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# Public Education & Campaigns for Behavioural Change

Adrian Walsh

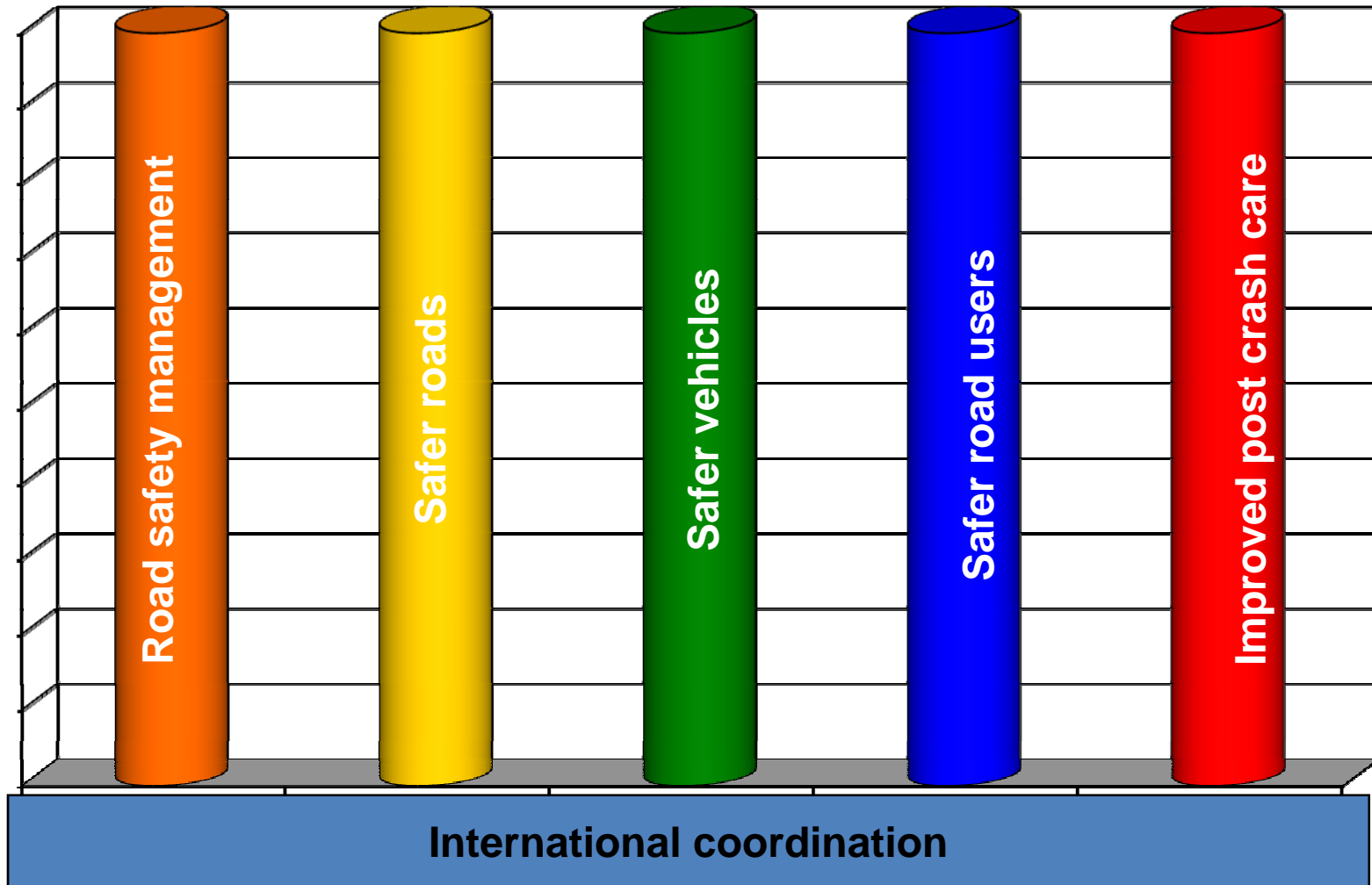
Director

**ROADS****AFE**



# **WEAR. BELIEVE. ACT.**

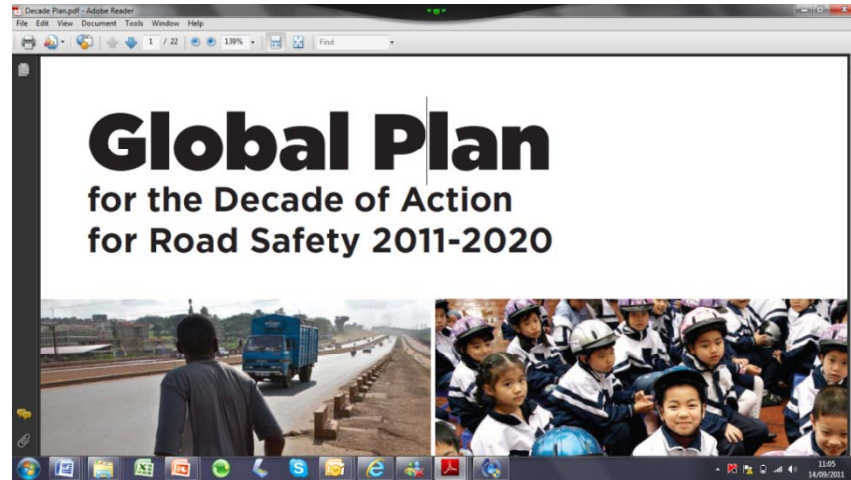
**DECADE OF ACTION FOR ROAD SAFETY 2011-2020**



