The CAST project

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CAST coordinator IBSR

Project funded by the European Commission, Directorate-General Energy & Transport, under the 6th RTD Framework Programme

STARS
Brussels
22 September 2010
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
BASc - 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
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, the only remedy for sleepiness at the steering wheel.

Javea coffee, Lukas nut, power drinks, and other stimulants. 15 to 20 minutes drive, even if you can't hear your usual alarm. Make a pit stop on your way to work.

PIT STOP! The full campaign and more info at www.deeloppitstop.be
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
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
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.
Figure 30 - Interaction between different members of the campaign team

- **Media-buying agency**
  - Media buying

- **Production agency**
  - Production of campaign materials

- **Advertising agency**
  - Campaign design and strategy

- **Initiator**
  - Coordination and supervision

- **Researchers**
  - Literature reviews, additional research needed for campaign
  - Evaluation design, data processing, and interpretation of evaluation results

- **Public-relations agency**
  - Launching the campaign, generating free publicity
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...
Table 17: Elements gathered from the previous studies

<table>
<thead>
<tr>
<th>Data source</th>
<th>Goal of research</th>
<th>Questions to be answered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualitative and quantitative studies (databases, statistics, observations, and surveys)</td>
<td>Analyse the problem behaviour in depth</td>
<td>- Which behaviour causes road accidents or constitutes a problem?</td>
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<tr>
<td></td>
<td></td>
<td>- Is the behaviour intentional or unintentional?</td>
</tr>
<tr>
<td>Research on theoretical models</td>
<td>Explain the motivations underlying behaviour</td>
<td>- What are the main predictors and main motivations underlying the problem behaviour (and if possible, the safe behaviour)?</td>
</tr>
<tr>
<td>Past campaigns and other actions</td>
<td>Benefit from experience of past initiatives</td>
<td>- How can you use elements from other successful road safety campaigns as a basis for your campaign?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- How were the campaigns evaluated?</td>
</tr>
<tr>
<td>Marketing studies on the target audience(s)</td>
<td>Define the target audience</td>
<td>- What are the target audience’s characteristics?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- How can the target audience be reached and influenced?</td>
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<tr>
<td></td>
<td></td>
<td>- At which stage is the behaviour currently situated?</td>
</tr>
</tbody>
</table>

2 – Problem analysis
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.

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.
- Consistent
  - Attractive
  - Relevant
- Effective
- Message
- Persuasive
- Strategy
- Clear
- Credible
- Trustworthy
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.
### Table 7: Main advantages and disadvantages of audiovisual media

<table>
<thead>
<tr>
<th>Media</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Television</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Very large reach in general segments&lt;br&gt;- Selective in specific segments&lt;br&gt;- High frequency in specific audiences&lt;br&gt;- Accessible to everyone</td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Most cost-efficient to reach large audience</td>
</tr>
<tr>
<td></td>
<td><strong>Information capacity, lifespan, attention</strong>&lt;br&gt;- Allows for more complex messages&lt;br&gt;- Combines audio and video&lt;br&gt;- Possibility of eliciting emotions in target audience</td>
<td><strong>Information capacity, lifespan, attention</strong>&lt;br&gt;- Low useful reach&lt;br&gt;- Short-lived duration of messages (seconds)</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Large reach&lt;br&gt;- Good for reaching local audience&lt;br&gt;- High selectivity&lt;br&gt;- Dynamic&lt;br&gt;- Allows for on-the-spot presence</td>
<td><strong>Information capacity</strong>&lt;br&gt;- Low production cost</td>
</tr>
<tr>
<td></td>
<td><strong>Information capacity</strong>&lt;br&gt;- Good as reminder&lt;br&gt;- Stimulates imagination&lt;br&gt;- Possibility of eliciting emotions in target audience</td>
<td><strong>Information capacity, lifespan, attention</strong>&lt;br&gt;- Low attention&lt;br&gt;- Short lifespan&lt;br&gt;- Fleeting duration of message&lt;br&gt;- Not for complicated messages</td>
</tr>
<tr>
<td><strong>Cinema</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Selective&lt;br&gt;- Low noise ratio</td>
<td><strong>Information capacity, lifespan, attention</strong>&lt;br&gt;- High attention&lt;br&gt;- Allows for more complex messages&lt;br&gt;- Possibility of eliciting emotions in target audience</td>
</tr>
</tbody>
</table>
### 3 - Outdoor media (1)

