

The background of this slide is a faded, grayscale photograph of a young child with light-colored hair, lying down with their eyes closed. The child is wearing a dark, patterned garment. The overall tone is somber and reflective.

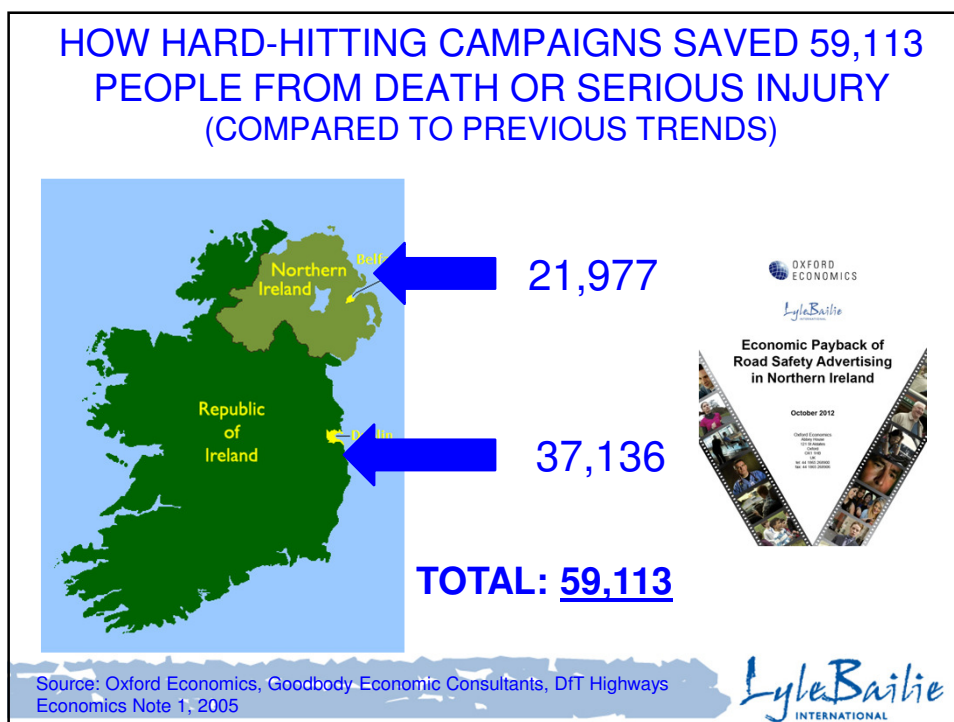
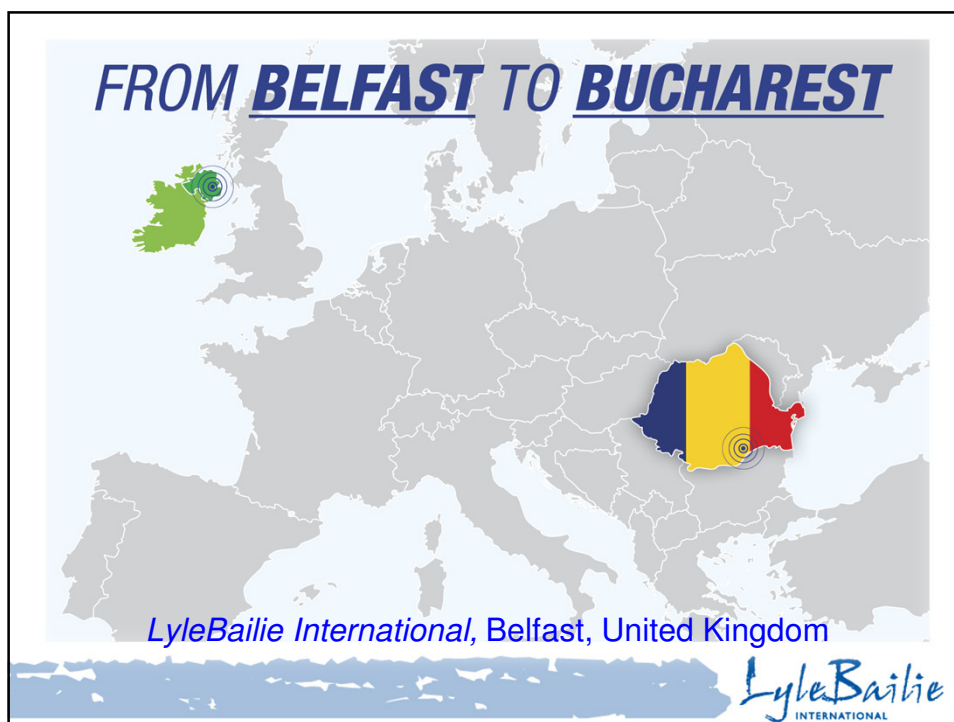
THE ROLE OF HARD-HITTING
CAMPAIGNS IN REDUCING
ROAD DEATHS

