



YOUTH OUTREACH

Youth knowledge, attitude and behaviour are influenced by those in their networks due to their status, perceived power and trustworthiness. These groups can be an effective in delivering road safety messaging to youth and also lead by example. Groups likely to influence young people's driving behaviour are peers, parents, schools and educators and experts.

Recommendations and implementation strategies

Prioritize peer-to-peer communication and education

Other youth are one of the biggest influencers on youth and peer influence can be both a risk factor and protective factor for young drivers. Organizations may not be able to reach all youth in their target audience directly but they may be able to reach peers in youths' peer groups who can have an influence on others, creating indirect impact.

Strategies to implement this recommendation:

- Co-create a youth-led road safety publications such as a podcast, video series or blog.
- Have youth take over your organization's platforms to share their own content.
- Develop conversation guidelines for youth on the consequences of unsafe driving strategies to limit or prevent engaging in risky driving behaviour, what to do in difficult road safety scenarios and how to call out their peers for unsafe driving.

Train parents to provide accurate and timely road safety information

Young people who don't receive formal driver education through driving school are often taught by parents, caregivers or another older family member. Young people also look to their parents to model driving behaviour when their parents are driving. However, parents are often not imparting accurate and timely information to their children and some elements of driver education are not taught by parents due to parents' lack of knowledge or busy schedules.

Strategies to implement this recommendation:

- Partner with organizations already providing parenting workshops and programs to incorporate road safety into their sessions.
- Develop resources for parents on how to communicate accurate road safety information to their children and have appropriate conversations about safe driving.
- Provide parents with list of tools to monitor and provide feedback on their child's driving behaviour e.g. in-vehicle cameras, safe driving contract and telemetric apps.

Use schools and educators as delivery mechanisms

School-based road safety programming can be effective in reaching and engaging a large youth audience. Programming can be incorporated into school assemblies, within courses or curricula, and through training workshops with educators who can deliver the programming. Driving schools are another avenue where road safety messaging and resources can be disseminated.



Strategies to implement this recommendation:

- Work with driving schools to update their curriculum and provide materials that are more engaging and youth-friendly.
- Create in-school and virtual programming that uses interactive role play, visual materials and positive reinforcement to reinforce road safety messaging.
- Train educators to engage students in conversations around road safety.

Collaborate with experts and credible organizations

Health and safety organizations are one of the most preferred sources for health and safety information. Youth turn to government websites, provincial auto insurance organizations' websites and peer-reviewed research if they need to find accurate road safety information.

Strategies to implement this recommendation:

- Co-develop road safety resources with youth in order to get relevant and engaging information about road safety and driving behaviour to youth.
- Partner with organizations that have significant credibility with youth to deliver road safety campaigns.
- Have subject matter experts – e.g. researchers, law enforcement officers, injury prevention practitioners – deliver road safety presentations to youth.

Rethink the use of social media influencers

Youth have developed a healthy sense of skepticism toward social media influencers and celebrities delivering health and safety messaging, especially when that is not their usual content. Social media influencers still have a degree of influence over some youth and strategic partnerships can reach subgroups of youth with road safety messaging. Types of social media content and influencers that youth like include comedians, experts in their fields, meme pages and secondary and post-secondary school pages.

Strategies to implement this recommendation:

- Partner with influencers who already have an interest in road safety, have been personally impacted by unsafe driving behaviour or who have content that touches on road safety in a funny but safe way.
- Seek out experts who have a large following – e.g. healthcare professionals, professional athletes and educators – to create youth-appropriate content.
- Use peers who are considered local influencers and can have local impact to spread road safety messaging through their networks.

Further resources

- [A Guide to Peer-to-Peer Learning](#)
- [ICBC Teach Road Safety](#)
- [The Ontario Road Safety Resource For Teachers](#)
- [Teaching Road Safety: A Guide for Parents](#)

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