

**MODULE 2**

**SAFER ROAD USERS:**

**BEHAVIOUR CHANGE APPROACHES**

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# Poll Question

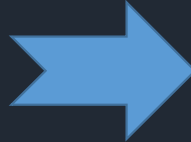
Which element of the safe system does your country currently invest the most in?

- a. Safer People
- b. Safer Vehicles
- c. Safer Roads
- d. Safer Speeds

# How much should we focus on influencing behaviour?

## Causes of road trauma

Human behaviour contributes to almost all road crashes



## Preventing road trauma

Focusing on changing behavior has limited role in prevention



# Notes around changing behaviour

- Creating lasting behavioural can take time, is difficult and may not last
- Behavioural programs alone – that don't link to enforcement, licensing, vehicle safety, safer speeds and infrastructure have only shown modest results, average effect size of 5 – 8%
- Some behavioural programs have created unintended negative behavioural outcomes
  - Advanced driver training programs have caused increased risk taking and crashes among young males
  - An older driver awareness program increased driving confidence and crashes among drivers aged 55yrs+
- Changing attitudes does not always (or often) result in lasting behaviour change.
- Use behavioural theory to inform research and design any program or campaign and must evaluate outcomes

# What role does behaviour have in implementing a safe system?

01

Ensuring people **know** what behaviours to adopt and why

03

Informing and encouraging people to buy the safest car they can afford

02

Encouraging and motivating people to adopt safer road user behaviours

04

Building community support for effective road safety measures (infrastructure and safe speed limits)

# 01. Ensuring people know what behaviours to adopt

Knowledge can be effective in changing behavior if.....

- Information/education is provided when needed
- Information should be new to the target audience
- Should come from source the target audience perceives as reputable
- Messages delivered in a range of ways, over time, using different modes.

Considerations for knowledge transfer programs/messages.....

- Who is the target audience for the information?
- What do we want them to do?
- What are the benefits of this behavior?
- What are consequences of not adopting the desired behaviour?
- How do they perform the behaviour?

# Example: Child Restraints

Target audience?

New parents

What to do?

1. Use a child restraint on every trip
2. Use the right type of restraint
3. Install it correctly

Benefits?

Your child will be safe  
You will feel like a good parent

Consequences?

1. Child is at risk of injury
2. You could get fined

How?

Buy or hire or borrow a restraint






## Discussion question

What areas of road safety do you think should be the focus of an information campaign in your country?





## 02. Encouraging and motivating people to adopt safer road user behaviours

What can this achieve?

- Supports and builds general deterrence – very effective means of reducing unsafe behaviours and trauma
- Inform public education messaging to build rationale for changes
- Can be the basis of behavior change programs for specific offenders

# Building general deterrence

Enforcement activities

Deters people and prevents risky behaviour

Detects people who are non-compliant

Deterrence is enhanced by:

- high levels, visible and unpredictable enforcement
- publicity about enforcement to increase perceived risk of detection
- awareness of penalties – certainty, swiftness, severity

# Breath testing 3.5 million drivers this year.



A graphic featuring a white car on a road. The car is a hatchback, viewed from a front-three-quarter angle. The background is a road stretching into the distance under a sunset sky. Overlaid on the image are several text elements: a large number '\$453,000' in white on a black background, with 'FINES TOTALLING' above it and 'MOBILE SPEED CAMERA' below it. To the right, a black box contains the text 'JUNE 2020' in orange, '2,300 DRIVERS' in white, 'CAUGHT BY' in white, and 'MOBILE SPEED CAMERAS' in white. In the bottom left corner, there is a logo for '9 NEWS' with a grid of dots.

