

cast



The CAST project

Ankatrien Boulanger
CAST coordinator IBSR

STARS
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CAST?

- CAST: Campaigns and Awareness-raising Strategies in Traffic safety
- Road safety campaigns are recognised as a way of influencing knowledge, attitudes and beliefs of road users; thereby have an impact on the behaviour, But:
 - How to conduct effective campaigns?
 - How to measure the effectiveness?
 - Need for clear guidelines!
- Period: 1 February 2006 - 31 July 2009

Consortium

19 partners coming from 15 countries

Coordinator



IBSR/BIVV- Belgium

Partners



FACTUM - Austria



IMOB - Belgium



CDV - Czech republic



INRETS - France



BASSt - Germany



UTh - Greece



ISEC - Portugal



BfU - Switzerland



DTU - Denmark



SIPSiVi - Italy



SWOV - the Netherlands



Ministerie van Verkeer en Waterstaat

Min. of Transport
- the Netherlands



TØI - Norway



IBDiM - Poland



PRP - Portugal



ULFF - Slovenia



VTI - Sweden

FINDING A BETTER WAY



RfSF - Denmark

Current weaknesses road safety campaigns

Most road safety campaigns:

- no profound situational analysis of the problem and target group
- target group is not consulted on beforehand
- no theoretical basis
- no pre-test of the message, campaign materials, no process evaluation...
- no clearly defined campaign objectives
- no profound evaluation (analysis)
- no complete campaign (and evaluation) report

Main aims of CAST

- Providing a manual with clear guidelines for the design, implementation and evaluation of successful campaigns
- Developing a powerful and innovative tool for conducting a proper effectiveness evaluation
- Enhancing road safety by means of effective road safety campaigns

CAST instruments

- **Theoretical reports**
- **Instruments for campaign practitioners**
 - Manual
 - Evaluation tool
 - Reporting tool

CAST MANUAL



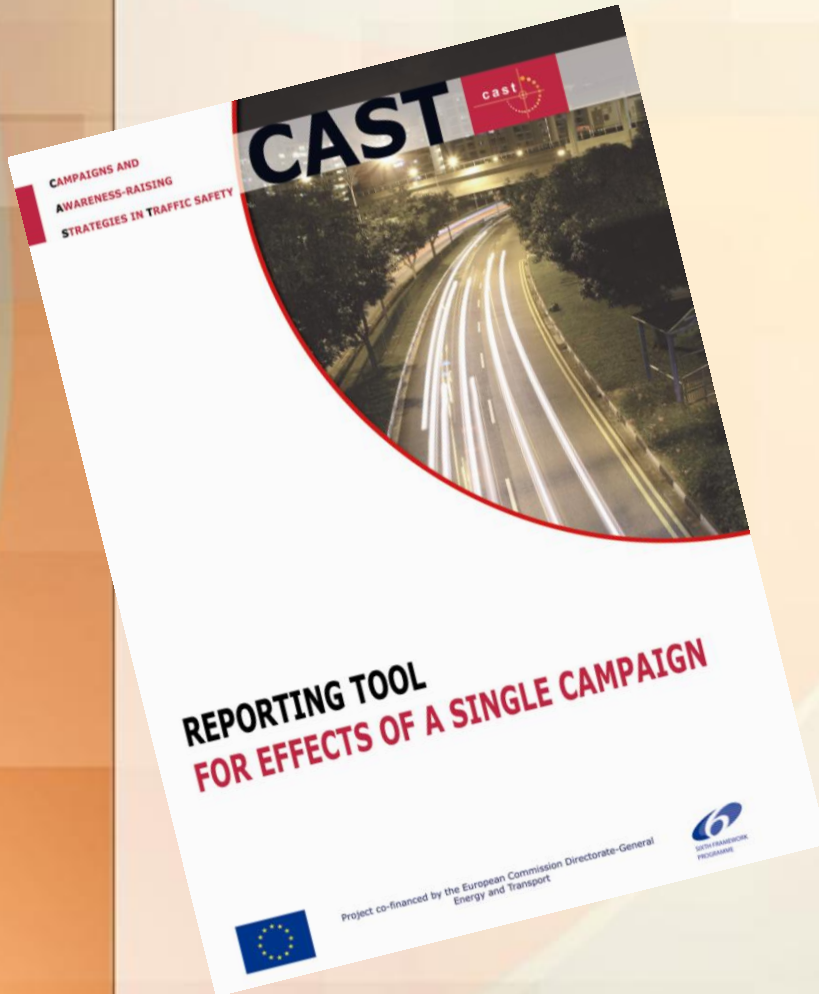
- Practical and detailed guidelines for the design, implementation and evaluation of successful road safety campaigns
- Based on research in Europe, practical experiences of campaigners and advertising agencies, and CAST results
 - Theory & background
 - Practice – 6 steps
 - Recommendations
- For campaign makers, practitioners, decision makers, researchers...

