



**XXIVth WORLD
ROAD CONGRESS**
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TC C2- ISSUE 2 ROAD SAFETY CAMPAIGNS

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PRESENTATION OVERVIEW

- **Study Methodology**
- **Key Focus Areas**
 - Primary **Objectives** of Road Safety Campaigns (RSC)
 - Understanding Road User **Behaviour**
 - Identifying the **Target Audience**
 - Types of Campaign **Media**
 - **Evaluation** Techniques
- **Conclusion**



**PIARC Technical Committee
C.2 Safer Road Operations
Issue C.2.2**

*Key focus areas in road safety
campaigns for road administrations
and authorities*

September 2011



PIARC Report Road Safety Campaigns

- **Methodology**
 - Literature Review
 - Significant body of information exists
 - Well funded national and international programmes
 - Best Practices
 - Detailed Guidelines for **Designing, Implementing** and **Evaluating** RSC
 - PIARC Group focused on **Key Focus Areas** in RSC for Road Administrations / Authorities
 - Use existing literature to develop a **Survey Questionnaire**



PIARC Report Road Safety Campaigns

- **Methodology**
 - PIARC Survey Questionnaire
 - Critical Analysis of the Key Focus Areas of RSC




WORLD ROAD ASSOCIATION
ASSOCIATION MONDIALE DE LA ROUTE
ASSOCIATION MUNDIALE DE LA ROUTE

Dear PIARC First Delegate / TC C2 Member / Road Safety Campaign Practitioner

PIARC TECHNICAL COMMITTEE C.2 SAFER ROAD OPERATIONS
ISSUE C.2.2. BEST PRACTICES ON CAMPAIGNS BY ROAD ADMINISTRATIONS / AUTHORITIES
Resend of Country Survey Questionnaire: June 2010

PIARC Technical Committee C.2 Safer Road Operations, Working Group 2 (C.2.2) have been tasked with a research project on Best practices on campaigns by Road Administrations or Authorities, which seeks to achieve an improved understanding of road safety campaigns that may yield the most favorable road safety results.

Part of the Group's work is the development and circulation of a road safety campaign survey questionnaire. The topic of road safety campaigns comprises an extremely large body of information, and the focus has been curtailed to investigate specifically the areas of (Part A) different types of campaigns, (Part B) target audiences and (Part C) different types of media. In order to inform best practice, the attached questionnaire also includes a section on (Part D) road safety campaign evaluation.

Kindly forward the questionnaire to the relevant Road Administration or Authority, who should complete for one road safety campaign that has been implemented recently (last 5 years). Should there more than one road safety campaign to be reported on, then a separate questionnaire is to be completed.

Please note that this questionnaire is being sent to selected PIARC member countries and your timely response is most important to the success of the Group's work. It is requested that completed questionnaires be submitted on or before 16 July 2010, by email to raider@ora.or.at

Thank you for taking the time and forwarding this important questionnaire to the relevant and appropriate Road Administration / Authority. Please be so kind as to follow through and ensure that the delegated Road Administration / Authority make a timely submission.

Yours Sincerely
Randall Cable
South Africa
TC C.2.2 Group Leader

• Legislation
Please explain the nature and level of involvement or collaboration.

- 1) Primary **Objectives** of Campaigns
- 2) Understanding Road User **Behaviour**
- 3) Identifying **Target Audience**
- 4) Types of **Media**
- 5) **Evaluation** of Campaigns



