

Program: Young Drivers					
Strategy: Peer-to-peer traffic safety programs in junior high, high schools, and colleges, and promotion of individual incentive programs					
Problem ID / Opportunity (Establish context. Why is this issue important?)	Strategy Goals (Broad action statements about the purpose(s) of the strategy and what it is intended to accomplish)	Resultant Outcomes (the desired results of the strategy; what is changed as a result)			Projected Safety Impacts
		Short-term Outcomes (e.g., skills, knowledge, beliefs)	Intermediate Outcomes (e.g., behaviors)	Long-term Outcomes (e.g., crash involvement)	
<p>Young drivers are particularly sensitive to the influence of their peers. A proven, well-developed, data driven peer-to-peer young driver program can leverage this to provide education and reminders of safe driving behavior to 15 to 25-year-olds.</p> <p>The Teens in the Driver Seat is an established program designed to be promoted by TZM's, delivered by students and supported by TDS program managers.</p>	<p>Expand the delivery of proven peer-to-peer traffic safety program in junior high schools, high schools, and colleges throughout the state to create a positive traffic safety culture. TZM's recruit local school groups and colleges to deliver the program.</p> <p>Data is collected at each school through student surveys and observation surveys to establish positive community norms messaging. Education and motivation are provided through public, visible pledges, social media, personal app use and continual student engagement with both physical and virtual resources.</p> <p>Encourage download of the "You in the Driver Seat" phone app to provide financial motivation to stay focused and not speed.</p>	<p>Students that participate in this program will have made a durable public commitment to demonstrate safe driving behaviors and better understand what they need to do to drive safely.</p> <p>The app will provide motivation to demonstrate safe driving behaviors.</p>	<p>Students will more often demonstrate safe driving behaviors such as wearing their seatbelts, driving at safe speeds, staying focused on the road by eliminating distractions, and staying unimpaired when driving.</p>	<p>With students demonstrating safer driving behavior, there will be fewer crashes involving young drivers.</p>	<p>Reduced fatalities and serious injuries, primarily in young driver involved crashes.</p>