

Young Drivers Conference Athens
June, 13th 2017

Liesje Pauwels
Belgian Road Safety Institute

BRSI



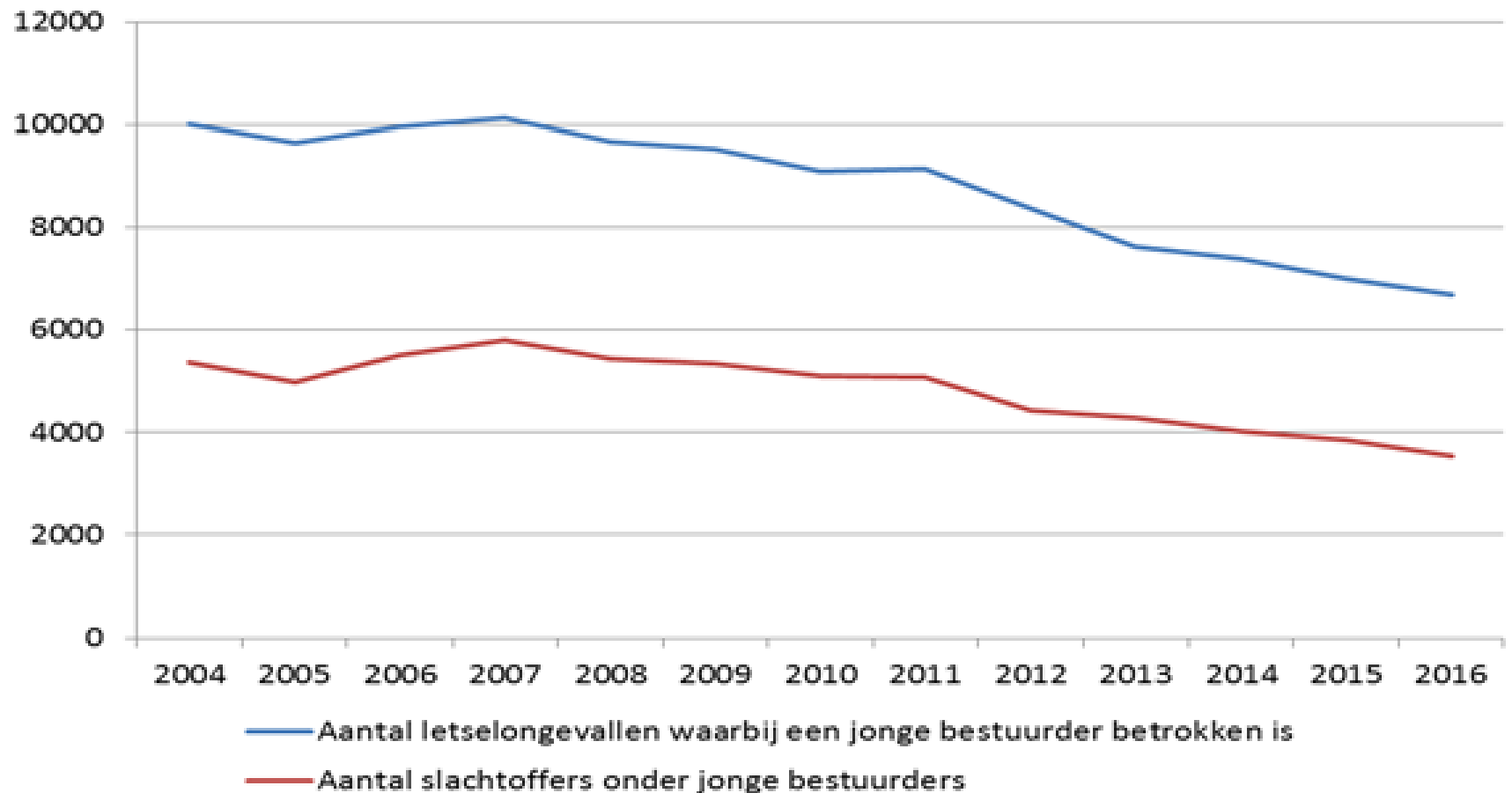


Statistics & risk factors

Accident statistics

Positive evolution: - 34% in 10 years

Evolutie van het aantal letselongevallen waarbij een jonge bestuurder betrokken is en het aantal slachtoffers bij jonge bestuurders (18-24 ans)



Accident statistics

- ▶ *18-24-year-olds: 9% of our population, 21% of road victims*

In 2016 5129 young people aged 18 till 24 were wounded or died in traffic as driver or as a passenger in the car => more than 14 per day

