



Young Drivers Conference

Belgian practices

12th of September, Brussels

Liesje Pauwels

Content

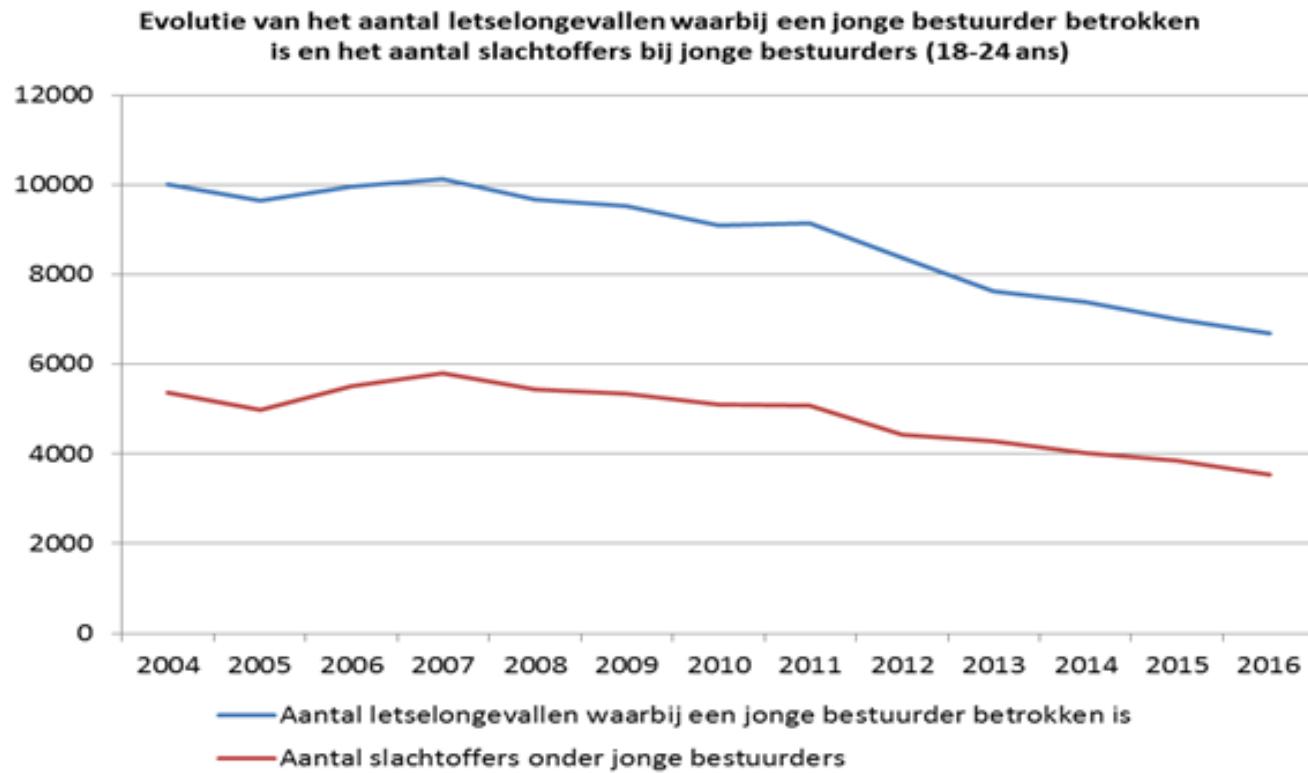
- Situation in Belgium
- Measures
- Good practices