CAST EVALUATION TOOL



- Practical advice to enable a proper effectiveness evaluation study of a campaign + ready to use questions and specific examples
- Based on research in Europe, practical experiences of campaigners and researchers
- For campaign makers, practitioners, researchers...

CAST REPORTING TOOL



- **FINAL STEP – report and disseminate results**
- **Guidelines for fieldworkers and researchers for reporting the campaign and its effects in a standardised way**
- **A template (boxes to fill out) to write down in a standardised structure**
 - **the campaign process**
 - **the evaluation methodology**
 - **campaign results: success or not?**

2 campaigns of the CAST project

- **What?**
 - design and implement European road safety campaigns
 - according to the recommendations in the CAST manual
 - as a practical test of the manual
 - possible themes: fatigue or driver distraction (emerging issues)
- **Where?**
 - Belgium and Greece
- **Partners**
 - UTh (Greece)
 - IBSR-BIVV (Belgium)



CAST campaign in Belgium





PIT STOP

PIT STOP, de enige remedie bij slaperigheid achter het stuur.
 Vergeet koffie, luide muziek, power drinks, en andere lapmiddeltjes. 15 à 20 minuten pitten, even stretchen en u kan weer veilig op weg. Voorkom een nachtmisser en neem tijd voor een PIT STOP! De volledige campagne en uw gratis PIT STOP-pakket vindt u op www.doedepitstop.be



CAMPAGNE PITSTOP PAKKET FILMPJE TIPS

Quate conssenti trimeet luf dit ex erosasi aut er nequos acis henis nullando elitis auguam
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PIT STOP +  +  +  + 

CAST campaign in Greece

Rest well before you drive...

If you feel sleepy while driving, stop at safe rest area, and take a power nap.

REMEMBER: FATIGUE IS THE REASON FOR AT LEAST 2 OUT OF 10 ACCIDENTS ON THE NATIONAL HIGHWAY NETWORK

SLEEP BUT NOT AT THE WHEEL



Under the auspices of

Communication Sponsors

MINISTRY OF INFRASTRUCTURE, TRANSPORTATION AND NETWORKS

ROADSIDE SAFETY

Communication phone line: 24150 74750



A SLEEPY DRIVER HAS

- Weak judgement
- Difficulty in making a choice
- Reduced reflexes in unexpected situations
- Instability in forecasting the outcome of his/her own actions
- Difficulty in comprehending complicated road and traffic conditions
- Tendency to ignore information that does not seem important to his/her
- Lack of awareness that his/her fatigue affects his/her driving
- A possibility of falling asleep, even if his/her motor vehicle can control it

If you ignore the signs of sleepiness, there is a severe possibility that you drift into "micro-sleeps", meaning a brief nap that lasts for about 2-5 seconds. Most of the accidents occurring on the highways are attributed to the "micro-sleep". At 100 km/h that corresponds to a distance of 100 meters and long enough time to get you off the road or make you run into the opposing traffic, and get involved into an accident.



