

Strategic Communication to Enhance Road Safety

Social and Behavior Change Campaigns



Vaishakhi Mallik

Director, Policy Advocacy and Communication Programs

India

Asia-Pacific Road Safety Observatory 2023

Manila, Philippines

Role in Bloomberg Philanthropies Initiative for Global Road Safety

Vital Strategies is a technical partner in the Initiative servicing three roles:



Serve as liaison with city government, coordinate embedded teams



Improve data surveillance



Change risky behaviors through mass media campaigns, and raise the profile of road safety in the media

Changing Risky Behavior Through Proven Interventions

70+ campaigns launched

Browse all Resources

Search Find...

▼ All

Campaigns

Fact Sheets

Technical Guides

Program Road Safety

Location All

Submit

Showing results 0-10 of 49

CAMPAIGNS

Quito – Road Safety – Speeding

This campaign aired in Quito, Ecuador in December 2020. It shows the deadly consequences of speeding and urges drivers to follow speed limits.



CAMPAIGNS

Cali – Road Safety – Speeding

This campaign ran in Cali, Colombia in 2020. It shows the deadly consequences of speeding and urges motorcycle drivers to slow down to save lives.



CAMPAIGNS

Fortaleza – Road Safety – COVID-19 Drink Driving Campaign

This campaign ran in Fortaleza in 2020 and urges people to follow COVID-19 safety measures and to not drink and drive.



CAMPAIGNS

Fortaleza – Road Safety – COVID-19 Speeding Campaign

This campaign ran in Fortaleza in 2020 and warns about the dangers of speeding within the context of the COVID-19 pandemic.



