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Road Safety – Education or Engagement

David Brown



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Road Safety- What are our
young people trying to tell us?



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Tea for the Tillerman

CAT STEVENS



CAT STEVENS

STEREO 15 501 A1

*FATHER
AND
SON*



*MOON-
SHADOW*





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From the moment I could
talk I was ordered to listen



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Stern Lecture

Adult-to-child

Teacher-to-student



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I know the problem

I've worked out the solution

Now just listen



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Do as I say

not as I do



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I am going to
schoolies



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My mates are
getting their licence



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You are going too
fast!







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Sit down, shut up
and listen



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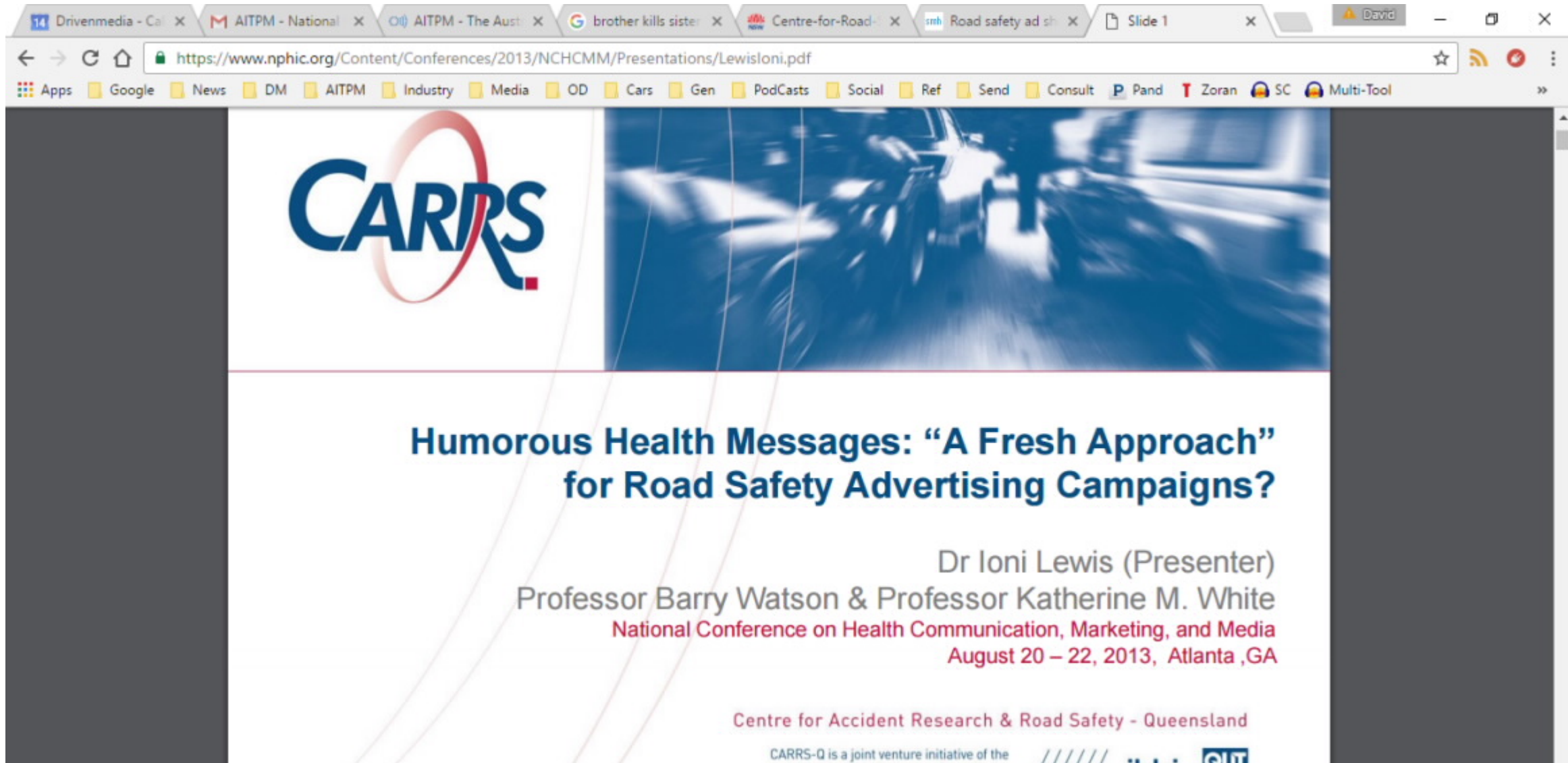
A screenshot of a web browser displaying a video on the Vimeo platform. The browser's address bar shows the URL "https://vimeo.com/113783631". The Vimeo interface includes a navigation bar with "Join", "Log in", "Host videos", "Watch", and "On Demand" options, along with a search bar and an "Upload" button. The video player shows a scene with two men in a dimly lit room; one man is standing behind a counter while the other stands in front of it. The Windows taskbar at the bottom of the screen shows the time as 6:18 PM on 14-Nov-16 and includes various application icons.