PIARC Report Road Safety Campaigns

- **Respondents**

Argentina, Australia, Belgium, Canada,



Cuba, Hungary, Korea, Malaysia, Mexico,

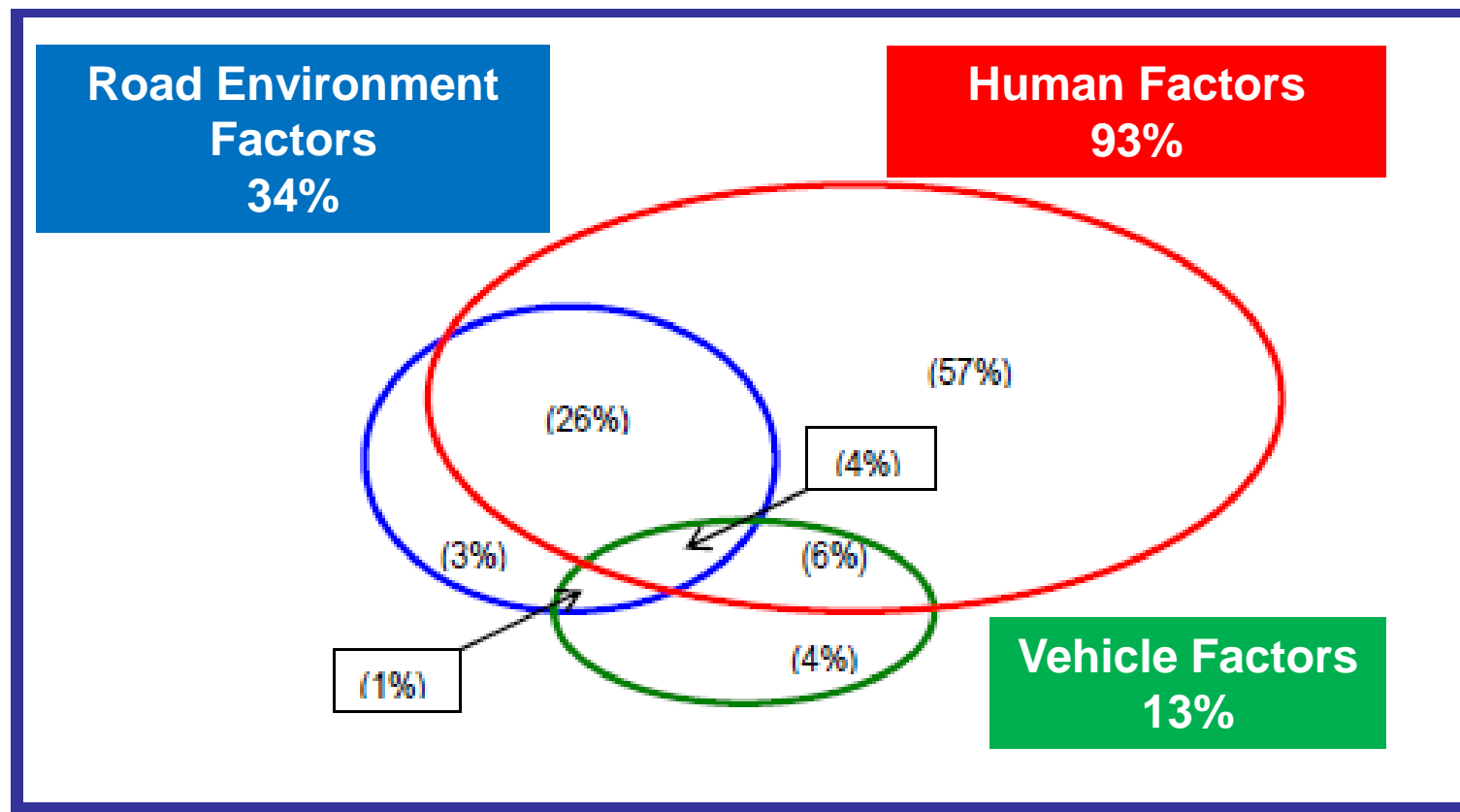


Portugal, South Africa, Spain, Switzerland, USA



1) Primary Objectives of a RSC

- Primary Goal: Influence Road User Behaviour
- Contributory Factors to Road Crashes



1) Primary Objectives of a RSC

- Primary Objectives
 - **Create awareness**
 - **Educate** safe and unsafe behaviour
 - Change **attitudes and beliefs**
- PIARC Survey revealed that:
 - **72%** of respondents had the primary objective of **creating awareness** as a means to **changing behaviour**
 - **50%** of respondents used **all three** to influence change
 - **100%** of respondents indicated that changing / influencing road user behaviour is a vital part of their country's **road safety strategy**

**Change
road user
behaviour**



2) Understanding Road User Behaviour

- Why try and influence road user behaviour ?
 - People should know what is in the best interest of their own health and well being ?
- Crashes are random by nature, probability !
 - “It won’t happen to me !”
- Many have beliefs that are **sceptical** or even **superstitious**?
- We often underestimate lack of education
 - Would we do things differently “if we knew better” ?
 - [Clip 1](#)
 - [Clip 2](#)



