



Evaluation of a seminar to increase the road safety behavior of young employees in Germany

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German Road Safety Council

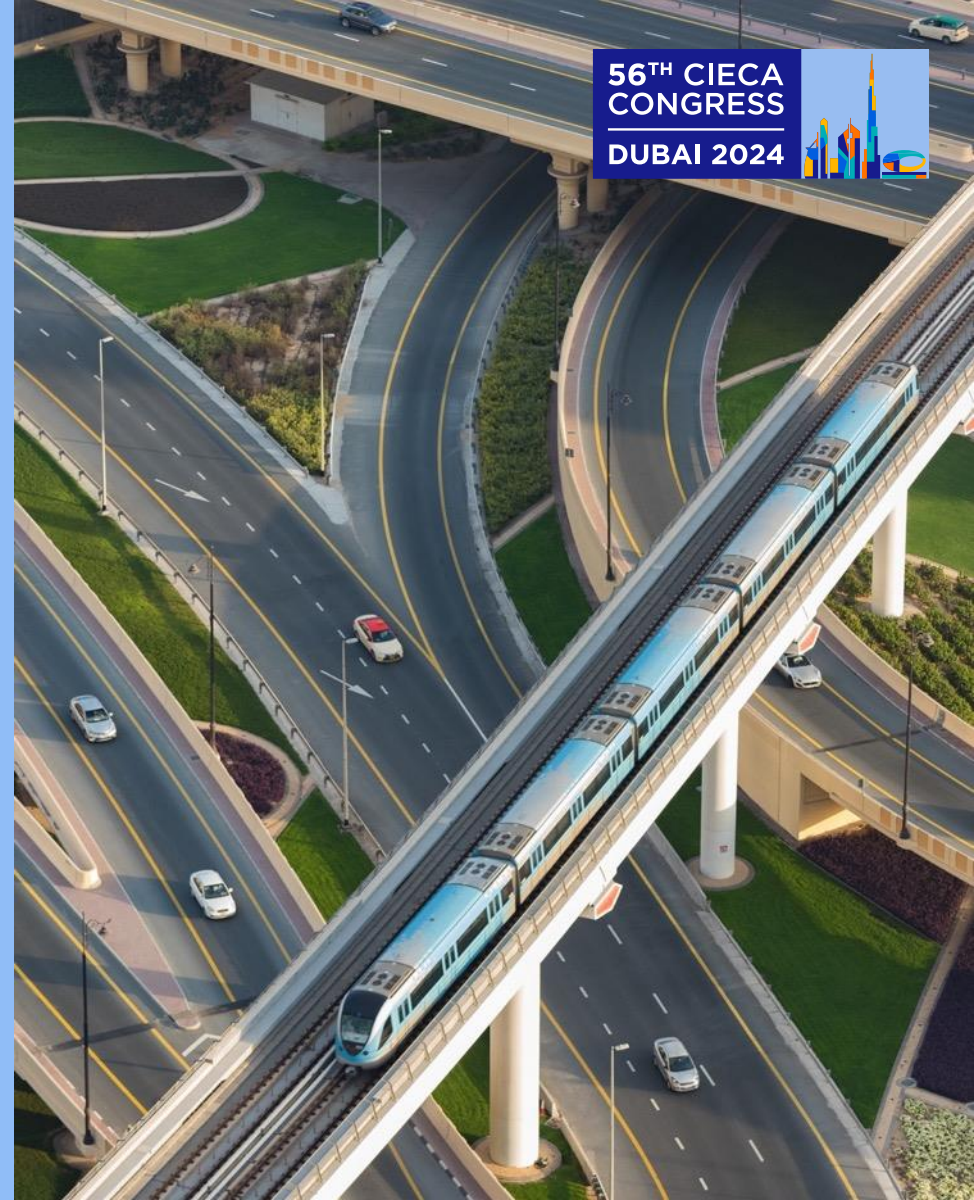
Founded 1969

OBJECTIVES

- Development of Programmes and Activities
- Co-ordination of member activities
- Lobbying for Road Safety

MEMBERS (~ 200 Stakeholders in Germany)

- The Federal Ministry of Digital and Transport
- German Social Accident Insurance
- Driving Instructor Associations
- [...]



