



Now Available

TZD: Getting the Message to Younger Drivers

A Toolkit for Local Agencies

This *Younger Drivers Toolkit for Local Agencies* is intended to provide Minnesota local city and county transportation and traffic safety engineering staff with the information needed to help get the message to younger drivers through focused presentations to engage local communities to improve safety for Minnesota's highest risk driving population - younger drivers ages 15-29. The Toolkit is structured to first provide a foundation to understand the "why" behind younger driver severe crashes. Second, the toolkit features ideas and resources to help educate and promote community engagement to reduce younger driver-related traffic deaths and injuries.

Toolkit outline:

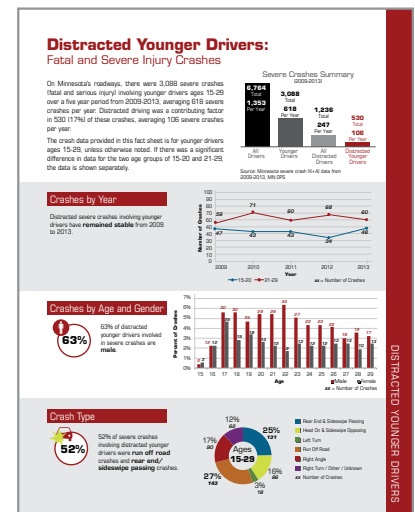
Understanding Younger Driver Safety Challenges

1. The Importance of Driver Behavior to Improve Road Safety
2. Understanding Younger Drivers' Attitudes and Motivations for High-Risk Driving
3. Minnesota Younger Drivers Crash Fact Sheets

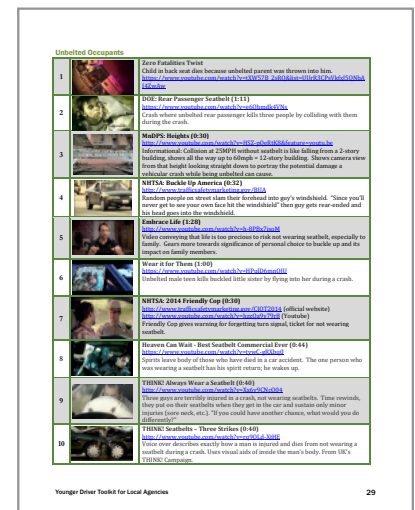
Resources to Promote Younger Driver Behavior Change

1. Example Community-Based Safety Strategies to Strengthen Younger Driver Safety
2. Public Service Announcement (PSA) Videos
3. Toward Zero Deaths (TZD) Partnerships
4. Younger Drivers PowerPoint Presentation Template

Download the [Toolkit](#) and [PowerPoint template](#).
 For more information visit www.lrrb.org (Search: Younger Drivers)
 or <http://tinyurl.com/o93vch9>.



Example Fact Sheet



Public Service Announcements