- ▶ *122 young people per million inhabitants died in traffic*

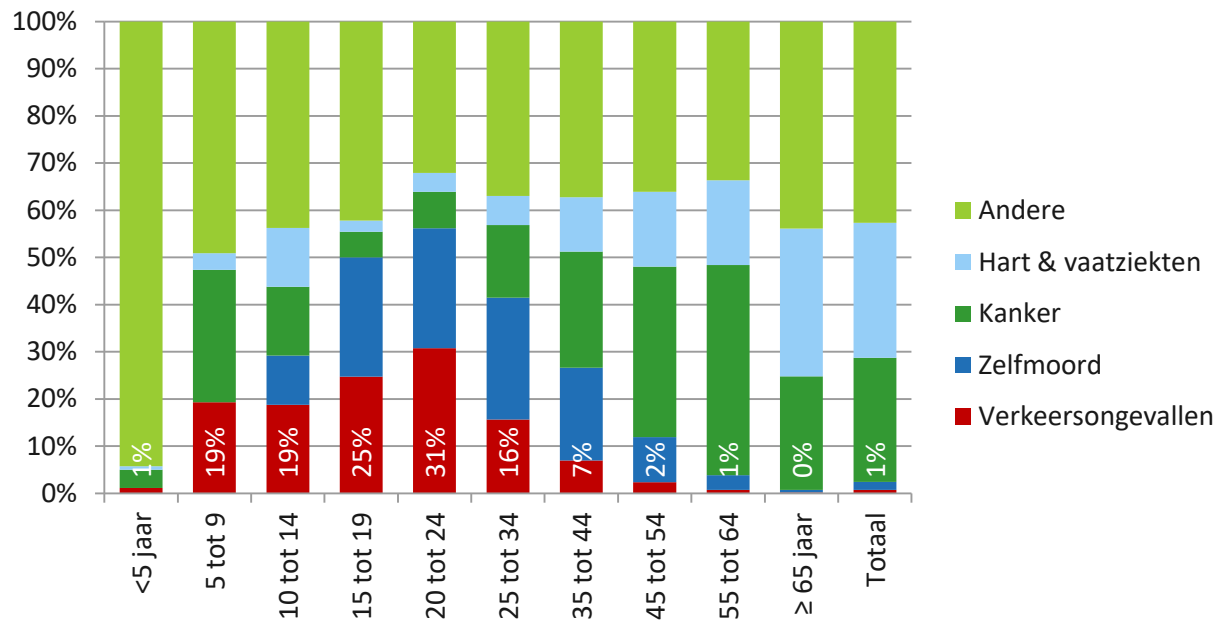
110 in France, 79 in Germany and 47 in The Netherlands.

Only Latvia (172 young people died due to traffic) has more casualties



Findings for drivers aged 18 to 24

Traffic accidents : primary cause of death for young people



Risk factors

- Limited driving experience:
 - correct technique ?
 - less able to evaluate risks, speed and distance
 - no experience in case of an emergency stop
- Attitude/mindset : according to the development phase of youngsters =>underestimation of the risks and overestimation of own capacities
- Specific circumstances : drive at night, in group, in a boisterous atmosphere, when they feel tired, under the influence of alcohol or other drugs...



Measures

Reform of driver training in Flanders – implemented on 01/06/2017

1. Minimum 9 months of driving practice before taking the practical exam (in the past only 3 months)
2. Risk perception test + reaction test
3. 4 extra manoeuvres during practical exam
4. During the practical test, the candidate has to demonstrate his ability to use the GPS for part of the track.
5. Compulsory refresh course 6 months after successfully passing the practical exam => training on specific skills such as driving in difficult circumstances (frost, snow, ...)



Zero tolerance alcohol use for novice drivers

Proposition :

0,2 pro mille instead of 0,5 during the first 3 years

BRSI supports this proposition.

Why ?

- Lack of experience in first years after obtaining license
- Drivers between 18 & 25 years old under the influence
=> 8 x more risk of being involved in an accident

Proposition on hold because there is no political majority for it at the moment.

BRSI is for this proposition and hopes it will pass later on.

Good practice:

