

## **RP 274 – Development of a Highway Safety Outreach Program for K-12 Students in Idaho**

### ○ Project Description:

This project seeks to work directly with Kindergarten through Grade 12 (K-12) students, school officials, and other stakeholders throughout the state of Idaho to develop a framework for outreach efforts regarding safety for all road users, but particularly young road users. The primary goal of the work proposed in this project is to help ITD promote and strengthen a positive traffic safety culture among Idaho teenagers, their families, and younger school-aged children. ITD's Office of Highway Safety has launched a new engaged-driving program called SHIFT. The idea behind the SHIFT program and engaged driving is to create an opportunity for Idahoans to start thinking and talking about what is appropriate behind the wheel and in the passenger's seat. SHIFT is a program designed to help share techniques and strategies to reduce distractions and grow driver engagement. This project is an effort to expand the Shift program by developing methods and techniques designed to engage young road users in all aspects of highway safety. Those aspects include, but are not limited to: aggressive driving, distracted driving, occupant protection, bike/ped, bystander engagement, etc.

### ○ Project Objective:

The main objectives of this project include:

1. Reviewing and documenting best practices in public education and outreach traffic safety campaigns that focus on high school, middle school, and elementary school students.
2. Developing and pilot testing effective education and outreach activities directed at:
  - a. high school students in Idaho with the primary objective of educating them on the dangers of unsafe driving practices (with the main objective of reducing distracted driving practices among teenage and novice drivers in Idaho)
  - b. Elementary and middle school students with the primary objectives of educating them on safely sharing the road as bicyclists and pedestrians, and how they can be engaged as a bystander when they see someone in the vehicle practicing unsafe behaviors.
3. Developing education and outreach materials for use in Idaho schools. This project will build on current and previous outreach efforts by the University of Idaho and the Office of Highway Safety that have been developed and were focused on distracted driving and school safety awareness. The presentations, assessment tools, and lessons learned as part of these previous projects will serve as foundational references for the presentations and assessment tools that would be piloted through this project.

○ Estimated Completion Date: March 15, 2020

○ Budget: \$145,000

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