Situation in Belgium



Accident statistics

Positive evolution: - 34% in 10 years



Accident statistics

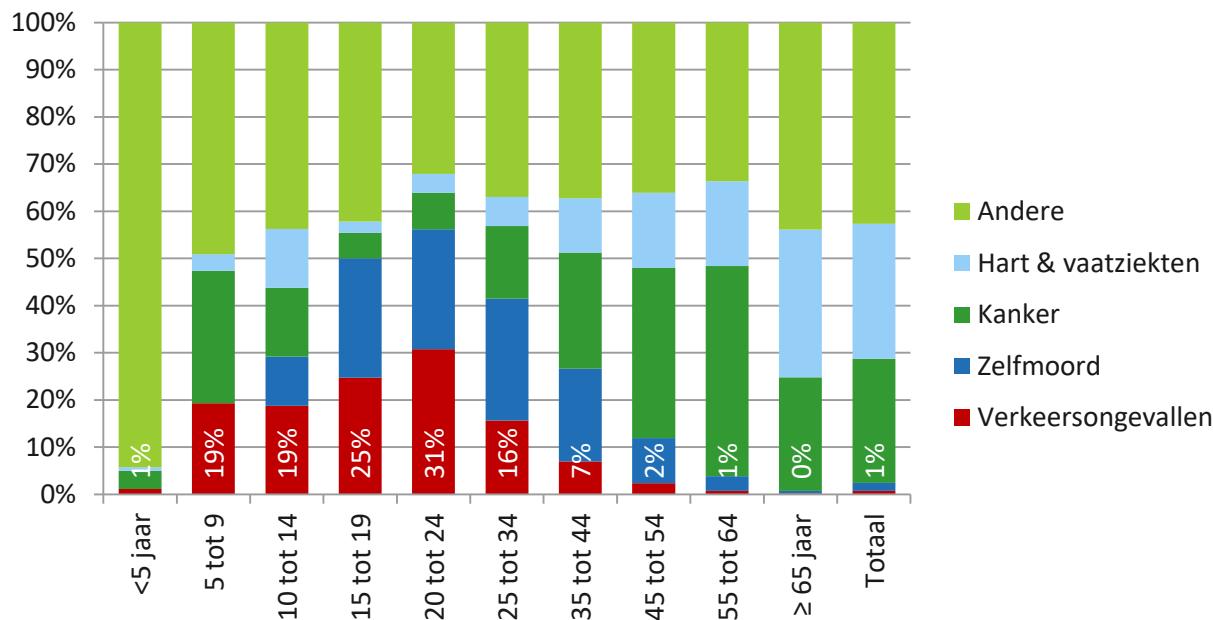
- ***18-24-year-olds: 9% of our population, 21% of road victims***

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...

4 pillars

Knowledge

Abilities / Skills

Attitude

Experience



Recommendations for successful RSE

Integration within school culture (e.g. infrastructure for bicycle storage, safe school entrance, school transportation plan)

Parental involvement (inform them, let them practise with children)

Lifelong learning

Integration on different levels (school, municipality, police)

Practice based training

Measures / Reforms



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

Minimum 9 months of driving practice before taking the practical exam (in the past only 3 months)

Risk perception test + reaction test

4 extra manoeuvres during practical exam

During the practical test, the candidate has to demonstrate his ability to use the GPS for part of the track.

