

cast



CAST: 8 recommendations to increase the chances of success of road safety campaigns

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**ETSC Roads to Respect
12 October 2010
Brussels**

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

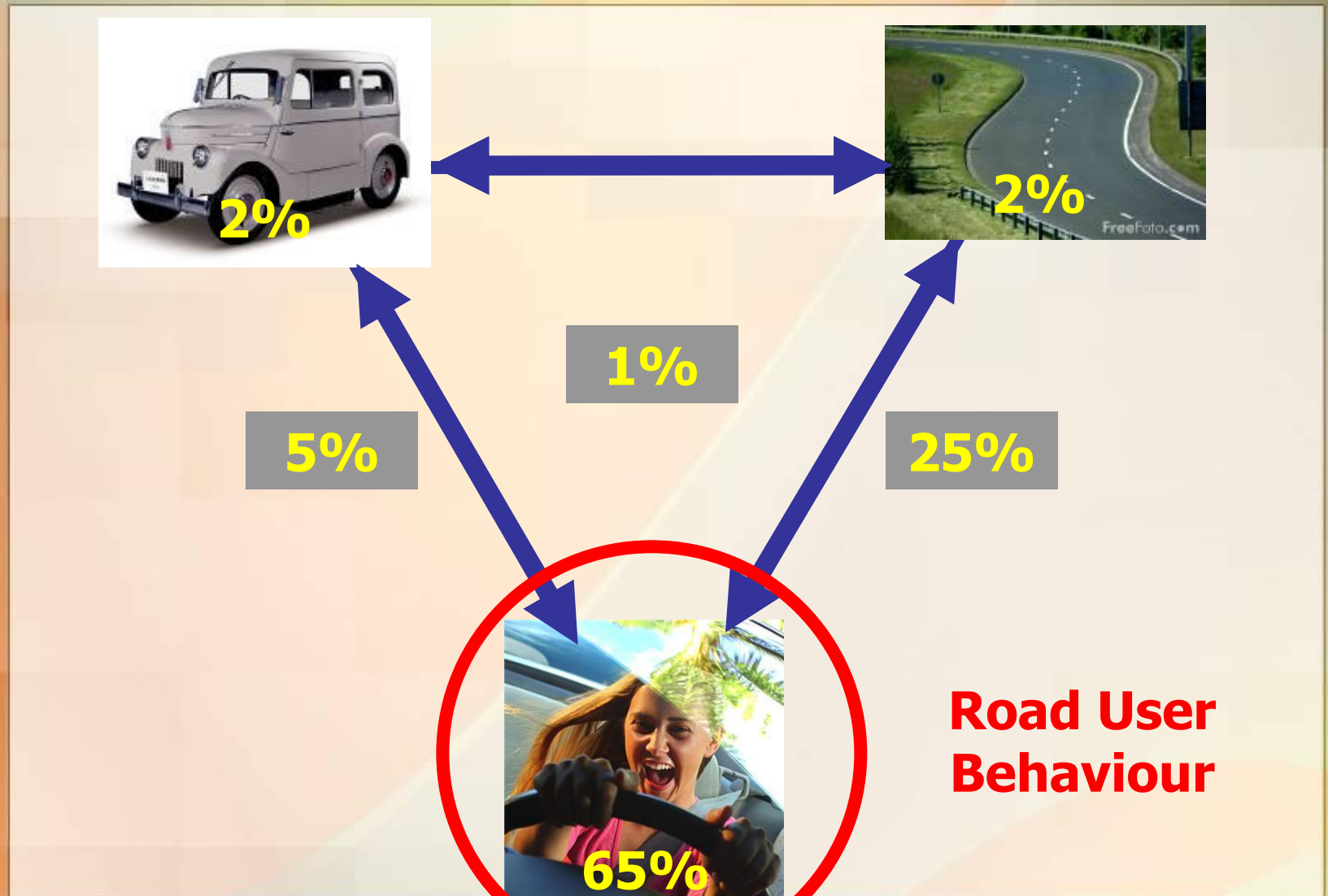


Overview

- Introduction – causes of road accidents
- CAST project description
- Success factors for campaigns
- Recommendations for successful campaigns
- Example: PIT STOP campaign against driver fatigue
- Conclusions

Causes of road accidents

(Wierwille et al., 2002)



How to influence behaviour?



But still...

What do we really know about campaigns??

