



PROJECT IMPLEMENTED BY JN MIT UJEP/ISA FINANCED BY GOA AND COFINANCED BY WB



Conducting surveys for identifying road users' high-risk behaviours and evaluating the efficiency of an awareness campaign

Results-based Road Maintenance and Safety Project (RRMSP)

Content



- Why and how to conduct surveys?
- *Conducting surveys on road safety* - Designing the sample
- *Conducting surveys on road safety* - Developing the research tools
- *Conducting surveys on road safety* - Data collection
- The specificity of the evaluation surveys

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Why and how to conduct surveys?



- ♦ Surveys are always explanatory tools for various topics – explain what is happening at a certain moment within a group of people (community, nation etc.). For the road safety topic, surveys are the explanatory tool for the crash data.
- ♦ Surveys = consulting samples of target populations ⇒ better cost-efficiency approach than to investigate the whole target populations.
- ♦ Investigating the whole target population whatever its scale requires significant human and financial resources, plus time.
- ♦ Besides, interviewers are considered an important source of errors: on the one hand, data based researches revealed that respondents' answers are influenced by the perceived interviewers' socio-demographic profile; on the other hand, it depends on how the interviewer record a respondent's answer ⇒ back-checking needed, to check the quality of the work done by the interviewers.

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Why and how to conduct surveys?



- ♦ MOST IMPORTANT LIMITS OF THE SURVEYS:
 - Surveys are almost always about perceptions and beliefs. When the topic of a survey refers to behaviours/attitudes, one should pay attention and consider possible biases → whether the behaviour/attitude under scrutiny is socially desirable or not, in which case respondents lean to respond in the socially desirable way.
 - Consulting a sample and not the overall target population could lead to differences between the estimates of the survey and the parameters of the target population.
 - Estimates = data estimated based on a sample;
 - Parameters = data resulted when investigating the whole target population (Census).

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Why and how to conduct surveys?

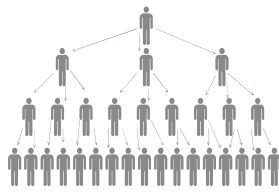
<p>Exploratory (qualitative) surveys</p> <ul style="list-style-type: none"> □ Based on non-representative samples (convenience sample – respondents' availability, snowballing). □ Convenience – interviewing who's available and willing to answer to a survey. □ Snowballing – interviewing people recommended by other interviewed people. 	<p>Representative (quantitative) surveys</p> <ul style="list-style-type: none"> □ Based on representative sample meaning inferences about the investigated population can be drawn – the data can be extrapolated to the whole target population (random sample; stratified sample). □ Random sample – you know the whole target population – have a list of them and draw a sample at random put of the list.
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Why and how to conduct surveys?

Snowball sampling technique



- ♦ Stratified sample – consider the variables of interest and stratify the sample according to the stratum (variables of interest) in the target population. These variables of interest usually are: regions, milieu of residence (urban/rural areas), size of localities, gender, age groups, education, occupation etc.

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Why and how to conduct surveys?

Example of stratified sample

Region	Base of the locality/ miles of residence	Population	Sample of 200 respondents
North	< 2000 inh.	15%	30
	between 2000 -50k inh.	8%	16
	> 50k inh.	6%	12
	total > 50 inh.	29%	58
East	< 2000 inh.	10%	20
	between 2000 -50k inh.	5%	10
	> 50k inh.	5%	10
	total > 50 inh.	20%	40
South	< 2000 inh.	4%	8
	between 2000 -50k inh.	3%	6
	> 50k inh.	2%	4
	total > 50 inh.	9%	18
West	< 2000 inh.	10%	20
	between 2000 -50k inh.	7%	14
	> 50k inh.	7%	14
	total > 50 inh.	24%	48
Total	100%	500	

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Why and how to conduct surveys?

Steps for conducting a survey

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    graph TD
      A[Set up the objectives of the survey] --> B[Set up the sample size and design the sample]
      B --> C[Develop and pilot the research tool (questionnaire)]
      C --> D[Choose the data collection approach]
      D --> E[Train the interviewers/ edit the questionnaire on the interviewing platform]
      E --> F[Check the data consistency/ clean the data]
      F --> G[Analyze the data]
      G --> H[Write the report]
  
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Conducting surveys on road safety - Designing the sample

- Road safety concerns everybody, we are all road users => the target population is the entire population from a specific place.
- The sample is always set up in close connection with the objectives of the surveys:
 - if only nationwide drivers are targeted then the sample should be drawn from the nationwide population of drivers etc.;
 - if all road users are under concern, then the sample should be drawn from the entire population;
 - there are ethic rules with regard to surveying under-age people (less than 16-18 y/o), case in which the consent of the parent/tutor is needed.

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Conducting surveys on road safety - Designing the sample

- The size of the sample is determined depending the objectives of the surveys:
 - a representative survey vs. an exploratory survey;
 - a representative survey for the overall population vs. a representative survey for the overall population but also for various sub-samples (e.g. young drivers, female drivers etc.)
 - the precision of the data collected through the survey in the case of a representative survey => the data need to be reported at a confidence level of 90% or 95%, meaning that in 90 or 95 cases out of 100 the survey data are the same within the established margin of error.
 - the margin of error of data collected through the survey in the case of a representative survey => the data need to be reported within a +/-3%, +/-4% etc. margin of error, meaning that a percentage of 10% could be either 13% or 7% within +/-3% margin of error.

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Conducting surveys on road safety - Designing the sample

- The size of the sample is never linked to the scale of the target population, the sample doesn't have to be a percentage of the target population.
- The size of the sample is determined by the formula:

$$n = z^2 * p * (1 - p) / e^2$$

Where:
 z = 1.96 for a confidence level (α) of 95%, or 1.65 for a confidence level (α) of 90%;
 p = population proportion (expressed as a decimal), usually used as maximum variance 50%, meaning that 50% of the respondents will choose an answer and the other 50% the other;
 e = margin of error.