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

Good practices

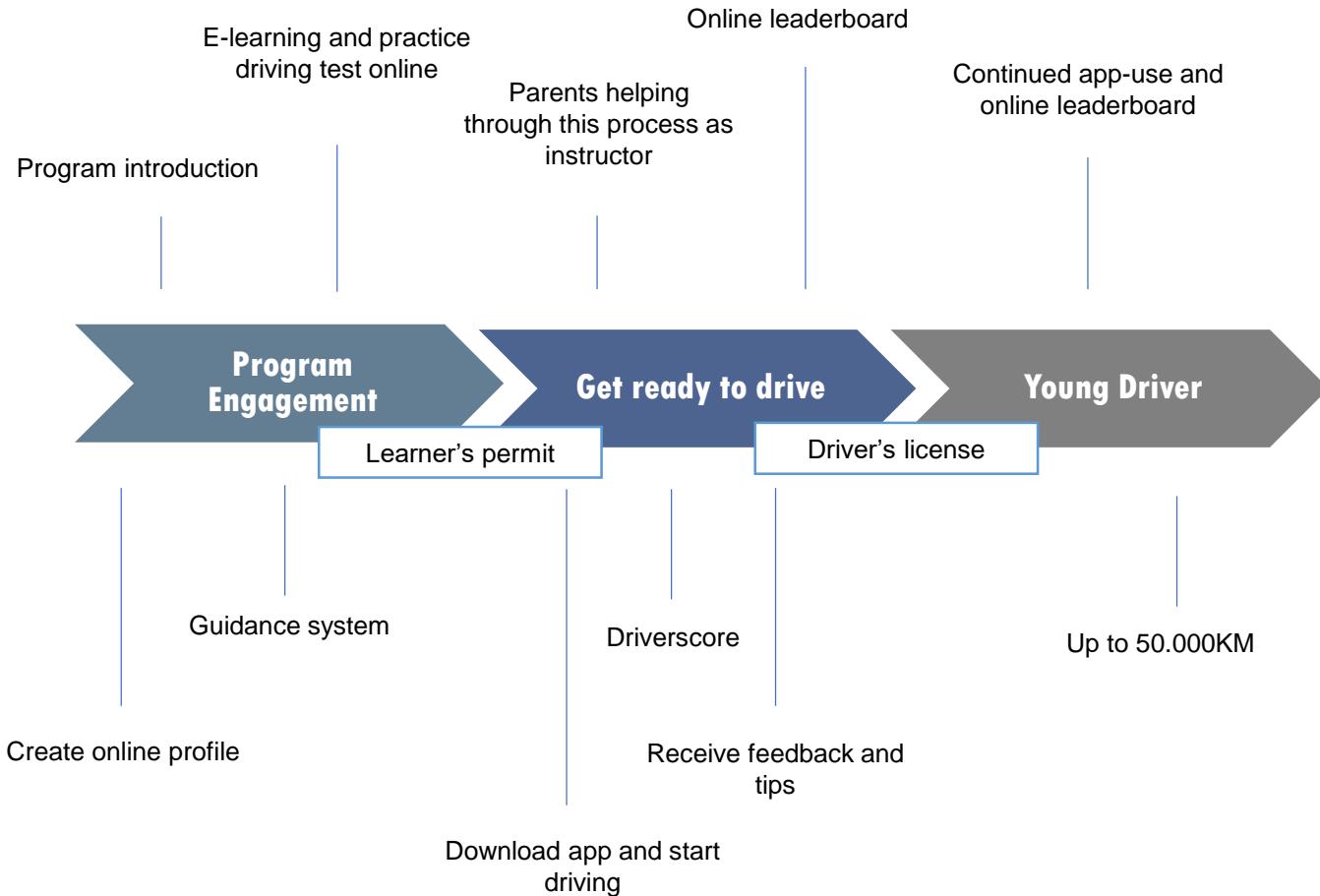




Smart Drivers



Project structure





