Road safety awareness-raising



Keys to successful campaigns

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Overview



1. The importance of awareness-raising
2. Road safety campaigns:
   objectives, challenges, success factors
3. The CAST approach
4. Tips & tricks for campaign makers
5. A few examples
6. Conclusions







1. The importance of awareness-raising

Sustainable mobility?





- EU: >27000 road deaths (2012)
  = 75 fatalities per day…
- Congestion
- Health impact
- Environmental impact…





Sustainable mobility!



The challenge…

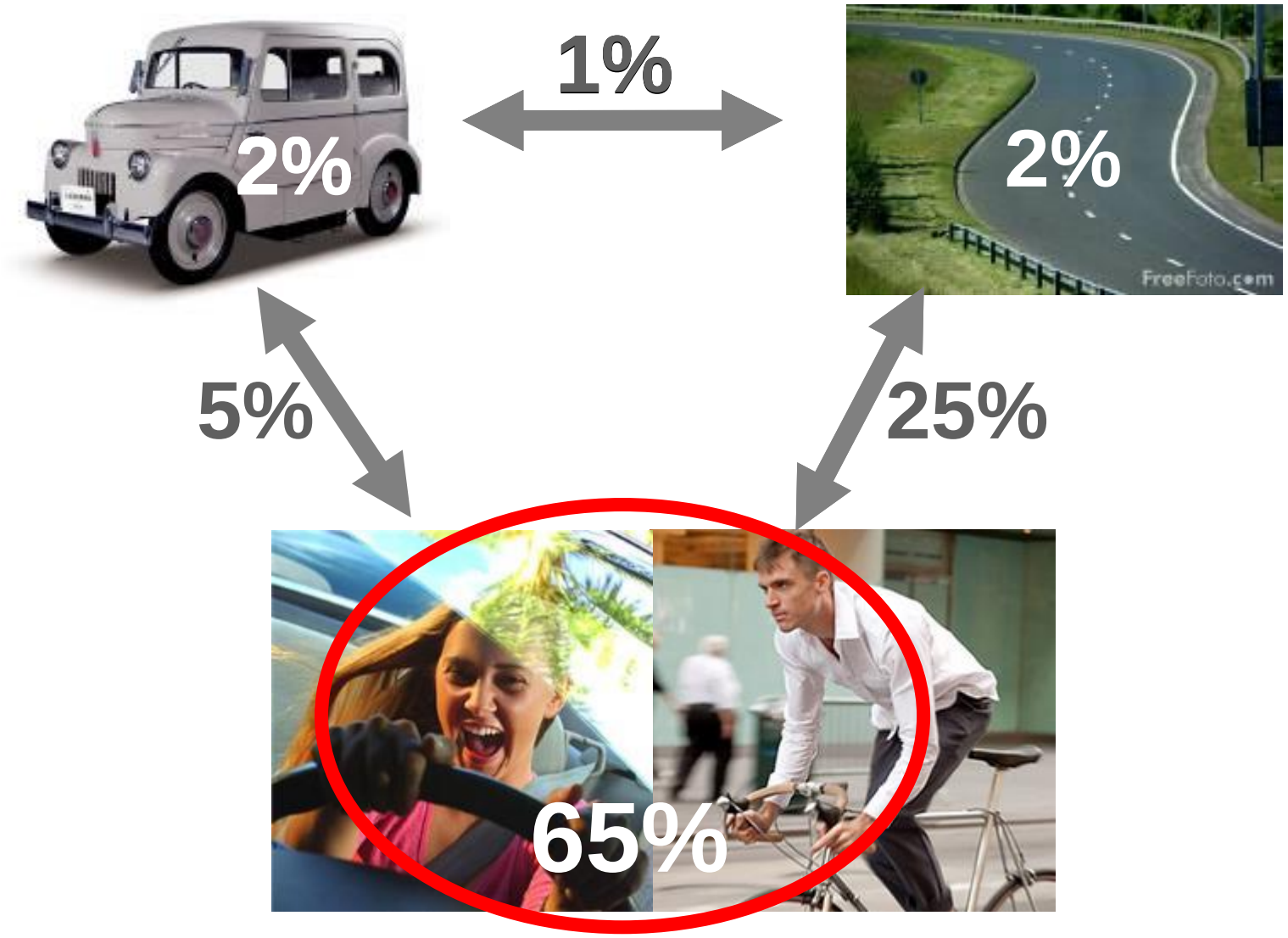


How to get **more** people cycling…

… in a **safe** way?