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Conducting surveys on road safety - Designing the sample

- Whereas, if you collected data from a representative sample of 1200 people decided not taking into account the margin of error but just the number of people, you need to report the margin of error for the reader to know how reliable the survey data are.
- The margin of error is determined by the formula:

$$ME = z^2 * \sqrt{p * (1 - p)} / \sqrt{n}$$

Where:
 z = 1.96 for a confidence level (α) of 95%, or 1.65 for a confidence level (α) of 90%;
 p = population proportion (expressed as a decimal), usually used as maximum variance 50%, meaning that 50% of the respondents will choose an answer and the other 50% the other;
 n = sample size.

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Conducting surveys on road safety - Developing the research tools

- Crash data is a valuable tool to identify causes of road accidents, perpetrators and spots of most of the accidents occur.
- A survey helps identify why people break the traffic rules and how to tackle this issue. A survey on road safety is usually a **KAP survey** (knowledge, practices and attitude). Therefore a questionnaire about road safety should include the extent to which people are aware of the traffic rules, what's their attitude towards these rules, how and why do they behave the way they behave in traffic, plus socio-demographic data (gender, age, education, residence, occupation, household size etc.).



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Conducting surveys on road safety - Developing the research tools

- For knowledge the questions should be asked directly such as:
 - Could you tell us what is the speed limit on the highway in your area/country etc.?
 - Could you please tell us what the red light on the traffic light means?
 - Could you please tell us what's the speed limit on the residential street in your city?
- For attitude the questions should be Likert scale type question (strongly agree → strongly disagree) in order to give the respondents the confidence that s/he is not judge by the answer s/he gives.
- For practices, as well, the questions should be very carefully designed in order to give the respondents the confidence to tell the truth.

How often over the past year/6 months have you...

answered your mobile phone if it rings while you are driving

	Always	Very often	Fairly often	Just occasionally	Rarely	Never



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Conducting surveys on road safety - Data collection

- Choosing the best data collection approach/ technique always should be based on the quality of the data gathered, the available resources and time.
 - In person interviews: need for checking the interviewers' work, questions regarding practices (self-reported behaviours) should benefit of full anonymity and confidence, meaning that they must be self-completed by the respondent without the interviewer's interference;
 - Online interviews: more sincere and argued data collected – the respondents feels the confidentiality and anonymity. Online interviewing platform (e.g. Alchemer (<https://www.alchemer.com/>), SoGosurvey (<https://www.sogosurvey.com/>), VoxCo, (<https://www.voxco.com/>), Qualtrics (<https://www.qualtrics.com/uk/core-cm/survey-software/?rid=ip&prevsite=en&newsite=uk&geo=RO&geomatch=uk>) etc.), online panels and interlocking quota sample (gender, age, education, residence satisfied sample) needed.



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Conducting surveys on road safety - Data collection

- Telephone interviews: random digit dialing system, contact list and interlocking quota sample needed; training for the interviewers and checking the interviewers' work needed.
- For surveys on the topic of road safety it's recommended to conduct the surveys either face-to-face (Pen and Paper Personal Interview) or online (Computer Assisted Web Interview – CAWI) due to the sensitivity of some questions (e.g. in traffic self-reported behaviour).
- Specialized human resources are needed for carrying out a survey start to finish. Therefore, it is recommended to commission at least the data collection to a specialized agency. But it's always best to have the knowledge regarding sampling design, research tools development and data analysis.



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The specificity of the evaluation surveys

- Any evaluation survey necessarily implies:
 - a control group against which the data from the target group should be compared;
 - a baseline assessment / initial situation assessment in order to track whether and how much difference the campaign/ initiative has made.
- Target group** = people exposed to the intervention/ campaign.
- Control group** = people who were not exposed to the intervention/ campaign.
- The control group sample must be a mirror of the target group sample.**
- The sample design and research instruments should be similar for both target population and control group, as well as for the baseline and impact evaluation survey.**



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The specificity of the evaluation surveys

- The questionnaire for the baseline and evaluation surveys should include questions regarding KAP and, in addition, the evaluation questionnaire should have a separate branch of questions regarding the campaign/ initiative:
 - was the campaign/ initiative seen/ heard of?
 - how frequently has it been seen?
 - where has it been seen?
 - what was the general impression of it?
 - what was the impact (in terms of AIDA)?
- The impact of the campaign drawn through the AIDA question/s should always be compared against the data showing the evolution of KAP.



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The specificity of the evaluation surveys

- ♦ To tell whether a difference has been made or not, the data should be analyzed for statistical significance. For example, you can have a percentage of those reporting over-speeding of 25% in the baseline and then in the target group you get a percentage of the same people of 28%. You need to see whether 25% is statistically higher than 28%.
- ♦ This type of analysis can be done in analysis applications (SPSS, SAS, STATA, R etc.), but also in Excel ⇒ Data Analysis ⇒ T test: **two-sample assuming equal variance or T test: two-sample assuming unequal variance. And when the value of p (P(T<t) one-tail is <0.05 for 95% confidence interval or is <0.1 for 90% confidence interval, then you can claim 28% is statistically higher than 25% .**
- ♦ Evaluation survey can be carried out at the mid-term of the campaign/ initiative timeframe, at the end of the campaign/ initiative, at 6-12 months after the end of the campaign/ initiative as a follow-up survey to see whether the impact is long-lasting and sustainable and/ or whenever the campaign/ initiative implementation organization feels the need to conduct an evaluation.