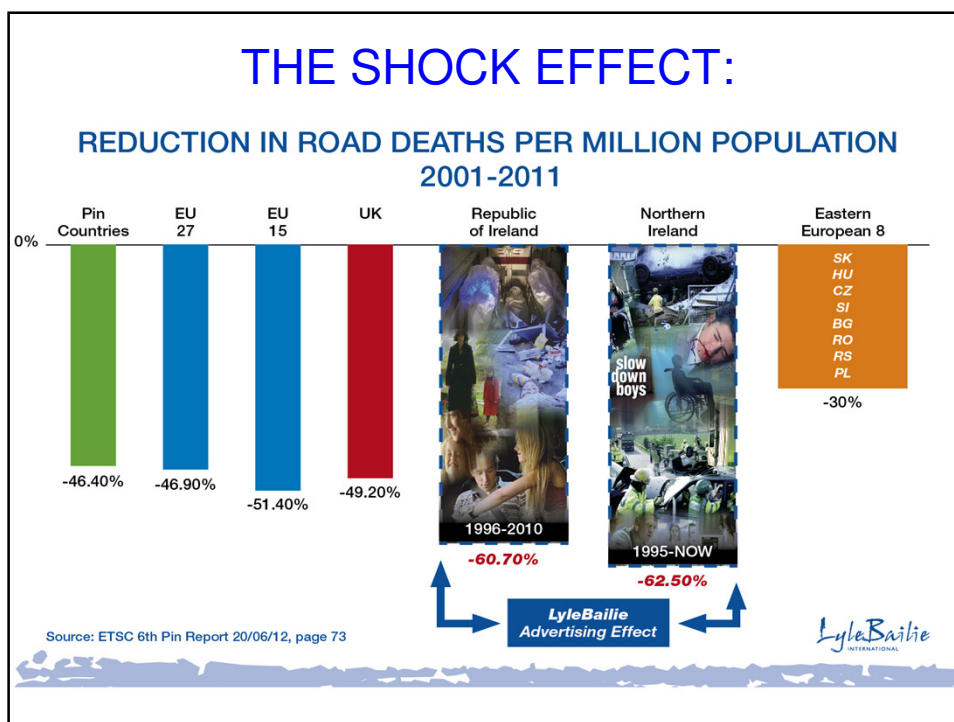
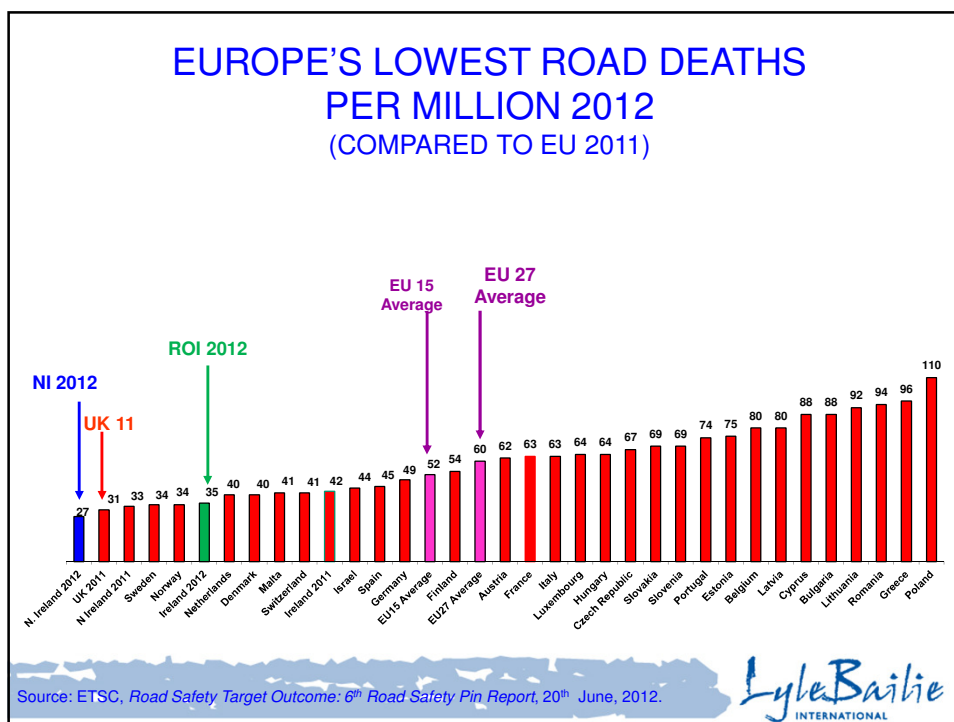
Monday 15th April, 2013.