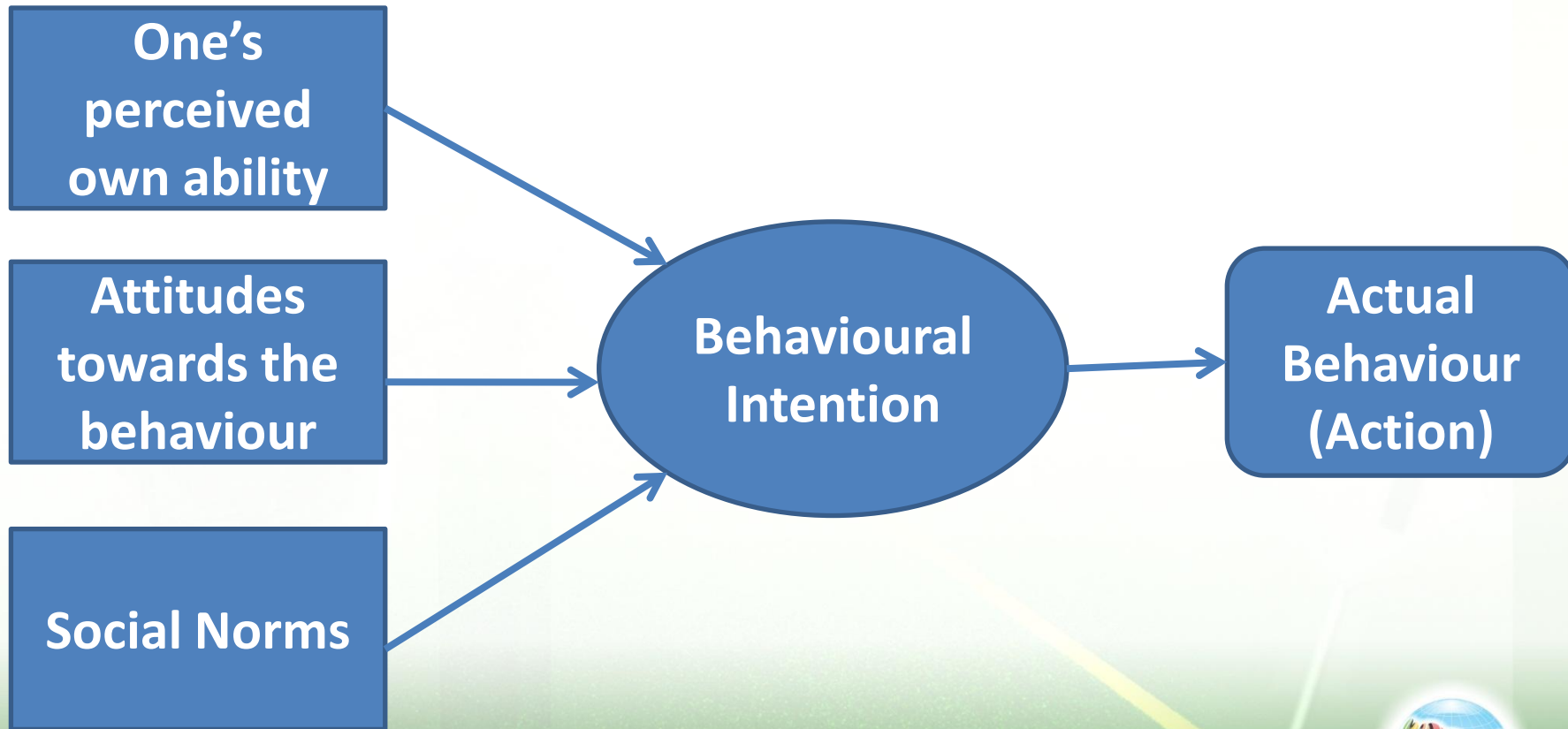
2) Understanding Road User Behaviour

- Behavioural Change is a complex scientific field of study
 - **Theory of Planned Behaviour**
 - Combination individual and social factors → Intention → Behaviour
 - Design Interventions around the factors and predict changes



2) Understanding Road User Behaviour

Individual and Social Factors



2) Understanding Road User Behaviour

Have skill and
experience,
did it before !



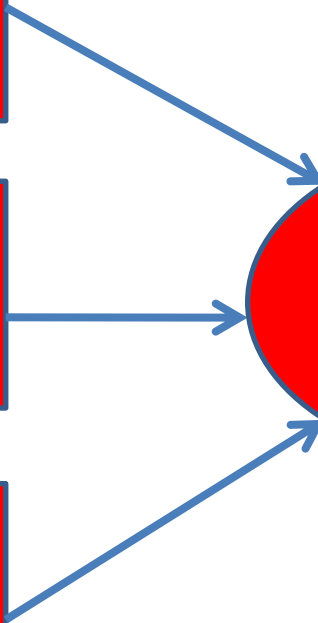
No recourse,
no fine ! No
Problem !



My friends
speed all the
time !

I'm late!
need to
make up
time!

Excessive
Speeding

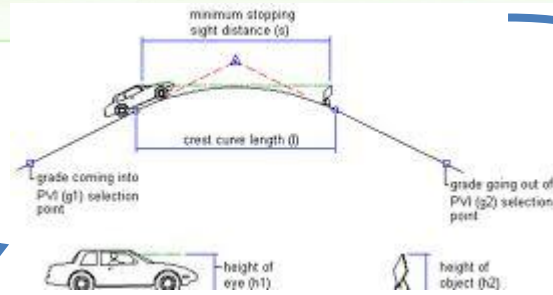


2) Understanding Road User Behaviour

Have skill and experience, did it before !

No recourse, no fine ! No Problem !

My friends speed all the time !



Intention to Comply with Speed limit

No Speeding !!!



