

GOOD PRACTICE



The Global Road Safety Partnership is hosted by:



Framing road safety messages:

- **Don't focus on extreme behaviours – this allows 'ordinary' drivers to dismiss the messages as unrelated to their own behaviours** (e.g. *extremely high speeds, extreme drink drive offences*)
- **Police should talk about enforcement results in the positive**
 - *"We breath tested 500 drivers and 15 were over the limit. High numbers of drivers don't drink and drive."*
 - *"We checked seat belt wearing and 92 out of each 100 car passengers checked had their seat belts worn correctly. The vast majority are wearing their seat belts."*
 - *"We checked the speeds of 900 vehicles and only 7 were issued speed infringements. Most drivers were not speeding."*
- **Are the messages focused on the behaviours that really matter** (e.g. *drink drive, speeding, seat belt, child restraint and motorcycle helmet use*)?
- **Do the messages and spokespeople explain WHY?**

GOOD PRACTICE

- Is the public awareness programme linked to the enforcement programme?
- Are campaign messages focused on specific behaviours?



POOR PRACTICE

- Imprecise and confused messages!