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

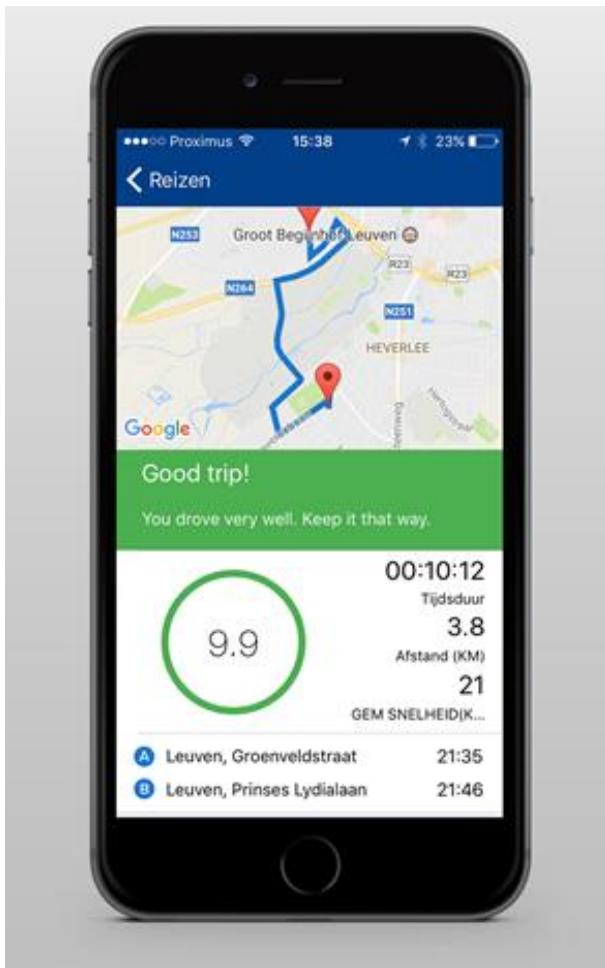
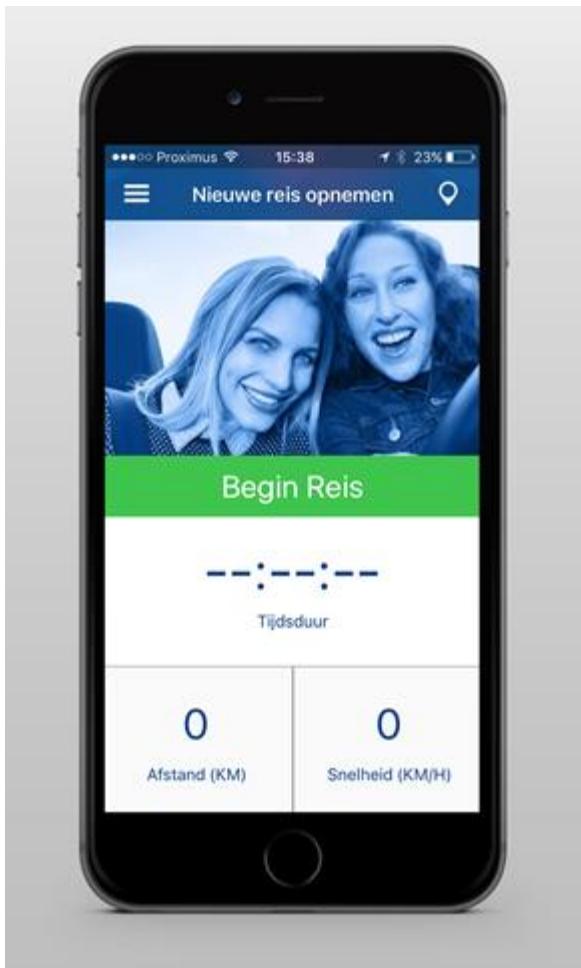
Becoming an experienced driver : tips & tricks + application

