



# YOUTH ADVOCACY

Youth advocacy can help rebuild the culture around driving behaviour to make being a responsible driver cool and attractive to youth. Involving youth in advocacy for measures that promote safer driving such as changes to road infrastructure, road rules and regulations, driver education and access to public transportation can get youth to start conversations both within their peer groups and demonstrate to others, including their peers, that this is an issue that matters to them.

## Recommendations and implementation strategies

### Understand what is important to youth

Youth have a good sense of the areas of road safety that need improvement in their communities. Youth recognize the need for systemic change in order to have the most impact on road safety and that changing driving behaviour in young people is only a piece of the puzzle. Understanding what youth care about and why they care about certain things can help organizations paint road safety as an important public health issue that needs to be addressed and encourage youth to become advocates for road safety.

#### *Strategies to implement this recommendation:*

- Conduct a youth town hall to determine what areas of road safety youth care about.
- Analyze social media and online youth groups to see what conversations in road safety and driving behaviour are being led by youth.
- See what other issues youth care about, such as climate change, mental health, and substance use, and determine how it can be linked to road safety.

### Develop youth advocacy toolkits and training opportunities to develop important skills for advocacy

Reaching out to decision-makers was cited as a daunting task for youth and a lack of knowledge on how to do this can be discouraging for youth. Raising knowledge and capacity is one of the first steps to equip youth with the ability to advocate for safer roads. This can be done through creating and making available toolkits, a collection of resources that would enable youth to learn more about road safety and determine strategies that would enable them to address issues on a local, regional or national scale. Organizations can also empower youth by providing training opportunities to build young people's advocacy knowledge and skills.

#### *Strategies to implement this recommendation:*

- Determine what young people need to reach out to their local decision-makers and co-develop tools with youth, e.g., letter templates, data collection tools, planning tools and best practices.
- Ask youth what kind of advocacy skills they would like to develop to create the most relevant training opportunities.
- Determine in which formats young people would like to receive training opportunities e.g., interactive workshops, webinars, conferences, summits, mentorship.



## Advocate to have youth at formal decision-making spaces

Having youth at formal decision-making spaces, including in conversations with funders, can help draw attention to road safety issues from the youth perspective and influence strategic directions. Furthermore, it facilitates empowerment in young people when they are shown that their input can create change, potentially setting the stage for them to be lifelong advocates and sustain efforts in making road safer.

### *Strategies to implement this recommendation:*

- Ensure that there are resources and funding allocated to have youth participate in meetings and consultations
- Encourage youth to join you as co-authors on grant and funding proposals
- Educate staff and the leadership team about the benefits of having youth as decision-makers for your organization

## Further resources

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- [Global Youth Coalition for Road Safety](#)
- [Youth and Road Safety Action Kit](#)
- [Dori Saves Lives Teen Road Safety Advocacy Action Plan](#)
- [Vision Zero for Youth](#)

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