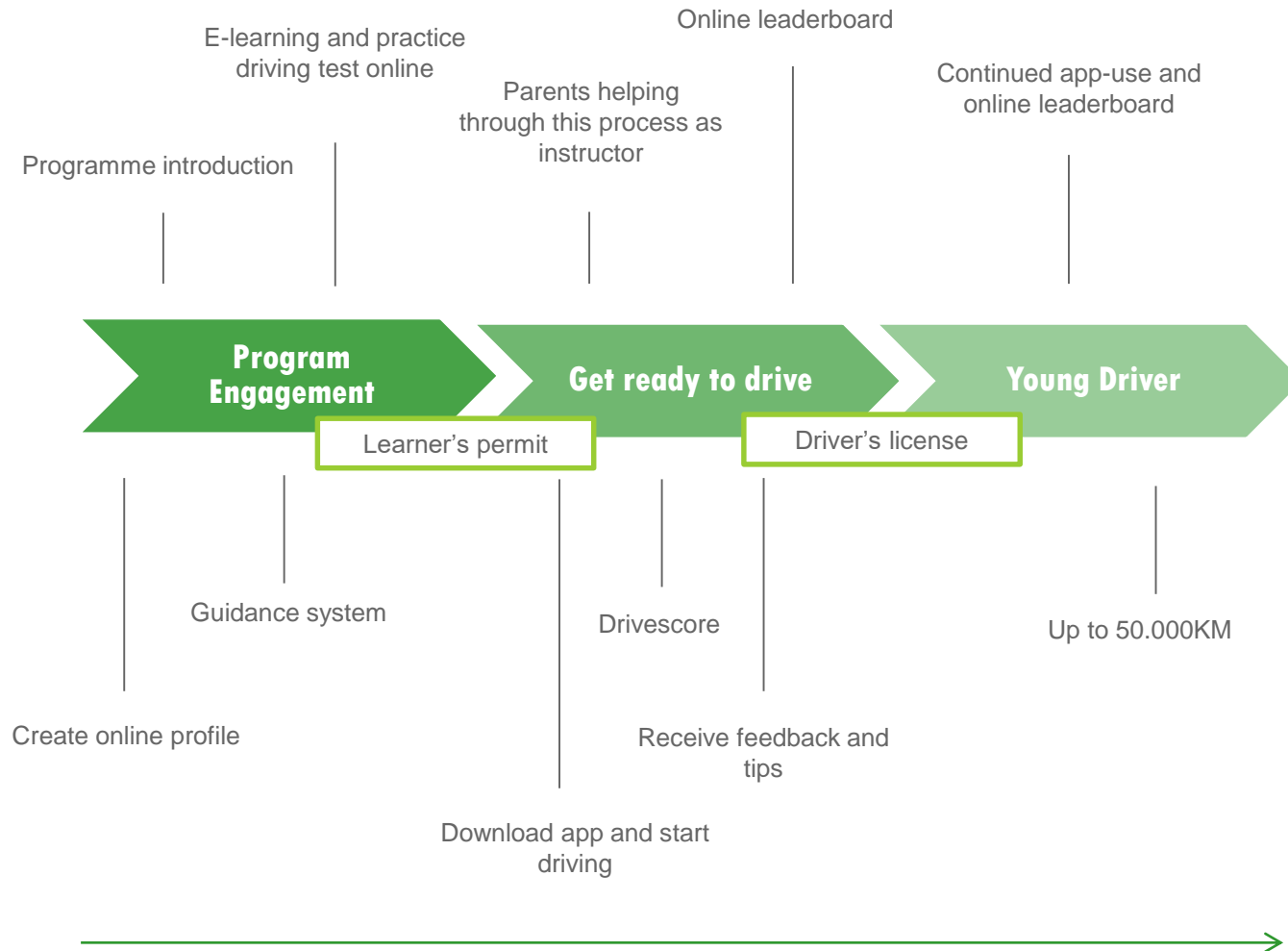
Smart Drivers

Objective of Smart Drivers project

- ▶ Help young people obtain their drivers licence
- ▶ Encourage drivers to drive safely
- ▶ Help parents to be a good tutor



