



**NORTHEAST LOUISIANA HIGHWAY SAFETY
PARTNERSHIP
YOUNG DRIVER ACTION PLAN**

Goal: Reduce young driver (ages 15-24) fatalities from the current average of 15 per year (2009-2013) to 11 by 2020, which ensures the Northeast region links to the statewide goal of reducing fatalities in half by 2030.

TEAM LEADERS: Philip Zalewski, Susan Thompson, Mary Barrios

Objective 1: Implement various educational or virtual activities in at least one new school each year.

Outcome Measures: Reduction in young driver fatal and injury crashes; Increase in seat belt use among young drivers and a reduction of impaired driving among young drivers.

| Step # | Action Step Leader | Description | Output Measure | Timeline and Budget | Status |
|--------|--------------------|--|----------------|---------------------|--------|
| 1.1 | | Host onsite programs for teenagers in rural areas. | | 1 year | |
| 1.2 | | Conduct an "It Can Wait" or other evidence based programs challenge students to take a stand against texting and driving. Utilize the virtual simulator program to enhance the educational experience. | | 1 year | |

Objective 2 Implement the educational programs at the three universities in Northeast Louisiana to target ages 18-24.

Outcome Measures: Reduction in number of fatal/injury crashes; increase in seat belt use among young drivers and a reduction of impaired drivers.

| Step # | Action Step Leader | Description | Output Measure | Timeline and Budget | Status |
|--------|--------------------|--|-------------------------------------|---------------------|--------|
| 2.1 | | Create an advisory board on each campus to identify the specific issues pertinent to that college. | # of students cited for drinking | 2-3 years | |
| 2.2 | | Team up with student governments, Fraternities and Sororities, and other student groups to conduct presentations year-round. | # of presentations given in schools | 2 years | |
| 2.3 | | Provide educational materials and activities to college freshman during orientation. | # of presentations and activities | 1 year | |

Objective 3: Create and implement public information campaign for middle and high schools.

Outcome Measure: Reduction in young driver fatal and injury crashes. Increase in seat belt use among young drivers and a reduction of impaired driving among young drivers.

| Step # | Action Step Leader | Description | Output Measure | Timeline and Budget | Status |
|--------|--------------------|--|----------------|---------------------|--------|
| 3.1 | | Integrate Fatal Vision Goggle Demos and Driving Simulator with DWI presentations at public and private high schools to teach young students about the consequences of driving under the influence. | | 3 to 6 months | |
| 3.2 | | Start social media campaigns to increase awareness of the dangers of texting while driving. | | | |
| 3.3 | | Create a social norming campaign at one high school to develop branding and campaign information. | | 3 years + | |
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