



NZ TRANSPORT AGENCY  
WAKA KOTAHI

# Evaluating a package of interventions to improve young driver safety

Paul Graham, New Zealand Transport Agency, RSRPE conference, Brisbane 2013

# Acknowledgements

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# Young drivers

- high priority in *Safer Journeys* strategy
- involved in 30% of fatal and serious injury crashes
- fatality rate 50% higher than in Australia



# Interventions

- licensing age was raised to 16 years in August 2011
- restricted test significantly longer and more difficult
- young driver safety a specific activity in Road Policing Programme
- advertising targeting parents to stay involved
- alcohol limit for drivers under 20 reduced to zero



# Advertising

- increase awareness of period of highest risk for young drivers
- target parents and caregivers
- stress importance of continued supervision
- encourage parents and novice drivers to use the safe teen driver website





# A toolkit for parents of teen drivers

Teaching your teen to drive is a big job, it takes time and patience to teach them all the skills they need to be a safe driver - and we know it can be hard to find both! This site is here to help, with tools and tips about what they need to learn and how to keep them safe doing it

LEARNER

The [Learner section](#) will help you put a training programme together, so you can be sure they learn the driving skills they need to pass the restricted test

RESTRICTED

The [Restricted section](#) is loaded with tools and tips from a teen psychologist to help you and your teen manage the risks they face when driving alone

**Roll over the roadsigns below to see what they need to learn** or download as a PDF.



# RESTRICTED

HOME

Congratulations to you both for getting to the Restricted licence phase.

The goal for them now is to gain experience driving alone. But it's vital you don't bail out just yet: their first 6-12 months of driving alone are the most risky. Even though you're not always in the car with them, you can still stay involved in their safety by:

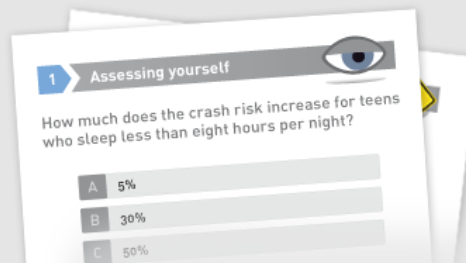
- helping your teen identify the risks they might face
- working with them to manage those risks safely
- driving with them when they first encounter the risks

Sometimes teenagers aren't too hot on taking advice, but the good news is that you're still a big influence on them. Watch to learn how to use that influence to keep your teen safe.

The free tools on this page are for you to use together with your teen to help them manage the risks when driving alone.

1

## DISCUSS THE RISKS WITH YOUR TEEN



Get your teen to think about the risks they'll face when driving alone.