# Achieving Change

The Plan for the Decade of Action recommends:

the development of comprehensive programmes to improve road user behaviour.



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# Campaigns

**Increasing awareness**  
of **road safety risk factors**  
and prevention measures  
and implementing

**Social marketing campaigns**  
to help influence attitudes  
and opinions on the need  
for road traffic safety  
programmes.



# Coordinate to achieve change

To achieve change it is necessary to ensure that **resources are coordinated for sustained or increased enforcement of laws and standards, combined with public awareness/education**

in particular to address the key risk factors:

- to increase **seat-belt and helmet wearing** rates,
- to reduce **drink-driving**,
- emphasise the importance of sensible **speed management**.



# Campaigns

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# Setting and seeking compliance



- with **speed limits** and evidence-based standards and rules to reduce speed-related crashes and injuries,
- alcohol-related crashes and injuries.
- motorcycle helmets
- for seat-belts and child restraints to reduce crash injuries.

**Enforcement underpins all Campaigns**



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# Good Practice

## Good Practice Manuals

The UN Road Safety Collaboration has strongly supported the development of a series of good practice manuals which address the recommendations of the World report on road traffic injury prevention.

The four manuals that have been produced to date: Helmets (2006), lead by WHO; Drinking and Driving (2007), lead by GRSP, Speed Management (2008), led by GRSP and Seat belts and Child restraints (2009) led by FIA Foundation.



### Drinking & Driving



Drinking and driving is one of the main causes of road crashes worldwide. Effective drinking and driving programmes have the potential to save thousands of lives.

[More info here.](#)

### Seat Belts & Child Restraints



'Seat Belts & Child Restraints' is a practical guide to implementing, enforcing and evaluating seat belt programmes.

[More info here.](#)

### Helmets



A large proportion of the deaths of people injured or killed while riding two-wheelers result from injuries to the head.

[More info here.](#)

### Speed management

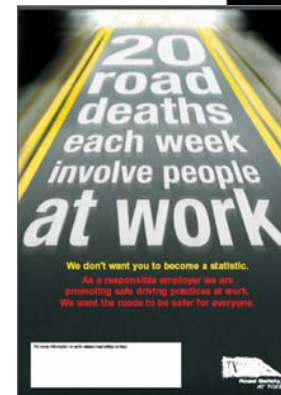


Speed has been identified as a key risk factor in road traffic injuries, influencing both the risk of crash as well as the severity of the injuries.

[More info here.](#)

# Types of Campaign

- Information
- Persuasive behaviour-change
- Agenda setting



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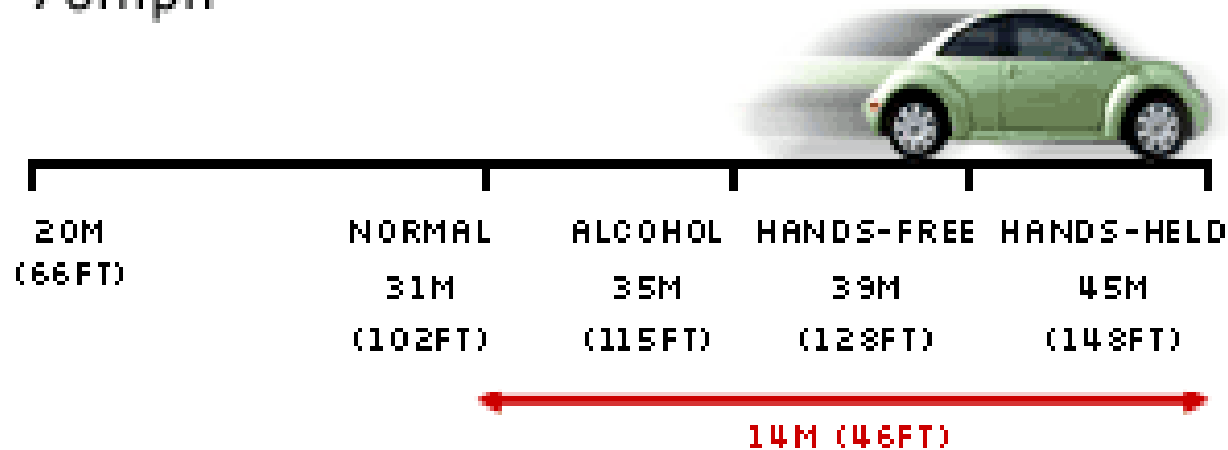
# Information campaigns