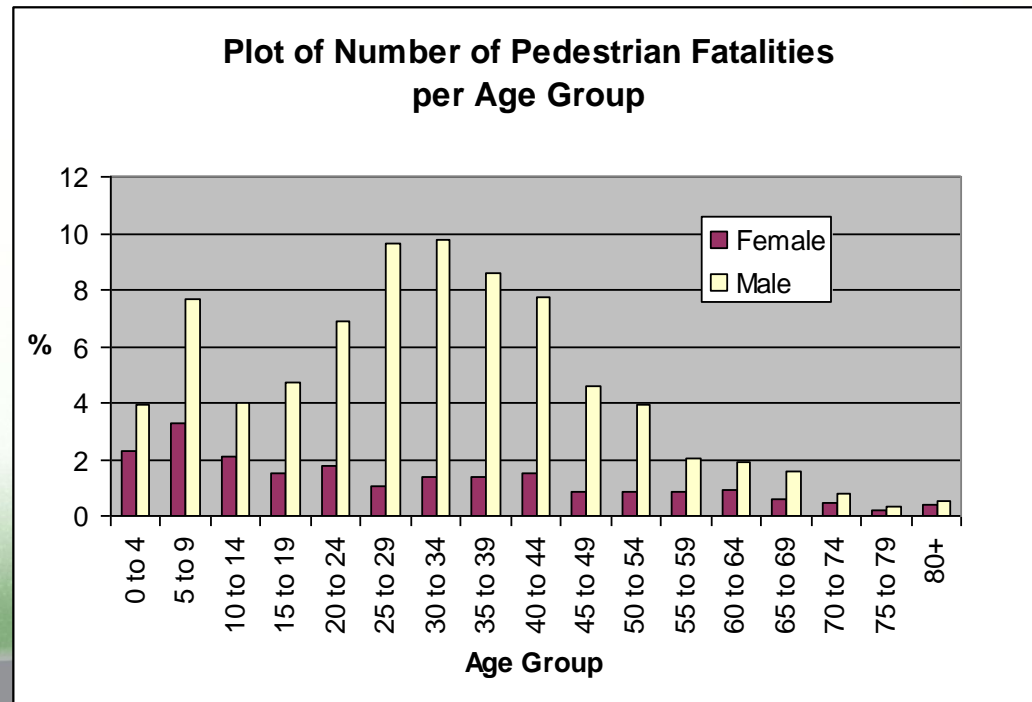
2) Understanding Road User Behaviour

- PIARC Survey revealed that **only 20%** of respondents indicated that Campaigns were based on Scientific Theories of Behavioural Change, and were instead based on perceived behavioural changes that were likely to occur
- Main disadvantage relates to the evaluation of the predicted changes
 - Is the RSC having the desired effect?
 - If not, why not?



3) Identifying the Target Audience

- The road safety issue/s to be addressed will determine the campaign Target Audience
- Who are involved ?
 - Entire road user population
 - Road user type
 - Direct / Indirect



3) Identifying the Target Audience

- The PIARC Survey Revealed that:
 - **89%** of respondents indicated that **crash data** was used to identify the Target Audience
 - **67%** of the respondents made use **of crash and traffic violation data** to identify Target Audience



3) Identifying the Target Audience

- Target Audience Segmentation
 - Homogenous groups that respond in similar ways to the same stimuli
 - The PIARC Survey Revealed that:
 - Only about **40%** of respondents segmented the Target Audience of which half segmented by **age** mostly
 - Segmented Target Audience allows the media and message types to be to be more refined