SLEEP BUT NOT AT THE WHEEL



zzz



εις περισσότερο όταν οδηγείς ξεκούραστος.
15' ύπνου στα Σ.Ε.Α. μπορούν να σου σώσουν τη ζωή



Εύνηος οδηγός

CAST MANUAL

CAMPAIGN CYCLUS = 6 steps

- 
- 
- I GETTING STARTED**
 - II SITUATION ANALYSIS**
 - III DESIGN THE CAMPAIGN AND THE EVALUATION**
 - IV IMPLEMENTATION OF THE BEFORE EVALUATION
AND IMPLEMENTATION OF THE CAMPAIGN**
 - V EVALUATION AND DRAW CONCLUSIONS**
 - VI WRITE A FINAL REPORT**

1 GETTING STARTED

- **What is the problem?**
- **Context analysis - integrated or not?**
- **Locating partners, stakeholders...**
- **Budget?**
- **Kick-off meeting with the campaign team**

1 - List of possible partners

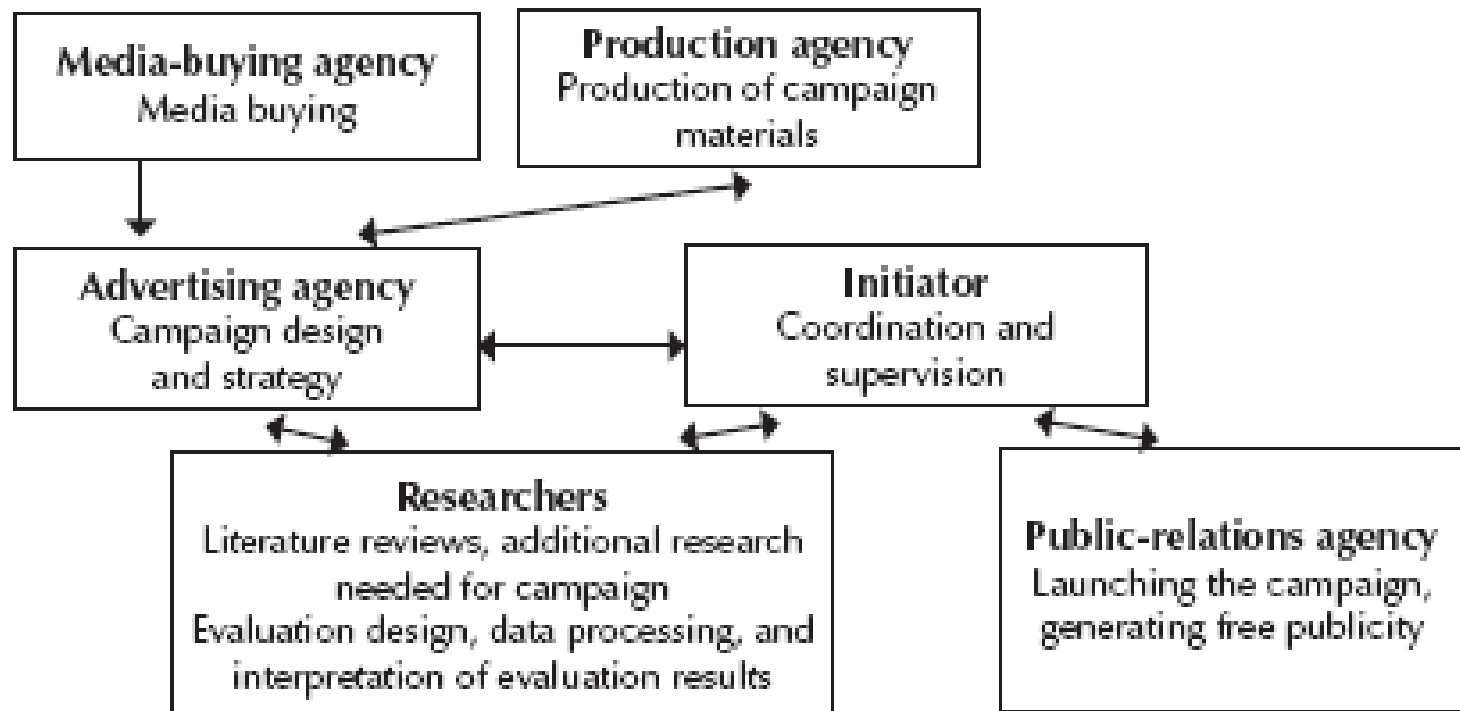
BOX 18

Many kinds of partners can be involved in road safety campaigns and/or supportive activities:

- Police
- Schools
- Festival and event organisers
- Volunteer networks (e.g., La Prévention Routière, Veilig Verkeer Nederland, Deutsche Verkehrswacht, Royal Society for the Prevention of Accidents)
- Road-safety organisations
- Organisations that can provide logistical support such as lending special equipment for public-awareness events (driving simulators, equipment for testing reaction times, etc.)
- Professional organisations (e.g., insurance industry associations, trade associations for the auto-repair industry, express delivery companies, corporate fleet managers)
- Activist groups (e.g., for cyclists, motorcyclists, truck drivers)
- Alcohol-beverage makers (for a drinking-and-driving campaign)
- Associations of restaurant owners, nightclub owners, etc.
- Doctors, other medical personnel, and hospitals
- Health services and clinics
- Supermarkets and retail stores (e.g., bike shops, car-accessory stores)
- The telecommunications industry (e.g., mobile phone makers, telecommunications providers)
- Service stations, petrol companies, etc.
- Automakers, manufacturers of safety equipment, etc.
- Researchers, academics, universities, etc.

1 - Campaign team

Figure 30 ■ Interaction between different members of the campaign team



2 SITUATION ANALYSIS

- **Problem analysis + possible solutions?**
 - **Past campaigns, marketing studies on the target audience...**
- **Audience segmentation or not?**
- **Determine what factors contribute to the problem behaviour indentified**
- **Define campaign's specific objectives**
 - **Knowledge, attitudes, norms...**

2 – Problem analysis

Table 17 ■ Elements gathered from the previous studies

Data source	Goal of research	Questions to be answered
Qualitative and quantitative studies (databases, statistics, observations, and surveys)	Analyse the problem behaviour in depth	<ul style="list-style-type: none">■ Which behaviour causes road accidents or constitutes a problem?■ Is the behaviour intentional or unintentional?
Research on theoretical models	Explain the motivations underlying behaviour	<ul style="list-style-type: none">■ What are the main predictors and main motivations underlying the problem behaviour (and if possible, the safe behaviour)?
Past campaigns and other actions	Benefit from experience of past initiatives	<ul style="list-style-type: none">■ How can you use elements from other successful road safety campaigns as a basis for your campaign?■ How were the campaigns evaluated?
Marketing studies on the target audience(s)	Define the target audience	<ul style="list-style-type: none">■ What are the target audience's characteristics?■ How can the target audience be reached and influenced?■ At which stage is the behaviour currently situated?

2 – Campaign objectives – “Foolspeed”

Box 26 ■ Translation of general objectives into specific objectives in the Scottish “Foolspeed” campaign (1999-2001) to reduce speeding¹⁴¹

The primary objective of the Scottish “Foolspeed” campaign (1999-2001) was to reduce speeding on Scotland’s roads.

The target group of this road safety communication campaign was the general driving population in Scotland, although a key target subgroup was drivers with a known tendency to speed, particularly males ages 25 to 44 with a professional, white collar, or clerical job.

A basic assumption for the campaign was that if the psychological mechanisms that motivate drivers to speed are identified, there is a potential to develop interventions that could influence those mechanisms and thereby lead to changes in speeding behaviour.

Insofar as the *Theory of Planned Behaviour* (TPB) is concerned with predicting specific behaviours, it was regarded as a useful tool for identifying and understanding psychological influences on speeding.

