Aggressive Driving and Safety Campaigns: Lessons Learned from the Better Driver Campaign in Florida

Aggressive driving is a growing concern in the United States. Often, aggressive driving results in crashes that harm both drivers and others. In NCHRP Report 500, aggressive driving is defined as “operating a motor vehicle in a selfish, pushy, or impatient manner, often unsafely, that directly affects other drivers.” In other words, aggressive driving includes many unsafe driving behaviors by ordinary drivers on the road.

Most previous safety campaigns related to aggressive driving have used enforcement interventions as the primary means of reducing aggressive driving. It is clear that enforcement plays a crucial role in reducing aggressive driving; however, limited efforts have been made to enhance the awareness of aggressive driving by providing proper education to the public. The Better Driver Campaign plan was developed and executed to address aggressive driving in Florida. The campaign was geared toward promoting the awareness of aggressive driving. The education-oriented safety campaign was effective in addressing aggressive driving and was appreciated by the public.

By
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All are welcome
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