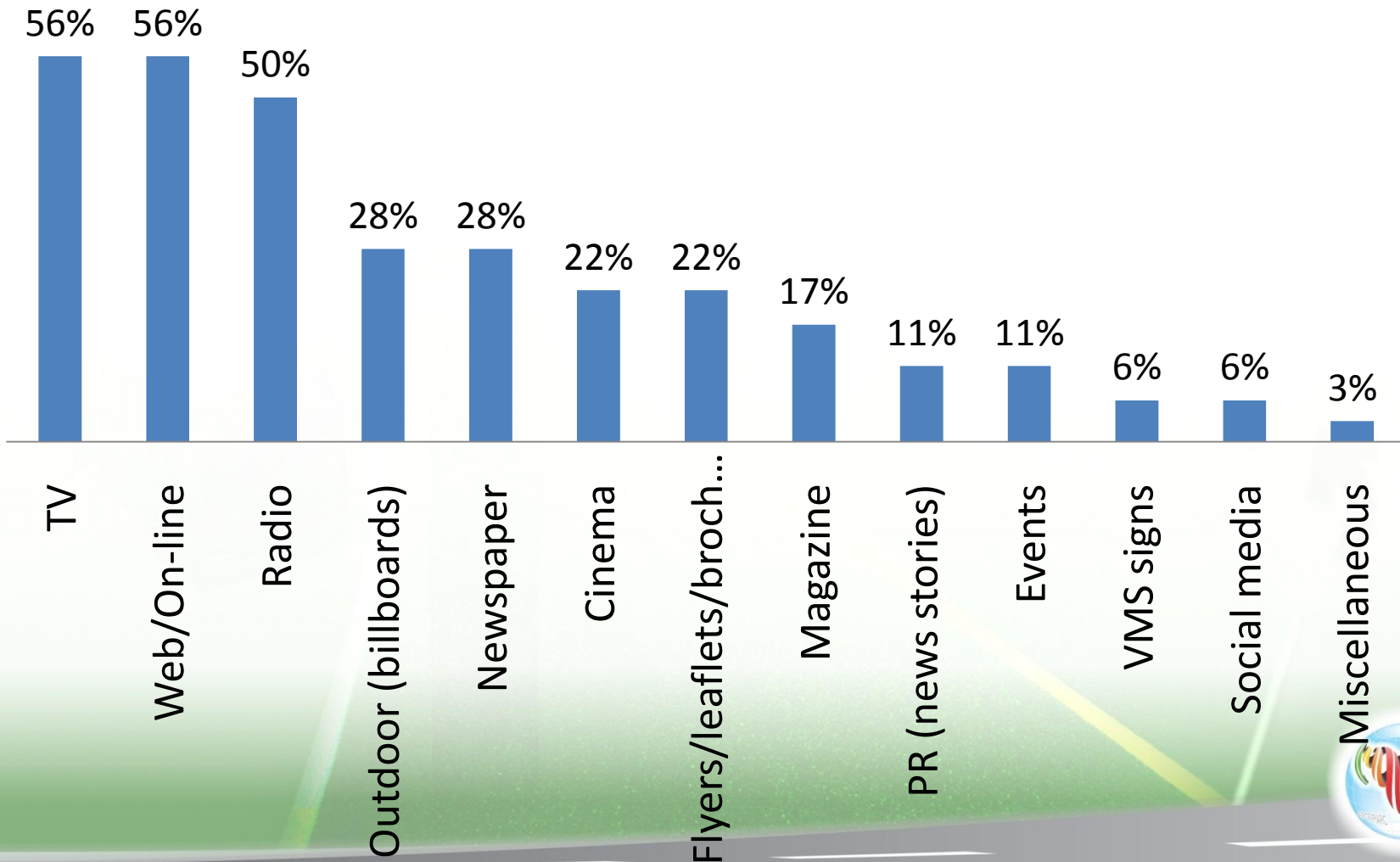


4) Types of Campaign Media

Media Type	Advantages	Disadvantage
	Reach, Information, Costs	Reach, Information, Costs
Television	Very Large Reach	High Production Costs
Radio	Large Reach, High Selectivity	Low Attention
Cinema	Selective Audience	High Production Costs
Newspaper	Mass Audience	Short lifespan
Magazines	Good for Segmented Audience	High Noise Ratio
Flyers, brochures	Low Costs, Allows for complex messages	Low Attention
Direct mailing	Good for Small Segmented Audience	"Junk Mail" Image
Face to face	Highly Effective	Low Exposure, High Costs
Telephone	Highly Effective	Low Reach, High Costs
Internet Website	Low Costs	Audience Controls Exposure
Billboard Posters	High Exposure, Longer lifespan	Low Attention, Low Information Capacity

4) Types of Campaign Media

PIARC Survey Results: Media Types Used



4) Types of Campaign Media

- Social Media
 - Target Audience - Segmentation
 - Generation Y : Born 1982–2000, Age group 11 to +/-30yrs
 - <Road crashes leading cause

The image displays three overlapping screenshots of digital marketing campaigns for road safety:

- Facebook Screenshot (Left):** Shows the profile page for "Blood Oath". A prominent advertisement features a yellow taxi and the text: "WIN A \$50 TAXI FARE SO YOU CAN LOOK AFTER YOUR MATES THESE FOOTY FINALS!". A "BLOOD OATH" logo is visible in the top left corner of the ad.
- Twitter Screenshot (Middle):** Shows the profile of "@SafeRoadWorkers" with a focus on "Safety: A 2 Way St". The profile bio states: "Safety: A Two Way Street is a campaign making Ontario roads safer for drivers and road workers." Below the profile, several tweets are visible, including one celebrating "Drive Safe Day" and another mentioning "Ontario police get new high-tech license plate scanners".
- YouTube Screenshot (Right):** Shows a video player for a "Work Zone Safety Public Service Announcement" by user "cag1970". The video has 20 videos in the channel and 13,505 views. The video content shows a car driving through a work zone with orange traffic cones.