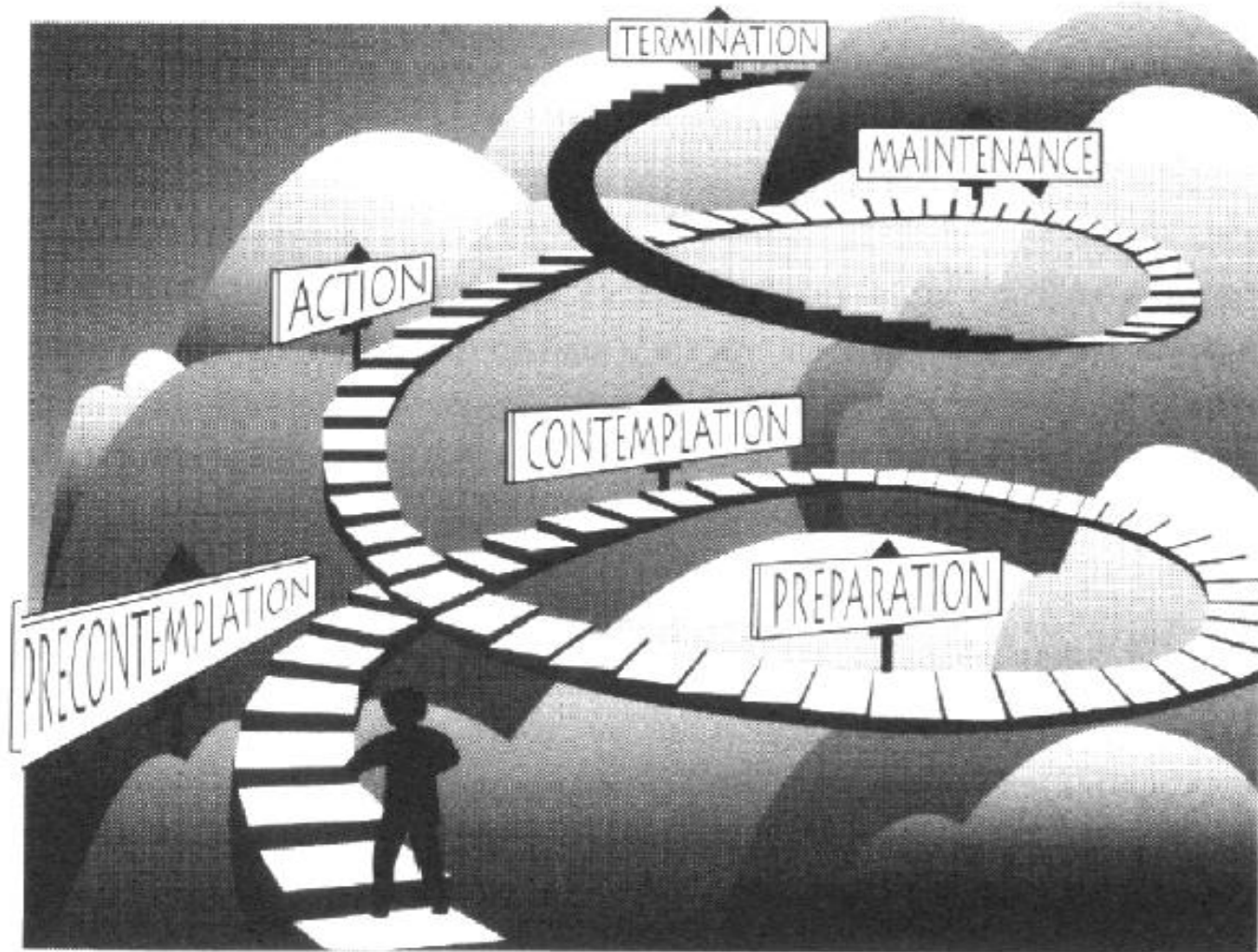
The main TPB predictors used to explain behaviour are behavioural beliefs, normative beliefs, and control beliefs.