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The specificity of the evaluation surveys

The AIDA model of influence

Attention - see/hear/ notice -	How many from the target group saw/hear about/noticed the campaign/the message/ the initiative
Interest - feel/think/understood -	How many from the target group seeing/hearing about/ noticing the campaign/the message/ the initiative became interested on the issue (looked for more information etc.)
Desire - believe/connect/want -	How many from the target group becoming more interested on the issue are willing to change their behaviour/act according to the message implied by the campaign/initiative
Action - act/do-	How many from the target group willing to change their behaviour/act according to the message implied by the campaign/initiative actually changed their behaviour.

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THANK YOU!

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Designing Road Safety Publicity and Awareness Campaign – session second

Results-based Road Maintenance and Safety Project (RRMSP)

Gela Kvashilava

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OVERVIEW

- Global Road Safety Problem
- Nature of Road Safety Risk Factors
- Road Safety Figures in Albania
- Designing of Road Safety Awareness Campaigns



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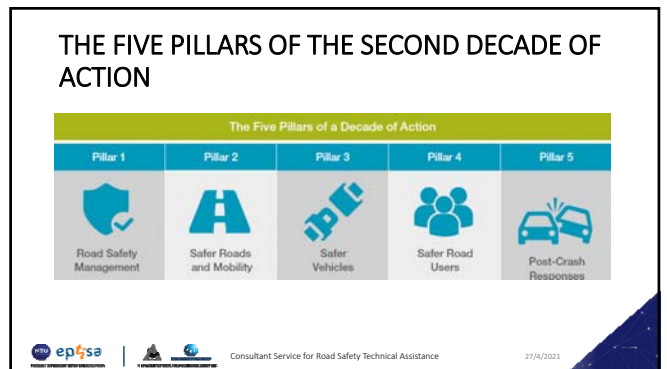
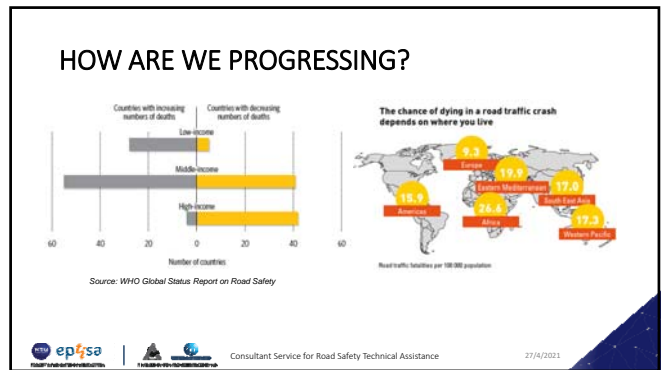
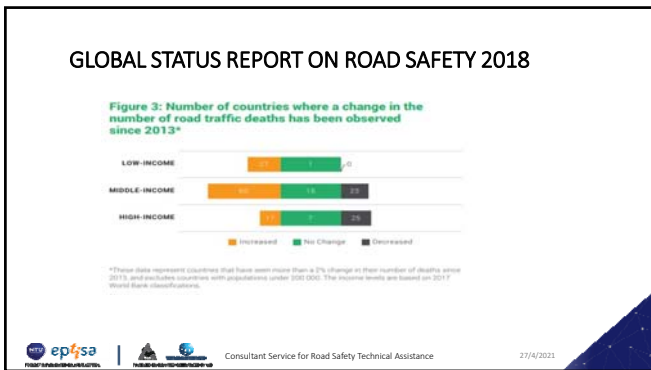
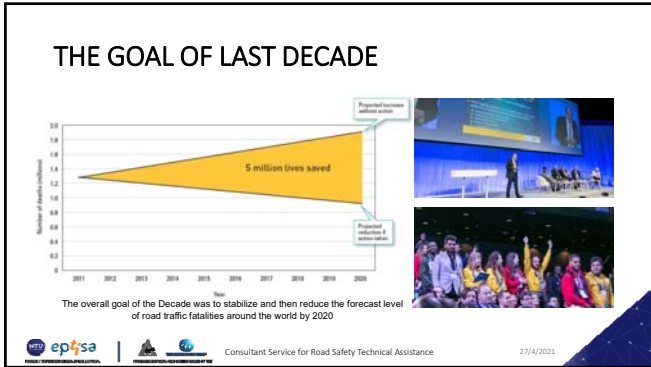
STOCKHOLM DECLARATION



The 3rd Global Ministerial Conference on Road Safety convened 1700 delegates from around 140 countries, including more than 70 ministers and Vice-ministers and heads of international agencies, civil society organizations, foundations and private companies.


The Ministerial Conference culminated in the forward-looking "Stockholm Declaration", which calls for a new global target to reduce road traffic deaths and injuries by 50% by 2030.

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NATURE OF RISKS IN ROAD TRAFFIC


- Combination of *basic risk* factors (speed, physical vulnerability, mass/protection) and *risk increasing* factors (drinking and driving, speeding, inexperience, inattention, etc.)
- Everybody is a road user and can enter the system
- Safety is not a design requirement of the road transport system/different from air transport, railway
- Many actors/stakeholders have responsibilities to manage risks



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INFLUENCED DRIVING – ALCOHOL

Above a blood-alcohol concentration (BAC) of 0.05 g/dl, the risk of road traffic crash increases dramatically.



Drink-driving laws should be based on a blood alcohol concentration (BAC) limit of no more than:

- 0.05g/dl for the general population
- 0.02g/dl for young or novice drivers

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SOMEONE WAITS FOR YOU AT HOME, DON'T DRINK & DRIVE | Budweiser Ads



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INFLUENCED DRIVING - DRUGS (LEGAL & ILLEGAL)

Driving under the influence of drugs affects you and everyone around you.