4) Types of Campaign Media

- RSC are rarely if ever, done in isolation and naturally form part of a road safety activity or strategy:
- Supporting Activities
 - Enforcement
 - Legislation
 - Education
 - Engineering Improvements (Vehicle or infrastructure)



4) Types of Campaign Media



MAKE THE RIGHT CHOICE

LIFE

Using a pedestrian bridge may cost you 5 minutes

DEATH

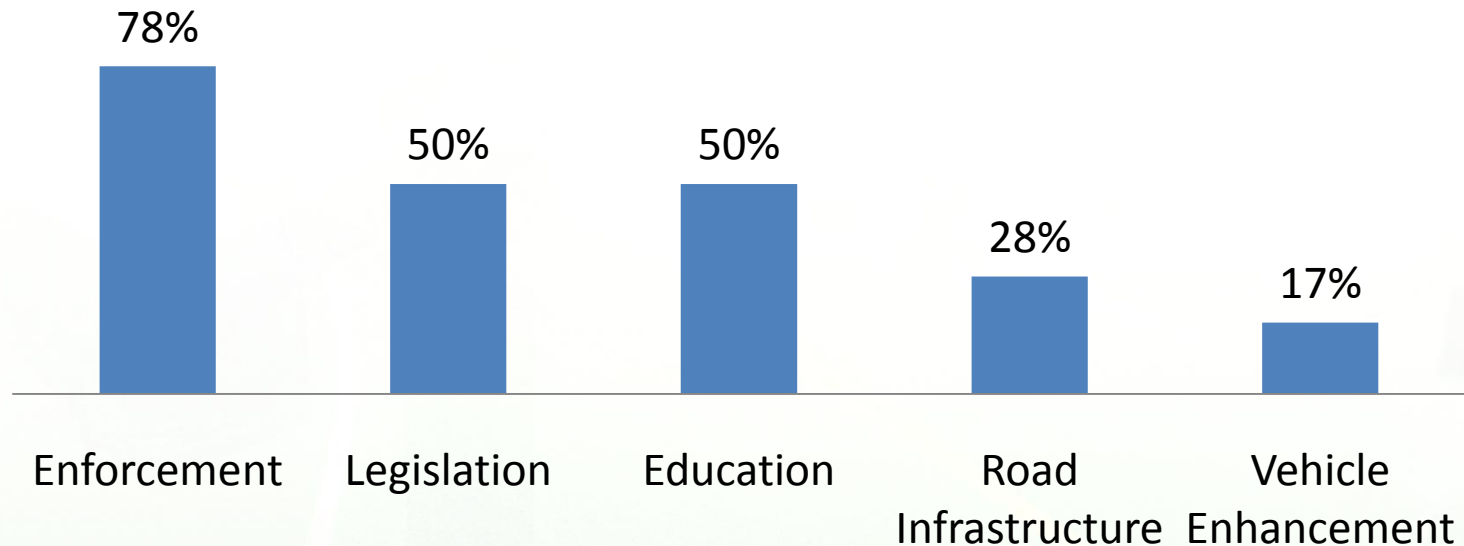
Not using it, may cost you your life

USE PEDESTRIAN BRIDGES



4) Types of Campaign Media

PIARC Survey Results: Campaign Supporting Activities