- factual and explanatory
- used when there has been a change in the law or road rules affecting road users and there is a need to ensure the public have been informed of the new rules



# Mobile phones

Distance travelled before response at 70mph



Source: Transport Research Laboratory/ Direct Line

- drivers don't know when they are distracted, but it can be calculated
- the evidence is clear – all mobile phones slow reactions

# Mobile phones and driving

- having proper control of a motor vehicle has always been an offence
- use of hand held mobile phones while driving has been a specific offence since 1 December 2003
- from 27 February 2007, the penalty increased to £60 and 3 penalty points
- use of hands-free kits is not prohibited by law, but they are also a distraction to drivers

*Information campaigns*



# Persuasive behaviour-change campaigns

designed to persuade road users to amend their behaviour, or to consider new attitudes to their use of the road



*the core of road safety publicity.*

# Posters for Use in Bars and Clubs

- Penalties – consequence
- Alternative travel – taxi
- Designated Driver

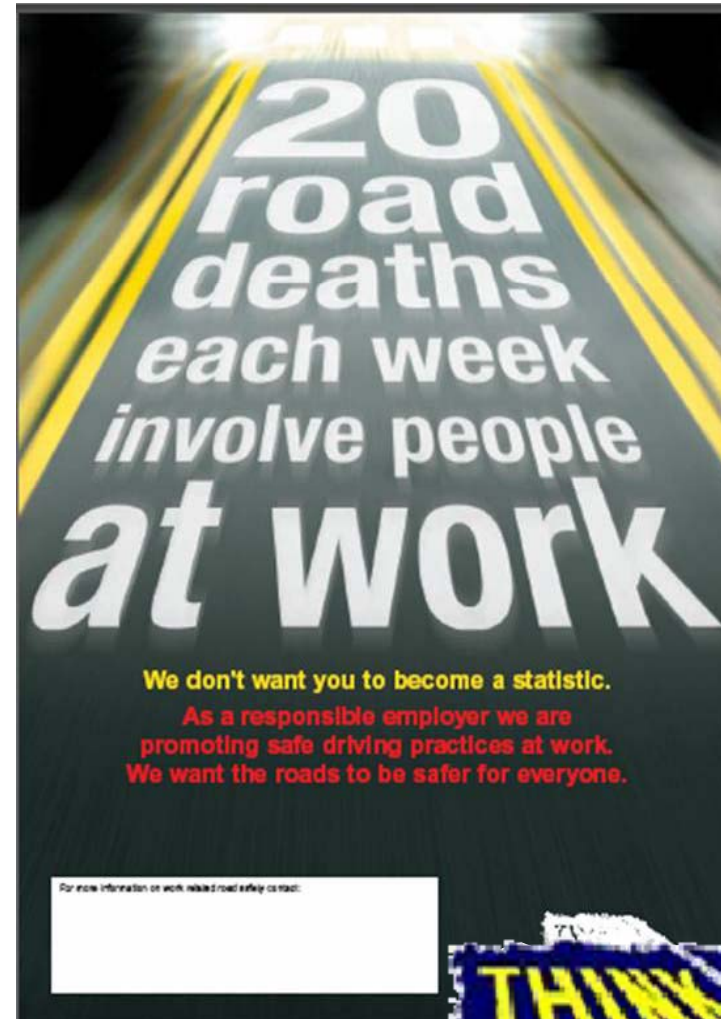


*Persuasive behaviour-change*

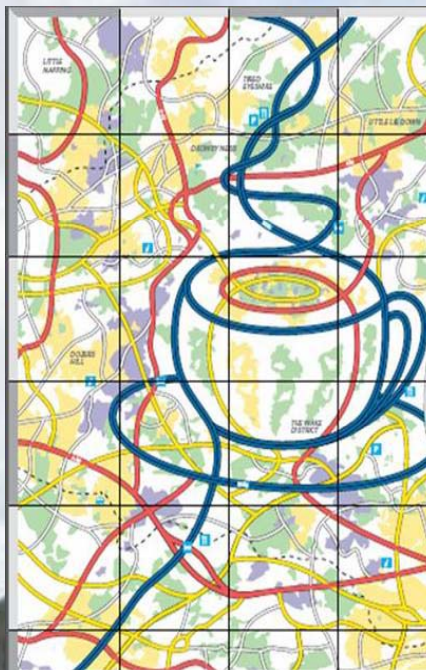


# Agenda-setting campaigns

Used to **broaden public understanding** of key issues or problems in road safety, and **seek to gain public support** for action to be taken, usually some time in the future.