The risk of crash and death varies depending on type of psychoactive drug.

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SPEEDING AND INAPPROPRIATE SPEED

A 5% cut in average speed can result in...

- 30% reduction in the number of fatal crashes.
- 5% reduction in the number of serious injuries.

When motorized traffic mixes with pedestrians and cyclists, the speed limit should be under 30km/h.

47 countries have implemented an urban speed limit of 50km/h or less... and allow local authorities to reduce these limits.

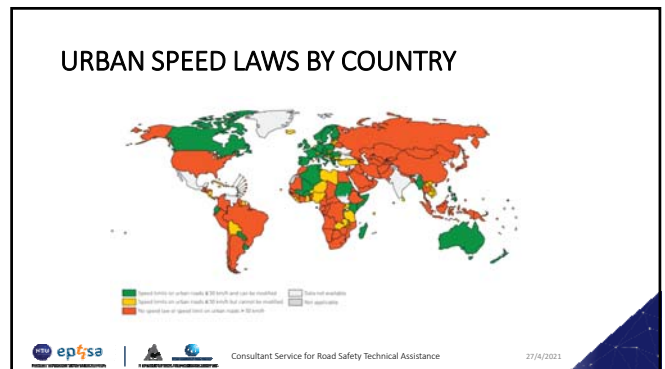
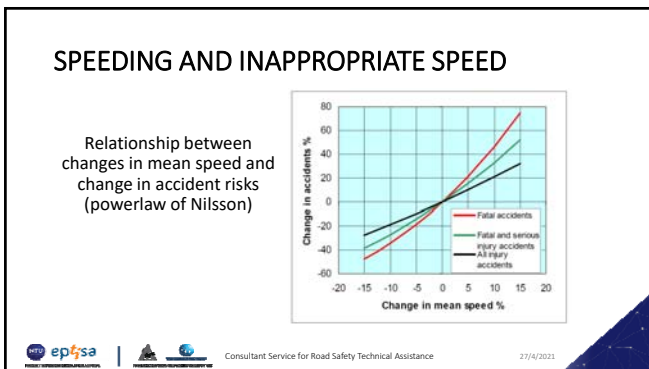
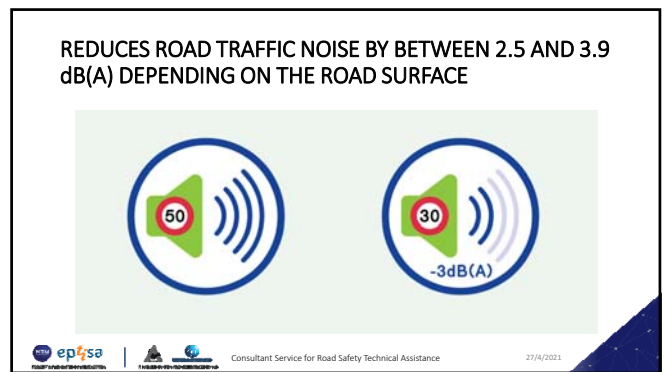
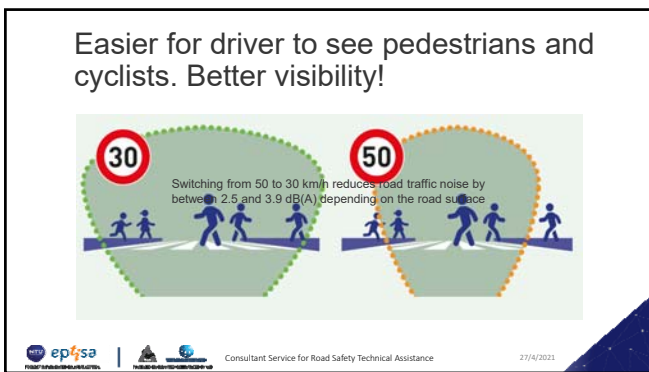
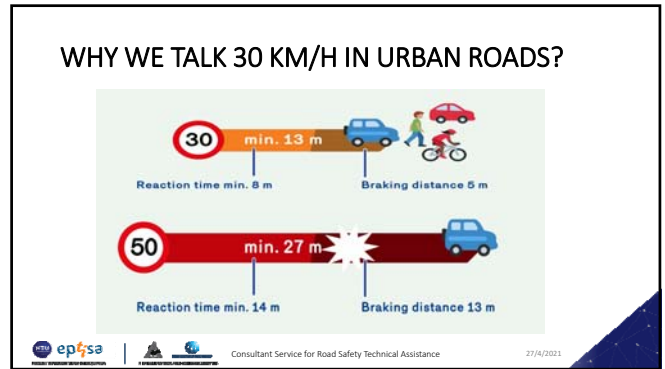
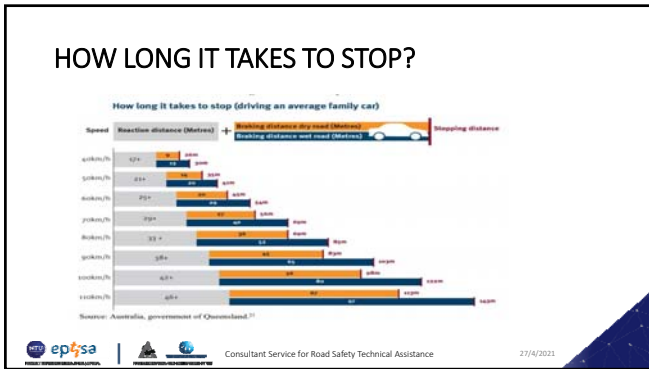