BIKE PAL

Accident causes



Influencing behaviour

Legislation

Enforcement





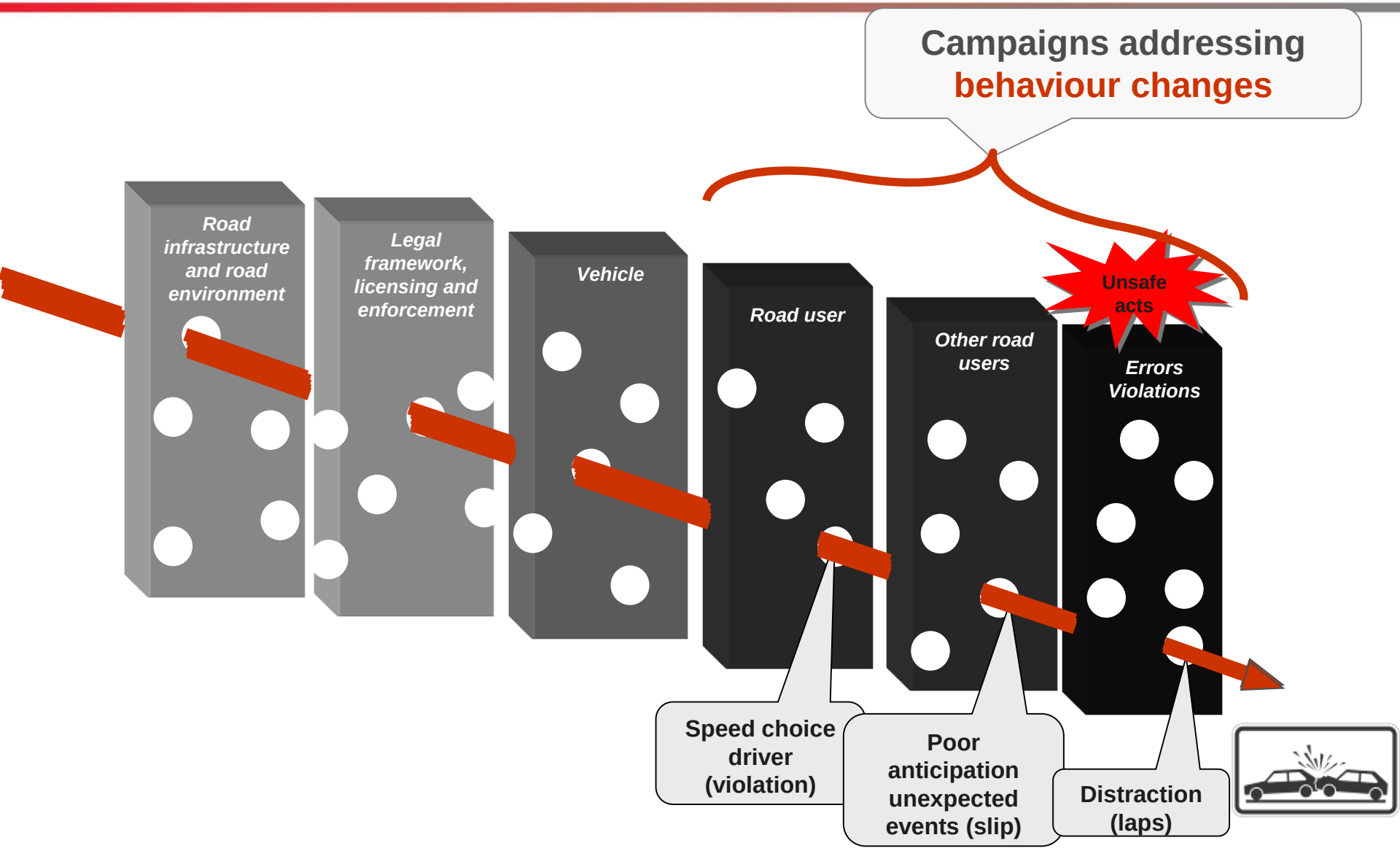
Infrastructure

Education

Vehicle engineering

Awareness-raising

System approach (Reason)



Awareness-raising is important…



- Less road accidents / victims by addressing human **behaviour**
- Awareness-raising as part of **system approach**
  → combination with **other measures**



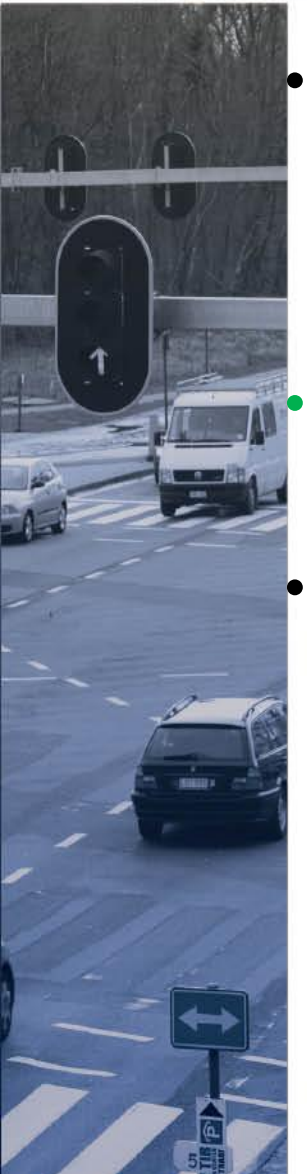






2. Road safety campaigns: objectives, challenges, success factors

Objectives



- **General** (ultimate) aim: lower number of road victims by…
  - Decouraging unsafe behaviour
  - Encouraging safe behaviour
- + promoting sustainable mobility