# Agenda Setting

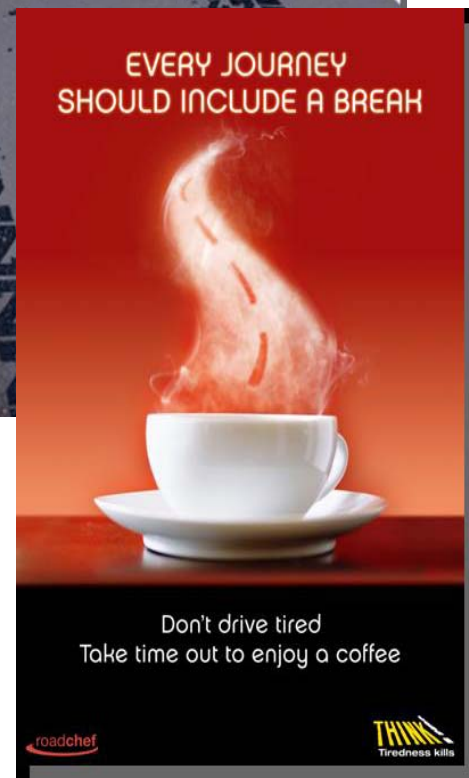
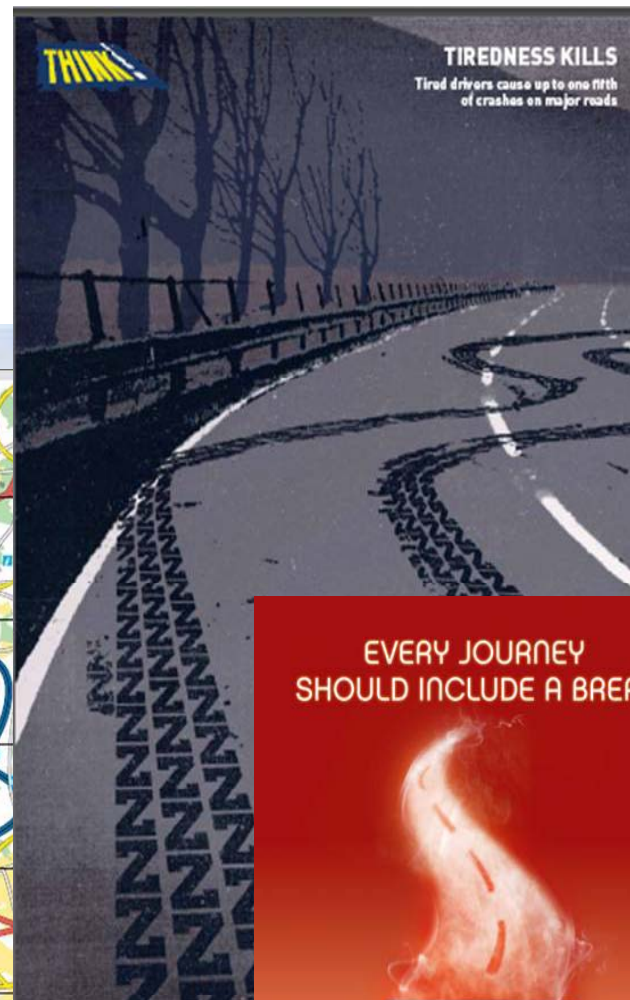


