

RISKY DRIVING AMONG YOUNG MALES IN NOVA SCOTIA

Focus Group Results

DHW 2014

Methods

- Literature review
- Media review
- Focus groups with young Nova Scotian males
 - 2 groups with males age 17-18
 - 2 groups with males age 21-22

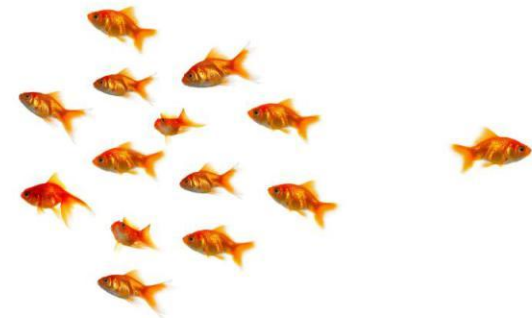
Theme: The car as a symbol of freedom

- The car is:
 - Freedom
 - Control
 - An extension of what you are doing
 - An extension of how you are feeling
 - Takes them where they want to go
- Even when on their own, they use the bulk and power of the car to demonstrate their frustration with other drivers



Theme: Following the Herd

- The power of social influence
- Young drivers:
 - More likely to crash when with friends
- Young passengers:
 - Less likely to speak up if the driver is behaving dangerously
- Older drivers:
 - Greater maturity & feelings of responsibility gradually change driving behaviour



Theme: No Long-Term Thinking

- Young people think in the short-term
 - Unsafe behaviour is evaluated as what they can get away with it
 - Underscores the ineffectiveness of a consequence based strategy
- In the moment
 - Instant gratification
 - Not paying attention to the “near misses”
- Older youth (22 year olds) are reflective of how risky their behaviour was in their teens

4 Key Conclusions

- Unsafe behaviours are evaluated not on risk, but what you can “get away with”
- Experience plays a significant role in any evaluation of risk or danger, with older drivers more aware of the risks
- Drinking & driving sits in a risk category all of its own, with greater social taboo compared to speeding
- On-road behaviour is influenced significantly by passenger type, with greater distraction with friends & the potential for aggressive driving habits

Next Steps

- Creative brief
- Approvals process
- Campaign development
- Launch next school year

* *Ideally*: link with new legislation and enforcement