



Framework Implementation Tool

Supported by



The purpose of this tool is to help you determine how much of the For Young Drivers, By Young Drivers framework you are already applying in your context. Your context can be the entire organization, a team within your organization, or a specific project or work environment. Each recommendation provides examples of how the recommendation can be applied: however, this is not a comprehensive list and not all recommendations may be relevant to your context. Indicate the extent to which each recommendation is applied in your context using the scale below. By using this tool and consider the three guiding principles and five areas of focus in youth engagement and road safety, you can:

- determine areas of strength and gaps that currently exist in your road safety programming
- determine changes needed to your programming
- provide documentation of program planning and decision-making

Scale

- 1 – This recommendation is not applied within my context at all
- 2 – This recommendation is somewhat applied within my context
- 3 – This recommendation is moderately applied within my context
- 4 – This recommendation is thoroughly applied within my context
- N/A – Not applicable

Guiding principles

Guiding principle	Examples in practice	Scale	Comments
Youth are meaningfully engaged	<ul style="list-style-type: none"> • There is dedicated staff and resources, including funding, for youth engagement • Youth co-develop the engagement process with the organization • Youth and adults have equal decision-making ability • Youth are engaged in different ways such as through email, in-person, through video chat, social media platforms 	1 2 3 4 N/A	
A harms-reduction lens is applied in youth engagement	<ul style="list-style-type: none"> • Appropriate harm-reduction terminology is used across communications • Youth who use substances are engaged in developing and implementing programming • Messaging and programming do not promote abstinence only or zero tolerance approach 	1 2 3 4 N/A	

Guiding principle	Examples in practice	Scale	Comments
Equity, diversity, inclusion and accessibility are at the forefront of youth engagement	<ul style="list-style-type: none"> Youth from diverse backgrounds (racial, cultural, regional, socioeconomic) and abilities are meaningfully engaged Engagement opportunities are provided in multiple languages and communication styles Specific strategies and processes are in place to access and recruit diverse youth Programming and initiatives focus on meeting the needs of subpopulations of youth at higher risk of experiencing the negative outcomes of road crashes Adults are educated and informed about the inequities in road safety faced by subpopulations of youth 	1 2 3 4 N/A	
	Overall rating (total score/number of applicable recommendations):		

Area of focus: Youth partnership

Recommendations	Examples in practice	Scale	Comments
Youth partnership is integrated into the strategic plan	<ul style="list-style-type: none"> Youth partnership is incorporated into organization's overall strategic plan Staff are educated and informed about organization's youth engagement strategy Funding for youth partnership is allocated in the organization's budget 	1 2 3 4 N/A	
A youth advisory committee to co-create and co-lead road safety initiatives is established	<ul style="list-style-type: none"> Regular meetings are held with a group of diverse youth to develop road safety programming and messaging There are dedicated staff to supporting a group of youth in co-creating and co-leading road safety programming Youth are paid for their work in developing road safety programming and messaging Youth are acknowledged for their work in all publications and communications A feedback loop is in place to ensure youth understand how their input is being received and used 	1 2 3 4 N/A	
A network of youth ambassadors is used for local impact	<ul style="list-style-type: none"> There is a communication strategy in place to recruit diverse youth to form a network Youth network is enthusiastic about spreading road safety messaging Training opportunities are in place to ensure youth have the appropriate skills and knowledge to be road safety ambassadors Youth are guiding and leading content creation around road safety according to what works in local contexts 	1 2 3 4 N/A	

Recommendations	Examples in practice	Scale	Comments
Youth are engaged in evaluating road safety messages and programs	<ul style="list-style-type: none"> Youth work with adults to form an evaluation plan of programming and messaging Youth are trained in important skills needed for evaluation such as focus group facilitation and interviewing stakeholders. Youth are involved in evaluation activities such as survey creation, data collection, data analysis and communicating results Evaluation results are applied to road safety programming and messaging to ensure relevance to youth 	1 2 3 4 N/A	
Overall rating (total score/number of applicable recommendations):			

Area of focus: Youth communication

Recommendations	Examples in practice	Scale	Comments
Road safety messaging is co-designed and tested with representative youth	<ul style="list-style-type: none"> Youth participate into the planning and implementation process Youth input is received in a variety of ways including through focus groups, surveys and during meetings Youth input is incorporated through the entire process of message development Messaging is positively received by youth during engagement 	1 2 3 4 N/A	
Organization is up to date on youth social and digital media preferences and practices	<ul style="list-style-type: none"> Staff actively seek out information about the latest youth trends in social and digital media Conversations with youth are held to better understand youth social and digital media preferences and practices Strategies are in place to ensure that youth social and digital media preferences and practices are incorporated and accounted for in road safety programming 	1 2 3 4 N/A	
Social marketing strategies that resonate with youth are used in road safety programming and messaging	<ul style="list-style-type: none"> Youth are asked about what social marketing strategies would catch their attention and potentially change their behaviour Strategies that resonate with youth such as humour, emotions, current trends and pop culture are incorporated into road safety programming and messaging 	1 2 3 4 N/A	
Storytelling is used to instill empathy and change youth attitudes	<ul style="list-style-type: none"> Road safety programming and messaging incorporate real-life stories of those impacted by unsafe driving behaviour Youth share their own road safety-related stories with peers and others in their networks Adults share their road safety-related stories with youth in their networks 	1 2 3 4 N/A	
Overall rating (total score/number of applicable recommendations):			