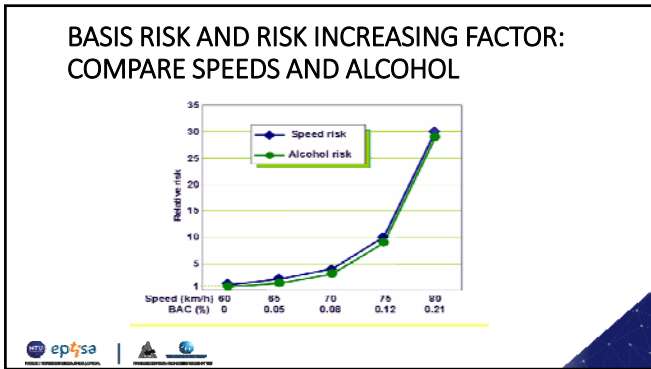
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SPEEDING

IMPACT SPEED (km/h)	DEATH (Percentage risk)	SERIOUS INJURY (Percentage risk)	SLIGHT INJURY (Percentage risk)
30	10%	15%	75%
40	32%	26%	42%
50	80%	3%	17%
60	95%	3%	2%

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AUSTRALIAN CAMPAIGN – SLOW DOWN

Audience
The campaign targets males aged 17 to 49, who are most frequently involved in speeding crashes.

Main messages
Your choice of speed can affect others as well as yourself;
Slow down to reduce the risk or severity of a crash;
When speeding, there is less opportunity to react if other people make mistakes.

Delivery
The Slow Down message is delivered to NSW drivers through:
TV advertising;
Radio advertising.

RISK TAKING - OVERTAKING

- Overtaking, because of its complexity, is potentially one of the most dangerous manoeuvres for road users, since it can put your vehicle into the path of oncoming traffic often at high speeds and the speed of both vehicles combined creates a much more serious impact in the event of a head-on collision
- When overtaking several situational factors and driver characteristics play a decisive role. Regarding driver characteristics - age, gender, annual mileage, attitude or behaviour seem to be relevant to the frequency of risky overtaking. Regarding situational factors - traffic volume, traffic scenery or speed related factors appear to influence the frequency of risky overtaking

DISTRACTION - CELL PHONE USE - TEXTING

THERE ARE 3 MAIN TYPES OF distraction:

- visual** - taking your eyes off the road
- manual** - taking your hands off the wheel
- cognitive** - thinking about what you are doing

POTENTIAL DISTRACTIONS WHILE DRIVING:

- cellphones
- eating & drinking
- GPS
- talking to passengers

82% OF DRIVERS 16 TO 24 SAID THEY HAVE TEXTED WHILE DRIVING.

85% OF YOUNG ADULTS WHO TEXT WHILE DRIVING AGREE THAT TEXTING IS A PROBLEM.

77% OF YOUNG ADULT DRIVERS ARE CONFIDENT THEY CAN SAFELY TEXT WHILE DRIVING.

It takes only **3 seconds** after a driver's attention has been diverted from the road for a crash to occur.

FATIGUE - NOT ENOUGH SLEEP, DRIVING WHILE TIRED

1 in 5 FATAL AND SERIOUS ROAD CRASHES ARE DUE TO FATIGUE

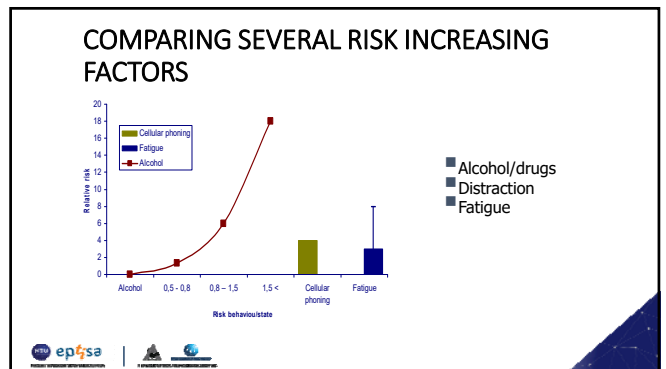
REDUCES ALERTNESS SLOWS REACTION TIMES DECREASES AWARENESS OF HAZARDS

17 HOURS AWAKE (more than a third of a normal 24-hour cycle of 0.05%)

3x MORE LIKELY TO BE INVOLVED IN A ROAD CRASH

Close to 260,000 people dead globally per year due to fatigue-related road crashes

THE ONLY CURE FOR FATIGUE IS SLEEP



PROTECTION IS EFFECTIVE

BUCKLE UP!

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SEAT BELTS

Wearing a seat-belt reduces the risk of a fatal injury by:

- Up to **50%** for front seat occupants
- Up to **75%** for rear seat occupants

Seat-belt laws should cover both front and rear seat occupants

105 countries have good seat-belt laws in line with best practice

This covers **4.8 billion people**

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HELMETS

Wearing a motorcycle helmet correctly can result in:

- 40%** Reduction of risk of death
- 70%** Reduction to risk of severe injury

Most motorcycle deaths are a result of head injuries.

44 countries have a good helmet law covering:

- All users
- All roads & engine types & require helmet to be fastened
- Apply a helmet standard

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ROAD ACCIDENTS IN ALBANIA

Year	Fatal	Injured
2009	378	1462
2010	352	1716
2011	327	2150
2012	334	2235
2013	295	2503
2014	270	2353
2015	269	2422
2016	222	2510
2017	213	2389
2018	227	2030
2019	227	1817

Number of fatalities from 2009 to 2019 is reduced by almost 40%

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ACCIDENTS BY ROAD USERS IN ALBANIA, 2019

Accident Type	Cyclist	Pedestrian	Motorcyclist	Passenger	Driver	Other
Not injured	2	8	53	117	1242	5
Slightly injured	80	372	238	511	346	10
Heavy injured	26	77	43	52	58	4
Killed	24	82	32	49	38	2

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RISK FACTORS LEADING TO TRAFFIC ACCIDENTS IN ALBANIA – SPEEDING

Distribution of fatal and serious by speed limit

Speeding has become a significant cause of fatal accidents in Albania.