Parents receive help to be a good tutor

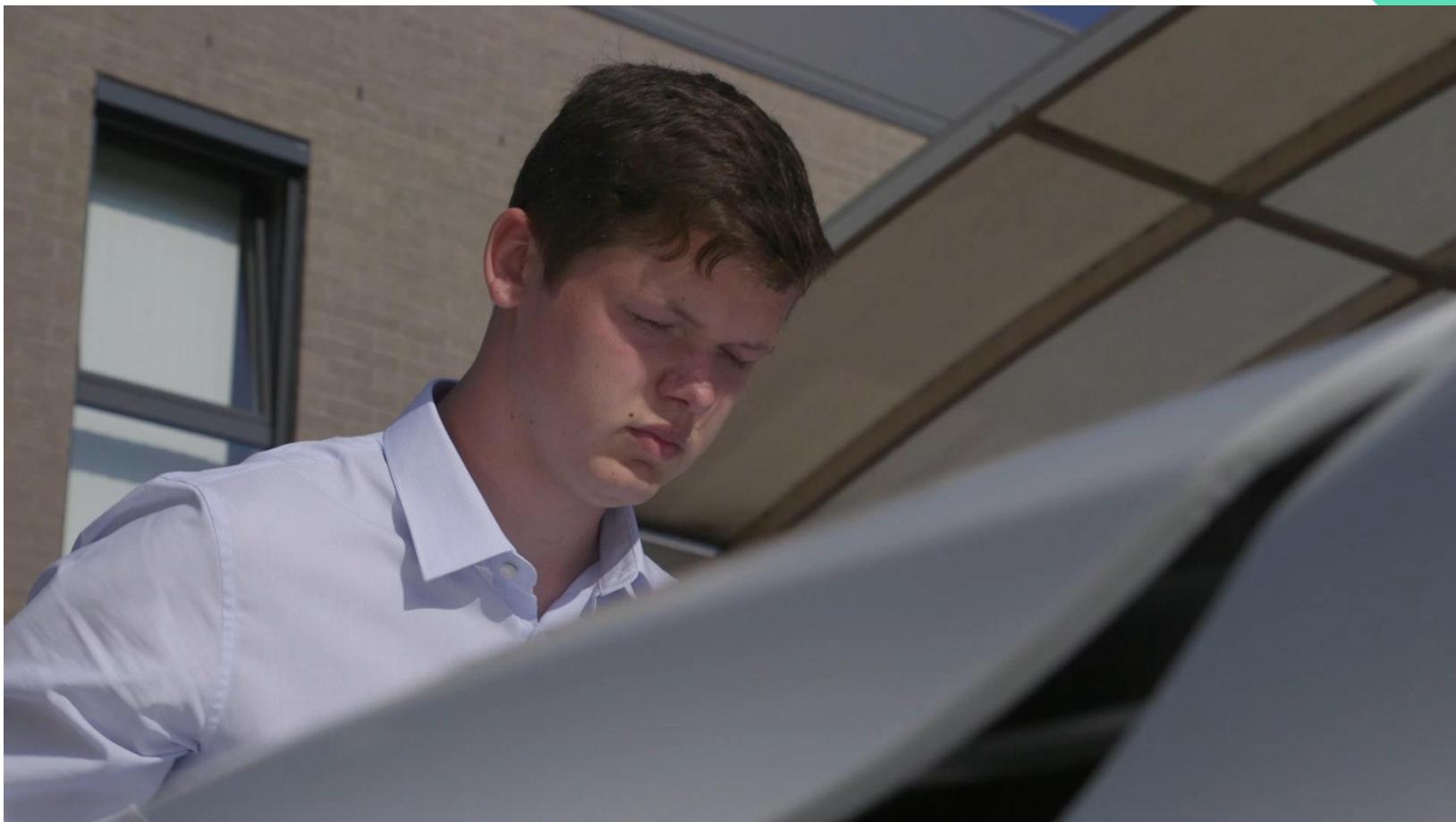
Platform



Application







Facts & Figures

After 3 weeks online :

- **12.006 application users**
- **33.600 video views**
- **3.001 website users**
- **Communication campaign is ongoing : leaflets, billboards, facebook, ...**