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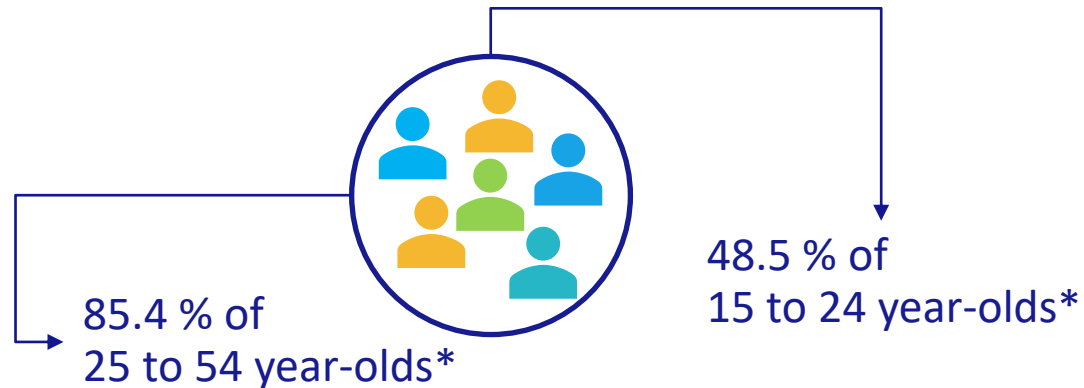


Sicher in meiner Region

“being safe in your own local area”

Background

- Analysis shows that most accidents occur on known routes, i.e. near the place of residence, place of work or places of leisure
 - Higher relatability because of “expert” level
 - Higher emotional impact
- (young) employees still receive too little attention as an important target group for road safety prevention work:



The only way to carry out **systematic road safety** after obtaining a driver's license is through **employment!**

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The project

- **Data basis:** official accident data provided by the German police
 - Target group: 16 to 29 year-olds
- **Overall goal:** reduce the particularly high accident risk of young employees
- **Blended learning** concept: offline & online
- **Website based:** fits the media preference of the target group
 - 360-degree videos
 - Animation of possible accident histories