www.vitalstrategies.org/roadsafetycampaigns

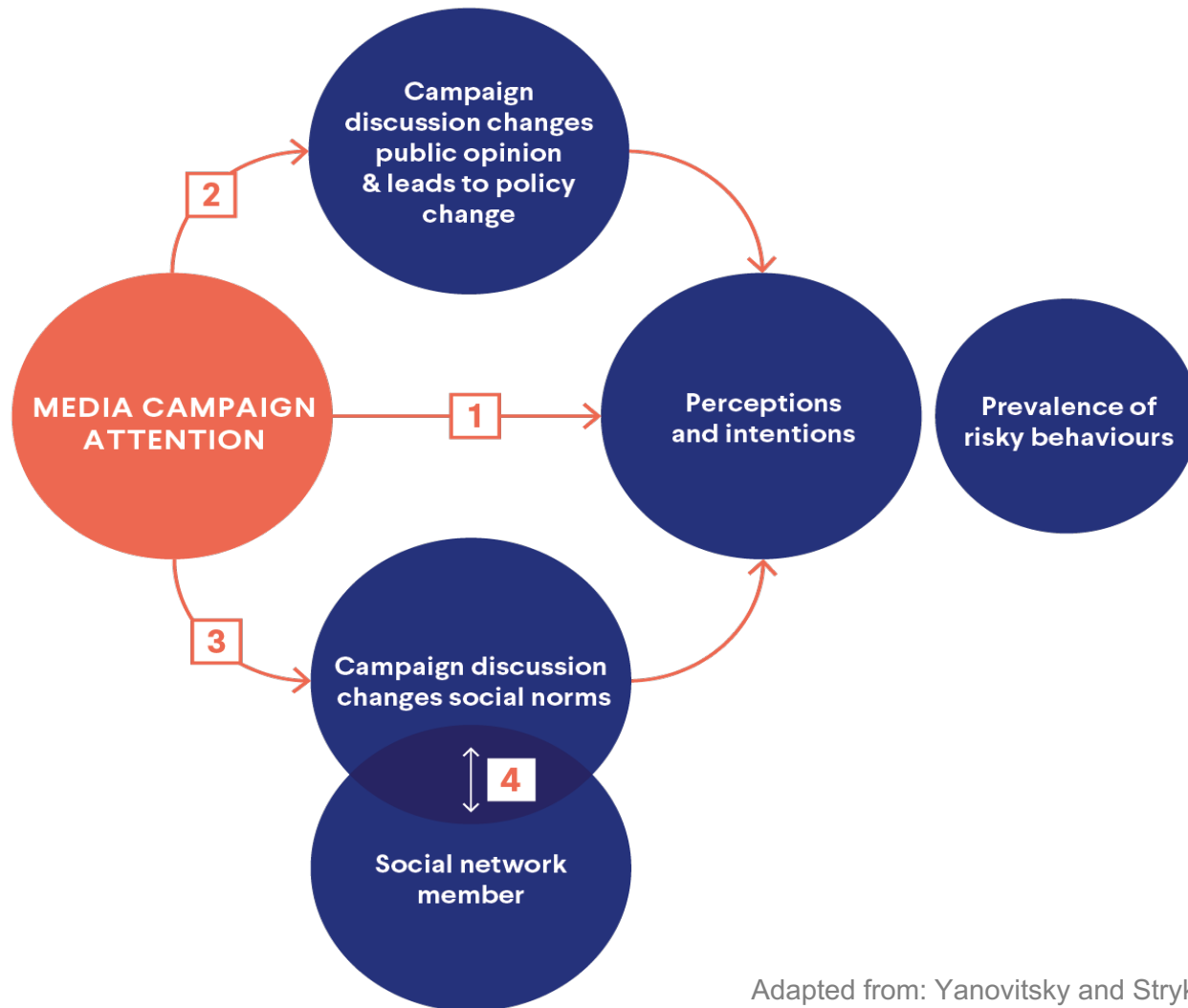
Media campaigns change risky behaviors

Mass media campaigns coordinated with enforcement can play an essential role in addressing risky road user behaviors, operating as an **integrated component of a system approach.**



Media campaigns play multiple roles

Media campaigns work through multiple pathways



Adapted from: Yanovitsky and Stryker
Communication Research 2001

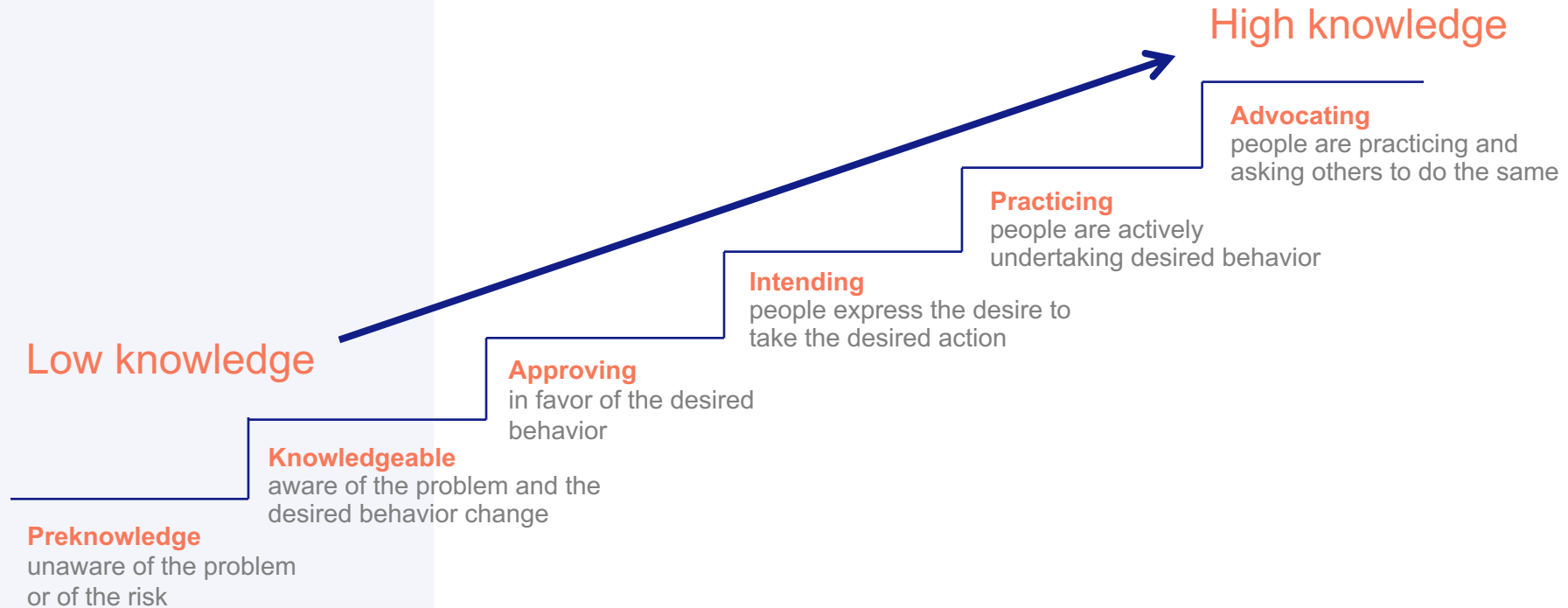
Effective media campaigns work through *direct* and *indirect* means.

