



YOUTH COMMUNICATION

Effectively communicating road safety messaging to youth through traditional, digital and social media is important to obtain buy-in from youth and potentially change behaviour. Organizations should strive to consistently ask youth about what kind of road safety content catches their eye, what they like and don't like, and what kind of messaging is likely to resonate with them in the long term and change their road safety attitudes, beliefs and behaviours.

Recommendations and implementation strategies

Co-design and test drive messaging with representative youth

It is important to have messaging that is relevant and appealing to youth to raise awareness, equip young people with the appropriate knowledge and skills and promote behaviour change. Co-designing road safety messaging with young people can ensure this and maximize the impact an organization can have with their youth audience. Youth are in tune to the latest trends, how young people use platforms and credible ways of communicating with other youth.

Strategies to implement this recommendation:

- Use social marketing and engagement models such as the User Centred Design Approach and Community-Based System Dynamics to co-design road safety messaging.
- Ensure there are a variety of methods in place to solicit feedback from youth, such as focus groups, one-on-one interviews and surveys.
- Directly ask youth what they know and don't know about road safety and not make assumptions about their knowledge and skill levels.

Stay up to date on youth social and digital media preferences and practices

Young people's preferences and frequency of social media use, their preferences of who they receive health and road safety information from and the formats that they prefer to receive information is ever changing. Directly asking youth what their preferences are is the best way to ensure that organizations reach diverse youth with road safety messaging.

Strategies to implement this recommendation:

- Examine the trends in your organization's digital and social media platforms to see type of reach by age group.
- Review academic and grey literature for more information about social media trends and types of use among youth.
- Observe communication and marketing strategies by youth-centric organizations to see what works and doesn't work when engaging young people.
- Analyze what kind of content is appropriate for each type of platform rather than using the same type of content for all platforms.



Use social marketing strategies that resonate with youth

Social marketing uses commercial marketing strategies to promote better outcomes of individuals and society through behaviour change. It is important to understand the youth audience to determine accurately and adequately what is likely to hold their attention. Youth prefer platforms that give them the most autonomy they prefer more interactive and immediate communication, and low-effort engagement.

Strategies to implement this recommendation:

- Solicit relevant social marketing directly from youth using a variety of methods, such as focus groups, one-on-one interviews and surveys.
- Ask young people for examples of content that they are likely to like, read and/or share with their peers.
- Ensure consistency and follow-up of road safety messaging such as encouraging young people to follow your organization's social media platforms, share useful promotional items and provide opportunities for youth to get involved in road safety advocacy.

Use storytelling to instill empathy and change youth attitudes

Seeing and hearing real-life accounts of those who have been impacted by unsafe driving behaviour as a driver, passenger, family member, first responder and others hold young people's interest and allow them to reflect upon how the dangers of unsafe driving connect to them and others in their lives. This is especially the case when stories are by individuals who are similar in demographic factors to them.

Strategies to implement this recommendation:

- Solicit stories that illustrate the consequences of unsafe driving behaviour, such as physical injuries and disabilities, psychological toll and negative financial outcomes
- Use a variety of mediums to tell stories, such as videos, interactive webpages, audio and illustrations to reach different youth
- Partner with a media agency to help create stories in an appealing and relevant way to youth

Further Resources

- [Voices of Youth Youth Mediathon Masterclass series](#)
- [UNICEF Adolescent Kit for Expression and Innovation](#)
- [The Science of Storytelling: How Storytelling Shapes Our Behaviours](#)
- [Digital Storytelling and Youth](#)

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