



Stand up for your ride!

Introducing a foreign road safety program

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18- to 24-year-olds have a high risk to get in a car accident



Program details

- Developed by Bjørn Smith-Hald (2011)
- 90-minutes with 30-60 students
- Role playing, mini lectures, discussions on social norms, etc.

Sett grenser – si ifra!

Program evaluation

- Number road traffic-related injuries decreased
- Road safety behaviour improved (sleep, alcohol, seat belt)



Similarities

- Amount of road traffic-related injuries (at starting point)
- Population composition (more or less)



Differences

- Population density in Norway is 30 times lower
- School systems are very different



Successful pilot (n=42)

- 80% is convinced that program leads to fewer road traffic-related injuries
- Scored by students: 8,2
- Scored by teachers: 8,7

STAND UP FOR YOUR RIDE

Implementation

- Dutch session leaders trained by Bjørn Smith-Hald et al.
- Available in 4 out of 12 Dutch provinces (2022)



Want to know more?

It's always a good time to talk about road safety. Please contact us!

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