David Lyle OBE
Chief Executive
LyleBailie International

© ALL INTELLECTUAL PROPERTY RIGHTS ARE RESERVED

The Lyle Bailie International logo is located in the bottom right corner of the slide. It features the name 'LyleBailie' in a cursive script, with 'INTERNATIONAL' in a smaller sans-serif font below it. The logo is positioned over the white brushstroke band at the bottom of the slide.







WHY SHOCK?

1. EVIDENCE

"An evidence-driven strategy is essential, one that focuses on the major problems and proposes interventions known to be effective."

*Halving Roadway Fatalities – A Case Study from Victoria Australia,
US Department of Transportation Federal Highway Administration,
April 2006.*

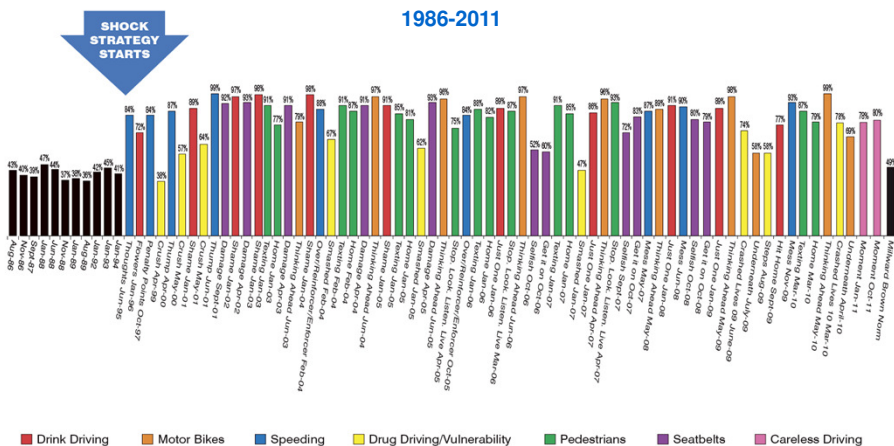
Lyle Bailie
INTERNATIONAL

EVIDENCE-LED MEANS:

- DATA-LED
- RESEARCH-LED
- PSYCHOLOGY-LED
- OVER 216,000 PEOPLE INTERVIEWED SO FAR

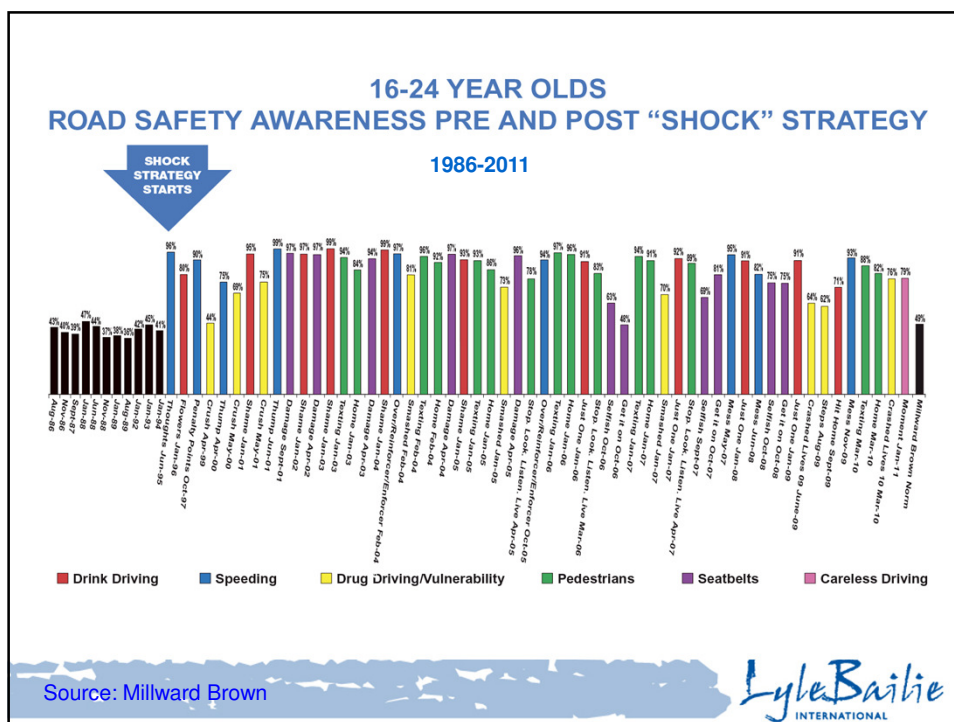
ROAD SAFETY AWARENESS PRE AND POST “SHOCK” STRATEGY

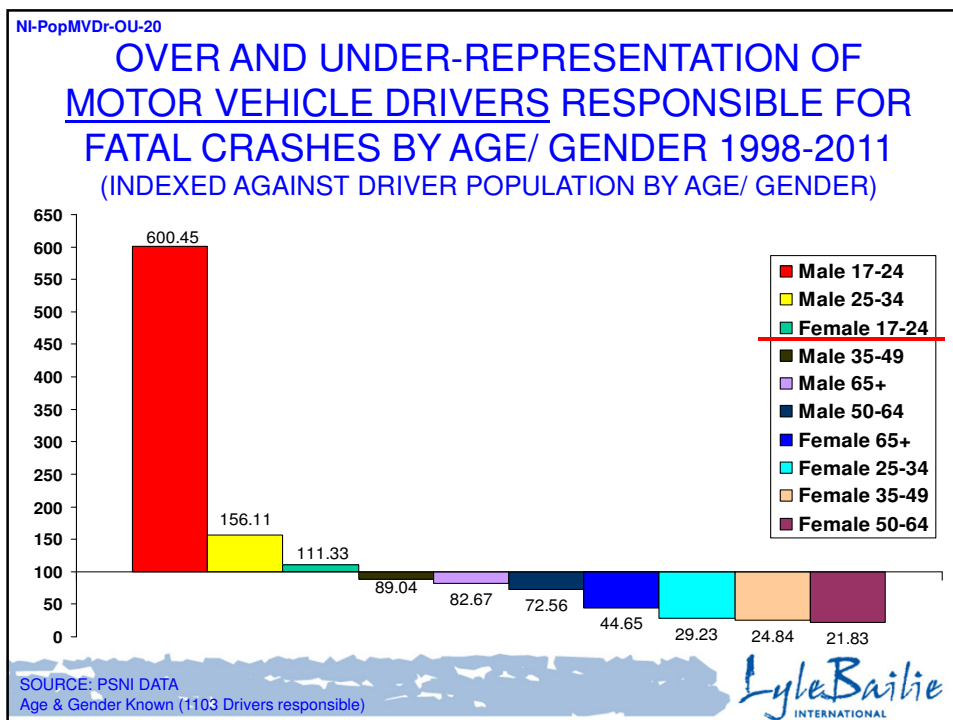