- Achieved by influencing…
  - Knowledge (e.g. road rules, risk awareness,…)
  - Attitudes (e.g. personal risk perception)
  - Behaviour (intentions → actual behaviour)

→ **operational** objectives → SMART



Example 1: speeding





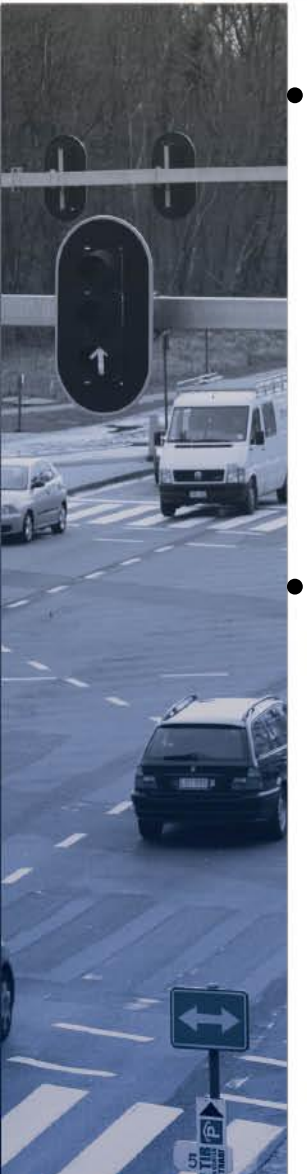
- **General** (ultimate) aim:
  less accidents due to speeding
  - Target audience: young male drivers
  - Decourage excess/inappropriate speed
  - Encourage appropriate speed choice/keeping to speed limits

- → Operational objectives
  - **Knowledge**: 90% knows objective risks of inappropriate speed
  - **Attitudes**: 80% think speeding = severe personal risk, 80% think friends would disapprove speeding (= perceived social norm),…

  → **Behaviour**: 70% (intend to) respect speed limits/choose appropriate speed

Example 2: cycle helmet





- **General** (ultimate) aim: lower severity of cycle accidents due to head injuries
  - Target audience: young adult cyclists
  - Decourage cycling without cycle helmet
  - Encourage wearing a helmet at all times

- → Operational objectives
  - **Knowledge**: 90% know objective risks of head injuries; 90% know helmet lowers risk
  - **Attitudes**: 80% perceive personal risk as « high » 80% think others would wear helmet in same conditions

  → **Behaviour**: 70% (intend to) always wear helmet when cycling

Success or failure? - 1



- Basic requirement: **reach target audience**
  - **Reach** (e.g.: 80 % has seen/heard campaign message)
    (no reach, no effect…)
  - **Appreciation** (e.g.: 80 % thinks campaign message is clear, attractive, realistic, useful,…)
    (the better the appreciation, the more chances of effect…)

✓ **measurable**





Success or failure? - 2



- **Reach specific objectives**
  - **Knowledge**: 90% know objective risks of head injuries; 90% know helmet lowers risk
  - **Attitudes**: 80% perceive personal risk as « high » 80% think others would wear helmet in same conditions

→ **Behaviour**: 70% (intend to) always wear helmet when cycling



✓ measurable



- **Ultimate aim**: less victims → hard to measure!
- Nonetheless… **evaluation is crucial!**

Some challenges…



Human behaviour…

- Is much based on habit
- Is often irrational (but we rationalize it)
- Is often inspired by others (copy-behaviour)
- → changing behaviour is difficult (<u>but not impossible</u>)



Some challenges…



- General interest >< personal interest
- “personal freedom” (speeding, helmet wearing,…)
- Unsafe behaviour: often direct advantages (“speeding = fun”, “no helmet, no fuss”)
- Safe/sustainable behaviour: less tangible advantages



Barriers to safe behaviour



- Objective barriers
  - **Very few or none!**
  - E.g. price of safety equipment (helmet, lighting,…)
- Subjective/psychological barriers
  - **Lots!**
  - “I have always done this, why change?”
  - “Others do not do it, why should I?”
  - “Yes, but in MY case…”
  - “What will my friend/family/colleagues think?”
  - “I have heard it all, but it does not work”
  - “I already do so and so, why should I do more?”



