Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

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On:
"Challenges, Potential and Opportunities in the Social Marketing of the 'Green Box' to Promote Safe Driving among Young Drivers"

Tuesday, 8 December 2009, 10:00 a.m., room C-228, Arazi-Ofer Building

Abstract:

Young people’s driving is a key issue in the area of road safety and caution; both because beginner drivers are in the process of acquiring skills and driving patterns, and because of characteristic behaviors of young people, such as risk taking and susceptibility to social pressure, which inform this population’s perception of safe driving.

Israeli Law obligates new drivers to be accompanied by an experienced driver for the first three months after receiving a driver’s license, and involvement in accidents during this period has indeed been found to be relatively low. However, at the end of the escort period, the involvement of new drivers in road accidents rises significantly and therefore it is very important to intervene at this stage, known in the literature as the "solo" stage, when new drivers start driving without adult escort.

This study, conducted by the Participatory Social Marketing Program for the Or Yarok association and funded by it, focused on the attitudes and opinions of young people and their parents regarding the installation in the car of a technology ("Green Box") that has the potential to improve the driving safety of young drivers. It also raised issues, challenges and recommendations regarding the social marketing of the "Green Box."