1986-2011



Source: Millward Brown

Lyle Bailie
INTERNATIONAL

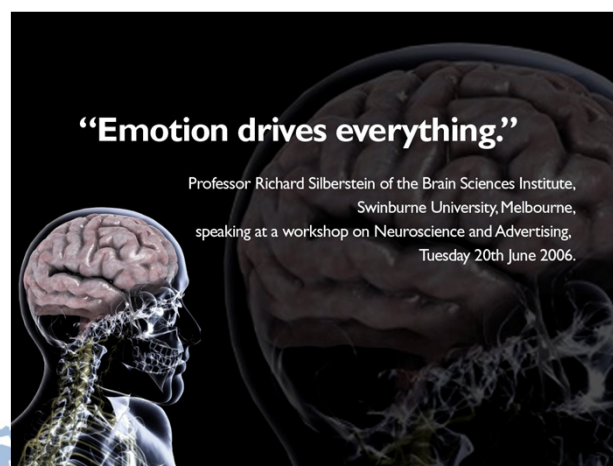


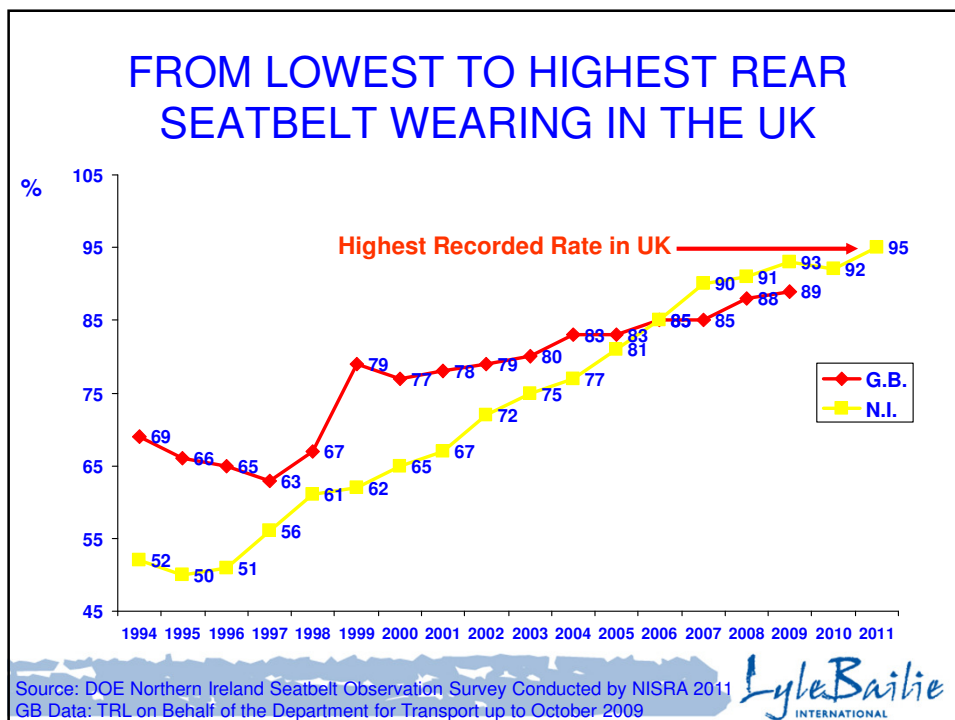
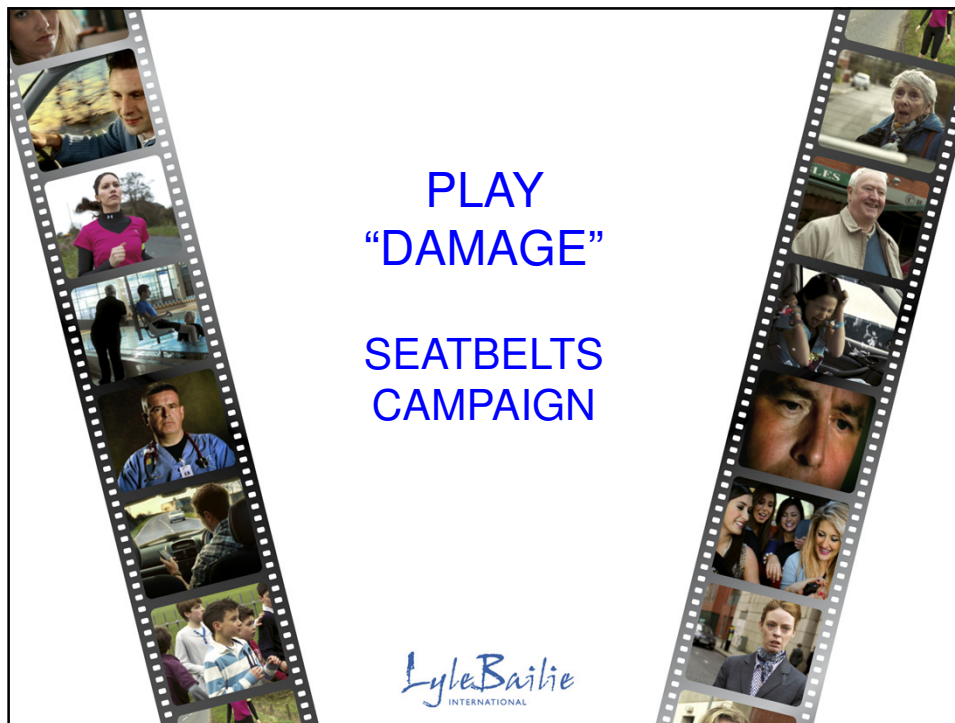