Recipes to overcome barriers



- Proven recipes **<u>are</u>** available!
  - Social marketing approach
  - Behavioural change theories
  - Systematic approach: CAST-model



Social marketing approach

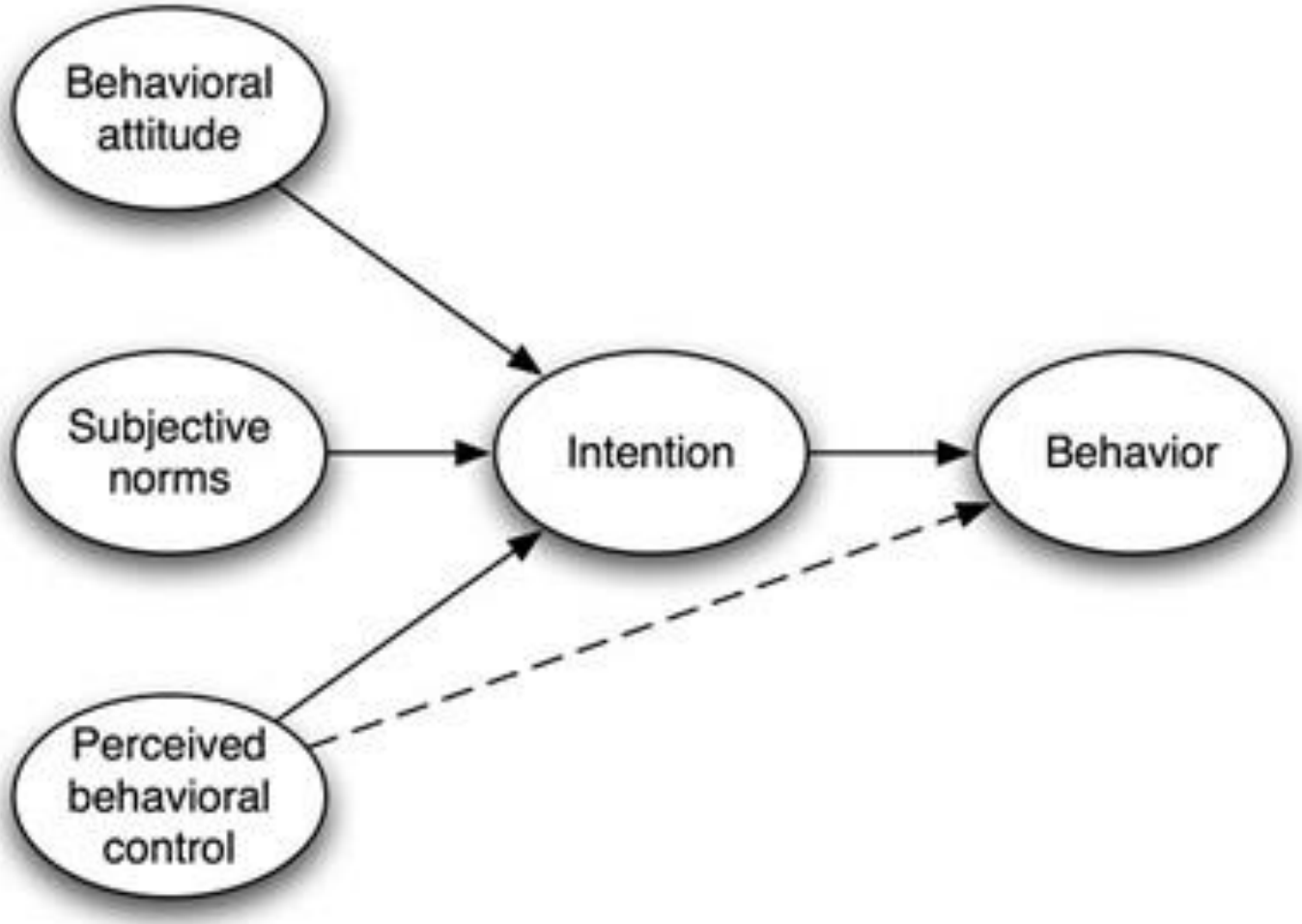