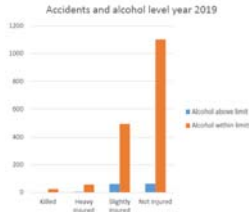
About 75% of the road accidents are caused by above limit.

In 2019 55% of road accidents are caused by exceeding the speed limit.

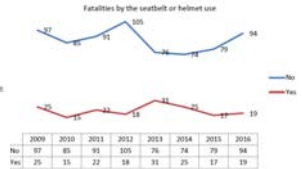
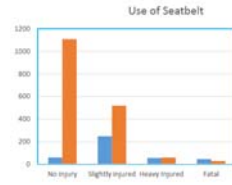
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RISK FACTORS LEADING TO TRAFFIC ACCIDENTS IN ALBANIA – Alcohol

A driver is considered drunk if they have a blood alcohol content of more than 0.5 grams/liter (g/l), and are fined from 37-110 Euro (5000 to 15000 ALL). After the offense has been verified, the driver has their license suspended for 6 months to a year, or for one to two years if they have repeated the offense within a year



RISK FACTORS LEADING TO TRAFFIC ACCIDENTS IN ALBANIA – SEAT BELT AND HELMET



ROAD SAFETY – SAFE SYSTEM APPROACH



- Humans Make Errors
- Humans Are Vulnerable to Injury
- Responsibility is Shared
- No Death or Serious Injury is Acceptable
- Proactive vs. Reactive

HADDON'S MATRIX

	Driver	Car	Road	Environment
Pre-crash	Education/ training Impairment Attitudes/ behaviour	Type Approval Road test Crash avoidance systems (ABS/ESC) etc	Road layout Road signs Maintenance	Licensing Rules of the road Enforcement Speed limits etc
Crash	Use of restraints Seat belts Head restraint etc	Seat belts Air bags Crumple zones etc	Barrier systems Escape lanes	Emergency response
Post-crash	First aid skill Access to medical care	Ease of access Fire risk	Ease of access Rescue facilities	Medical services

Prof Haddon pioneered this approach.

HADDON'S MATRIX

	Driver	Car	Road	Environment
Pre-crash	Has the driver been properly trained? Is there good public awareness of road risk?	Does the car meet modern safety standards? Is it roadworthy?	Is the road design safe? Are there signs? Is it maintained?	Are road safety laws in place? Do the police enforce them?
Crash	Was the driver using a seat belt? Was the driver using a mobile phone?	Are there seat belts and air bags in the car? Do they work?	Are there protective barriers? Is there room for vehicles to escape a crash?	Are there good emergency response services with adequate equipment?
Post-crash	Do the victims have access to medical care and first aid?	Can emergency services get to trapped victims?	Can rescue services get to crash scenes?	Is there good hospital trauma care where it is needed?

For example... All these things affect road casualties.

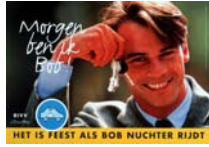
THE "SWISS CHEESE" MODEL – CAUSES OF CRASHES



Casualties occur when different risk factors coincide

IMPORTANCE OF ROAD SAFETY PUBLICITY AND AWARENESS CAMPAIGNS

- Improving road user behaviour is fundamental to reducing road traffic injuries and fatalities.
- Road user behaviour can be improved by road safety campaigns, which in combination with behavioural measures (e.g., law enforcement, education or training), can become a powerful way to persuade the public to behave more safely in traffic.
- Campaigns are an important component of road safety strategies.



The Belgian Institute for Road Safety (BRSI) (now Vias Institute) ran its first BOB end-of-year drink-drive campaign back in 1986. 25 years later, BOB has grown to become an international brand icon and outstanding best practice in the area of awareness about driving under the influence of alcohol.

WHAT MAKES AN EFFECTIVE CAMPAIGN?



Small measures and mediocre campaigns are not enough to make a change.

Some common misconceptions

- People are rational and only need information to change
- Advertising alone will lead to a change in behaviour across society
- People are interested in our messages about the need to change their behaviour
- Behaviour is the result of attitudes, so attitudes need to be changed first

STEPS WHEN DESIGNING AND IMPELEMENTING A ROAD SAFETY CAMPAIGN:



I – GETTING STARTED

The very first step to do before launching a campaign is to clearly define why you need an awareness campaign. This means identifying the problem you want to address.

- Identifying and defining the problem
- Analyzing the context
- Locating partners and stakeholders and getting them involved
- Drafting the budget
- Gather the campaign partners together for a kick-off meeting
- Calling for bids and setting up the campaign team



WHAT IS THE TARGET AREA AND RISK FACTOR FOR THE INTERVENTION?

WHY WORK IN PARTNERSHIP?

How do partnerships maximize impact?






- Reducing duplication of effort
- Ensuring better allocation of resources
- Getting social support and public involvement
- Overcoming potential obstacles by working together
- Synergy works – several stakeholders working together is always more effective



II – ANALYSING THE SITUATION

This process is fundamental to understand in detail the problems targeted. The following steps, in this order, are needed:




- ✓ Thoroughly analysing the problem and possible solutions
- ✓ Deciding whether to segment the audience
- ✓ Determining how to act on main motivations and reach the audience
- ✓ Defining the campaign's specific objectives
- ✓ Gathering information from evaluations of past campaigns and other actions

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SELECT PRIMARY AND SECONDARY TARGET GROUPS

- Campaign to increase use of child restraints – parents are primary target group and children are secondary target group
- Secondary target groups may also be those who can influence behaviour change – e.g. police, teachers, doctors, health workers

Segment the target groups, e.g.