Think about it

Talk it over

Try it out

Get some tips

2

## MAKE A PLAN TO DEAL WITH THE RISKS

# Advertising



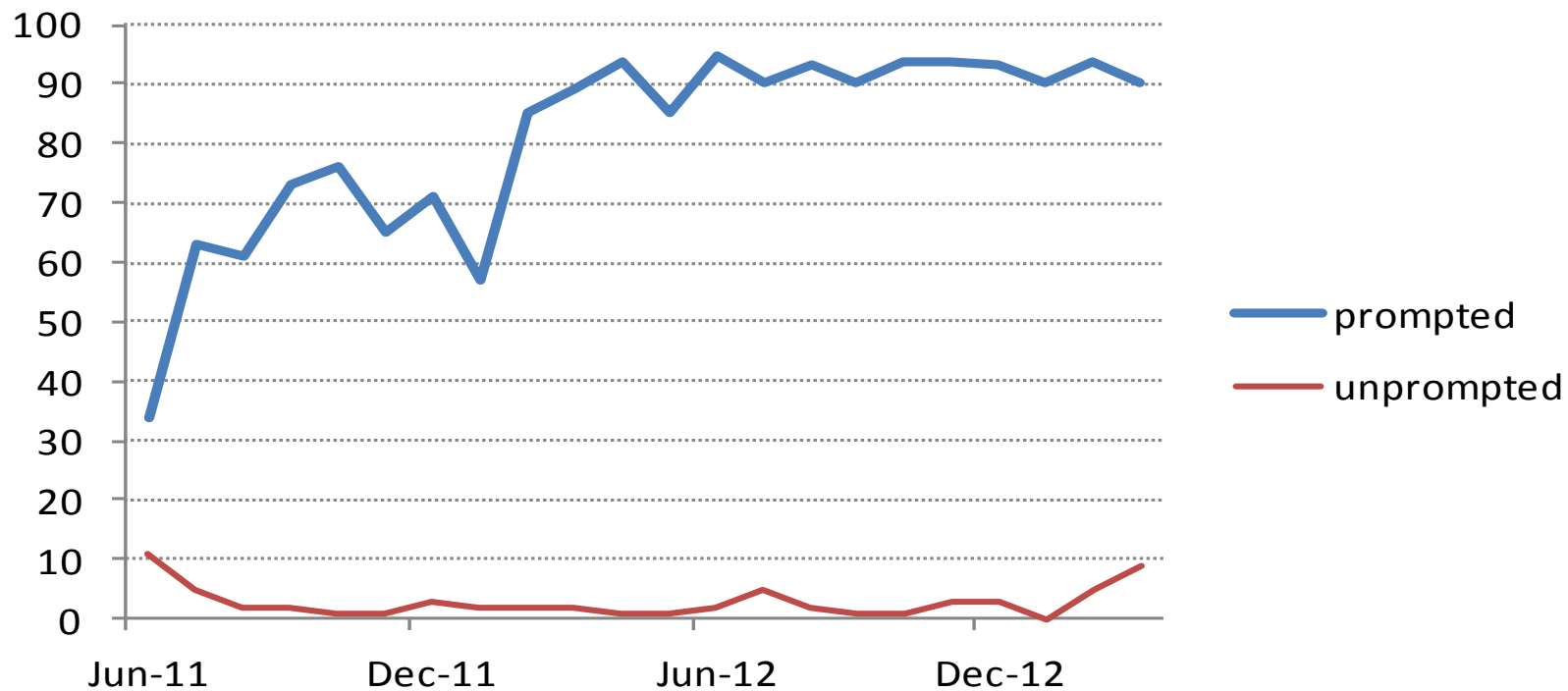
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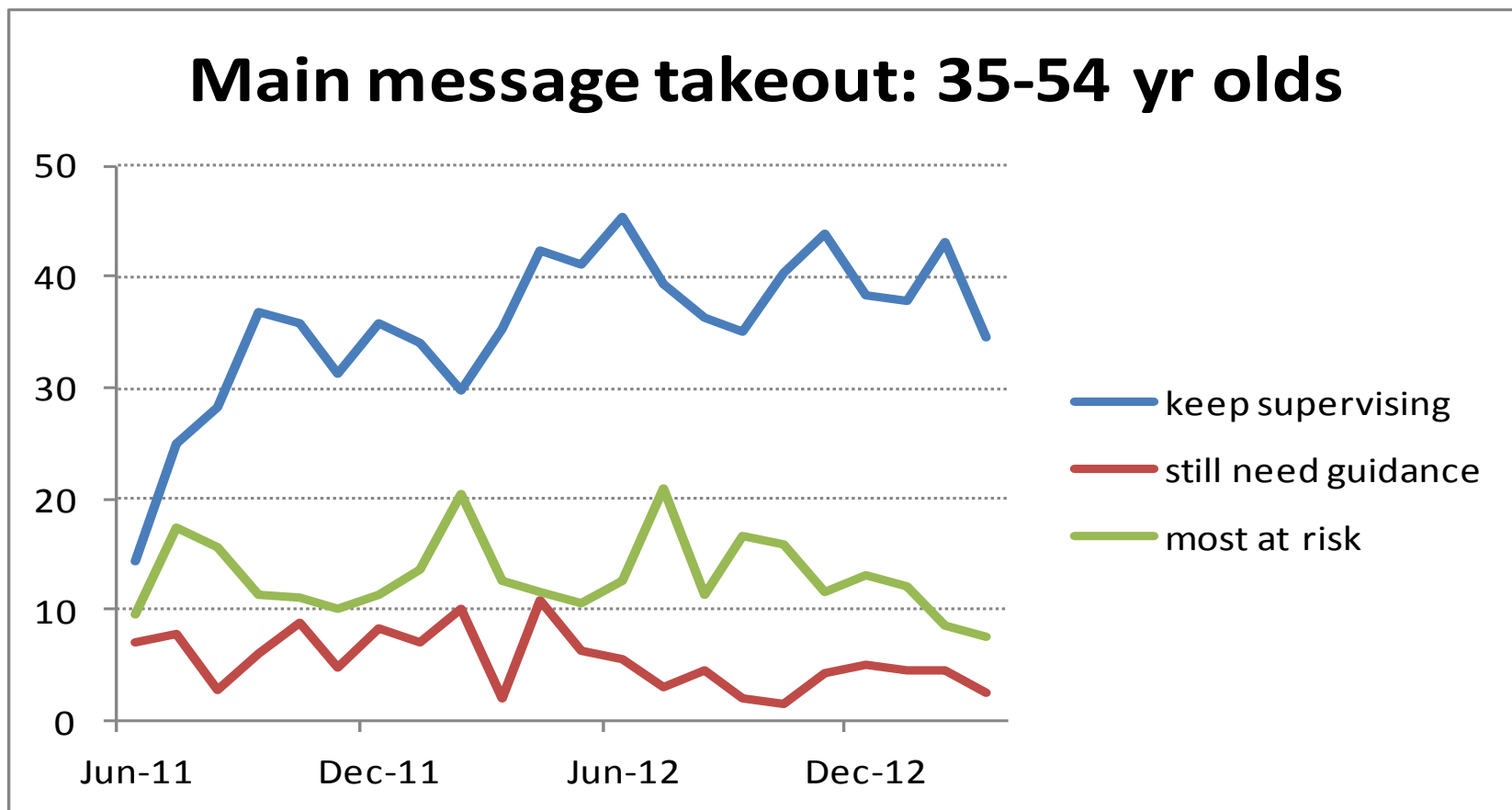
# Advertising recall