Increase perceived advantages of **SAFE** behaviour

Decrease perceived advantages of **UNSAFE** behaviour

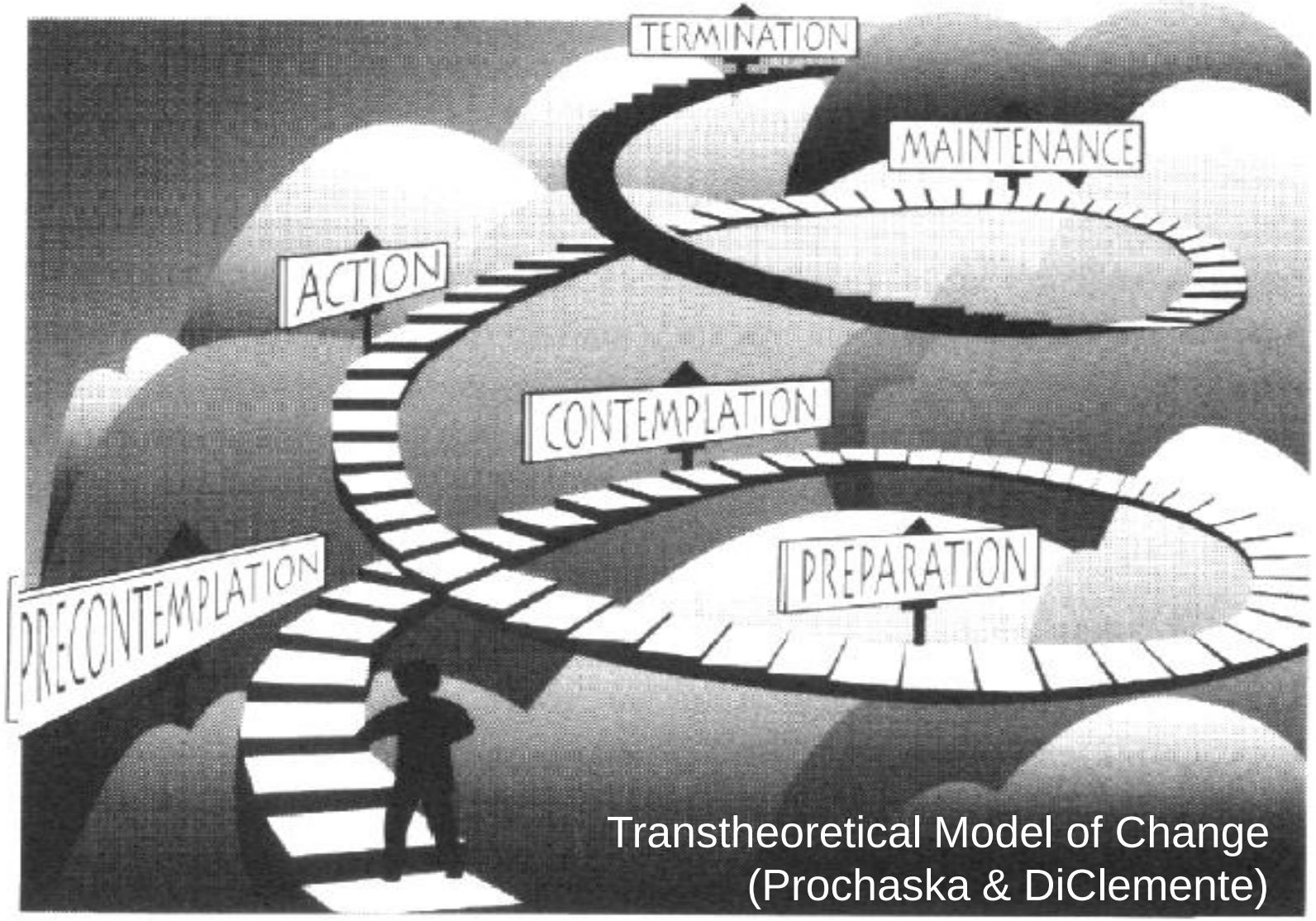
Product – Price - Place - Promotion

Behavioural change theories



Theory of Planned Behaviour (Ajzen)

