



Young Professionals' Committee



Strategic Plan 2021 – 2023

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About Us

The Young Professionals' Committee (YPC) is a sub-committee of the Canadian Association of Road Safety Professionals (CARSP) and is composed of a multidisciplinary group of students and young professionals studying and working across Canada in road safety. YPC members' backgrounds include, but are not limited to, engineering, injury prevention, public policy, public health, medicine, and psychology. The YPC aims to improve road safety in Canada and support the next generation of road safety professionals by building capacity and connecting individuals who are interested in the field of road safety. The YPC also wants to hear from Canada's young professionals about their efforts to improve road safety. So, if you, or your organization, are interested in learning more, please consider connecting with the YPC!

Vision

The YPC believes Canadian youth can work together to create safer transportation networks for all road users.

Mission Statement

To build capacity for the road safety profession by generating awareness, advocating for evidence-based public policy and programming, and maintaining a national network of young road safety professionals.

Goals

1. **Awareness & Advocacy:** To generate awareness of road safety issues in Canada, and to advocate for evidence-based public policy and programming in support of improved road safety with federal, provincial, and municipal governments, and non-governmental agencies, associations, and organizations.
2. **National Network:** To establish a national network of young road safety professionals that advocate for road safety and support youth-oriented road safety events across Canada.
3. **Youth Statement:** To promote and increase awareness of the [2020 Global Youth Statement for Road Safety](#) among federal and provincial policy makers as well as the general public.

Goal # 1: Awareness and Advocacy

To generate awareness of road safety issues in Canada, and to advocate for evidence-based public policy and programming in support of improved road safety with federal, provincial, and municipal governments, and non-governmental agencies, associations, and organizations.

Key Activities

- Participate in activities and represent youth road safety issues with established organizations and on committees with road safety mandates
- Identify and collaborate with other organizations involved in road safety (e.g., Mothers Against Drunk Driving (MADD), Traffic Injury Research Foundation (TIRF), Parachute, International Road Federation - Young Professionals (IRF), Young Professionals in Transportation)
- Engage in the planning and implementation of a Young Professionals day at the annual CARSP Conference and any other related events
- Maintain a Twitter page and LinkedIn group to disseminate road safety information

Outcomes

- Increased representation of YPC interests on other established road safety groups/committees
- Increased participation and exposure of youth in the road safety professional community
- Increased participation among young road safety professionals at the CARSP conference
- Increased public awareness of youth road safety issues

Indicators

- Number of established groups or committees with YPC representation
- Number of events planned by the YPC or in which the YPC is involved or consulted
- Youth attendance at the annual CARSP Conference and submissions in the Student Paper and Poster Competitions
- Number of followers/members and social media posts on the YPC Twitter and LinkedIn accounts

Goal # 2: National Network

To establish a national network of young road safety professionals that advocate for road safety and support youth-oriented road safety events across Canada.

Key Activities

- Invite students and young professionals attending the CARSP Conference to join the YPC
- Facilitate monthly YPC conference calls to discuss progress and plan future initiatives
- Maintain an active social media presence to engage members
- Post a “YPC Feature” article at least twice a year in the quarterly Safety Network Newsletter

Outcomes

- Increased number of young professionals interested and involved in road safety
- Enhanced communication and networking among young road safety professionals
- Increased engagement among young road safety professionals
- Increased knowledge generation and sharing among young road safety professionals

Indicators

- Number of YPC Executives and Members at Large
- Number of YPC Executives and Members at Large attending monthly conference calls
- Number of followers on the YPC Twitter account and members in the YPC LinkedIn group, and number of posts/emails distributed.
- Number of “YPC Feature” articles published

Goal # 3: Youth Statement

To promote and increase awareness of the 2020 Global Youth Statement for Road Safety among federal and provincial policymakers as well as the general public.

Key Activities

- Adopt and distribute the Global Youth Statement at conferences, committee meetings, workplaces, and other events
- Lead an annual “Youth Consultation” with support from the Global Youth Coalition
- Participate in events held by the Global Youth Coalition for Road Safety

Outcomes

- Increased awareness of the Global Youth Statement among federal and provincial policymakers, road safety organizations, youth, and the general public
- Increased road safety knowledge young road safety professionals
- Increased Canadian representation at global youth road safety events

Indicators

- Number of times and events that the Global Youth Statement was shared
- Number of events (e.g., consultation) held in partnership with the Global Youth Coalition
- Number of Coalition events attended by YPC members



Past Events: 2019 – 2020