**LONG JOURNEY?  
MAKE TIME FOR A BREAK**

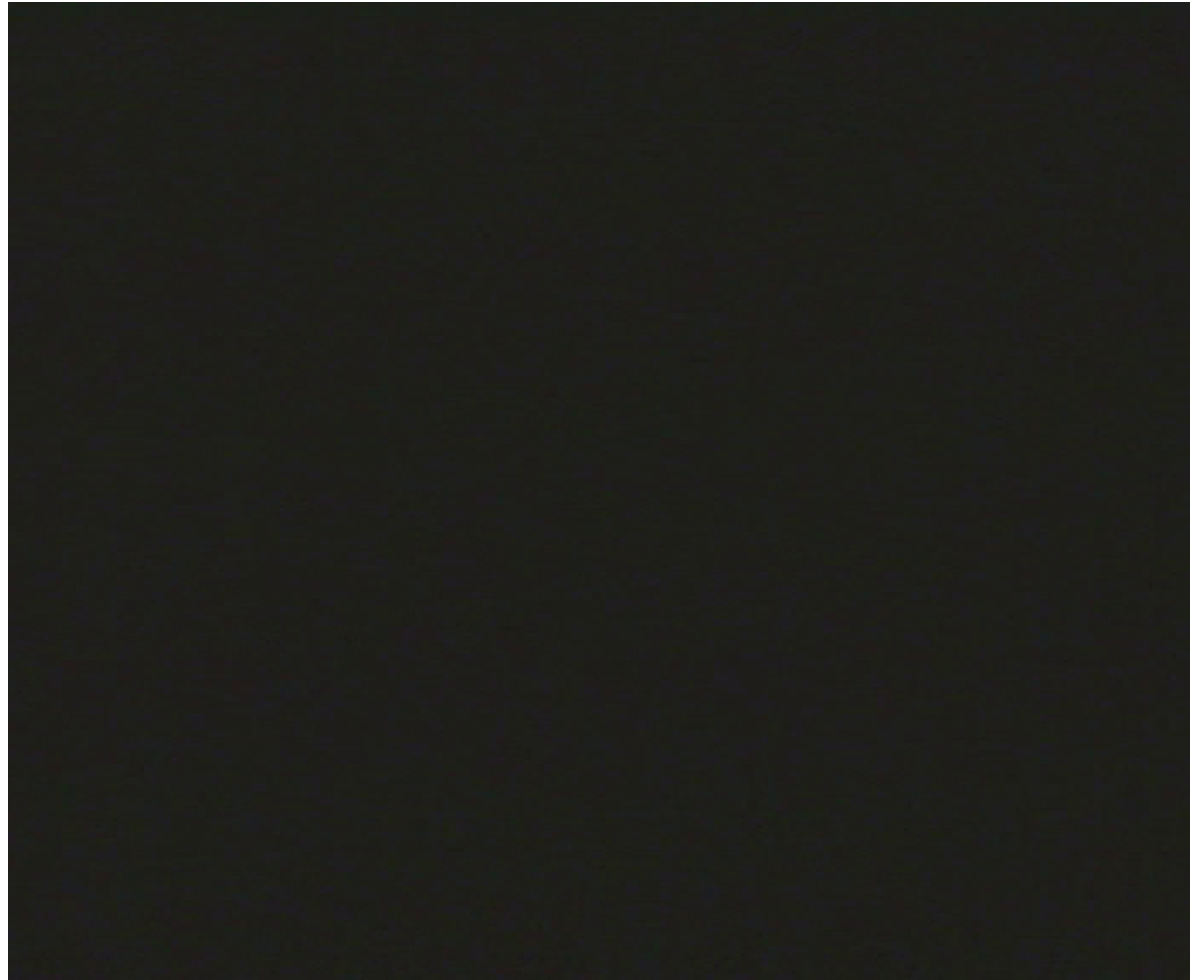
When you're on the road plan at least one break every two hours. If you start to feel drowsy, stop and recharge with a strong coffee and a 15 minute nap. Stay awake, travel safe.

**THINK**  
Tiredness kills

[www.thinkuk.com](http://www.thinkuk.com)



# Corporate Messaging



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# “No Excuses” Public Awareness Campaign



Asia Injury Prevention (AIP) Foundation

# Road Crashes in Vietnam

Official statistics reported **11,060** fatalities due to road crashes in 2010.<sup>1</sup>

Approx. 420,000 traffic accidents led to approx. **36,000** serious brain injuries.<sup>2</sup>

An estimated **104,000** injuries occurred amongst children under 19 years.<sup>2</sup> About 70% were not wearing helmets. Helmets reduce the risk of injury by 69%.<sup>3</sup> -> About 50,000 “preventable” traffic injuries amongst children.

Cho Ray Hospital in HCMC treats **64** road crash victims every day.<sup>4</sup>

Because of road traffic crashes, Vietnam loses between **800 million USD<sup>4</sup>** and **1.3 billion USD<sup>5</sup>** each year.

Globally, **40%** of road traffic crash fatalities are **children** (under the age of 25).<sup>6</sup>

Up to **80%** of road traffic deaths are among **vulnerable road users** (pedestrians, cyclists, or users of motorized two-wheelers) in low and middle-income countries.<sup>7</sup>