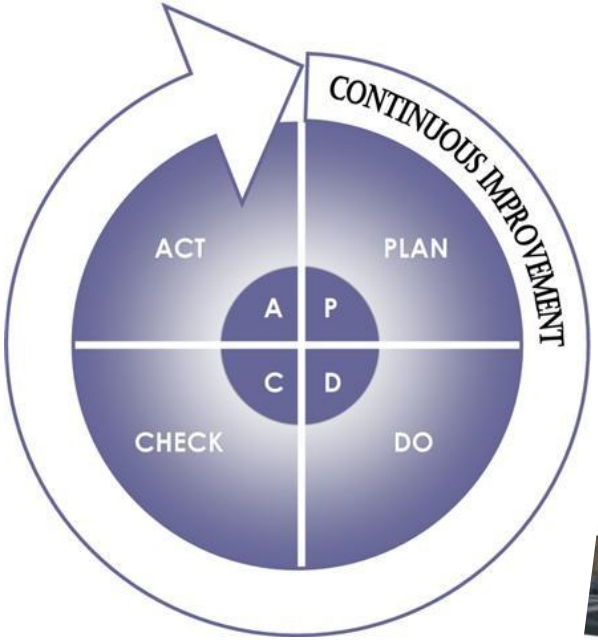
Behavioural change theories

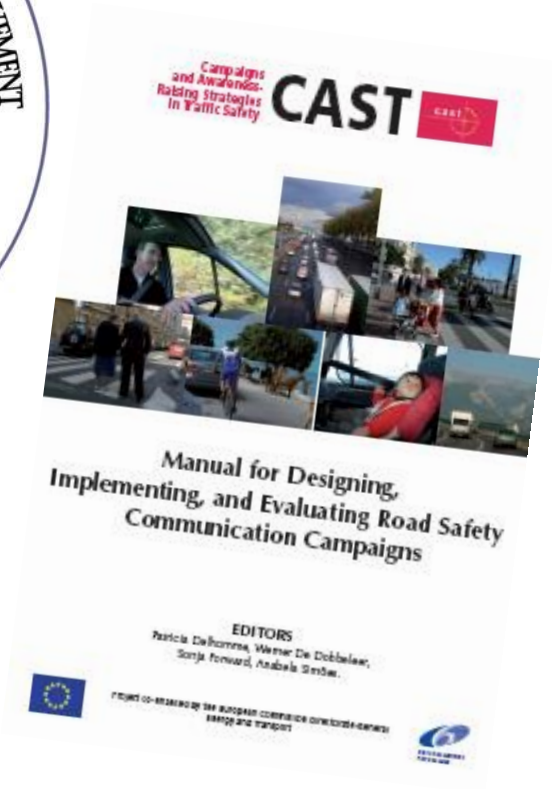


Transtheoretical Model of Change
(Prochaska & DiClemente)

EU CAST approach: 6 steps

1. Getting started
2. Situation analysis
3. Design campaign AND evaluation
4. Before measurement + campaign implementation
5. After measurement + conclusions
6. Final report





Free manual: www.cast-eu.org

CAST?

- Campaigns and Awareness-raising Strategies in Traffic safety
- Research project with EC support, 2006-2009
- 19 partners, 15 countries
- Coordinator: Belgian Road Safety Institute (IBSR-BIVV)

Partners

FACTUM - Austria

IMOB - Belgium

CDV - Czech republic

INRETS - France

BASt - Germany

UTh - Greece

ISEC - Portugal

BfU - Switzerland

DTU - Denmark

SIPSiVi - Italy

SWOV - the Netherlands

Min. of Transport - the Netherlands

TØI - Norway

IBDiM - Poland

PRP - Portugal

ULFF - Slovenia

VTI - Sweden

RfSF - Denmark

CAST Objectives

- Enhance road safety by means of more effective road safety campaigns
- Provide practical tools to design, implement and evaluate road safety campaigns

Core questions

- Do campaigns **work**?
- How **well** do they work?
- What **factors** influence this?
- How to **design and implement** effective campaigns?
- How to measure the effects of campaigns?

→ clear **guidelines**

Research

- CAST database
  - 221 campaign evaluation studies, 1980-2007, Europe (40%), USA (40%), Au/NZ (20%), other (0,01%)
  - 433 individual campaign effects
    (effect = change in accident counts or % behaviour coinciding with campaign)
  - Meta-analysis: weighted average of effects

E.g.

- 1. 1000 accidents before, 900 after (- 10%)
- 2. 10 accidents before 5 after (- 50%)

→ 1. receives greater weight

Results: identified success factors

campaigns have greater chances of success (= effect) if…

- Well-defined target group (e.g. young male car drivers)
- Personal communication (field actions)
- Combine rational and emotional content







Success factors (2)

- Focus on social norms
- Focus on detection risk (rather than risk of harm)
- Intimacy (personal messages → trust)
- Immediacy (communication in traffic context)



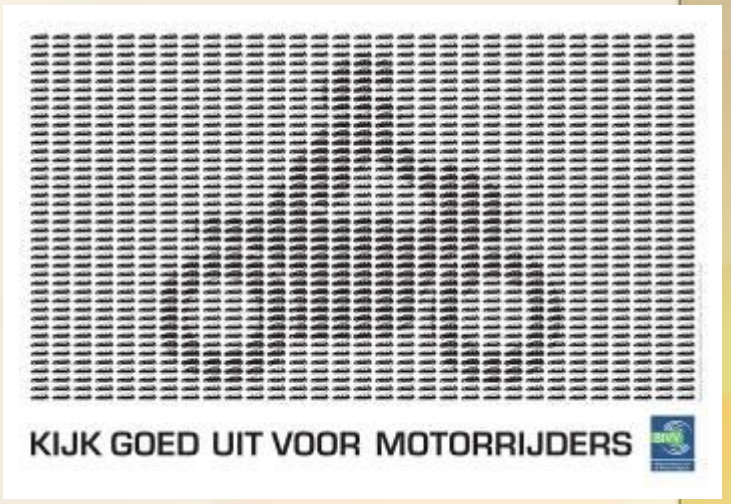




Success factors (3)

- Combination with enforcement (+ feedback)
- Focus on risk perception (>< humour, fear)





Recommendations (1)

1. Base campaigns on **in-depth analysis**
   - Problem behaviour
   - Target group(s) concerned
   - Factors that can influence target group's behaviour
2. Define **specific target audience**
3. Define **specific objectives**
   - Knowledge
   - Attitudes
   - Behaviour

Recommendations (2)

4. Develop **campaign strategy** and media plan based on specific objectives
5. Precisely formulate the **message** (unambiguous, clear, credible,…)
6. Ensure good campaign **implementation**
7. Ensure **rigourous evaluation**, i.e. at least:
   - Process evaluation (campaign reach)
   - Effect evaluation (knowledge, attitudes, behaviour) → pre/post measurements
8. Publish **results and conclusions** → input for future campaigns

Conclusions?