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Sicher in meiner Region

Bismarckring/Bleicherstraße
Biberach an der Riß



SICHER
IN MEINER
REGION
REGIO PROTECT UVT



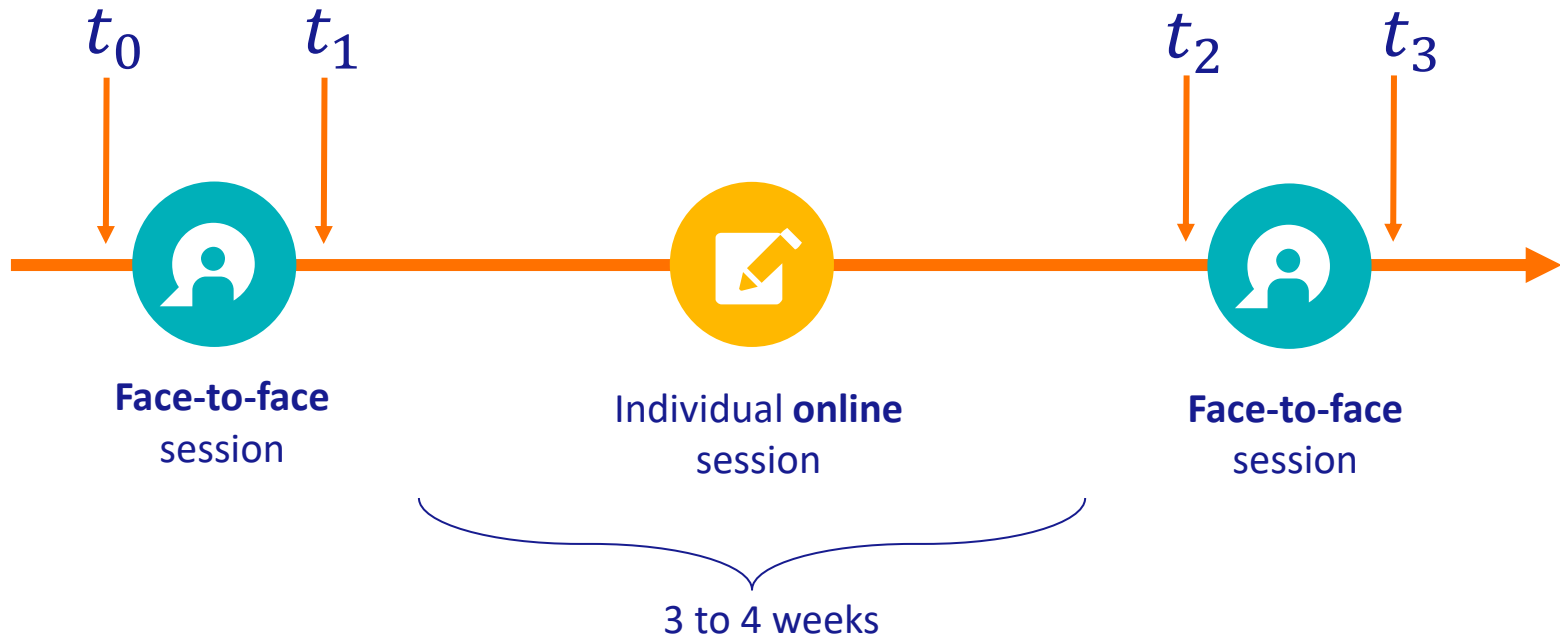
DVR  **UK|BG**
Deutscher
Verkehrssicherheitsrat Ihre gesetzliche
Unfallversicherung

 **ARGE tp²¹**
TÜV | DEKRA



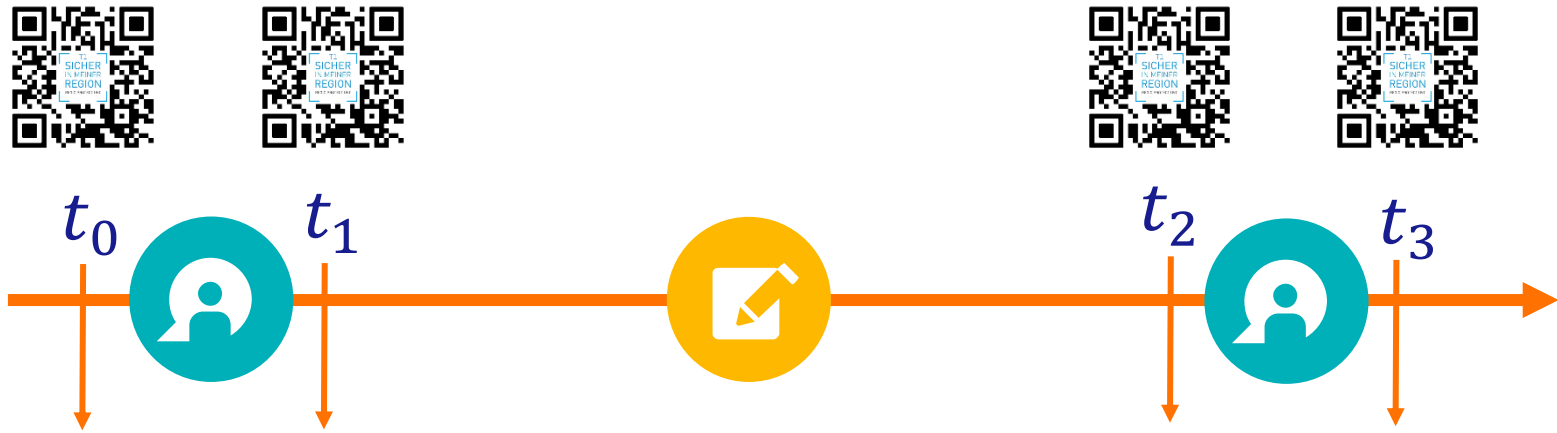
The instrument cluster features a central speedometer with a red needle and markings from 0 to 160 km/h. To the left of the speedometer are icons for ABS, a steering wheel, and a left-pointing arrow. To the right are icons for headlights, a car with a steering wheel, a right-pointing arrow, and a car with a warning light. The left and right side mirrors show the rear view of the road.

