

deathtrip

Project Manager
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et prosjekt av
MA-UNGDOM



Norwegian Motorist Association Youths (MA-Ungdom)

- A youth organisation working for a drug free traffic
- focus on youths and want to take care of their interests in traffic.
- have members all over Norway.
Most of them do motorsports
- have different projects,
DeathTrip is our biggest.



MA - U N G D O M

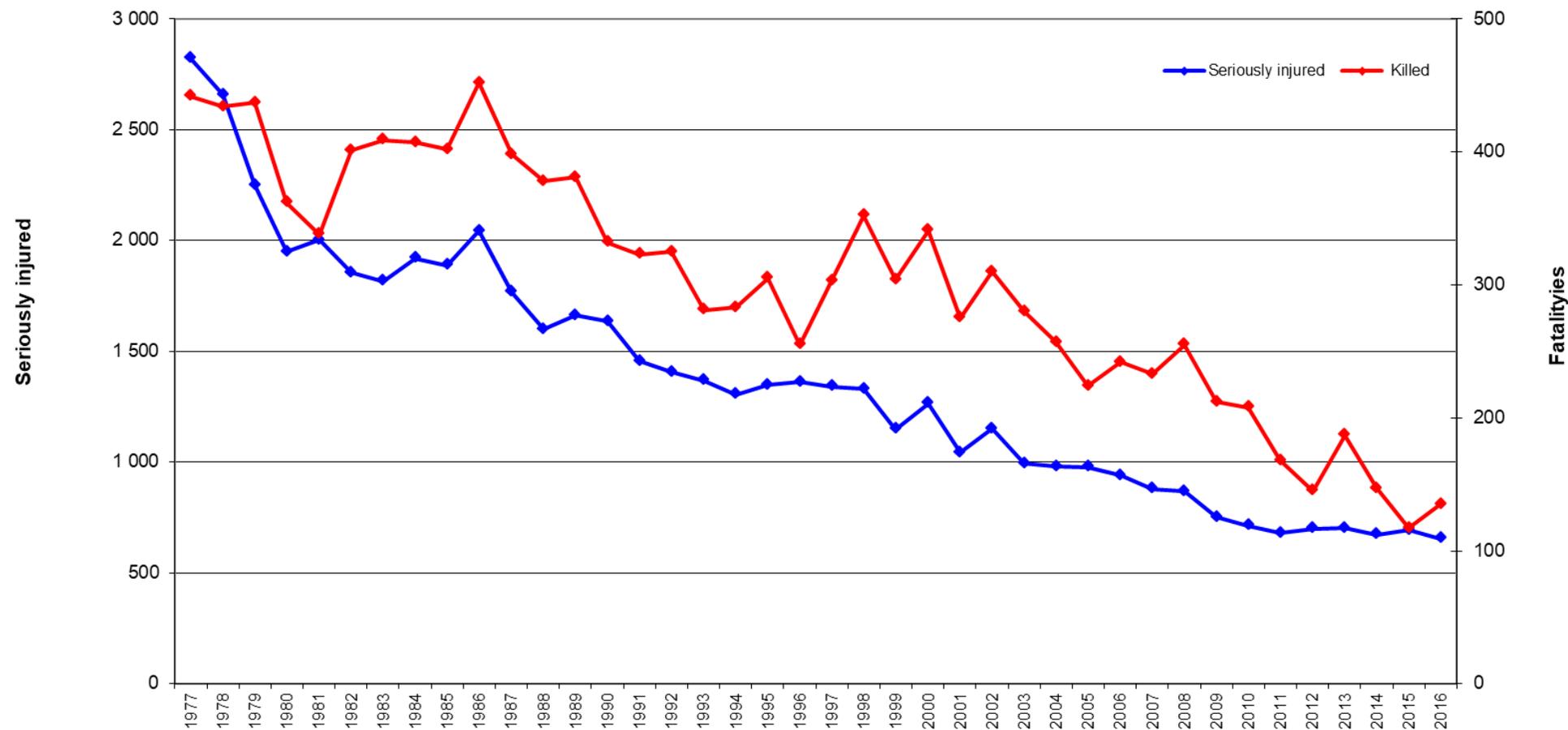
About DeathTrip

- A nationwide competition for high schools.
- The main goal is to make the best awareness campaign against drink and drug driving.
- Between 30 and 35 schools participate every year.
- Arranged for the 10th time this year.
- Supported by the The Norwegian Directorate of Health

