



RPCGB Regional Safety Coalition  
 Young Drivers Emphasis Area Action Plan  
 Team Leader:

**Goal:** The goal of the RPCGB Regional Safety Action Plan is to reduce fatal and serious injury crashes related to young drivers by at least XX% by 20XX.

**Objective 1:** Increase public awareness of young driver issues.

**Strategy 1.1:** Implement public media campaign to help clarify GDL requirements in Alabama.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
Ex.	Jane Doe/SADD	Develop GDL video for website.	Number of websites linking to video	Year 1	Video recently finalized and available for distribution.
1.1.1		Expand GDL television and radio commercials from ADECA/ ALEA to local media outlets.			
1.1.2		Distribute video from Children's Hospital on GDL to new outlets including local news sites, schools, etc.			

**Strategy 1.2:** Communicate safe driving behaviors to young drivers and prepare pre-teens for the responsibility of safe driving.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
1.2.1		Leverage existing teen safe driver materials from NHTSA and GHSA by partnering with student groups/ programs such as SADD, driver's education, and Anchor clubs to promote teen safe driving behaviors.			

1.2.2		Promote and expand the yearly Teen Safe Driving Program and training session hosted by ALDOT, SADD, MADD, and the Children's hospital.			
1.2.3		Expand existing teen and pre-teen safe driving programs such as "Your Keys to Drive" and "Think First".			
1.2.4		Partner with local colleges and universities to provide information on ridesharing and safe rider information.			

**Strategy 1.3:** Educate parents on the issues of teen driving.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
1.3.1		Expand existing "Countdown to Drive" program for parents and pre-teens.			
1.3.2		Evaluate the potential for working with insurance agencies to promote parent-teen driving safe driving discussions.			

**Objective 2:** Increase young driver enforcement.

**Strategy 2.1:** Target and coordinate enforcement.

Action Step #	Action Step Leader	Description	Output Measure	Timeline	Status
2.1.1		Enforce safe driving practices (impaired driving, restrain use, distracted driving).			
2.1.2*		Enforcement of GDL and zero-tolerance laws.			
2.1.3*		Coordinate with local law enforcement agencies to encourage enforcement during special campaigns.			

\* Strategies or action steps suggested by project team for consideration.

**Output measures** generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

**Timeline**

3 to 6 months

6 months to a year

1 year

2 years

3 years +

Ongoing

DRAFT