Evaluation



$t_x = \text{measurement point}$

Evaluation



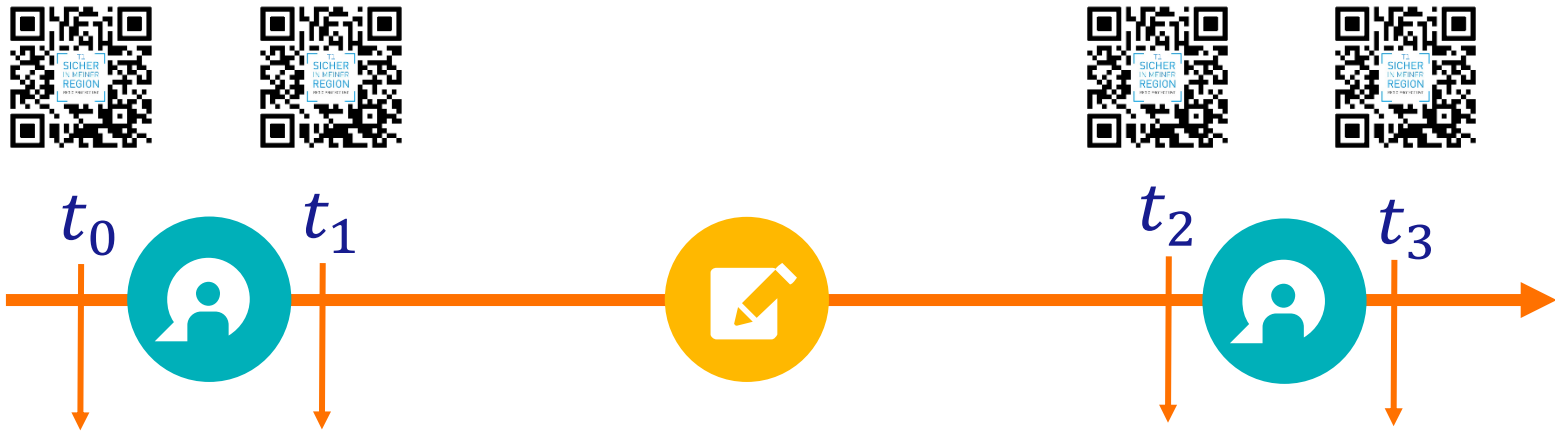
- Driver Behavior Questionnaire (DBQ)
- traffic related knowledge
- own mobility
- socio-demographics

Evaluation



- Driver Behavior Questionnaire (DBQ)
- traffic related knowledge
- own mobility
- socio-demographics
- taught knowledge
- seminar concept
- participation motivation
- website, videos

