

Stand up for your ride!

Introducing a foreign road safety program

Djorike Palma, Branko Olij



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!

Djorike Palma
Road safety consultant
d.palma@veiligheid.nl