design and test drive messaging with representative youth
- Stay up to date on youth social and digital media preferences and practices
- Use social marketing strategies that resonate with youth
- Use storytelling to instill empathy and change youth attitudes

Youth Outreach

This area of focus looks at who influences youth and how to reach youth through these influencers.

Recommendations

- Prioritize peer-to-peer communication and education
- Train parents to provide accurate and timely road safety information
- Use schools and educators as delivery mechanisms
- Collaborate with experts and credible organizations
- Rethink the use of social media influencers

Youth Capacity-Building

This area of focus looks at common road safety knowledge and skill gaps among youth and examples of effective strategies to address these gaps.

Recommendations

- Conduct a needs assessment to understand what youth need to become better drivers
- Increase and reinforce gaps in road safety knowledge and skill through a variety of mediums
- Provide in-person and virtual opportunities to practise skills that promote safe driving
- Incentivize youth to care about road safety and engage in safe driving behaviour
- Rethink the use of social media influencers

Youth Advocacy

This area of focus looks at areas of road safety advocacy that youth can be engaged in and effective strategies on how to do so.

Recommendations

- Understand what is important to youth
- Develop youth advocacy toolkits and training opportunities to develop important skills for advocacy
- Advocate to have youth at formal decision-making spaces