The primary objective – to reduce speeding – was thus translated into the following specific objectives:

- Influence behavioural beliefs (attitudes) about the consequences of speeding, particularly the likelihood of being caught by the police, putting pedestrian lives at risk, or causing an accident.
- Influence normative beliefs (subjective norms) about how significant others such as family and friends perceive speeding.
- Influence control beliefs (perceived behavioural control, PBC) by reminding drivers that they are responsible for their own driving decisions and have a choice about their speed.

The evaluation showed that the campaign was effective in triggering the desired knowledge, belief, and behavioural outcomes, and had a significant effect on attitudes and affective beliefs.

2 – Example of theory explaining *change process*



3 CAMPAIGN DESIGN

- **Type of campaign, scale of campaign...
= strategy**
- **Context, structure, style of the message
= content of the message**
- **Visual of audio elements to bring
consistency = campaign identifiers**
- **Select media vehicle, timing, place...
= media plan**
- **Pre-test slogans and messages**
- **Design campaign evaluation**

How to create an effective message?

- **What will be said?**
- **How it will be said?**
- **By whom?**

How to create an effective message?

➤ What will be said?

- The specific objectives of the campaign (based on the main predictors of behavioural change).
- The characteristics of the problem behaviour and/or safe behaviour (e.g., frequency, place of adoption).
- The perceived benefits of adopting the safe behaviour.
- The perceived cost of adopting the safe behaviour.
- The place and time where the safe behaviour should be adopted.



How to create an effective message?

By whom?

- **One or more spokespersons to deliver the message.**
- **High credibility**
- **Well-known personalities can increase acceptance of the campaign message.**

3 - Audiovisual media

Table 7 ■ Main advantages and disadvantages of audiovisual media

Audiovisual media						
Advantages				Disadvantages		
Television	<i>Reach and selectiveness</i> ■ Very large reach in general segments ■ Selective in specific segments ■ High frequency in specific audiences ■ Accessible to everyone	<i>Information capacity, lifespan, attention</i> ■ Allows for more complex messages ■ Combines audio and video ■ Possibility of eliciting emotions in target audience	<i>Cost</i> ■ Most cost-efficient to reach large audience	<i>Reach and selectiveness</i> ■ Low useful reach	<i>Information capacity, lifespan, attention</i> ■ Short-lived duration of messages (seconds)	<i>Cost</i> ■ High production cost
Radio	<i>Reach and selectiveness</i> ■ Large reach ■ Good for reaching local audience ■ High selectivity ■ Dynamic ■ Allows for on-the-spot presence	<i>Information capacity</i> ■ Good as reminder ■ Stimulates imagination ■ Possibility of eliciting emotions in target audience	<i>Cost</i> ■ Low production cost	<i>Information capacity, lifespan, attention</i> ■ Low attention ■ Short lifespan ■ Fleeting duration of message ■ Not for complicated messages		
Cinema	<i>Reach and selectiveness</i> ■ Selective ■ Low noise ratio	<i>Information capacity, lifespan, attention</i> ■ High attention ■ Allows for more complex messages ■ Possibility of eliciting emotions in target audience	<i>Cost</i> ■ High production cost			

3 - Outdoor media (1)

Printed media					
Advantages			Disadvantages		
Newspapers	Reach and selectiveness <ul style="list-style-type: none"> ■ Excellent at reaching mass audience ■ Large reach in general ■ Allows geographical selectivity, e.g., local audience 	Information capacity and lifespan <ul style="list-style-type: none"> ■ High credibility ■ Flexible ■ High information capacity ■ Short lead time 	Reach and selectiveness <ul style="list-style-type: none"> ■ Poor demographic selectivity 	Information capacity and lifespan <ul style="list-style-type: none"> ■ Poor reproduction quality ■ Short lifespan 	
Magazines	Reach and selectiveness <ul style="list-style-type: none"> ■ Excellent at reaching segmented audience (and pass-along readership) 	Information capacity and lifespan <ul style="list-style-type: none"> ■ Long lifespan ■ Excellent reproduction quality 	Cost <ul style="list-style-type: none"> ■ High insertion cost 	Information capacity and lifespan <ul style="list-style-type: none"> ■ Slow production cycle ■ Not flexible ■ High noise ratio ■ Long life span ■ Low frequency ■ Long lead time ■ Topic of campaign has to rely on editorial content (can also be an advantage) 	
Flyers, leaflets, brochures	Reach and selectiveness <ul style="list-style-type: none"> ■ High selectiveness 	Information capacity <ul style="list-style-type: none"> ■ Allows for complex messages 	Cost <ul style="list-style-type: none"> ■ Low cost 	Information capacity, lifespan, attention <ul style="list-style-type: none"> ■ Low attention 	
Direct mailings	Reach <ul style="list-style-type: none"> ■ Selective communication ■ Excellent for relatively small target groups and opinion leaders ■ High information capacity 			Information <ul style="list-style-type: none"> ■ "Junk mail" image ■ Need for address lists 	