Area of focus: Youth outreach

Recommendations	Examples in practice	Scale	Comments
Peer-to-peer communication and education is prioritized	<ul style="list-style-type: none"> • A youth influencer/ambassador program is established to train, mentor and support local youth to work within their communities to raise awareness and educate about road safety • Youth develop youth-friendly content in various formats such as videos, infographics and photos to share with other youth in their networks • Youth-led publication (e.g. podcast, video series) is created to explore road safety in more depth • Resources are developed on how youth can have conversations with their friends about road safety 	1 2 3 4 N/A	
Parents are trained to provide accurate and timely road safety information	<ul style="list-style-type: none"> • Road safety is incorporated into current parenting workshops and programs • Resources are developed to guide parents on having conversations with their children about road safety • Training opportunities are developed to minimize parents' own knowledge gaps in driving behaviour and road safety 	1 2 3 4 N/A	
Schools and educators are used as delivery mechanisms for road safety programming and messaging	<ul style="list-style-type: none"> • Assembly segments are done in local schools to provide road safety information • Interactive road safety presentations are done with a subgroup of students during school hours • Educator resources are developed to enable educators to communicate road safety information to their students in the classroom • Driving schools are provided with the most updated information on road safety 	1 2 3 4 N/A	
Collaborate with experts and credible organizations to create and implement road safety programming	<ul style="list-style-type: none"> • Experts help develop road safety programming and messaging in partnership with youth • Road safety presentations are delivered by experts • Road safety campaigns are delivered in collaboration with organizations that have significant credibility with youth 	1 2 3 4 N/A	
Social media influencers are used strategically to deliver road safety messaging	<ul style="list-style-type: none"> • Youth are asked about their opinions on social media influencers' impact on driving behaviour • Social media influencers who have been impacted by unsafe driving behaviour or who have an interest in road safety are used in communications strategy • Joint message delivery is done by social media influencers and experts to increase credibility 	1 2 3 4 N/A	
	Overall rating (total score/ number of applicable recommendations):		

Area of focus: Youth capacity-building

Recommendations	Examples in practice	Scale	Comments
Needs assessments are conducted to understand what youth need to become better drivers	<ul style="list-style-type: none"> • A youth-friendly needs assessment guide is developed • Youth-led needs assessment is conducted with input from representative youth • Organization has a good understanding of the skill and knowledge gaps that youth have in road safety and driving behaviour and how to address these gaps 	1 2 3 4 N/A	
Gaps in road safety knowledge and skill are decreased and knowledge reinforced through a variety of mediums	<ul style="list-style-type: none"> • Road safety information is delivered across a variety of youth-friendly online platform including Instagram, TikTok and YouTube • Road safety information is delivered using different mediums such as videos, infographics, in-person presentations and arts-based programs • Traditional media such as television, radio and billboards are used to deliver road safety messages 	1 2 3 4 N/A	
In-person and virtual opportunities are provided to practise skills that promote safe driving	<ul style="list-style-type: none"> • Collaboration with driving schools is done to deliver the most up-to-date road safety information and necessary skills • Virtual reality is used in in-person road safety programming to show youth the consequences of unsafe driving behaviour • An online course is developed to have youth fill road safety-related knowledge gaps at their own pace 	1 2 3 4 N/A	
Youth are incentivized to care about road safety and engage in safe driving behaviour	<ul style="list-style-type: none"> • Youth are paid for their expertise in developing and implementing road safety programming and messaging • Resources are developed to inform youth on the financial costs of unsafe driving behaviour • Road safety programming rewards youth who drive safety or engage in activities that promote safe driving 	1 2 3 4 N/A	
	Overall rating (total score/ number of applicable recommendations):		

Area of focus: youth advocacy

Recommendations	Examples in practice	Scale	Comments
The organization understands what is important to youth	<ul style="list-style-type: none"> Youth are asked what aspects of road safety and other related social issues they care about and require improvement Youth are asked how they want to be involved in making roads safer for their communities Youth are informed and understand their role and responsibilities in the road safety ecosystem 	1 2 3 4 N/A	
Youth advocacy toolkits and training opportunities are created to help youth develop important skills for advocacy	<ul style="list-style-type: none"> A series of self-paced training videos for youth are developed Youth are involved in creating an advocacy toolkit, including determining its content, gathering evidence-based information and developing the tools Toolkits and other resources are shared with other organizations promoting youth advocacy 	1 2 3 4 N/A	
Youth are in formal decision-making spaces	<ul style="list-style-type: none"> Youth are involved in most road-safety-related internal and external meetings Youth have an equal seat at the table and their input is of equal value to others at the table Resources and supports are in place to ensure that youth can meaningfully participate in decision-making Youth with various backgrounds, including those youth who may not traditionally be invited to decision-making spaces, are included 	1 2 3 4 N/A	
Overall rating (total score/number of applicable recommendations):			