At best:

- Some country-specific details, but...
- General lack of properly evaluated campaigns
- General lack of structured knowledge



B KRIJGT

TO HÅNDVÆRKERE
- UDEN SELE



ans op talrijke prijze



€ € € € €
€ € € € €
€ € € € €

Husk bill



Billet et triangle deviennent ob





TO HÅNDVÆRKERE
- UDEN SELE

Effects?

Success factors?

**Increase chances
of success?**



Husk bilbelte



cast



CAST?



- Campaigns and Awareness-raising Strategies in Traffic safety
- Research project with EC support, 2006-2009
- 19 partners, 15 countries
- Coordinator: Belgian Road Safety Institute (IBSR-BIVV)



FACTUM - Austria



IMOB - Belgium



CDV - Czech republic



INRETS - France



BAST - 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

CAST Objectives

- Enhance road safety by means of more effective road safety campaigns
- Provide practical tools to design, implement and evaluate road safety campaigns

Core questions

- Do campaigns **work**?
 - How **well** do they work?
 - What **factors** influence this?
 - How to **design and implement** effective campaigns?
 - How to measure the effects of campaigns?
- need for clear **guidelines**

Research

- CAST database
 - 221 campaign evaluation studies, 1980-2007, Europe (40%), USA (40%), Au/NZ (20%), other (0,01%)
 - 433 individual campaign effects (effect = change in accident counts or % behaviour coinciding with campaign)
 - Meta-analysis: weighted average of effects
- E.g.
- 1. 1000 accidents before, 900 after (- 10%)
 - 2. 10 accidents before 5 after (- 50%)
- 1. receives greater weight

Results: identified success factors

campaigns have greater chances of success (= effect) if...

- Well-defined target group (e.g. young male car drivers)
- Personal communication (field actions)
- Combine rational and emotional content



Success factors (2)

campaigns have greater chances of success (= effect) if...

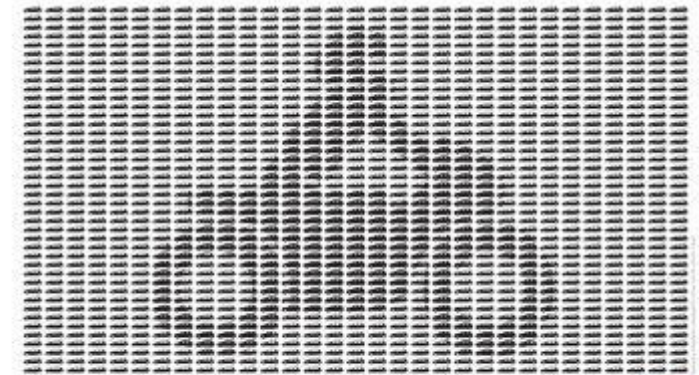
- Focus on social norms
- Focus on detection risk (rather than risk of harm)
- Intimacy (personal messages → trust)
- Immediacy (communication in traffic context)



Success factors (3)

campaigns have greater chances of success (= effect) if...

- Combine with enforcement (+ feedback)
- Focus on risk perception (<-> humour, fear)



KIJK GOED UIT VOOR MOTORRIJDERS



Recommendations (1)

1. Base campaigns on **in-depth analysis**
 - Problem behaviour
 - Target group(s) concerned
 - Factors that can influence target group's behaviour
2. Define **specific target audience**
3. Define **specific objectives**
 - Knowledge
 - Attitudes
 - Behaviour

Recommendations (2)

4. Develop **campaign strategy** and media plan based on specific objectives
5. Precisely formulate the **message** (unambiguous, clear, credible,...)
6. Ensure good campaign **implementation**
7. Ensure **rigorous evaluation**, i.e. at least:
 - Process evaluation (campaign reach)
 - Effect evaluation (knowledge, attitudes, behaviour) → pre/post measurements
8. Publish **results and conclusions** → input for future campaigns

Example: PIT STOP campaign

- **What?**

- road safety campaign on driver fatigue
- according to CAST guidelines and recommendations
- practical test of CAST guidelines