3 - Outdoor media (2)

Outdoor media				
Advantages				Disadvantages
Billboard posters	<i>Reach</i>	<i>Lifespan</i>	<i>Cost</i>	<i>Information capacity</i>
Small-size posters, banners Variable message signs	<ul style="list-style-type: none"> ■ High exposure ■ Able to reach the audience nearly everywhere / exposure near (on-the-spot presence) ■ Geographically selective 	<ul style="list-style-type: none"> ■ Long lifespan 	<ul style="list-style-type: none"> ■ Low cost 	<ul style="list-style-type: none"> ■ Low attention ■ Low information capacity

3 – Interpersonal comm and electronic support

Interpersonal communication				
Advantages			Disadvantages	
<i>Face-to-face</i> Events, personal discussions, group discussions, forums, lectures, speeches, exhibition stands	<i>Information capacity</i> ■ Effective ■ Involvement of target group		<i>Reach</i> ■ Low exposure	<i>Cost</i> ■ High cost per contact
<i>Telephone</i>	<i>Reach</i> ■ Possibility of reaching people more than once		<i>Reach</i> ■ Low reachability scale ■ Need for address lists, people do not like it	<i>Cost</i> ■ High cost per contact
Electronic supports				
Advantages			Disadvantages	
E-newsletters, direct e-mailings, sms, Internet discussion forums, viral marketing	■ Provides effortless transfer to others ■ Utilizes existing communication networks (e.g., family, friends, co-workers, customers) ■ Takes advantage of others' resources (relay messages by placing links on 3rd party resources) ■ Low cost		■ Need to simplify the message so it can be transmitted easily and without degradation ("The shorter the better") ■ Audience controls exposure	
<i>Internet websites</i>	<i>Reach</i> ■ High selectivity	<i>Information capacity</i> ■ Interactive, flexible ■ Allows for complex messages	<i>Cost</i> ■ Low cost	<i>Reach</i> ■ Low impact ■ Audience controls exposure

SPEED CAMPAIGNS - BE

La vitesse, ça me tue



Ralentissez pour Sophie



SNEL RIJDEN DOODT ELK JAAR
MEER DAN 50 KINDEREN.



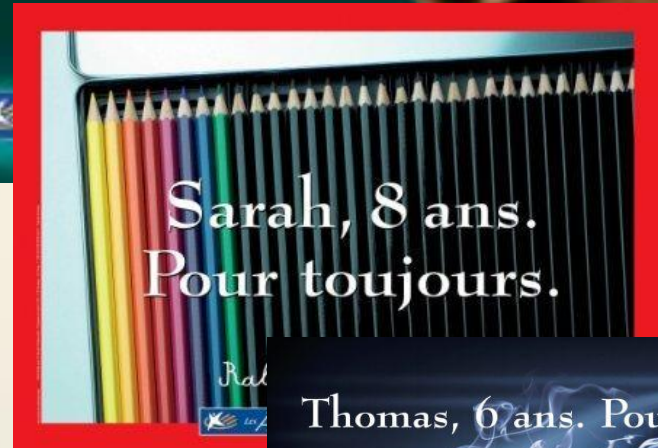
RIJ TRAGER VOOR TIME



Snelle
jongens,
mij niet
gezien.