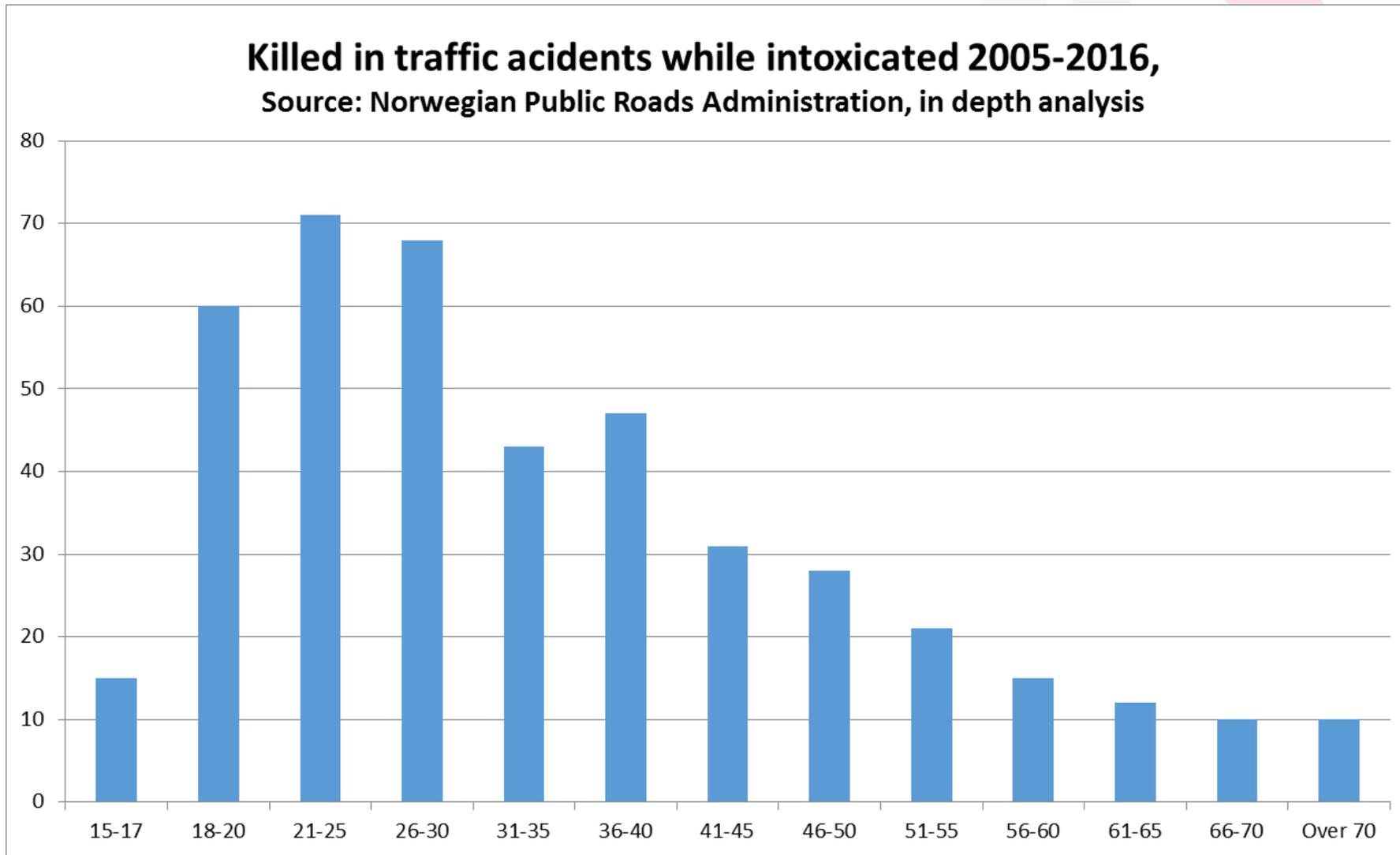
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Why prevent drug and drink driving?