1. National Traffic Safety Committee

2. Ministry of Health, 2009.

3. WHO.

4. Cho Ray Hospital, 2010

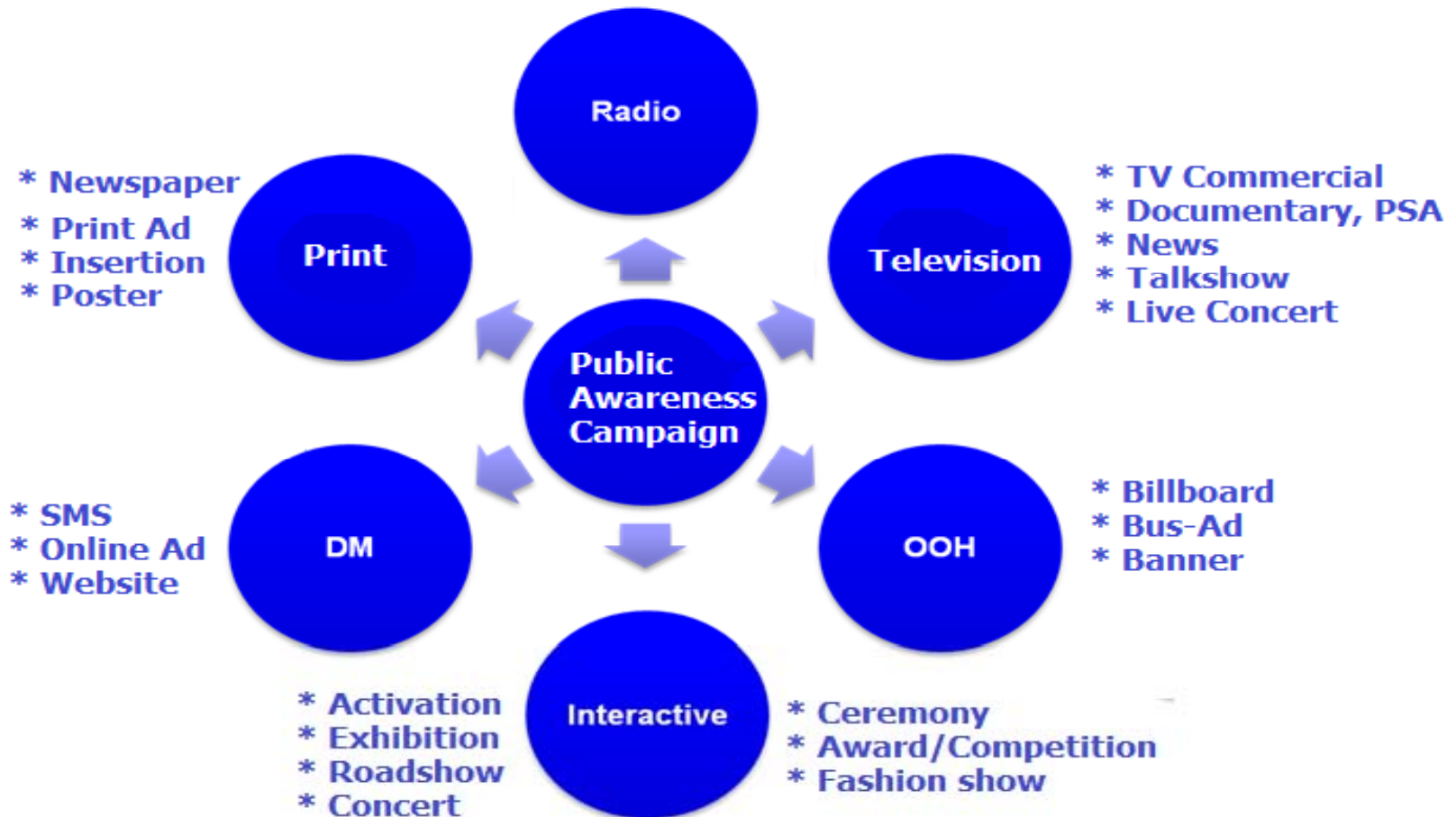
4. Asian Development Bank. ADB-ASEAN Accident Costing Report. 2004

5. AIP Foundation calculations based on NTSC, ADB, and VicRoads International Projects - Vietnam Road Safety Projects: National Road Accident Database System

6. UNESCAP

7. WHO

# Campaign Strategy



# Billboards & Postcards

“I DON’T LIKE WEARING A **HELMET**

(HUONG LY - NEURO SURGERY PATIENT)

IT RUINS MY HAIR”



SPONSORED BY  

WEAR A **HELMET**. THERE ARE NO EXCUSES.

# Posters and Bus Ads and Celebrities



ĐỘI MŨ BẢO HIỂM TRÊN TỪNG CÂY SỐ



# Campaign Outcomes

December 2007: Resolution 32 mandating **Adult Helmet Wearing**

Officials reported that the **Prime Minister's** passage of the law was prompted by his viewing of AIP Foundation's Public Awareness Campaign

Over **20 million people** reached by Public Awareness Campaigns

The campaign won 4 national and **international awards**  
70% of those surveyed were able to recall or **recognize our campaign** medium

