Teen driver safety, what else can we do?

Société de l’assurance automobile du Québec

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Presentation Outline

• Overrepresentation of young drivers in accidents
• Graduated licensing
• Road Safety Education Program
  – Principles and contributions
• Ongoing projects
• Youth outreach
In Québec, road accidents, along with suicide, are the main cause of death among young people age 15 to 24.

In 2012, young drivers made up only 10% of licence holders, yet they represented 22% of drivers involved in an accident resulting in bodily injuries.
Overrepresentation of young drivers in road accidents

<table>
<thead>
<tr>
<th></th>
<th>Fatal accidents</th>
<th>Accidents with serious injuries</th>
<th>Accidents with minor injuries</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 24</td>
<td>21%</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>16 to 19</td>
<td>8%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>20 to 24</td>
<td>13%</td>
<td>15%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: 2012 road safety record, SAAQ.
## Overrepresentation of young drivers in offences in 2011

<table>
<thead>
<tr>
<th>Age</th>
<th>Licence holders</th>
<th>Total offences resulting in demerit points</th>
<th>Speeding (&gt; 45 km/h)</th>
<th>Speeding or driving recklessly</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 to 24</td>
<td>10%</td>
<td>17%</td>
<td>36%</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Source* Dossier statistique : les infractions et les sanctions reliées à la conduite d’un véhicule routier, 2002-2011.
Brief history of measures intended to guide the acquisition of experience by young drivers (graduated licensing)

1997
The foundation of the graduated licensing system is laid

July 5, 2007
The 1st report by the Québec road safety taskforce is filed and recommends reinforcing the rules governing graduated licensing

December 21, 2007
Assent to Bill 42, which reintroduces mandatory theoretical and practical classes to obtain Class 5

January 17, 2010
The new mandatory driving course comes into effect
Basic principle: graduated licensing

Reinforce the rules of graduated licensing while maintaining the mobility of young drivers and penalizing at-fault drivers more severely
Mandatory driving course

Development of a comprehensive road safety education program
Young drivers: same observations, two different approaches

**North America**
Graduated licensing

Acquire knowledge, skills and driving experience in situations where risk is minimal

**Europe**
Driver training and testing

Develop the skills related to handling a vehicle and controlling driving situations, as well as motivations, attitudes, risk awareness and self-assessment
Road Safety Education Program: Driving a passenger vehicle

The goal of the Road Safety Education Program is to:

• Prepare future drivers to drive responsibly, cooperatively and in an environmentally-friendly way

• Teach learners to drive and especially to have good conduct
Road Safety Education Program: Driving a passenger vehicle

The goal of the Road Safety Education Program is to:

• Train a new generation of drivers who are:
  – More aware and respectful toward other road users
  – Better prepared to drive in a safe manner
  – More independent and able to anticipate various driving situations
# Driving learning hierarchy (GDE Matrix)

<table>
<thead>
<tr>
<th>1) Vehicle control</th>
<th>Knowledge and skill</th>
<th>Factors that increase risk</th>
<th>Self-assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Windshield = movie screen; predicting the behavior of others using experience.</td>
<td></td>
</tr>
<tr>
<td>2) Driving in traffic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>What is traditionally taught in driving schools: starting, braking, accelerating, etc.</td>
<td></td>
</tr>
<tr>
<td>3) Goals and context of driving</td>
<td></td>
<td>Mobility: why, where, with whom, what type of vehicle and when. The entire relationship with driving an automobile.</td>
<td></td>
</tr>
<tr>
<td>4) Goals for life and skills for living</td>
<td></td>
<td>Personal objectives, self-control and self-esteem, thrill-seeking, etc.</td>
<td></td>
</tr>
</tbody>
</table>

## Motivation

- 4) Goals for life and skills for living
- 3) Goals and context of driving
- 2) Driving in traffic
- 1) Vehicle control
Road Safety Education Program: Driving a passenger vehicle

- Better reflects the complexity of driving
- Emphasizes thinking and encourages prospective drivers to ask themselves questions and develop critical thinking skills
Risk Factors

- Little driving experience
  - Novice drivers = risky drivers
- Risk perception
  - Feeling of invulnerability
- Peer pressure
  - Passengers
- Representation of the vehicle
  - Means of self-expression, recognition, status
- Lifestyle
Ongoing projects

- Gathering information from driving schools (training, tools, etc.) in order to enhance the Road Safety Education Program
Youth Outreach

- Ad campaigns
- In schools
- Online presence
- Promotional objects
Youth Outreach
- Ad Campaigns -

• Several mass campaigns throughout the year


• New: anti-drug campaign
Youth Outreach
- In schools -

- Secondary school program
  The Power to Change Everything

- Pilot project in school settings
  Road safety in secondary schools

- Contest at the college level
  Don’t End Your Life Before it Starts!
  [Video Link](http://www.youtube.com/watch?v=NaYWnKlIRd0&list=PL8BB31D323BF53744)
Youth Outreach
- Online Presence -

- Social media
- Web site section for young drivers
- Online clips
Youth Outreach
- Other Tools -

• Focus Mode mobile application

• Promotional objects
  • Packs of chewing gum
  • Screen cleaner