

Primary preventive traffic education offers for adolescents and their effectiveness

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Young novice drivers are among the most vulnerable groups in road traffic. Nevertheless, the range of traffic education offered between the completion of the cycling test at the end of primary school and the obtaining of the (moped) driving licence is sparse.

How effective are preventative measures offered before, during or shortly after obtaining a driving licence? Can they improve the road safety of the target group by inducing changes at the level of knowledge, attitude and behaviour that promote road safety?

In the presentation the two primary preventive traffic education offers *trafficsafety4you* and *MOVER* as well as their evaluation results based on prospective longitudinal studies will be presented.

The theory-based interactive traffic education programme *trafficsafety4you* is aimed at schools and addresses 14 to 18-year-olds. *Trafficsafety4you* has three different content focuses: alcohol-free, drug-free and distraction-free traffic participation. The modules are held in the classroom by experienced traffic psychologists and consist of four teaching units each.

The project *MOVER - Jugendliche Mopedlenker/innen und VERkehrsrreife* (*MOVER - Young moped drivers and traffic maturity*), funded by the Austrian Road Safety Fund (VSF), aimed, among other things, at developing prevention modules to promote traffic maturity and to address the main causes of accidents of the target group. The seven two-hour traffic safety modules were also carried out by experienced traffic psychologists in the classroom.

Based on the evaluation results obtained, recommendations can be derived not only for effective traffic education measures for the target group of young novice drivers (possibly also age-, gender- or school-specific), but also for driving licence training.

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