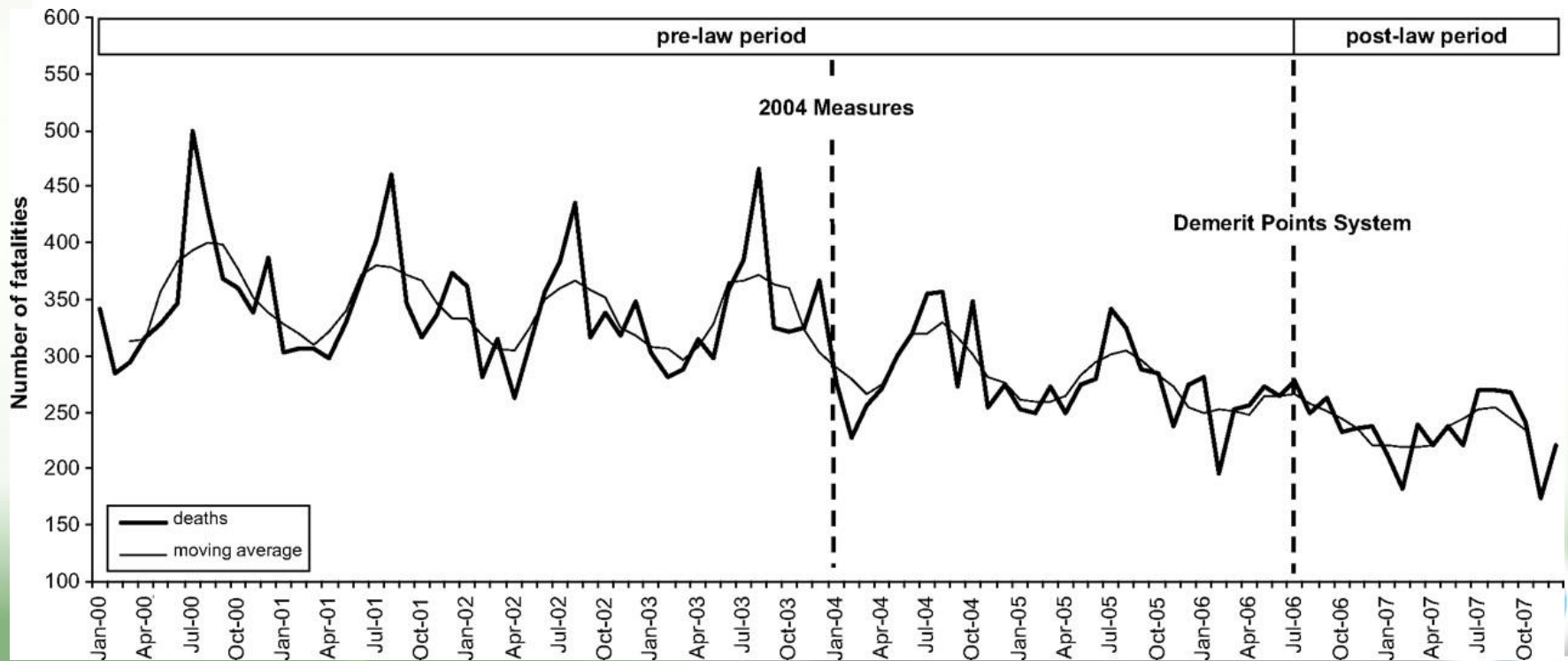
5) Evaluation Techniques

- Types of Evaluation
 - **Before implementation** – run pre-test gives guidance to type of responses and reception
 - **During Implementation** - Adjust the media plan (frequency, duration)
 - **After Implementation** (Outcomes)
 - Results or Impact of the Campaign



5) Evaluation Techniques

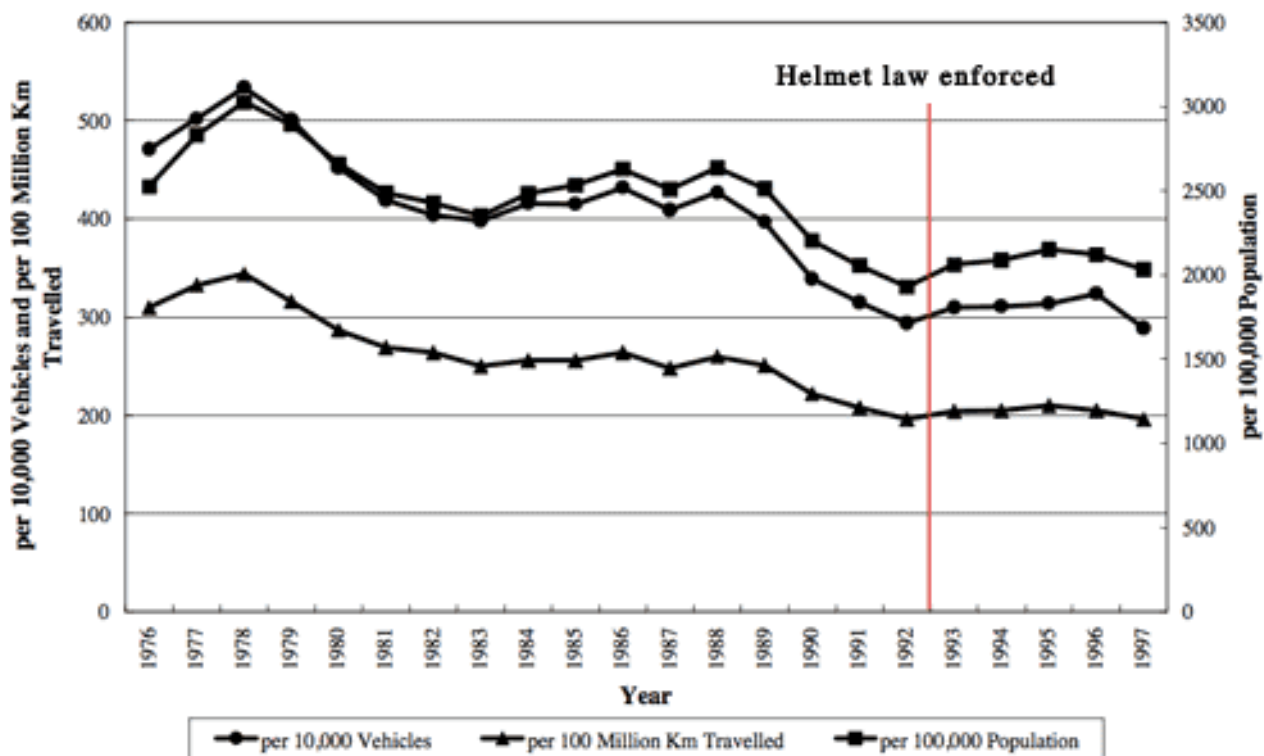
- Limitation of Crash Results Evaluation
 - Crashes (fatal or injury) not always measurable
 - Requires Time