- Road user type – drivers, passengers...
- Location – rural, urban...
- Demographics – age, gender...

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WHO IS THE PRIMARY TARGET POPULATION FOR THE INTERVENTION?

- A particular high-risk group?
 - Young drivers
 - Commercial drivers
 - Older people
 - Children or young people
 - Parents of young children
- A population in a geographic area?










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SETTING OBJECTIVES

The objectives may involve:

- Increasing importance of the issue
- Increasing acceptance of or need for other countermeasures
- Reinforcing existing beliefs or behaviours
- Modifying attitudes/beliefs about specific countermeasures
- Creating a positive image for specific compliance behaviour









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III – DESIGNING THE CAMPAIGNS AND THE EVALUATION

The elements collected during steps 1 and 2 will be necessary to design the campaign. In parallel, complementary actions or programs can be designed too.

- ✓ Developing the campaign strategy - what should we do? How should we do it?
- ✓ Designing the campaign evaluation - how will we know if the campaign is working or not?

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IV - Implementing the campaign

The ex-ante status should be used as a baseline for the other phases of the evaluation. You also need to produce the actual campaign materials and launch the campaign.

- ✓ Producing the campaign materials
- ✓ Implementing the campaign
- ✓ Controlling the release of campaign materials and possibly feedback to previous steps











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MARKETING TOOLS – BRANDING TRAFFIC SAFETY

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MARKETING TOOLS – BRANDING TRAFFIC SAFETY

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THINK! ROAD SAFETY IDENTITY

"A simple yet recognisable logo was needed as an overall campaign identity for all road safety campaigns. THINK! Road Safety campaign identity was designed to be able to sit next to various partner logos yet stand out as an overall identity to tie all other campaigns together. It has been used in numerous high profile campaigns and supported by various organisations nationwide."








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THE MESSAGES

- Enforcement - support related enforcement activities to provide a reason for change
- Education – explain the issue to provide a reason for change
- Emotion – build the ‘moral’ case for change

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CARROT OR STICK?



Positive Messages Work Better Than Fear Tactics To Help Teens Drive Safely

"While earlier campaigns tended to concentrate on traumatic events, the latest is a celebration of life's special moments with the implication of what could be missed when life is cut short."



An old photo from the 1950s depicts a problem that has persisted: teen drivers engaged in risky

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EVENT PLANNING

Event planning is all about the details. This includes knowing everything you need to know about your event from start to finish. From materials to required space, staging to audio preparation, there are many details that can't be overlooked. Our Event Planning Checklist can help you keep on track for your events, no matter how big or small.

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SOCIAL MEDIA

- A conversation not a presentation
- Digital dialogue not a mass-marketing monologue
- Consumer-generated content
- The primary source of news for younger demographics
- A mobile-first platform







Meme with road safety message | #streetsmarts | "Looks like shit. But saves my life" | Tweet - Road Safety infographics

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SUPPORT AND ENDORSEMENT

- ? Who are road safety “champions” who can support the campaign?
- ? Who are seen as experts?
- ? Which organisations can provide their “networks” or advertising support to increase reach?
- ? Will the campaign have a sponsor?
- ? In-kind support also very important –TBC bank seat belt case




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V – CONDUCTING THE EVALUATION

This step is essential to determine if the campaign was effective and achieved its goals.

- ✓ Implementing the chosen evaluation method for the during- and/or after-campaign periods
- ✓ Processing and analyzing the evaluation data
- ✓ Gathering cost and cost-effectiveness information for Drawing clear conclusions about the campaign



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EVALUATING A PUBLIC AWARENESS CAMPAIGN

Defining the problem – the evidence base for campaign | Short-term impact | Long-term outcomes

← Campaign →

- Evidence used for development of the campaign – baseline studies**
(Road crash and injury data, Research literature, Baseline surveys, observations of behaviour, Focus groups)
- Measuring immediate responses to the campaign**
(Has the campaign worked as expected?, How has the target audience responded?, Will this lead to the desired behaviour change?)
- Measuring long-term impact and effectiveness of the campaign**
(Has the campaign led to the intended changes?, Have there been other changes in the community?, Have there been behaviour changes in people similar to the target audience, who were not exposed to the campaign?)

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PRESENTATION OF THE “HEROES DRIVE IN PAJAMAS” CAMPAIGN



Presentation of the “Heroes drive in pajamas” campaign from VOZIM institute in Slovenia. This project was awarded in the “Association” category and received the Jacques Barrot prize.

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NTU ep4sa | PROJECT IMPLEMENTED BY IV NIJELJEVINA | FINANCED BY GDA AND COOPERATED BY VRS

THANKS FOR ATTENTION!

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NTU **ep4sa** | PROJECT IMPLEMENTED BY JN MIT URBETISA | FINANCED BY GOA AND COFINANCED BY WB

Best practices from other countries regarding publicity and awareness campaigns

Results-based Road Maintenance and Safety Project (RRMSP)

Gela Kvashilava

Content

- Media As A Stakeholder For Road Safety Campaign
- Campaign Communications Program Checklist
- Safe System Approach to Road Safety
- Important lessons that can be drawn from campaigns evaluations
- Best practices from other countries
- Case study 1 – Seat Belt Promotion
- Case study 2 – Awareness and education road safety campaigns on E-60 Tbilisi-Poti Corridor and in Settlements along this highway Corridor

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Vision Zero. What is difference from traditional approach?