- Change knowledge, attitudes, and behaviors.
- Change social norms.
- Build public support and enable policy change.

Represents the measures in an evaluation approach.

Grounded in science:

e.g. Process of Social and Behavior Change



Piotrow, PT, Kincaid, DL, Rimon, JG & Rinehart, W/ (1997). *Health communication: Lessons from family planning and reproductive health*. Westport, CT: Praeger Publishers

VIDEO: Power of testimonials/personal stories, India



VIDEO: Helmet wearing, India



Investment in intensive mass media campaigns coordinated with enforcement yield positive changes in behavior

"Consequences" helmet-wearing mass media campaign

- Launched by Mumbai Traffic Police in 2017
- Out-of-home/outdoor campaign on 60+ billboards and digital screens, and 50 bus panels in Mumbai
- Evaluation showed:
 - 93%** wear or somewhat **likely to wear strapped helmet**
 - 98%** supported **government** running public service announcement campaigns



"We All Share the Road" Colombia, 2022

- Those who were exposed to the campaign demonstrated higher risk perception of speeding.
- The campaign contributed to changing social norms, which is a long-term process.
- Those who were exposed to the campaign expressed higher support for speed reduction policy.

	Unaware	Aware
Agreed that the faster the speed, the higher chance of a crash	86%	90%
Agreed that they would feel unsafe exceeding the posted speed limits	64%	68%

Agreed that people in my city think it is quite acceptable to drive above posted speed limits	62%	58%
-----------------------------------------------------------------------------------------------	-----	-----

Agreed that speed should be decreased for residential areas in my city	28%	39%
------------------------------------------------------------------------	-----	-----

Using strategic design and evidence-based approach is key

ASPIRE Strategic Planning Model

1. Assess

2. Strategize

3. Prepare

4. Implement

5. Review

6. Evaluate

- Vital Strategies uses an evidence-based approach to plan, prepare, implement and evaluate population-level communication programs to achieve desired public health outcomes.
- Usually, the campaign development process takes six months. It is described in these two guides.



Road Safety Best Practice Communication Guide

The Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) supports governments to implement best practice road safety interventions and reduce traffic injury and death around the world. Vital Strategies helps governments develop and implement behavior change campaigns to promote safer driving and compliance with traffic regulations. Well-designed, well-executed mass media campaigns can change road users' risky behaviors—especially when effectively combined with best practice enforcement—and, over time, change social norms.¹²

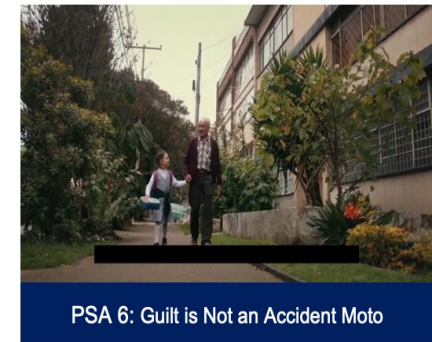
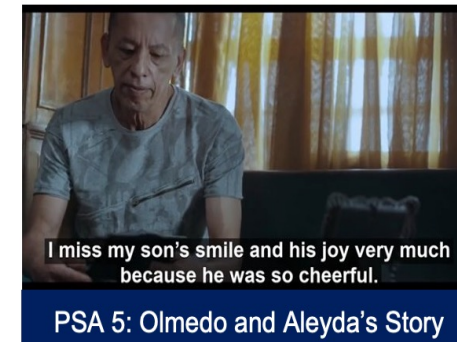
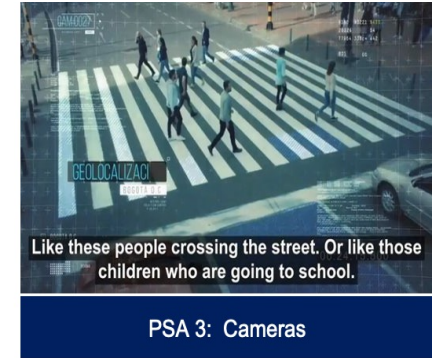
Mass media campaigns are strategically developed to reach a large number of people with carefully designed communication messages through media channels such as television, radio, print, outdoor billboards, digital or social media. Effective campaigns should run intensively for at least four consecutive weeks. Road safety mass media campaigns are designed to raise concern about the health, legal, economic and personal consequences of unsafe behaviors on the road and to motivate compliance with regulations, as well as encourage support for new road safety policies or laws. For long-term improvements, mass media campaigns should be an integral part of a comprehensive strategy involving multiple sectors and incorporating vehicle safety, road user behavior, the road environment, evidence-based planning and effective enforcement of traffic laws. These are the key elements of World Health Organization's systemic approach to road safety.¹³