- **Where?**

- Belgium

- **When?**

- Nov-Dec 2008



Situation analysis

- **Recommendation: base the campaign on statistics and research**
 - **Belgium: no registration of fatigue as accident factor**
 - **International studies: fatigue is major factor in 10 to 20 % of accidents, growing awareness**
 - **More information needed -> survey (615 car drivers, Belgium) – Results:**
 - **risk perception: fatigue = 4th most important accident factor (after speeding, alcohol, drugs)**
 - **self-reported behaviour: 1/3 has driven while too tired during last year (especially men, 18-34 aged, professional drivers, social upper class)**
 - **popular countermeasures: fresh air, music, short break, coffee**
 - **1/3 do not know how to reduce fatigue**

Situation analysis

- **Literature review: fatigue (ERSO)**
 - **fatigue deteriorates driving behaviour**
 - **fatigue is quite frequent**
 - **over 50% of private drivers at least 1x/year**
 - **young drivers & professional drivers: increased risk**
 - **fatigue increases crash risk**
 - **17 h awake = 0,05 BAC**
 - **best remedy: 15 minutes of sleep (“powernap”)**

Situation analysis

- **Recommendation: select a specific target audience**
 - **18-25 year old car drivers, mainly men**
 - high risk group due to lifestyle
 - more vulnerable to effects of fatigue



Situation analysis

- **Main behaviour predictors for target audience**

- **Qualitative pilot study, 20 car drivers, 18-25 y.o.: personal perceptions and motivations**
 - **knowledge of general risk is OK**
 - **personal risk apprehension is not always present**
 - **knowledge is applied for long journeys, not for short distances / known itineraries**
 - **problem concentrated in early morning (after night out)**
 - **main motivation: get home asap to sleep**
 - > **emotional + socially influenced**
 - **social threshold for safe behaviour should be removed**



Situation analysis

- **Recommendation: base campaign strategy on behavioural change theory**
 - Protection Motivation Theory (PMT): motivation for safe behaviour is linked to personal appraisal of threat and possible coping solutions



Campaign design

- **Campaign strategy:**
 - **increase threat appraisal by**
 - **influencing beliefs on personal vulnerability**
 - **increase coping appraisal by**
 - **increasing response efficiency**
 - > **provide knowledge about effective countermeasure (powernap)**
 - **decreasing response costs**
 - > **remove social barriers to perform safe behaviour**



Campaign design

- **Recommendation: formulate specific objectives**
 - **Knowledge**
 - Increase knowledge of effective solution (response efficiency)
 - **Beliefs**
 - Decrease beliefs on other solutions, getting home asap, opinions of friends and family (response efficiency, response costs)
 - Increase personal risk perception (vulnerability)
 - **Behavioural intentions**
 - Increase intention to take powernap (protection motivation)
 - Decrease intention to choose other solutions or keep driving
 - **Self-reported behaviour**
 - Increase powernap behaviour
 - Decrease other solutions or keep driving

Campaign design

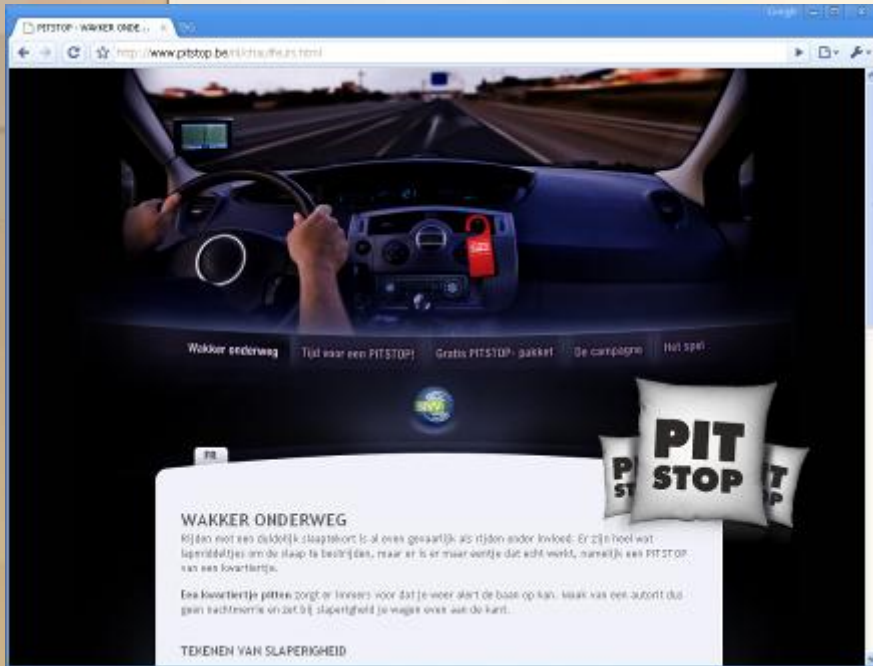
- **Recommendation: formulate unambiguous, credible and clear message**
 - Central message: “if you feel tired, take a 15 minute powernap”
 - Campaign title: PITSTOP (> link with Formula 1 races: pitstop to refuel with energy)
 - Campaign slogan: “PITSTOP. The only remedy against fatigue behind the wheel.”