Killed and seriously injured in road traffic 1977 - 2016



Why is youths important?



Implementation

1. Kick-off
2. Project implementation at each high school
3. Delivery of the awareness campaigns
4. Choosing the best to finals and implementation of the final



What do we look for?

- The group that has best settled in, and understood, drink and drug driving as a traffic safety problem.
- The group that has suggested the most useful and innovative methods to prevent drink and drug driving.
- The group that has delivered the best contribution to the goal of influencing the attitude of other young people to driving in an infected state.

Death Trip – On the road

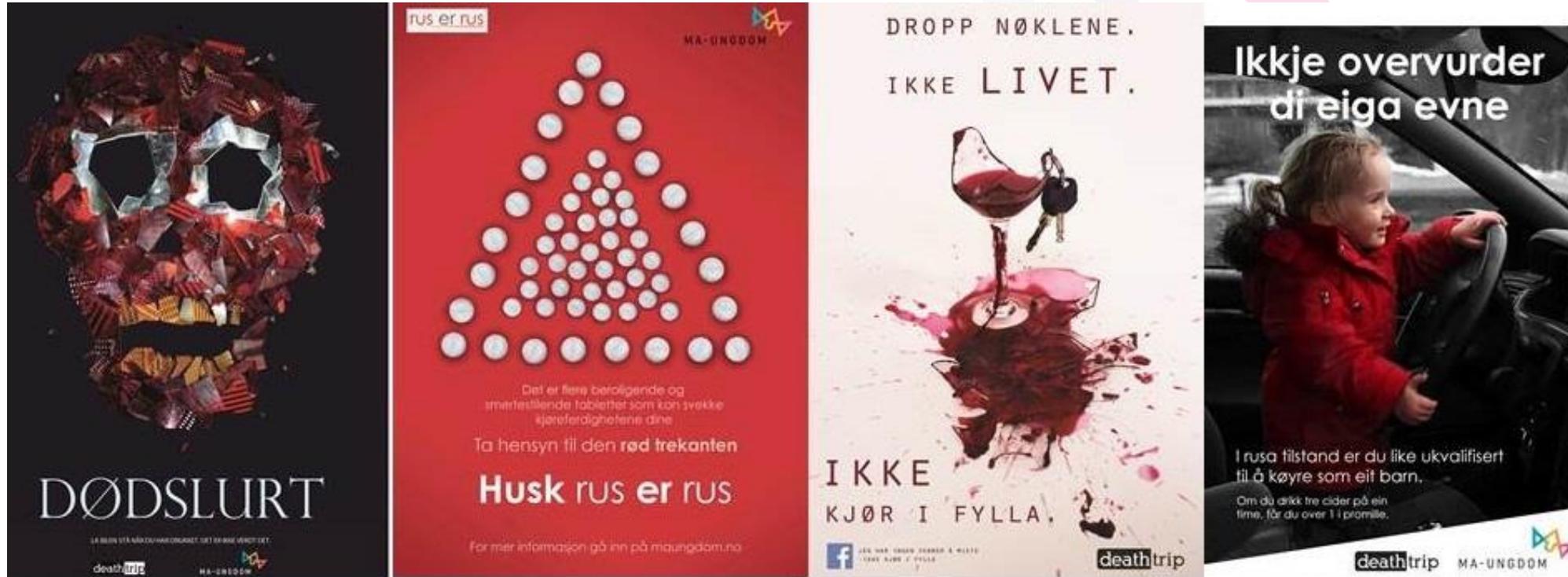


The winner of 2017

- [Link to the video on YouTube](#)

- ([Link to the playlist containing all Death Trip videos](#))

Examples



<https://www.facebook.com/ikkekjorifylla>
www.maungdom.no

The main learnings from the project

- Strengths – Youth to youth communication, important knowledge inhouse.
- Weaknesses – economic support, participants, small organisation.
- Opportunities – Using the campaigns even more, a well known project
- Threats – We are competing with many other organisations.



Thank you!

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