HOW DO WE MAKE SHOCK WORK?

1. EMOTION





HOW DO WE MAKE SHOCK WORK?

2. ENFORCEMENT



ENFORCEMENT
+
ADVERTISING
=
LIVES SAVED

THE ROAD SAFETY EDUCATION/ ENFORCEMENT MODEL

EDUCATION

CHANGE ATTITUDES

- Win the moral argument
- Shape the climate of opinion
- Build community support for enforcement

ENFORCEMENT

CHANGE BEHAVIOUR



EUROPEAN
COMMISSION

“Studies and research on this subject have shown that, to achieve a significant improvement in compliance with the rules by road users, an overall approach is needed which combines police checks with education and awareness campaigns for users.”

European Commission; European Road Safety Action Programme, 2nd June 2003.




PLAY
“MOMENT”

INATTENTION
CAMPAIGN



HOW DO WE MAKE SHOCK WORK?

3. ENGAGE AND SURPRISE THE AUDIENCE



LyleBailie
INTERNATIONAL

PLAY
"CRASH"

CINEMA CAMPAIGN –
ANTI-SPEEDING

LyleBailie
INTERNATIONAL

HOW DO WE MAKE SHOCK WORK?

4. CLOSE DOWN

ALL BLAME ESCAPE ROUTES

(THE FUNDAMENTAL ATTRIBUTION ERROR
IN PSYCHOLOGY)

