

# Positive Community Norms Project - September 2020

## Young Drivers

**Overview:** We all know young drivers are our highest risk demographic. That can make it difficult to identify positive community norms. Messages for this month include one positive community norm for teen drivers and one about protective parent actions.

Law enforcement partners can help increase the reach of our messages. This month we'll identify PIOs in our regions (you likely already know some or most of them) and build or continue partnerships by sharing at least one young driver message.

**Core Principle:** Be Purposeful

**Structure:**

- Identify the PIOs for your local law enforcement agencies
- Let the PIOs know that you'll be sharing monthly content and ask if they'd be willing to share it on their social media platforms.
- Share at least one post about young drivers with your interested PIOs.

## 7 Core Principles

1-Be Positive

2-Be Present

3-Be Preceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

## Spirit

Core Principle: Be Purposeful - Choosing a positive intention and embodying that choice in our actions and relationships.

- Seek out intentional relationships with like-minded partners and collaborate together on priority issues.
- Look for messages that encourage positive and protective actions.

## Science

- Most young drivers don't drive impaired (Washington Healthy Youth Survey)
- Parents are a key factor in reducing young driver crashes by 50% (Center for Injury and Prevention Research)
- Parents can take specific actions to protect their teen drivers: be supportive, make driving rules, monitor driving behavior (Center for Injury and Prevention Research)

## Action

- Identify the law enforcement PIOs in your region (if you're already working with them, this is an easy step)
- Ask if they'd be interested in regularly sharing traffic safety messages on their social media platforms. You can use the sample "Email to law enforcement contact" and "Email to PIO" or write your own.
- Localize the impaired driving PCN message with data from the 2018 Healthy Youth Survey: <https://www.askhys.net>
- Send your interested PIOs a link to at least one young driver post this month.

## Return

At the end of the project, ask:

- What worked?
- What would you do different?
- How did your law enforcement partners respond?

Please take a moment to respond to a short survey about this project: <https://forms.gle/PDwp5yFmJHL18Wtj9>