Campaign implementation



- **12 Nov – 15 Dec 2008**
- **small posters in youth clubs, schools, libraries,...**
- **radio spots on youngsters' stations, weekend nights, 4 weeks**
- **information leaflet distributed through IBSR network**

Campaign implementation



- **PITSTOP website**
 - Information on fatigue and effective solutions
 - Online game on fatigue

Campaign implementation

- **Field actions: distribution of PITSTOP gadgets by IBSR volunteer network**
 - Petrol stations
 - Discotheques and nightclubs



Evaluation types and methods

- **Recommendation: Ensure rigorous evaluation**
 - formative evaluation: qualitative pre-test
 - process evaluation:
 - objective exposure (number of messages distributed)
 - subjective exposure (number of messages received in target audience)
 - outcome evaluation:
 - Knowledge (> response efficiency)
 - Beliefs (> response efficiency, response costs, severity, vulnerability)
 - Behavioural intentions (> protection motivation)
 - Self-reported behaviour
 - Method: before / after measurement (online survey, quasi-experimental design with comparison group)

Evaluation results (process)

- **Exposure**
 - 1750 radio spots, 20.000 leaflets, 15.000 posters, 15.000 door hangers, 10.000 Pitstop gadgets distributed
 - Website: 25.000 unique visitors
 - 14 field actions
- **Recall**
 - 33 % remember at least 1 campaign element (18-25, N=598)
 - Radio spot: 60% - website: 14% - pitstop gadgets: 12%

Evaluation results (outcome)

- **Knowledge**
 - Increased knowledge of effective remedy (22% → 30%)
- **Attitudes**
 - Partial decrease in wrong beliefs on other remedies
 - Fresh air (24% → 18%)
 - Increased personal vulnerability
 - “I am less at risk than others” (32% → 27%)
- **Behaviour**
 - Partial decrease in behavioural intentions on other remedies (36% → 32%)
 - No change in self-declared behaviour (main barrier: feeling of unsafety on parkings)

Conclusions?

1. **YES, campaigns have effects**

- Well-conducted campaigns will increase the chances of success

2. **ALWAYS evaluate campaigns**

- Know if campaign has worked or not, and why
- Justification for the money spent (government, sponsors,...)
- Negative results? You can learn from those as well!
- Publish evaluation results, and allow others to learn from your experiences!

CAST handbooks



- Campaign manual
 - Detailed manual for designing, implementing and evaluating road safety communication campaigns (step-by-step guide)

CAST handbooks



- Evaluation tool
 - In-depth information about evaluation types and procedures
 - Practical guidelines for campaign evaluation
- Reporting tool
 - Practical guidelines to write a campaign report

CAST handbooks

- Abridged version (21 languages)

Road Safety
Communication
Campaigns

Kommunikations-
kampagnen zur
Verkehrssicherheit

Campagne di
comunicazione
sulla sicurezza
stradale

Campagnes de
communication sur
la sécurité routière

Ενημερωτικές
εκστρατείες
οδικής ασφάλειας

LEITFADEN FÜR PLANUNG, DURCHFÜHRUNG UND BEWERTUNG
(KURZFASUNG)

MANUALE DI PROGETTAZIONE, ATTUAZIONE E VALUTAZIONE
(VERSIONE ABBREVIATA)

MANUEL POUR L'ÉLABORATION, LA MISE EN ŒUVRE ET L'ÉVALUATION
(VERSION ABRÉGÉE)

ΕΓΧΕΙΡΙΔΙΟ ΣΧΕΔΙΑΣΜΟΥ, ΕΦΑΡΜΟΓΗΣ ΚΑΙ ΑΞΙΟΛΟΓΗΣΗΣ
(ΣΥΝΕΠΙΤΥΜΜΕΝΗ ΕΚΔΟΣΗ)



CAST handbooks

Available online at
www.cast-eu.org



Thank you!

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www.cast-eu.org