## Recall of TV advertising: 35-54 yr olds

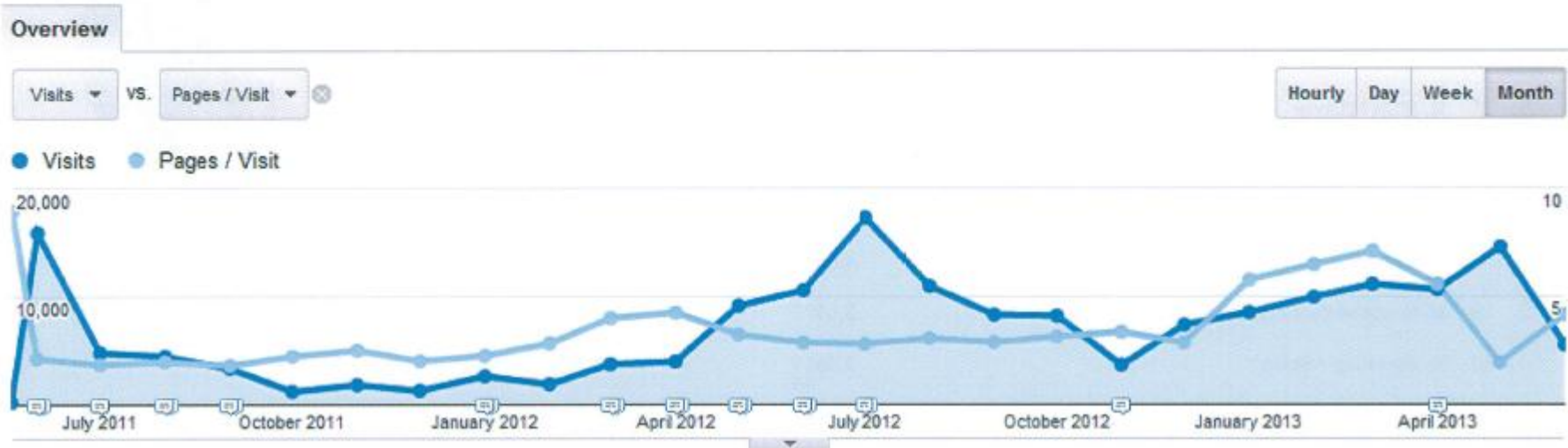


# Advertising messages

## Main message takeout: 35-54 yr olds



# Safe Teen Driver website analytics, June 2011 - June 2013

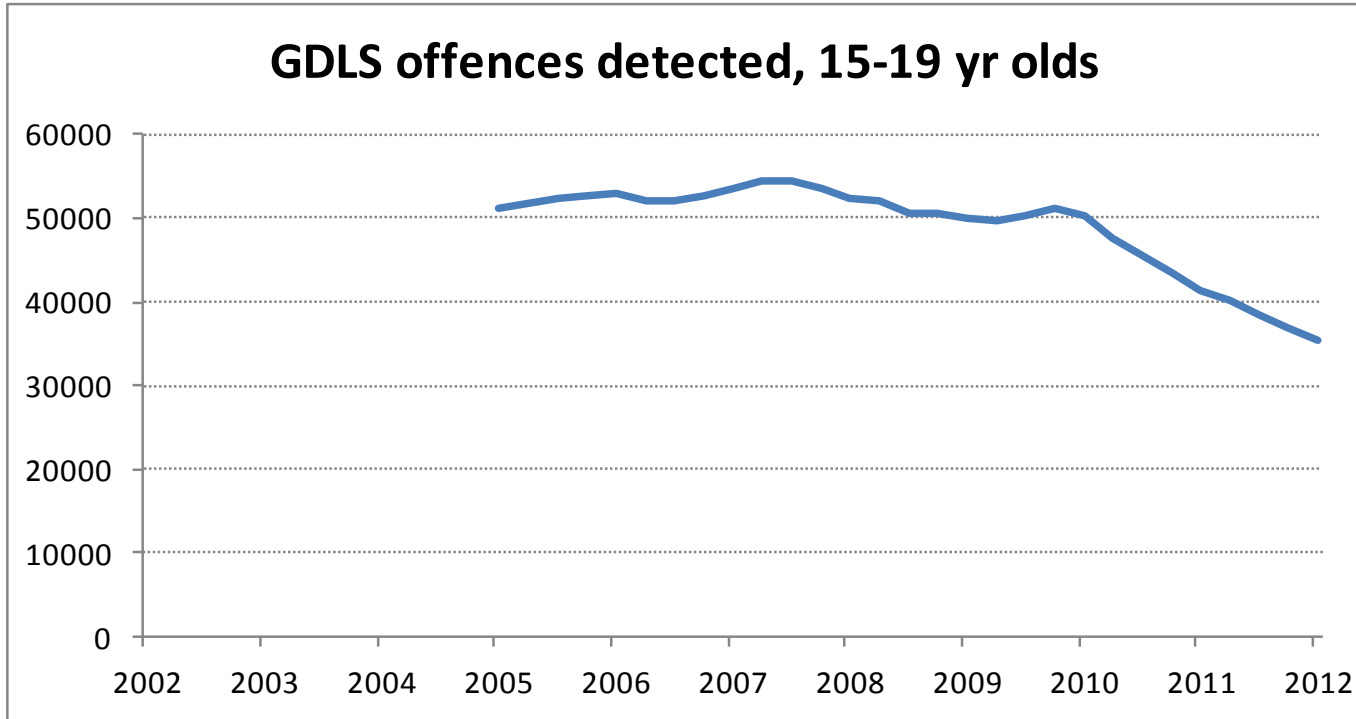


# Enforcement

- specific activity within Road Policing Programme
- desired outcome: “more young people are driving within their licence conditions”
- fewer young drivers on graduated licences who are at fault in fatal/serious crashes
- more young drivers believe they will be stopped for non-alcohol/speed offences
- 50,000 offences detected per year