1. **YES, campaigns have effects**
   - Well-conducted campaigns will increase the chances of success
2. **ALWAYS evaluate campaigns**
   - Know if campaign has worked or not, and why
   - Justification for the money spent (government, sponsors,…)
   - Negative results? You can learn from those as well!
   - Publish evaluation results, and allow others to learn from your experiences!

CAST handbooks







Free downloads for campaign practitioners

- Campaign manual
- Evaluation tool
- Reporting tool
- Abridged versions (21 languages)

→ **www.cast-eu.org**







4. Tips & tricks



Tip 1: Beware of self-referencing…



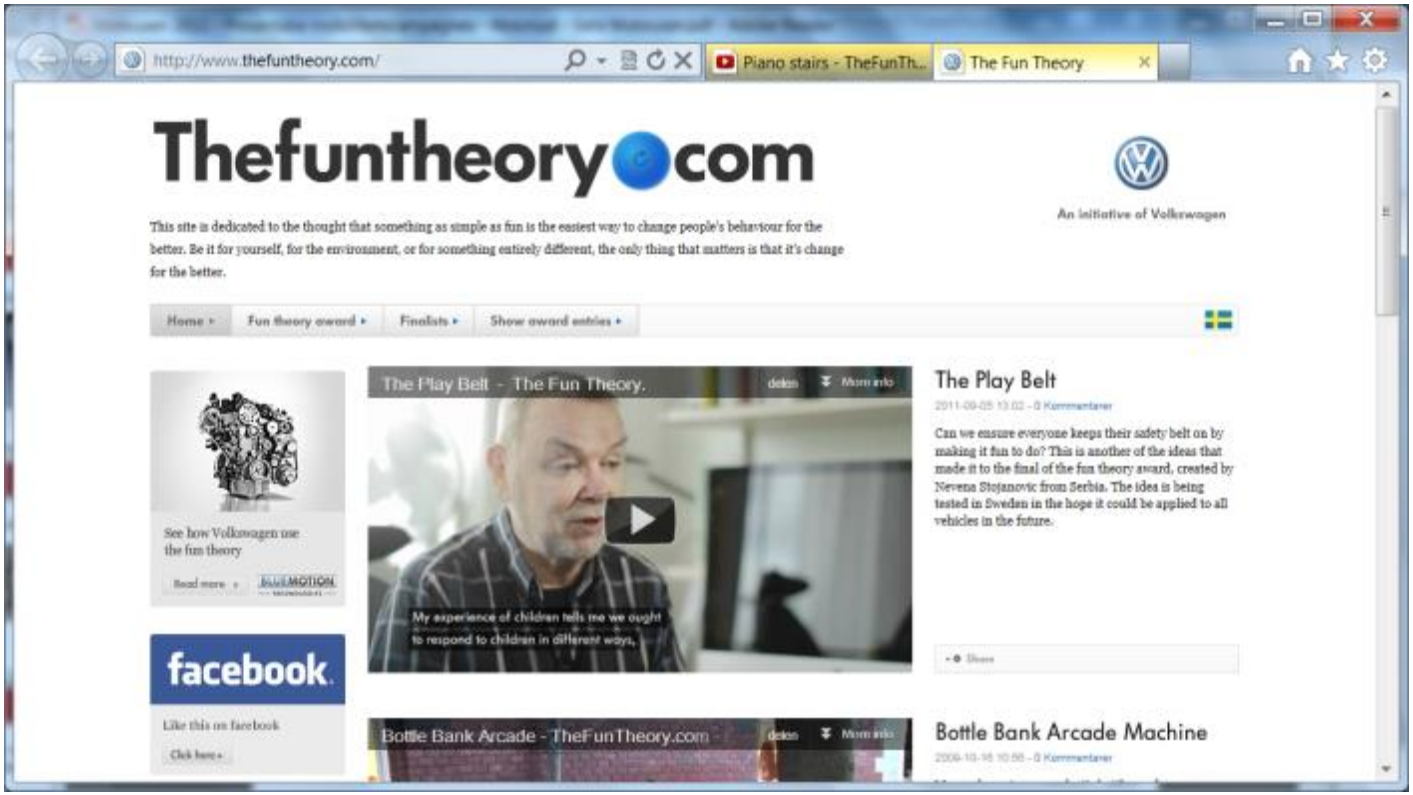


Tip 2: Use the right tone of voice





Tip 3: Put the accent on “fun”





Tip 4: Keep it positive, do not preach





Tip 5: Focus on “what’s in it for me”





Tip 6: Combine with other measures





Tip 7: Evaluate, and learn!