5) Evaluation Techniques

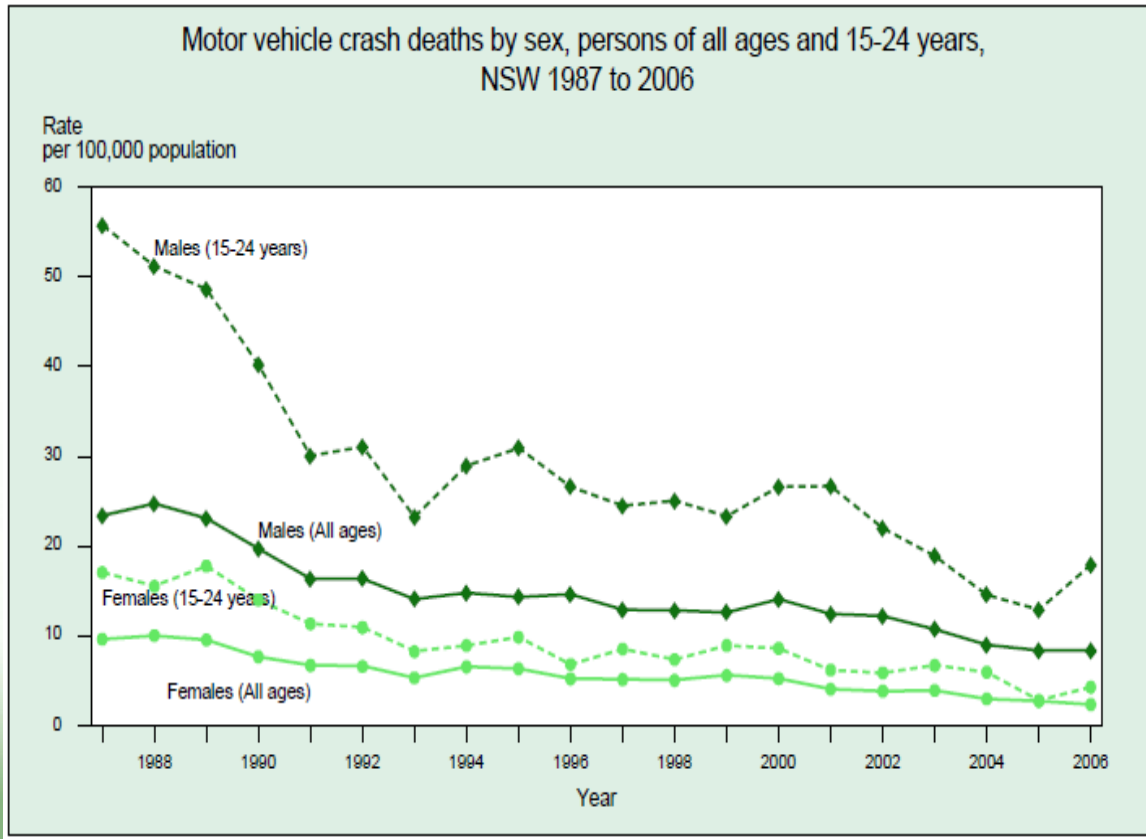
- Limitation of Crash Results Evaluation
 - Consider crash rates, e.g. per 10 000 vehicles

Figure 5 Total Reported Crash Rates, 1976-1997



5) Evaluation Techniques

- Limitations of Crash Results Evaluation
 - Impacts on Target Audiences



5) Evaluation Techniques

- Alternative Outcomes Evaluation Measurements
 - **Awareness** levels
 - **Expert opinion**
 - Number and types of **road users reached**
 - Change in:
 - **traffic knowledge**
 - **attitudes**
 - **behaviour reported by individuals**
 - **violation rates**



5) Evaluation Techniques

- The PIARC Survey revealed that:
 - **33%** of the respondents used **increased awareness** as a success indicator
 - **22%** used **changes in behaviour**
 - **22%** used **reduction in injuries and deaths**



Conclusion

- Road safety campaigns form a **vital part of a country's road safety strategy – INTEGRATED WITH SUPPORTING ACTIVITIES**
- Road administrators and authorities should understand and appreciate the **key focus areas** of a RSC
 - **RSC objectives** should be guided by available crash and offence data
 - Available crash and offense data can guide the definition of the RSC **target audience**
 - **The target audience** should be segmented to better understand their characteristics and expected behavioural changes



Conclusion

- **Behavioural Change Methods** must be used to better understand and predict road user behavioural changes
- The target audiences should guide the **type/s of media** to be used
- **Social media** is a rapid growing media type for specifically for younger road users
- Alternative RSC evaluation techniques must be considered, such as **changes in behaviour and attitude**



Thank you for your attention!
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