 Screenshot saved
 The screenshot was added to your OneDrive.
 Microsoft OneDrive

udi Baker TVC Pool



Related Videos



14 Drivenmedia - Cal x M AITPM - National x AITPM - The Aust x G brother kills sister x Centre-for-Road x rsh Road safety ad sh x Slide 1 x David

https://www.nphic.org/Content/Conferences/2013/NCHCMM/Presentations/LewisIoni.pdf

Apps Google News DM AITPM Industry Media OD Cars Gen PodCasts Social Ref Send Consult Pand Zoran SC Multi-Tool



Humorous Health Messages: “A Fresh Approach” for Road Safety Advertising Campaigns?

Dr Ioni Lewis (Presenter)
Professor Barry Watson & Professor Katherine M. White
National Conference on Health Communication, Marketing, and Media
August 20 – 22, 2013, Atlanta ,GA

Centre for Accident Research & Road Safety - Queensland

CARRS-Q is a joint venture initiative of the



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Perfect

Short, sharp messages

How we tell people

Fixing the event rather than the root

cause

‘Shock and Horror’ images

Style of point-the-finger lectures

Vague Messages

**The approach assumes 'they'
have malicious intent**

Drink Driving over 0.15

Drinking Problem?



If they were right, I'd agree, but
it's them they know not me

Two things

- Establishing a process, not just one-off messages
- Getting people to identify their own solutions



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Example

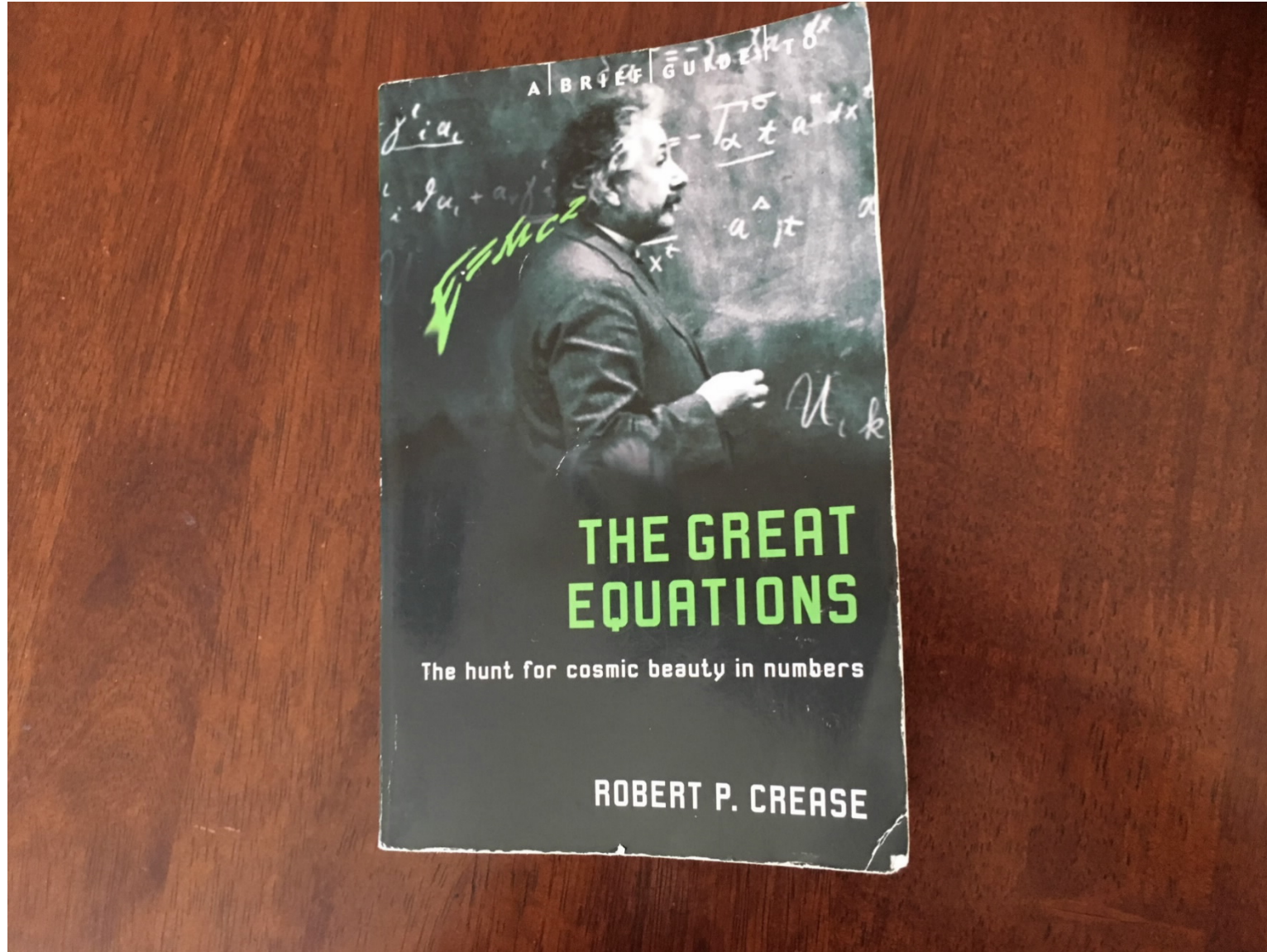
“You should use active transport”

VS

“When did you last hate being in the car”







Socrates makes sure every new
point emerges from the slaves
own experience



Acquiring knowledge is not like putting things someone else gives us, in a mental warehouse, but a back-and-forth process....

Enforced learning will not stay in the mind. So avoid compulsion, and let your children's lessons take the form of play.

Plato



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I am going to parties
and schoolies



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