

Positive Community Norms Project - June 2021

Young Drivers

Overview: We're going to collaborate to create a video PSA for young drivers.

Core Principle: Be Positive

Structure:

Nine young drivers (age 16-25) from around the state will each contribute a line to a video encouraging their peers to make safe driving decisions. TZMs will volunteer to film a young driver speaking one of the lines for the PSA. Follow the guidelines in the supporting resources to shoot the video and then submit the video. The completed PSA will be distributed to all TZMs to share in your regions.

Supporting Resources:

- Script and Filming Guidelines
- Sign-up list

7 Core Principles

1-Be Positive

2-Be Present

3-Be Perceptive

4-Be Purposeful

5-Be Perfected

6-Be Proactive

7-Be Passionate

Spirit

•Core Principle: *Be Positive- Share the positive actions young drivers are choosing.* Despite young drivers being over-represented in fatal crashes, many young people are making safe decisions about driving. For this project we'll create a PSA entirely made of young drivers from around the state who share their commitment to being a safe driver. Summer is high-risk time for young drivers, so let's start their summer with a positive message encouraging safe driving choices.

Science

- Young drivers (age 16-25) make up 13.5 percent of Washington drivers, but are involved in 31 percent of fatal crashes.¹
- Sixty-one percent of fatal crashes involving young drivers also involve impairment. Thirty-one percent involve speed, and thirty percent involve distraction.¹
- Drivers age 16-25 have the lowest seatbelt use rate of all ages of drivers involved in fatal crashes.²

¹Target Zero SHSP, 2019 ²Target Zero SHSP, 2019

Action

- Volunteer to film one of the nine participants for the PSA - Sign up in Teams by opening "Young Driver PSA - Sign-up" and putting your name next to one of the lines in the script.
- Work with a young driver to film the lines. See the "Script and Filming Guidelines" document for details.
- Email your videos to ddahl@wtscwa.com by June 8th. Include your talent's name and the city they live in.
- Share the completed video on your social media platforms and with your community partners.

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?