# Effective behavioural programs consider a range of factors

## Defining the target group.....

**Road User Type:**  
Motorcyclists and moped riders

**Gender and age range:**  
Males, 40-60 years

**Knowledge & Experience:**  
Several years riding experience

**Social relationships:**  
Live with partner or family

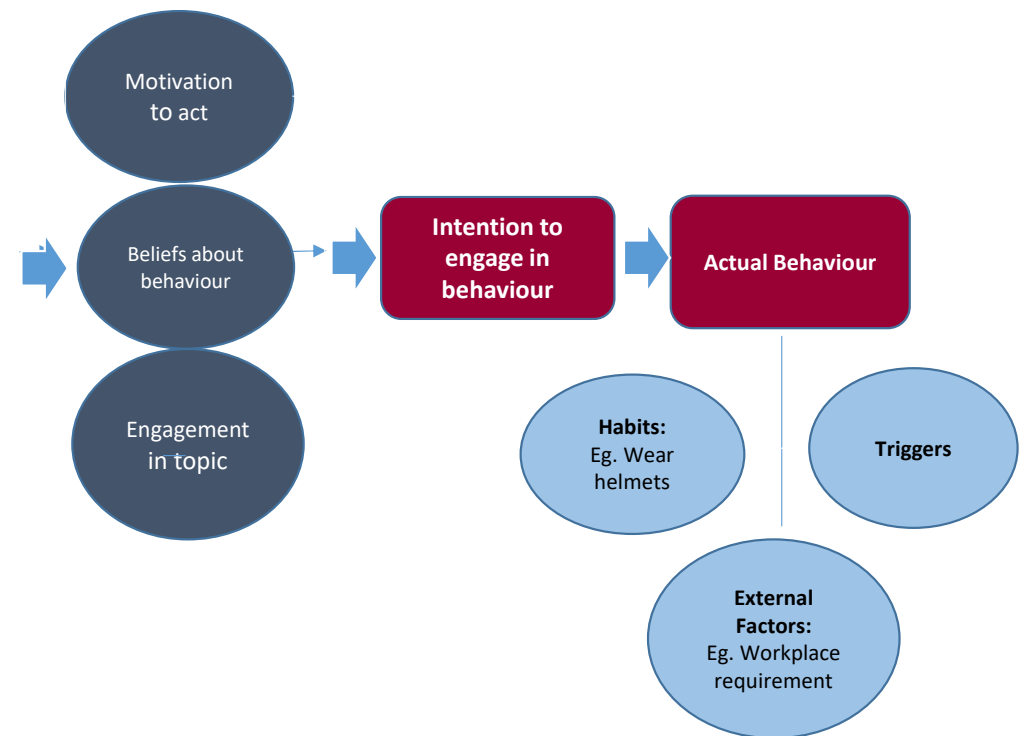
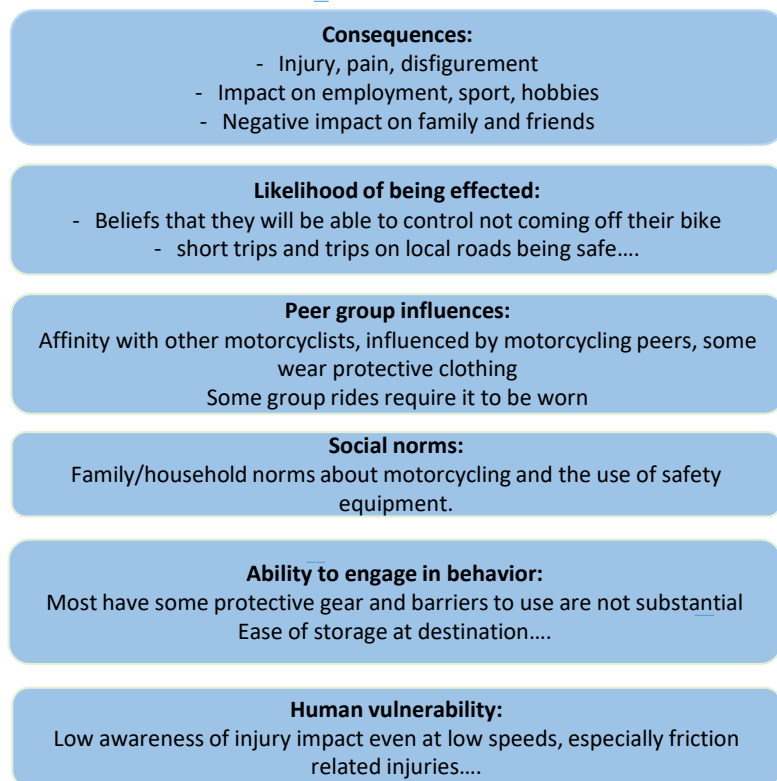
**Socio Economic:**  
Lower middle SES, or low SES students

**Geographic:**  
Urban fringe, large regional centre

## Need to influence the following beliefs.....

- Perceived consequences - of unsafe behaviour or of desired behaviour
- Perceptions of the likelihood of being effected
- Peer group expectations/influences
- Social norms
- Ability to engage in the behaviour
- Self efficacy and response efficacy

# Example: Behaviour framework for protective motorcycle clothing





## Discussion question

What “consequences” do people associate with not wearing a seatbelt in your country?

## 03. Informing and encouraging people to buy the safest car they can afford

Can use decision making models to understand process for some behaviours we are trying to influence, such as buying a new vehicle.

Need arousal

Time to upgrade your car....

Criteria development

Include safety on your criteria...  
Ideally specific safety features or NCAP rating

Information utility

Using safety ratings  
[Howsafeisyourcar.com](http://Howsafeisyourcar.com)

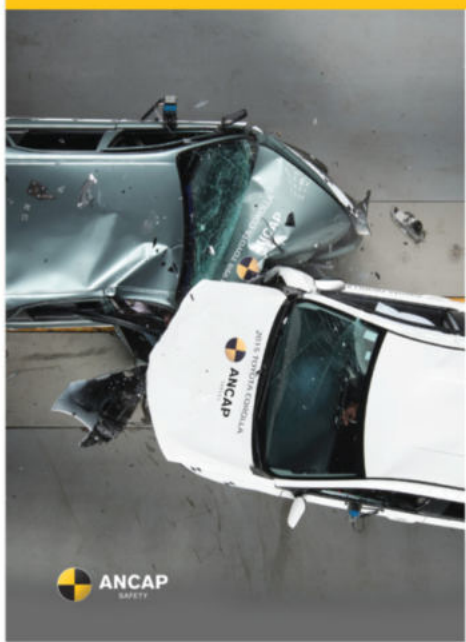
Evaluation of solutions

Purchase of safest car you can afford

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What's your ANCAP?



**Demand curtain airbags in your next car.**

**How safe is your car?**

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## 04. Building community support for effective road safety measures

- > Increase community support for road safety system changes - focus less on changing individual behaviours
- > These “agenda setting” activities or campaigns can help increase support for new road safety measures eg. 30km speed limits

“Community Readiness to Change” primarily focus on.....

- Increasing **awareness** of the issues
  - Increasing **concern** for the issues
  - Increasing **support for action**
  - Increasing **demand for action**
- > Greater support and also adoption of safe behaviours by some, can create an environment to enable legislation change – eg. Lower urban speed limits community campaigns.





# Poll Question

Which element of the safe system should your country invest the most in?

- a. Safer People
- b. Safer Vehicles
- c. Safer Roads
- d. Safer Speeds

# Questions



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