Five Key Risk Factors Prioritized by WHO

- SPEEDING**
The speed at which motor vehicles travel is at the core of the road traffic injury problem. Speed influences both the risk of having a crash and the severity of consequences resulting from a crash.
 - The higher the speed of a vehicle, the shorter the time a driver has to stop and avoid a crash.
 - A car traveling at 50 km/h will typically require 13 meters to stop, while a car traveling at 60 km/h will stop in less than 8.5 meters.¹⁴
 - Pedestrians have a 90% chance of surviving car crashes at 30 km/h or below, but less than a 50% chance at 45 km/h or above.¹⁵
- DRINK DRIVING**
 - In low- and middle-income countries, about one to two-thirds of fatally injured drivers had consumed alcohol before the crash (33% to 69%).¹⁶
 - The risk of being involved in a crash rises significantly at a blood alcohol content of 0.04 g/dl.¹⁷
 - Alcohol reduces a driver's visual acuity and ability to concentrate, and impairs reaction time, resulting in crashes that could have been avoided.¹⁸
- NOT WEARING HELMETS, OR WEARING THEM IMPROPERLY**
 - Users of motorized two-wheelers who do not wear helmets are three times more likely to sustain head injuries in a crash compared to those properly wearing helmets.¹⁹
 - Helmet use does not have adverse effects on neck injuries, visibility or the ability to drive safely in traffic.²⁰
- NOT USING SEAT BELTS**
 - Seat belts are an effective safety tool that not only save lives, but also significantly reduce the severity of injury that a vehicle occupant may have otherwise sustained if they were not wearing the device.
 - Around half of all deaths of front seat occupants could be prevented through the correct use of seat belts.²¹
- NOT USING CHILD RESTRAINTS**
 - Use of the appropriate type of restraint for a child's age, height, weight and physical limitations reduces death of children by between 50% and 75%.²²

Message testing – key takeaways

- High emotional appeal inducing feelings of **serious personal consequence, and guilt impact the target audience** and make them stop and think
- **Testimonials are effective** if relevant with clear language on the cause of suffering, clear call to action and emotive relevant person featured.
- Target audience appreciate and relate more with **government-led PSAs**; while also relate with a creditable messenger - doctor or scientist instructing them on science of speed



VIDEO: "Speeding", Colombia



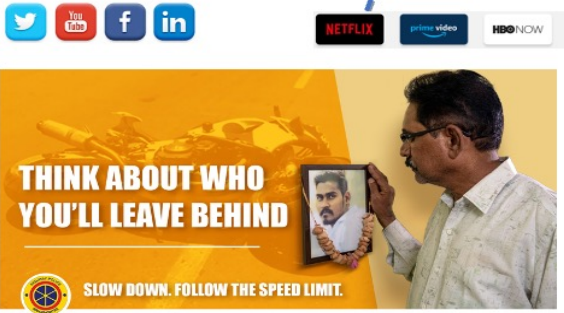
Campaigns should employ a mix of integrated multi-channel communication approaches



Enforcement



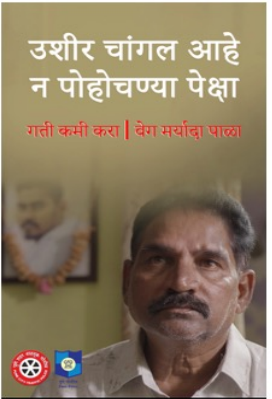
Television/
Theatre



Online



Radio



Print



Out-of-home

Funding remains a challenge

- Campaign funding embedded in regulatory and policy frameworks, such as:
 - Australia's Transport Accident Commission assigns a % of vehicle registration fees for road safety mass media
 - In Brazil Road Traffic Sanctions fuel a road safety fund, Malaysia is considering a similar policy
- Tax on unhealthy products (tobacco, sugary drinks) earmarked for public health communication (e.g. Thailand, ThaiHealth)
- Broadcasters required by law to provide free airtime for public health communications (Turkey and India)
- Multi-year funding commitments
- The establishment of public-private partnerships with no conflict-of-interest business, e.g. insurance or delivery companies



Thank You!