

## **Governor's Traffic Safety Advisory Commission**

Action Team: **Young Driver**

Report Submitted by: **Melody Kindraka, Office of Highway Safety Planning**

Report for Period: **First Quarter 2011**

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**Describe activities and accomplishments that took place for each strategy/objective listed in your action plan.**

### **New Chair**

Team members elected Melody Kindraka of the Office of Highway Safety Planning as the new chair of the Action Team.

### **Graduated Driver Licensing**

Due to the efforts of the GDL Coalition, including some members of the YDAT, the Michigan legislature approved changes to the Graduated Driver Licensing (GDL) program at the end of 2010. Following the signed legislation, team members participated in the development of a public awareness campaign to educate parents and teens about the new requirements.

Team members assisted OHSP in selecting a campaign theme and slogan by providing input on what messages would resonate with their constituents. In addition, team members collected common questions and concerns to help OHSP ensure the campaign was accurate and complete.

The campaign included television and radio advertising, a billboard, web site, poster and brochure. It was rolled-out at a press conference on March 23 attended by the Michigan State Police director, OHSP director and members of the GDL Coalition. Team members will assist OHSP with the distribution of the campaign poster and brochure.

### **Goals for 2011**

Team members will review the Action Plan and make any necessary revisions to ensure the plan remains current. This review will include adding new strategies and objectives where appropriate.