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

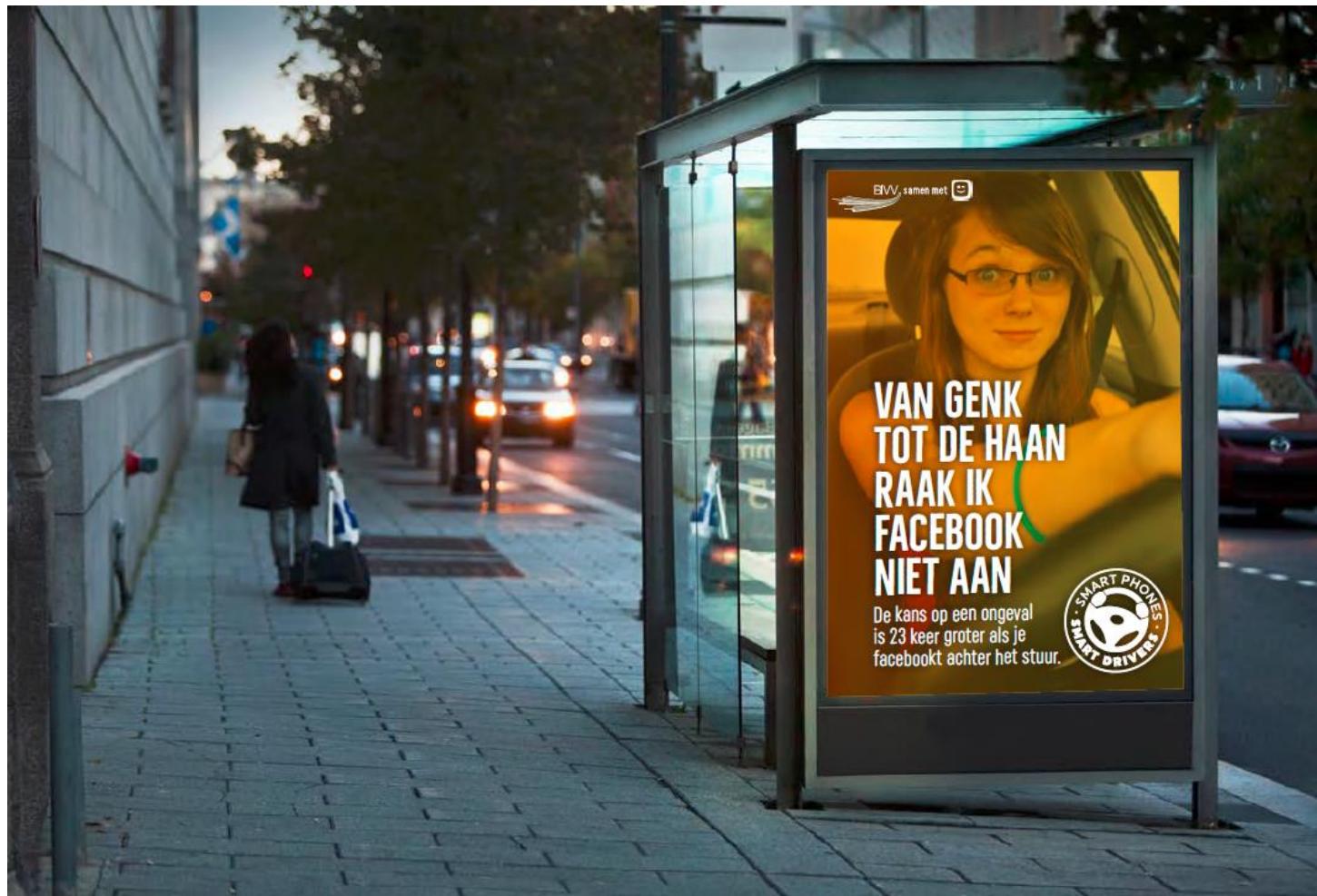
1 out of 3 Belgians use their smartphone when they are in a traffic jam

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 (Telenet) 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 #ikrijスマートphonevrij
en win een weekend met drie
vrienden in onze retrocamper!

WIN

A photograph of four young adults in a vintage-style camper van. The driver, a man in a green plaid shirt, is smiling and looking towards the camera while holding the steering wheel. In the passenger seat, a woman wearing a yellow sun hat and a green top is also smiling. Behind them, two other men are visible; one is wearing sunglasses and a white t-shirt, the other is partially visible. The interior of the van has "iStock" branding on the walls. A circular logo in the bottom left corner reads "SMART PHONES SMART DRIVERS".

The background features large teal diagonal stripes.

