# ABSTRACT SUBMISSION FORM

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| Paper details | Practical | | | |
| **Paper title**  **(limited to 6 words)** | Road safety – Education or engagement? | | | |
| **Overview of presentation** (300-word maximum)  Recent increases in the road toll, particularly in first world countries, has produced a renewed concern and desire to tackle this social issue. More education is usually called for and politicians are often keen to run publicity campaigns.  Community road safety campaigns are genuine in their intent but in terms of maximising success, quiet a number are questionable.  Success cannot be measured by the number of people who think that the TV ads or other materials are “good”, or the number who remember the campaign when asked in a survey. The only real key measure is in the change of behaviour.  In the past the method of changing behaviour could best be described as being in the style of “Parent-to-child” communication. The stern lecture about how you must “change your ways”.  How we communicate with children has evolved but with road safety we are a long way from some of the effective aspects of behaviour change.  This paper reviews the extreme authoritarian approach of early road safety campaigns and some of the more recent positive and negative examples.  The paper then details an approach for the future which is much more of a process than a series of one-off messages and it is about engagement rather than just important “lessons”. This approach has been developed in the light of trends in transport, community change programs and health.  While the paper is heavily dependent on more formal research, it will also briefly reflect on young people’s attitudes as expressed in popular culture and examples of engagement, including a wonderful illustration of how young people were led to becoming engrossed in the typically “dry” and “boring” area of etymology.  The approach is also of great value in how we deal with all transport issues. | | | | |