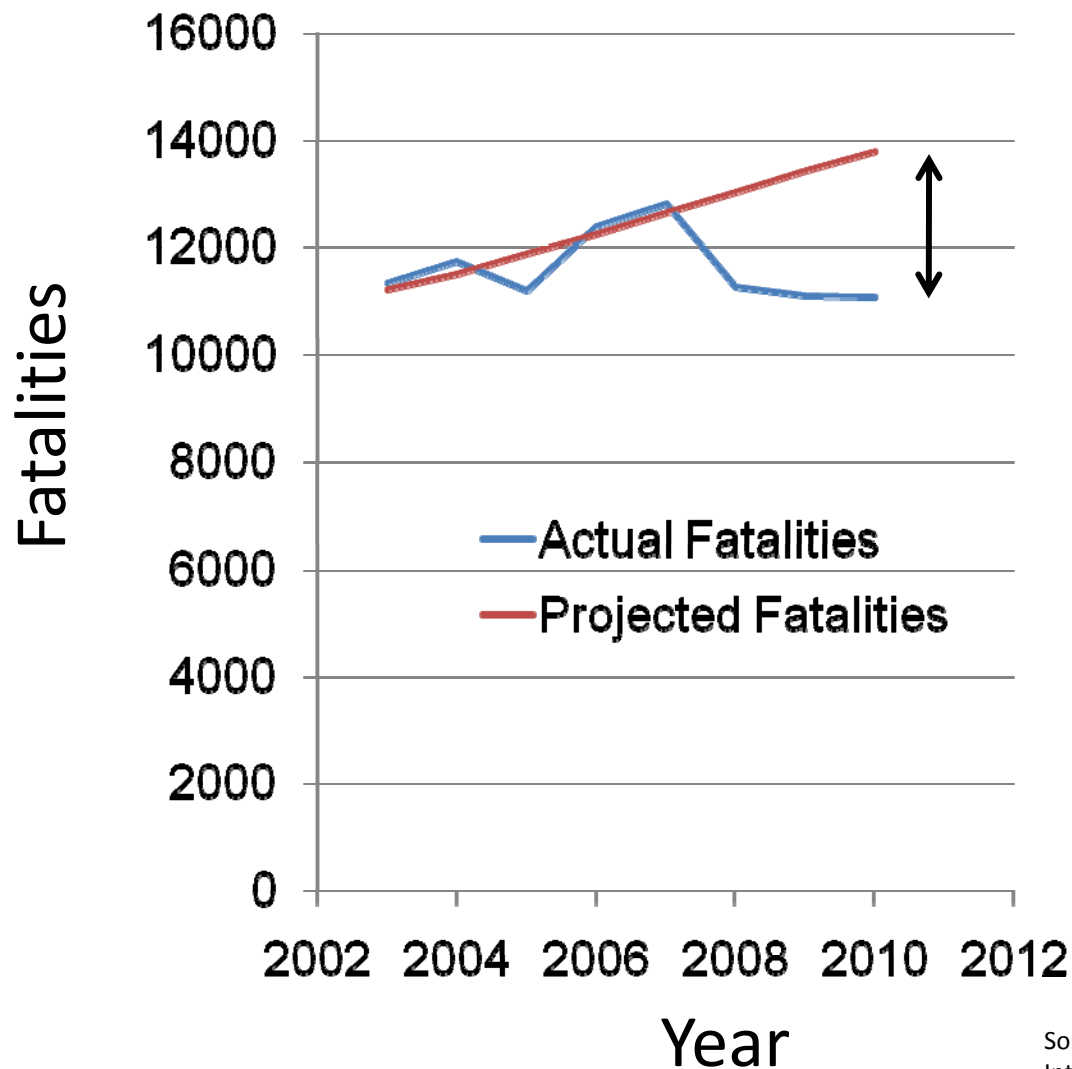
Vietnam roads before and after the passage of Decree 32

# Campaign Outcomes



Vietnam roads before and after the passage of Decree 32

# Adult Mandatory Helmet Law



Over three years,

- **6,800** fatalities prevented
- **170,000** injuries prevented
- **780 million USD** saved in medical costs, lost output, and pain and suffering

Source: AIP Foundation calculations using NTSC, ADB, and VicRoads International Project data sources

# Evaluation is essential

The screenshot shows a web browser window displaying the homepage of the Road Safety Evaluation website. The browser's address bar shows the URL <http://www.roadsafetyevaluation.com/>. The page features a navigation menu with links for Home, About, E-valu-it Toolkit, Evaluation Topics, Reports, Evaluation Experiences, Glossary, FAQs, and Links. A search bar is located in the top right corner. The main content area includes a 'Welcome' section with text explaining the website's purpose and the 'E-valu-it' toolkit. A video player is embedded, showing a preview of the toolkit interface. Below the video are buttons for 'Preview' and 'Tutorials'. The page also features sections for 'Latest News...', 'Introduction', 'Evaluation Topics', 'E-valu-it Toolkit', and 'DfT Evaluation Guide'. The Windows taskbar at the bottom shows the system clock as 17:56 on 06/09/2011.

<http://www.roadsafetyevaluation.com/>

<http://www.roadsafetyevaluation.com>

# Seat Belts

- ‘Clunk Click on Every Trip’
- ‘Click Clack Front and Back’
- ‘Click it or Ticket’



**Pour Amour**

# Chasm between risk of accident & effect on self

**An accident is something that happens**

**Not something that happens to 'me' - even if they have been involved in unbelted accidents they dont feel a tangible ongoing sense of risk.**

***'I do the same journey every day, I feel completely in control'***

# Chasm between risk of accident & effect on self

- **inability to feel personal risk when not wearing a seat belt**
- **and the simplistic perception of low and high risk journey types**
- Everyone feels safe and protected in *their car*
- All aspire to be a relaxed driver (safe but not uptight)
- Many believe that hazards happen outside their vehicle, their control and not to them
- Seat belts are low on the list of priorities (as part of the driving experience and in terms of protection)

# Closing the gap: making seat belts important

The challenge for communication is to create a shift from seat belts as 'something that can make me feel safer' to something *which I feel unsafe without.*

Challenging their *closely held beliefs that they are safe without a seat belt in 'low risk' situations*



# Closing the gap: making seat belts important

**Strategy to bridge the gap  
between 'me' and an  
accident**



Shocking them with the  
*personal consequences  
for them*



# Viral Campaigns



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# Enforcement must underpin awareness campaigns.