National communication campaign :

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





Bob Brand – designated driver

Consortium Distraction



Peer to peer approach

Peer to peer approach

- Every young person knows an irresponsible driver in his group of friends but it's very hard to tell him or convince him not to do drive irresponsibly again. Nobody wants to be the 'uncool friend'.
- 37% of Belgian young people (18-29) have accepted a ride from a driver under the influence of alcohol or drugs.
- Negative peer pressure among young people.
 → Positive peer to peer pressure

Online newspaper article

The image displays three versions of an online newspaper article from 'Goforzero' on Facebook. The left version shows a standard news feed post with a thumbnail image of a car accident. The middle version is a larger, more detailed view of the same post. The right version is a mobile phone screen displaying the article, with a navigation bar at the bottom.

Goforzero Like Product/Service - Brussels, Belgium

Sign Up Facebook helps you connect and share with the people in your life.

GO FOR ZERO

Signe la Charte **Teken het Charter** **[+] Charter**

Wall **Info** **Laat Maar Bellen - Laissez Sonner** **Photos** **Charter** **Poll** **Video**

1 check-in **3,222 like this**

Create a Page

Faits divers

WAASMUNSTER - Chiara De Decker (32) uit Dendermonde kwam zaterdagavond na een avondje stappen om het leven bij een ongeval. 3 andere inzittenden werden gebrengt naar het ziekenhuis.

Het ongeval gebeurde in het centrum van Waasmunster. Saren moet enkele vrienden had ze gezien. Op een rechtop stuur. De grize auto was tegen een paal gereden, tot stilstand.

Chiara De Decker is de zware hulpdiensten gestreden. Het parkeerteam heeft haar overgebracht naar het ziekenhuis.

RED ONVOORZICHTIGE VRIENDEN MET EEN KRANTENARTIKEL

Heb je een vriend met een zware vout? Of een vriend die zelfs rijdt als ze teveel alcohol of drugs op heeft? Breng ze op andere gedachten... met een krantenartikel waarin ze door jouw kleine journalistieke ingreep zichzelf herkennen.

Go on!

MAAK EEN ARTIKEL →

Faits divers

WAASMUNSTER - Chiara De Decker (32) OVERLEEVTE ONGEVAL NIET

Het ongeval gebeurde zaterdagavond omstreeks half vier in het centrum van Waasmunster. Saren moet enkele vrienden had ze de avond doorgebracht in café Tint' Yvonne.

Op een rechtop stuur weg verloor ze plots de controle over het stuur. De grize auto klapte met de linkerdeur te pletter tegen een paal. Daarna raakte de auto tegen een lantaarnpaal. De auto kwam tegen een paal gereden, totale stand en kwam 200 meter verder tot stilstand.

Chiara De Decker werd uit de auto geslingerd en overleed aan de zware klap niet. De andere inzittenden werden door de hulpdiensten uit het voertuig bevrijd. Ze liegden dat ze plaatje de eerste zorgen van artsen van een medische team en vrienden. Waarschijnlijk naar het ziekenhuis overgebracht.

Het parket van Dendermonde stuurde een deskundige ter plaatse. De onderzoeker de auto en kon geen enkel technisch defect vaststellen waardoor het ongeval zou kunnen veroorzaakt zijn. Getuigen bevestigen dat Chiara De Decker die avond onder invloed was van alcohol.

MAAK EEN ARTIKEL →

PUBLISH **PREVIEW →**

Key figures

- **15.000+ users**
 - **€0 media investment**
 - **Generated €1.800.000 worth of earned media**
 - Major coverage in all Belgian media:
newspapers, television, radio
 - Coverage in some foreign media (France,
Holland)
 - Opened the news of the most popular TV-
stations in Belgium
- Safer traffic became a topic for weeks



What if you were invited to your own funeral?

Viral video



What if you were invited to your own funeral?



Thank you for your attention!

For any further information, do not hesitate to contact :

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