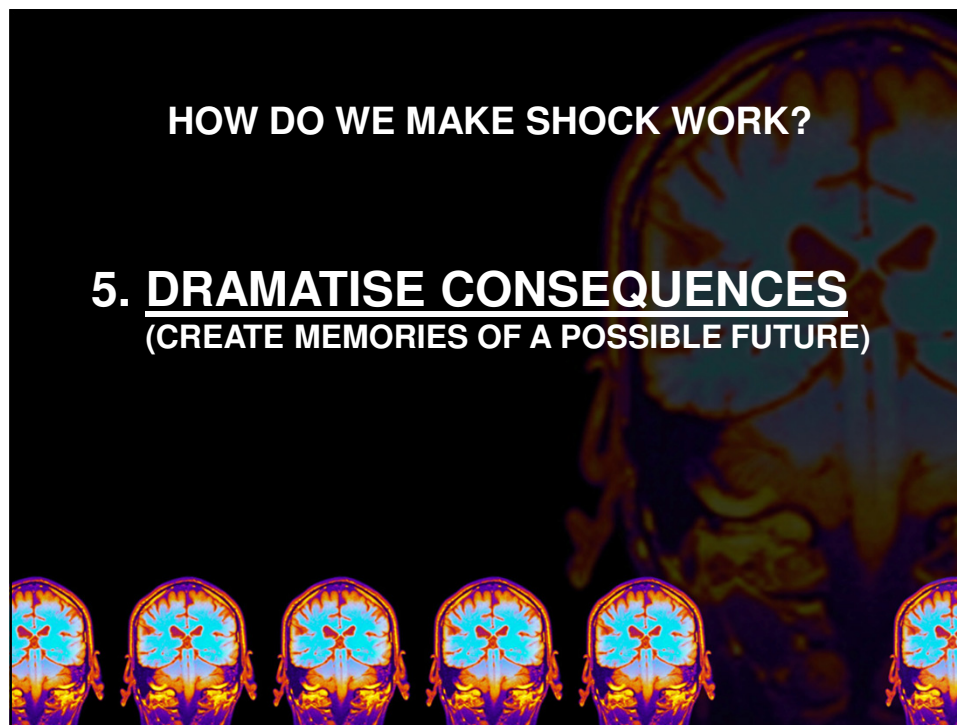


LyleBailie
INTERNATIONAL

PLAY
“EXCUSES”

WIDER ROAD USER
CAMPAIGN

LyleBailie
INTERNATIONAL





ECONOMIC PAYBACK FOR NORTHERN IRELAND GOVERNMENT 1995-2011

**Economic Payback of
Road Safety Advertising
in Northern Ireland**

October 2012

Oxford Economics
Atkins House
121 St Andrews
Oxford
OX1 1UB
UK
Tel: 44 1865 206900
Fax: 44 1865 206906

€49.14 per €1 invested

- Total Economic Saving: €4.894 billion
- Advertising Payback: €1.127 billion
- Advertising Investment: €26.72 million
- Lives saved from death and serious injury: 21,977

Lyle Bailie
INTERNATIONAL

EU INTERREG EXPENDITURE OF €17.3 BILLION

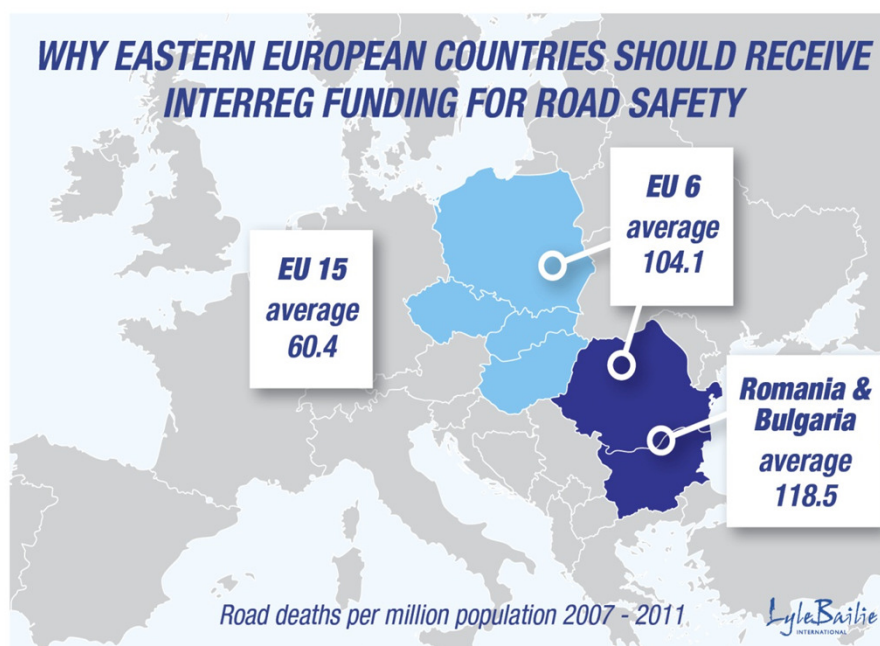
1989-2013



- Economic and social cohesion
- Integrating remote regions
- Assisting disadvantaged regions

LyleBaillie
INTERNATIONAL

WHY EASTERN EUROPEAN COUNTRIES SHOULD RECEIVE INTERREG FUNDING FOR ROAD SAFETY



Source: ETSC PIN reports 2008 - 2012



THANK YOU

david.lyle@lylebailie.com
www.lylebailie.com





All Intellectual Property Rights Reserved until Assigned by Contract.