Sarah, 8 ans.
Pour toujours.



Thomas, 6 ans. Pour toujours.



Ralentissez pour nous.



ROAD SAFETY AT WORK - BE

**DE L'ÉNERGIE!
SAUF SUR
L'ACCÉLÉRATEUR.**

SOPHIE DUTORDOIR
DIRECTRICE GÉNÉRALE
ELECTRABEL



FONCER VERS SON TRAVAIL
QU'EST-CE QU'ON Y GAGNE ?

**QU'IMPORTE
LA DESTINATION:
SÉCURITÉ
AVANT TOUT.**

JOHNNY THIJS
CEO LA POSTE



FONCER VERS SON TRAVAIL
QU'EST-CE QU'ON Y GAGNE ?

**LA PLUS HAUTE
TECHNOLOGIE
ANTI CRASH?
ROULER
CALMEMENT.**

JULIEN DE WILDE
PRÉSIDENT DU CONSEIL D'ADMINISTRATION
AGFA GEVAERT



FONCER VERS SON TRAVAIL
QU'EST-CE QU'ON Y GAGNE ?

**SNEL OP HET WEB.
NIET OP DE WEG.**

PHILLIP VANDERVOORT
CEO MICROSOFT BELGIË



RACEN VOOR JE JOB
WAT LEVERT HET OP?

SPEED CAMPAIGNS - EU

- **Teens**
- **Emotions**
- **Black humour**
- **Positive - confronting**

4 - CAMPAIGN IMPLEMENTATION

- **Conducting the before-period evaluation**
- **Producing the campaign materials**
- **Implementation – launching via press channels**
 - **write press releases**
 - **organise a press conference**
- **Controlling + feedback**

5/6 EVALUATION & CONCLUSIONS

- **Complete the evaluation study**
- **Analyse the evaluation data**
- **Gather cost and cost-effectiveness information**
- **Draw clear conclusions about the campaign**
- **Write the final report**

5 - Example evaluation study

Box 54 ■ Evaluation of road accidents and behaviour: the “Speak Out!” campaign aimed at reducing injuries and fatalities among young people²⁶¹

The campaign appeals to automobile passengers to “Speak Out!” about dangerous driving by telling the driver to be more careful (for more information

The effect of the campaign on the number of people killed or injured in road accidents was evaluated by conducting three types of studies (for more information on the evaluation design of this campaign, see Box 44):

- a A before-and-after study with a matched comparison group.
- b A before-and-after study with a general comparison group. The advantage of using this comparison group was that the number of injuries was great and thus random variations were small.
- c A multivariate analysis (Poisson regression analysis) in which the effects of factors that influence the number of people injured in road accidents, including the “Speak Out!” campaign, were estimated statistically. The analysis was controlled for the effects of changes in traffic volume, traffic density, percentage of teenagers in the population, and long-term trends in the number of injuries among road users.

The results of the different evaluation studies were very similar. The number of teenagers 16 to 19 years old who were killed or injured in road accidents was reduced by about 10%; the number of occupants in this age group who were killed or injured was reduced by about 15%; and the number of car passengers who were killed or injured was reduced by about 30%. The number of killed or injured drivers ages 16 to 19 did not change. Only the reduction among passengers was statistically significant at the 10% level. It was nevertheless concluded that the “Speak Out!” campaign had probably been effective in reducing the number of teenagers killed or injured in Sogn or Fjordane (Norway).

CAST MANUAL: RECOMMENDATIONS

- Base the campaign on statistics and research
- Select a specific target audience
- Base the campaign strategy on a theoretic model
- Formulate specific objectives
- Formulate an unambiguous, credible and clear message
- Ensure rigorous evaluation
- Disseminate the results

CAST publications

- **CAST manuel abridged version in 22 EU languages on the CAST website**

<http://www.cast-eu.org/pages/publications.html>



THANK YOU!

ankatrien.boulanger@bivv.be

+32 2 244 15 41

www.cast-eu.org