



# Virginia Strategic Highway Safety Plan

## Young Driver Emphasis Area Plan

### **Priority Strategies**

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

### **Emphasis Area Tasks**

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

### **Action Test**

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4E	Action	Time Frame
1	#4	Education	Distribute the updated 45-hour Parent Teen guides to drivers under the age of 19 and parents to serve as a guide to the parent and young driver.	Ongoing
2	#4	Education	Promote parent awareness and education of provisional licensing laws and provide guidance through active participation in school outreach efforts.	Ongoing
3	#4	Education	Conduct educational campaigns/events/trainings/social media/peer-to-peer projects on topics such as seat belt use, impaired driving, zero tolerance laws, distracted driving, speeding and other highway safety issues for drivers age 20 and younger, and continuously review research for effective messages.	Ongoing
4	#4	Education	Conduct and update education programs such as the Health Smart Virginia for youth between the ages of 8 and 14 to develop a safety culture focused on the proper use of restraints, driver and passenger responsibilities, and shared road use (bicycle, pedestrian).	Ongoing
5	#4	Education	Recruit new and effective partners to ensure the message to drivers age 20 and younger reaches diverse and underserved communities and to make sure equity is at the forefront in the work to decrease fatal crashes involving young drivers.	Long term
6	#4	Education	Educate highway safety partners on the Driver Education Curriculum content, and continuously monitor and update the curriculum as needed.	Long term
7	#4	Education	Evaluate all in-car/behind-the-wheel road skills testing best practices, report findings, and make recommendations as necessary.	Long term
8	#4	Education	Review judicial licensing ceremony and determine strategies and best practices for improving resources and materials.	Long term
9	#4	Education	Review and revise the Driver's License Manual.	Long term