Evaluation

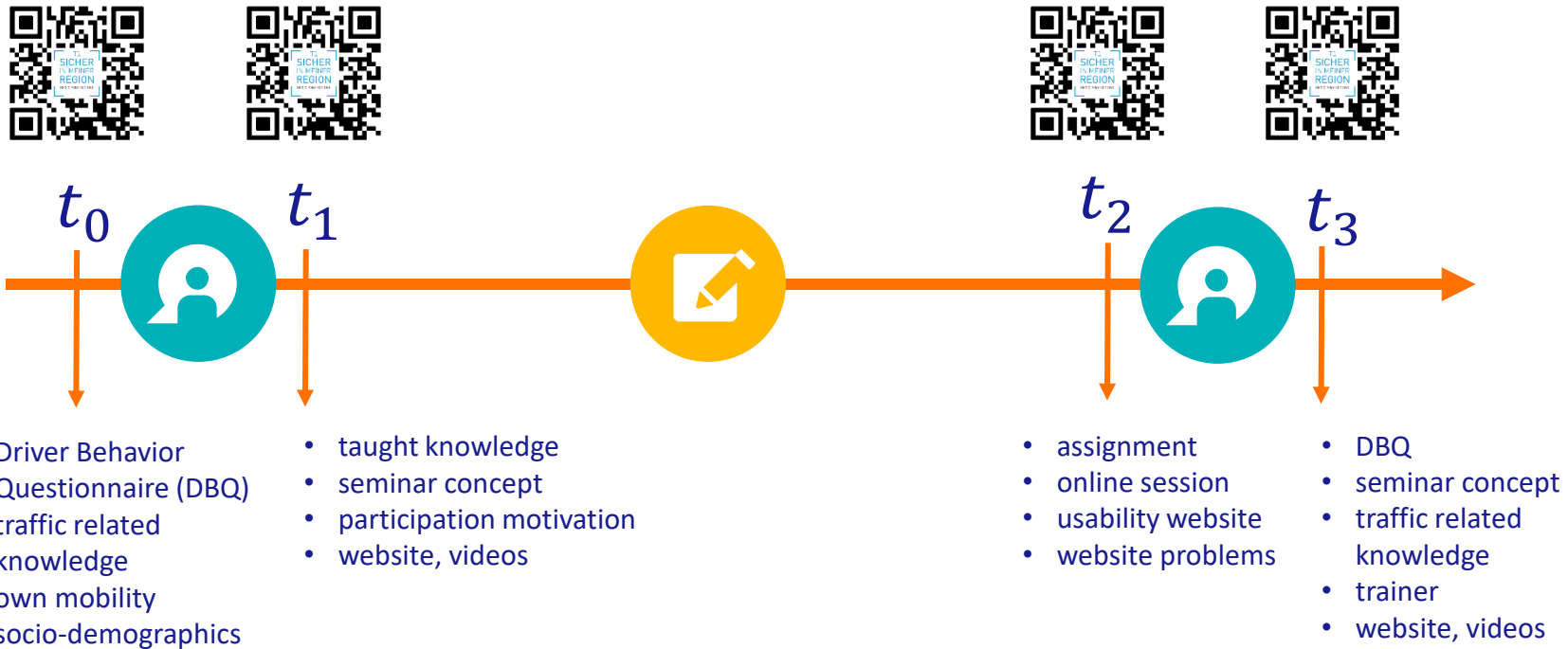


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- traffic related knowledge
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- taught knowledge
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- assignment
- online session
- usability website
- website problems

Evaluation



$t_x = \text{measurement point}$

Results DBQ

The evaluation of the DBQ showed a

- **Improvements of attitudes towards aggressive behavior & attention deficits:**
 - reduced intention to commit aggressive offenses and speeding violations
 - increase in attention errors → higher sensibilization
- **Increase in knowledge & competence:** the intervention significantly changed problem awareness/risk assessment, particularly in the areas of knowledge of the rules, distance and speed
- **Local accident occurrence:** the participants' assessment of the causes of accidents in their own target group came closer to the causes of accidents prevalent in their own region

seminar evaluation

- adaptation of the seminar concept
- Trainer feedback
- Usability website & videos
- Online assignment

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THANK YOU

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