



(Traffic) Safety for young employees - addressing the risk group using TikTok in a target group-oriented approach



Foto: Drobot Dean - stock.adobe.com

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Why?



Traffic accidents

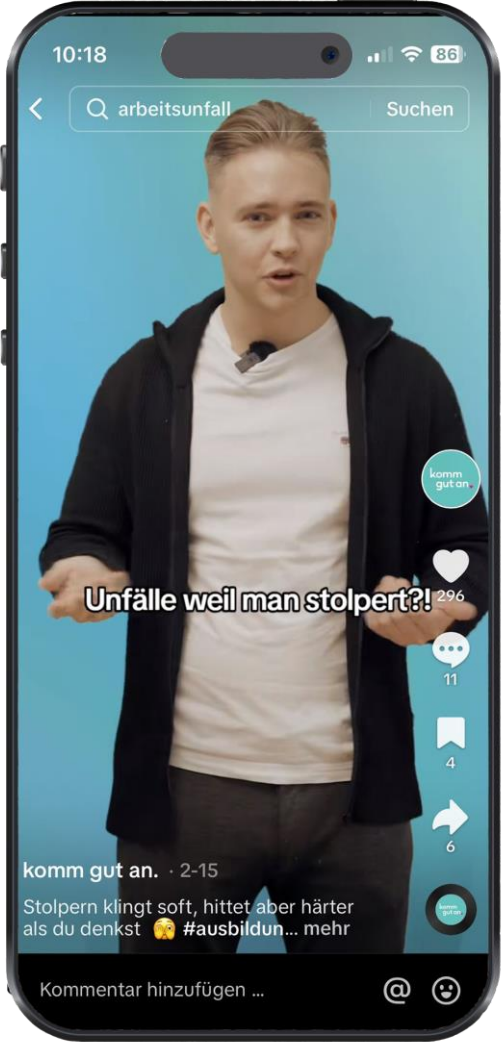
**most common
cause of death**

... for young people between 15 and 25

Young people trainees Career starters

16 to 24 years old Trade and logistics





On TikTok.



Our mission:

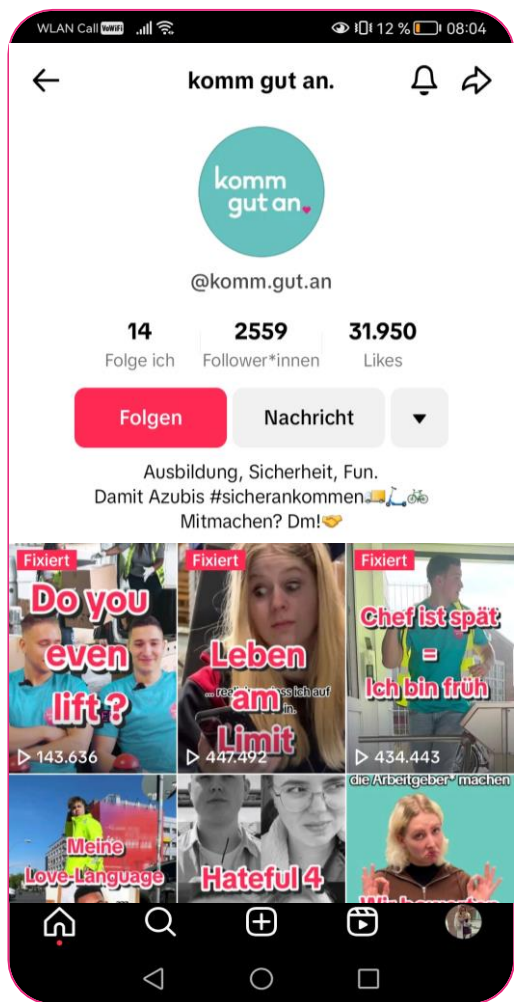
**Turn those
affected into
contributors**



How do we do that?



- ♥ **Peer to peer approach.**
- ♥ **Trainees as experts.**
- ♥ **Communication on equal levels.**



- ➔ Ideas and stories directly from apprentices!
- ➔ approx. 600,000 views per month
- ➔ Reaches over 500,000 young people/month





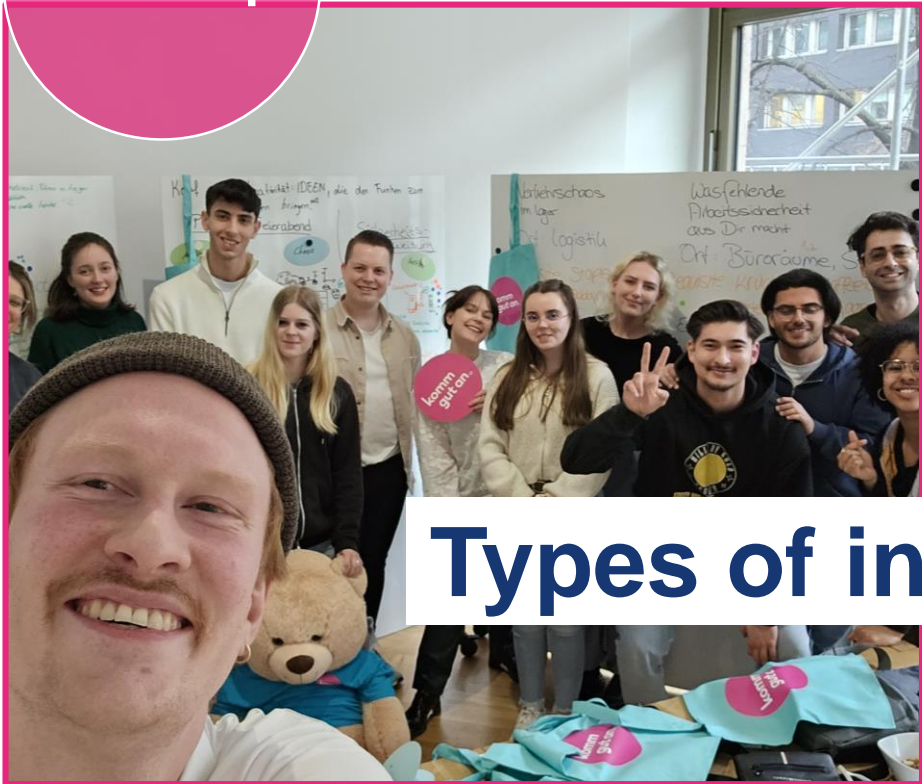
Our topics



Workshops

Content
shoot

Types of involvement





Workshops

- Two-day workshop in Berlin
- Two or three trainees per company
- A total of approx. 10 trainees from different companies
- Input on safe mobility
- Independent content production



Content shoots

- A day of filming on location
- With two to four trainees
- Filming locations: e.g. in the warehouse area, in offices, in corridors or in the parking lot



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Safe mobility in vocational training

- ♥ tackle the problem from the outset.
- ♥ raise awareness in the long term.
- ♥ offer long-term support.



Thank you!

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