# Offences



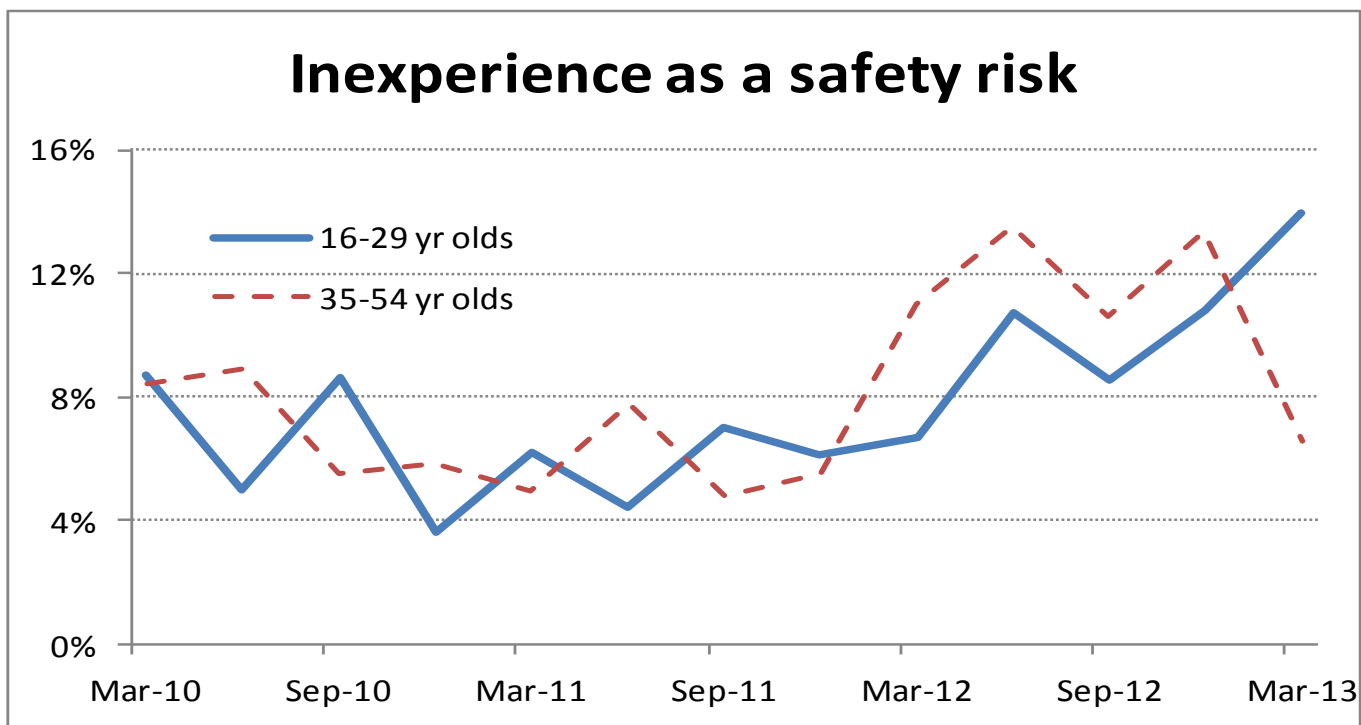
Offence notices issued for graduated driver licence offences by 15-19 year old drivers

# Attitudes

- likely to be stopped for other traffic offences (not drink-driving or speeding)?
- driven while slightly intoxicated in last 12 months?
- people caught driving under influence just unlucky?
- it's difficult to go easy when drinking with friends?
- what makes driving on New Zealand roads unsafe?
- how many drinks would you normally have and still consider driving?

