



GLOBAL
ROAD SAFETY
PARTNERSHIP

Road Safety Public Education

Capacity Building Program

2007



GLOBAL
ROAD SAFETY
PARTNERSHIP

The Need

- Road Trauma 1-2% of GDP in less developed countries
- Rapid transport growth
- Economic growth = more motor vehicles
- Integrated road safety strategies successful in developed countries
- Public Education an element in successful integrated initiatives
- Skills to conduct successful public education campaigns not well established
- Capacity building a key focus for better road safety performance – World Report 2004



GLOBAL
ROAD SAFETY
PARTNERSHIP

Integrated Publicity Initiatives Experience

- Expect 6% effect for well designed campaigns-
Meta analysis (Elliott 1993)
- Seat belt wearing & enforcement up 10% to 30%
USA (Solomon 2004)
- Seat belt wearing up from 19% to 38% in Jordan
(Tarawneh 2001)
- Bicycle helmet wearing up from 5% to 39% in
Australia (Wood & Milne 1985)
- Reduction in Drink driving from 12% to 4% in
Netherlands (OECD 1993)
- Reduction in alcohol related crashes up to 24%
through integrated RBT initiative in Australia
(Cameron 1992)
- Mass media campaigns alone are unlikely to be
effective (Woolley 2001)



GLOBAL
ROAD SAFETY
PARTNERSHIP

The project

- Evolved out of helmet wearing action plan workshops, Vietnam, Thailand, Laos
- Provides core skills for developing, evaluating and conducting public education campaigns
- 4 Step program
- Step 1 – Ministers & Directors General ½ day workshop
- Step 2 – Inter-departmental Senior Managers 5 day course
- Step 3 – Public Education team 10 day course
- Step 4 – Regional staff ‘train the trainers’ component for localising campaigns



GLOBAL
ROAD SAFETY
PARTNERSHIP

Project Rationale

- Limited capacity in social marketing
- Experience in developed countries useful
- Adult learning principles
- Experienced developers – Taylor/Elliott
- Using commercial skills
- Campaign integration – enforcement, school education, legislation, on-road engineering, vehicle engineering, road user management
- Key campaign elements addressed
 - Theory – behaviour change, deterrence, voluntary compliance
 - Campaign Types – information, behaviour change, agenda setting
 - Campaign research – target audience, message, creative testing
 - Campaign design and delivery
 - Management – Situation analysis, communications brief, using advertising agents, public relations, media buying, evaluation



GLOBAL
ROAD SAFETY
PARTNERSHIP

Ministers & Directors-General Workshop

- Endorse the need
- Establish policy & commitment
- Establish coordination mechanism
- Commit resources
- Attendees:
 - Ministers – Transport, roads, police, education, health, emergency services, local government
 - Directors-General – Transport, roads, police, education, health, emergency services, local government
 - Senior road safety and research personnel
 - Senior Police



GLOBAL
ROAD SAFETY
PARTNERSHIP

Step 2 – Senior Managers course

- 5 Day program
- Strategic direction and policy building
- Public education role in road safety
- Expectations, limitations, research evidence



GLOBAL
ROAD SAFETY
PARTNERSHIP

Step 2 – Senior Managers course

- **Campaign integration** – enforcement, road engineering, vehicle engineering, legislation, road user management, sponsorship and commercial support
- **Interdepartmental coordination** – Police, Transport, Roads, Education, Health, Local Government
- **Campaign types** – educational, agenda setting, behaviour change, inter-organisational
- **Tools to assess successful campaigns**
- **Performance indicators**



GLOBAL
ROAD SAFETY
PARTNERSHIP

Step 3- Public Education Team

- Intensive ten day program
- All aspects of campaign development and delivery
- Skills to assess campaign type requirements
- Social marketing v product marketing
- Skills to position campaign and assess public perceptions & reactions.
- Skills to drive, monitor and coordinate campaign inputs.



GLOBAL
ROAD SAFETY
PARTNERSHIP

Step 3- Public Education Team

- Selecting and using advertising agents, research companies, public relations, media purchasers, event managers
- Assessing creative approaches
- Combining campaign elements with other program initiatives – e.g. enforcement
- Understanding deterrence, voluntary compliance
- Accessing unpaid exposure – public relations, community service time.
- Evaluation – recall, reach, message take-out, adstock, TARPS, behavioural intention, behaviour observation



GLOBAL
ROAD SAFETY
PARTNERSHIP

Step 4 – Regional Program

- Two day program
- Targets Train the trainers of regional staff
- ‘Localisation’ of campaigns
 - Communication for local viewpoints
 - Localising campaign materials
 - Accessing local resources for support
 - Identification of local safety issues
 - Extending branding to local environments
- Low cost –evaluation and monitoring techniques
- Coordinating with the national or provincial program.



Campaign Analysis

- The message?
- Underpinning theory? – why change?
- Pre-campaign research- the behaviour?, who is involved? Target audience knowledge?
- The target audience
- Why television?
- What other media?
- The creative approach- female voice? other options?
- The total program – police role? Employer policies? School education?