<table>
<thead>
<tr>
<th>Printed media</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newspapers</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Excellent at reaching mass audience&lt;br&gt;- Large reach in general&lt;br&gt;- Allows geographical selectivity, e.g., local audience</td>
<td><strong>Information capacity and lifespan</strong>&lt;br&gt;- High credibility&lt;br&gt;- Flexible&lt;br&gt;- High information capacity&lt;br&gt;- Short lead time</td>
</tr>
<tr>
<td><strong>Magazines</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- Excellent at reaching segmented audience (and pass-along readership)</td>
<td><strong>Information capacity and lifespan</strong>&lt;br&gt;- Long lifespan&lt;br&gt;- Excellent reproduction quality</td>
</tr>
<tr>
<td><strong>Flyers, leaflets, brochures</strong></td>
<td><strong>Reach and selectiveness</strong>&lt;br&gt;- High selectiveness</td>
<td><strong>Information capacity</strong>&lt;br&gt;- Allows for complex messages</td>
</tr>
<tr>
<td><strong>Direct mailings</strong></td>
<td><strong>Reach</strong>&lt;br&gt;- Selective communication&lt;br&gt;- Excellent for relatively small target groups and opinion leaders&lt;br&gt;- High information capacity</td>
<td><strong>Information</strong>&lt;br&gt;- “Junk mail” image&lt;br&gt;- Need for address lists</td>
</tr>
</tbody>
</table>
## 3 - Outdoor media (2)

<table>
<thead>
<tr>
<th>Outdoor media</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard posters</td>
<td>High exposure</td>
<td>Low attention</td>
</tr>
<tr>
<td>Small-size posters, banners</td>
<td>Able to reach the audience</td>
<td>Low information capacity</td>
</tr>
<tr>
<td>Variable message signs</td>
<td>everywhere / exposure near</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(on-the-spot presence)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Geographically selective</td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>Long lifespan</td>
<td></td>
</tr>
<tr>
<td>Lifespan</td>
<td>Low cost</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td>Information capacity</td>
<td></td>
</tr>
</tbody>
</table>
## Interpersonal comm and electronic support

<table>
<thead>
<tr>
<th>Interpersonal communication</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advantages</strong></td>
<td><strong>Disadvantages</strong></td>
</tr>
<tr>
<td><strong>Face-to-face</strong></td>
<td><strong>Reach</strong></td>
</tr>
<tr>
<td>Events, personal discussions, group discussions, forums, lectures, speeches, exhibition stands</td>
<td>Information capacity</td>
</tr>
<tr>
<td></td>
<td>Effective</td>
</tr>
<tr>
<td></td>
<td>Involvement of target group</td>
</tr>
<tr>
<td><strong>Telephone</strong></td>
<td><strong>Reach</strong></td>
</tr>
<tr>
<td></td>
<td>Reachability scale</td>
</tr>
<tr>
<td></td>
<td>Need for address lists, people do not like it</td>
</tr>
</tbody>
</table>

### 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 |
| Internet websites | Reach |
| | High selectivity |
| | Interactive, flexible |
| | Allows for complex messages |
| | Low cost |
| | Low impact |
| | Audience controls exposure |
La vitesse, ça me tue

SNEU LIYDEN DOODT ELK JAAR MEER DAN 50 KINDEREN.

SADTH, 8 ans. Pour toujours.

Sarah, 8 ans. Pour toujours.

Ralentissez pour Sophie

Snelle jongens, mij niet gezien.

Ralentissez pour vous.

Ralentissez pour nous.

Thomas, 6 ans. Pour toujours.
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

<table>
<thead>
<tr>
<th>Box 54</th>
<th>Evaluation of road accidents and behaviour: the “Speak Out!” campaign aimed at reducing injuries and fatalities among young people²⁶¹</th>
</tr>
</thead>
</table>

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

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