Platform



Helping young people to obtain their driving license



Preparation for
theoretical exam

E-learning with
multiple choice
questions



Preparation for
practical driving exam

Use of
application that
measures your
driving
behaviour



On the way to more
experience

Becoming an
experienced driver :
tips & tricks
+ application



Baloise

Insurance



Platform







Word een goede begeleider

Minstens 8 jaar je rijbewijs

Fris je kennis op

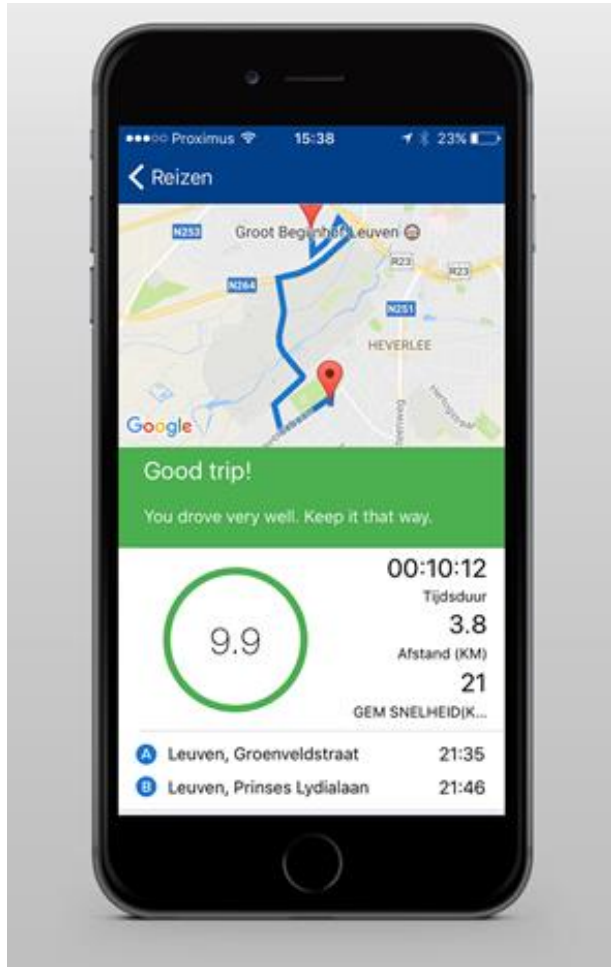
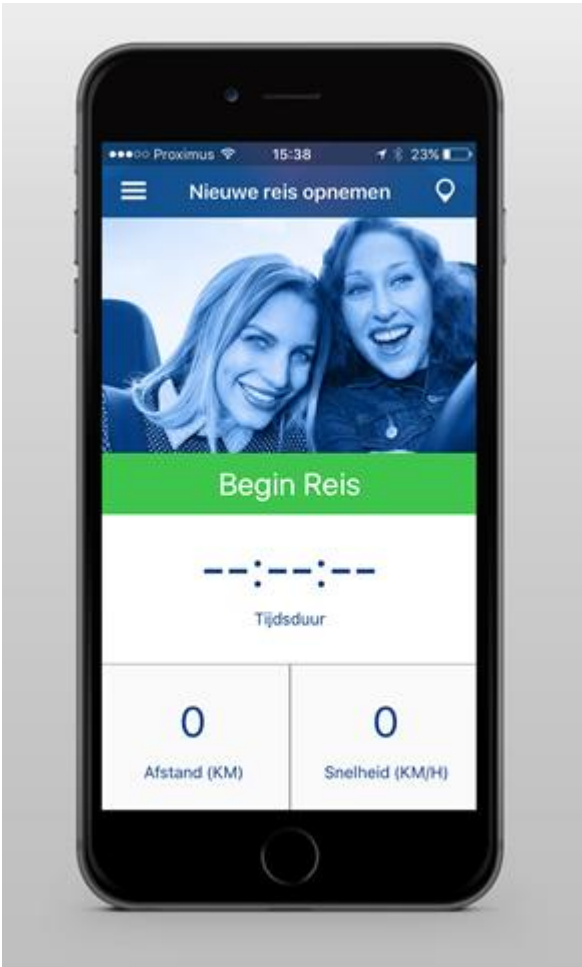
Monitor je eigen rijgedrag

Pedagogische vaardigheden

Help je kind autorijden

Hulp bij meer ervaring









Facts and figures

After 3 weeks online :

- 7.445 application users
- 33.600 video views
- 2.001 website users

Communication campaign is ongoing : leaflets, billboards, facebook, ...



Good practice:

**Distraction behind the wheel :
smart phones, smart drivers**

National survey :

1 out of 5 young people uses smartphone at least once per ride

More than half of all Belgians admits using their phone at the red light or at a closed level crossing

1 out of 3 Belgians use their smartphone when they are in a traffic jam

69% of all young Belgians sometimes reads a mail or text while driving

45% does not call handsfree when making a phone call behind the wheel

=> In 2016 : first national campaign with private partner on distraction

Distraction behind the wheel - Telenet



Distraction behind the wheel - Telenet

**OP DE E17 ZAL JE ONS
NIET OP TWITTER ZIEN**

Deel jouw slogan met **#ikrijsmartphonevrij**
en win een weekend met drie
vrienden in onze retrocamper!

WIN

SMART PHONES
SMART DRIVERS

National communication campaign :

- Billboards
- Radio commercials
- Online platform
- Activation at large music festivals



Our brand 'BOB' is very well known and has been copied internationally
Next to driving under the influence of alcohol, distraction behind the wheel
(especially (smart)phone use) is a serious problem

Therefore the BRSI is planning an annual campaign on this subject with several
private partners → create a new well-known brand to make sure Belgians do
not use their phone and are not distracted behind the wheel

Contact

Liesje Pauwels
Customer Relations Coordinator

E-mail: liesje.pauwels@bivv.be

Tel : +32 2 244 15 49



Thank you for your attention!