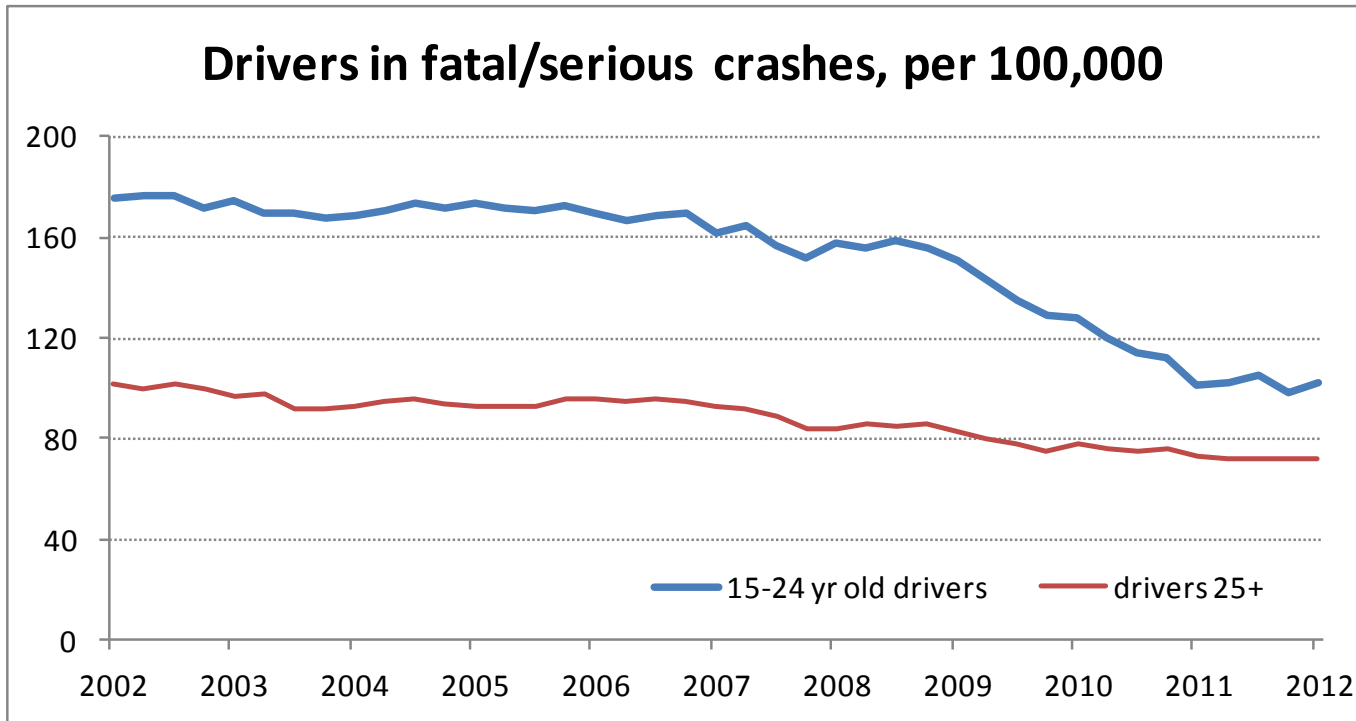


# Attitudes



Percentage of surveyed people who consider “inexperienced drivers” make driving on New Zealand roads unsafe

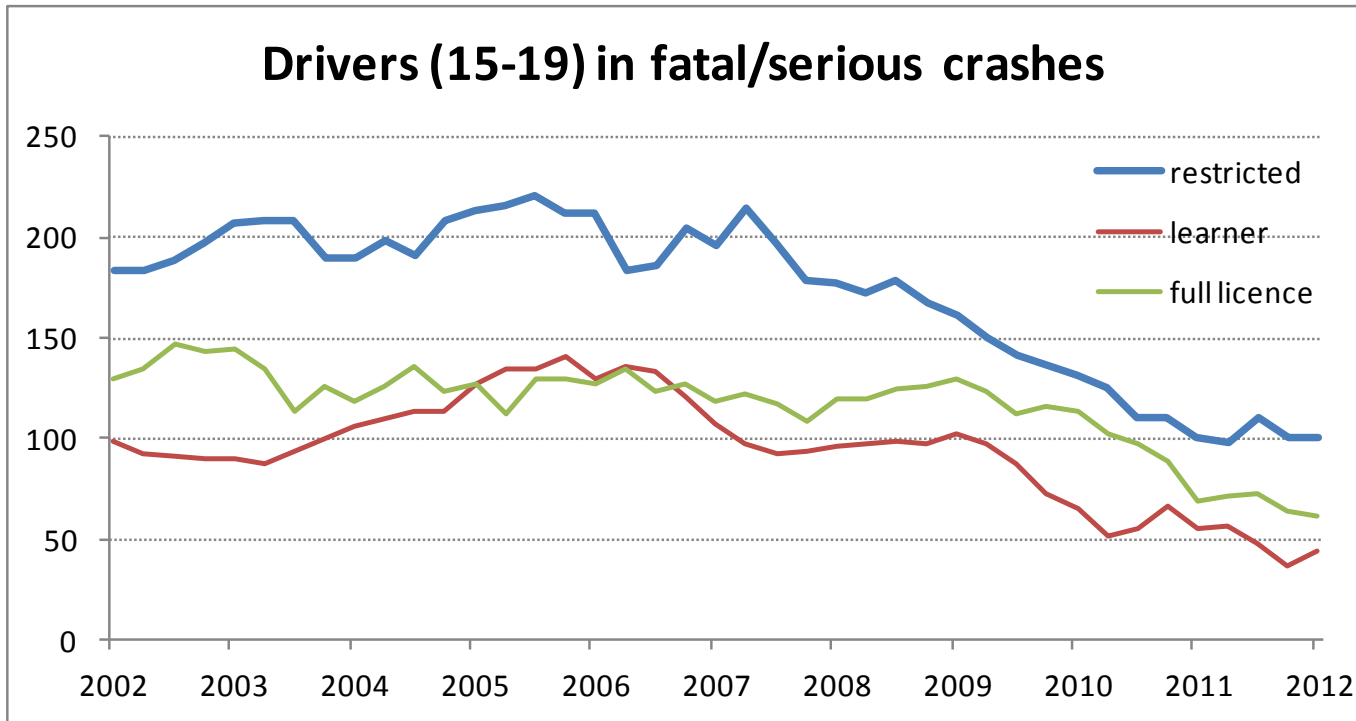
# Crash patterns



Drivers in fatal or serious injury crashes, per 100,000 population, by age group



# Crash patterns



Drivers in fatal or serious injury crashes, per 100,000 population, by licence status

# In summary

- zero alcohol limit and licensing changes have led to large reductions in young driver crashes and drink-driving offences
- interventions relating to young drivers were having an effect even before the 2011 regulatory changes