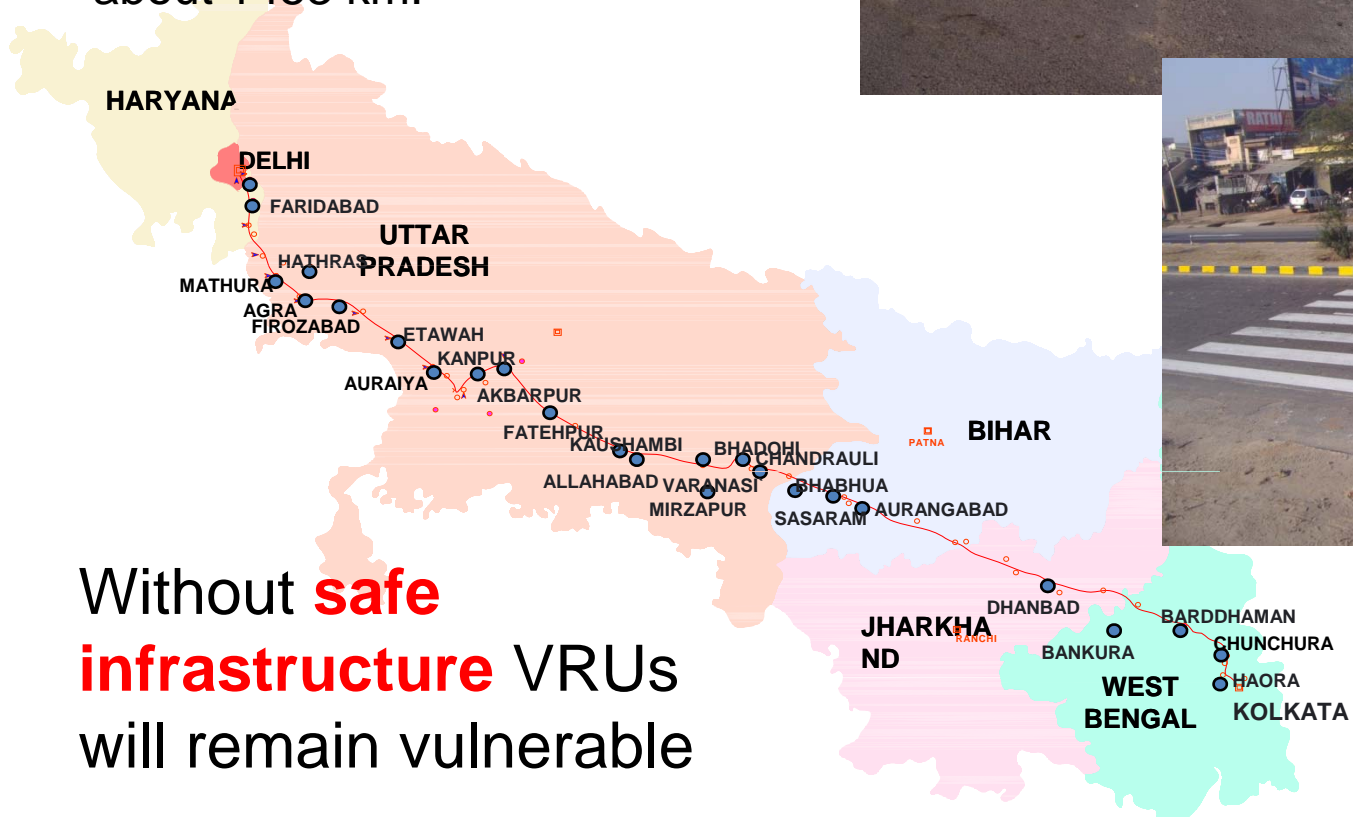
Without **laws in place** and without **general public understanding of the risks and need for the rules**, there can be little change.

Without **efficient enforcement** of the law, there is unlikely to be a change in behaviour.



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To reduce the risk of road traffic accidents in the project area through raising awareness among the local residents and the users of National Highways of the Delhi-Kolkata section of Golden Quadrilateral (GQ) of about 1453 km.



Without **safe infrastructure** VRUs will remain vulnerable

# Public Education & Campaigns for Behavioural Change

[www.roadsafe.com](http://www.roadsafe.com)

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