5. A few examples

Thanks for slowing down

(city of Antwerp)

http://www.atv.be/item/merci-om-trager-te-raden









www.antwerpenzegtmerci.be

Thanks for slowing down

(city of Antwerp)



www.antwerpenzegtmerci.be

Light yourself up

(city of Ghent)





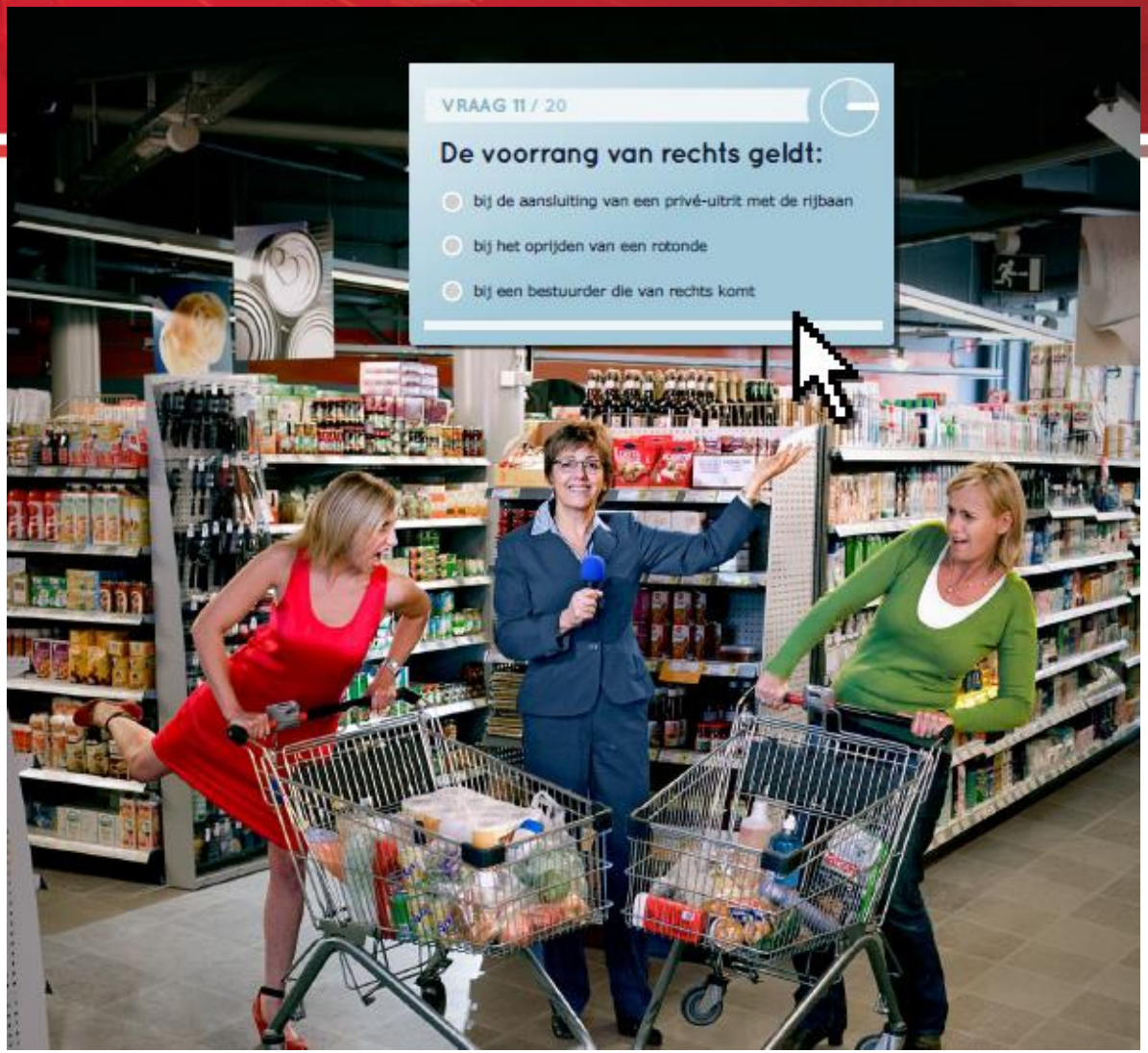




The Big Traffic Quiz (FFT- VSV)



www.degroteverkeersquiz.be



De Grote Verkeersquiz tv-spot
http://www.degroteverkeersquiz.be/downloads

Embrace Life

http://www.youtube.com/watch?v=h-8PBx7isoM







6. Conclusions



- Changing behaviour takes **time…**
- Importance of good strategy, systematic approach (step-by-step) and repetition
- Importance of integrated approach
- Importance of evaluation

Questions?







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