VISION ZERO: A ROAD SAFETY POLICY INNOVATION

	TRADITIONAL	VISION ZERO
What is the problem?	Accidents Risk	Facilities & Services system
What causes the problem?	Human Factors	Humans make mistakes & Humans are fragile
Responsibility?	Individual Road Users	System Designers
People's demand for road safety	People don't want safety	People want safety
What is the appropriate goal?	Optimum number of fatalities & serious injuries	Eliminate fatalities & serious injuries

WORLD BANK GROUP INSTITUTE

Media As A Stakeholder For Road Safety Campaign

- Media Must Be One of The Stakeholders For The Campaign.
- Pre Meetings with Media fellows for their ideas and suggestions. (usually we don't do that)
- We may have media Persons as an advisors for the Particular road safety campaign.
- The Person may be the representative of Print/ Electronic Media Collaborations to avoid any biasness.

To Encourage Public Participation For Road Safety Campaigns Through Media

Media Engagement

Interaction With Media

Why Media carries always Negative News and Not the Positive ?

How to Attract the Media Attention towards Road Safety?

Media Engagement for Public participation

- As a Communicator, the First responsibility is yours' is to present yourself as a Role Model.
- We have to avoid Traffic Rules Violation by Traffic Police/ Campaign Communicators as it delivers a bad impression and such news in media put traffic police in a Negative Image. Positive policing principles...

Print/Electronic/Social Media

- Print/Electronic/Social Media – Great Tools for Spreading Road Safety Message Across.
- The campaign must have 'something new & Attractive/catchy'
- The campaign name must be clear and ensure that it has a clear message and Focus.
- Data is Powerful in communicating message
- Call For Public participation through whatsapp/ tweeter regarding a Solution for Road Safety/ Message by Public
- Setting up a hashtag For Social Media Campaigns

- **Press release For The Campaign**– Must has all authentic information
- Include Actual Case Studies
- Ensure Full briefing of the campaign with Goal and objectives.
- Ensure Contact details if running any campaign with Public Participation.

Reporting A Crash
Very Sensitive Issue and Have to be very much clear with the briefing.

Ask Media to help to spread message also along with the details of the crash happened. To sensitize people about How Must Traffic Rules .

Media

What we can measure?



Observable behaviour we can measure from vehicles

- Speed
- Speed profile
- Following distance
- Overtaking
- Gap acceptance
- Lateral position

Observable behaviour we can measure from drivers

- Unlicensed and uninsured driving
- Mobile phone use and other distractions
- Seat belt use
- Fatigue and impairment

Campaigns measurable behaviours involved in collision risk of influencing the severity of the outcome...

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Road Safety is the product of a Safe System

- Making roads safe requires action across many different areas
- Same applies to awareness increase campaign and education process
- When one of those areas is missing from public action, road safety policy cannot go very far..
- Partnership and ownership
- Focuses on system-wide interventions
- Targeted and measured results



Look out below - Photo courtesy: Roger Egan






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Communications Program Checklist

- Albanian policy is to enforce 0.05 BAC laws.
- To have year-long campaign communication plan that will use national core message and main communication channel. During the campaign traffic police will reach target audiences (primary and secondary) with sufficient frequency to raise awareness of enforcement activities
- Traffic police to improve the perception that motorists will be pulled over/arrested for drink/impaired driving.
- Who are we talking to?
- What do we want them to do?
- What do we want them to think?
- What obstacles stand in our way?
- What resources are available to deliver this campaign communication?
- What areas of traffic police is covering?






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Communications Program Checklist - Evaluation



- Traffic police will have 4 communications related questions on its countryside survey. The results will be analysed....
- Traffic police will require its advertising/PR firm to present a post-buy analysis. The post- buy analysis measure how many people actually got to see the spot and determine the cost per reach.
- Traffic police will count the hits to its campaign web site.
- Traffic police will track earned media clips. Earned media generated as example -- -- 1,200 articles/viewings with an audience of 780,000...
- Traffic police will track social media communications. 16 posts were made about increased enforcement, generating 320 direct comments, 12,250 shares and 8,000 tweets.

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Always remember your target audience

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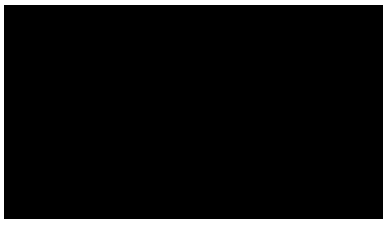
Positive or negative message?

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Richard didn't want to die - Negative Message (UK)



Video 1

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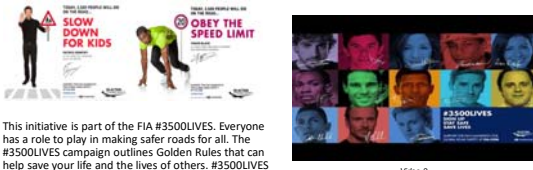
Child Safety Campaign Advertisement - Mixed Message



Video 2

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Slowing down saves lives (FIA) -informative



Video 3

This initiative is part of the FIA #3500LIVES. Everyone has a role to play in making safer roads for all. The #3500LIVES campaign outlines Golden Rules that can help save your life and the lives of others. #3500LIVES has two campaign ambassadors supporting the message of Slowing down saves lives, Patrick Dempsey and Yohan Blake.

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Santa sees you, when you are speeding (USA)



Campaign uses holiday humour to warn drivers to watch their speed.

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Embrace Life –positive message



Video 4

"Embrace Life" seatbelt campaign from the Sussex Safer Roads Partnership in the UK, designed a YouTube commercial targeting seatbelt use in their community. While the campaign was supported by branded artwork around the community driving traffic to the campaign website, the YouTube video specifically attracted world-wide acclaim for its content and delivery (Osocio, 2010).

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Looks like shit. But saves my life



#HelmerettenLeben

The new action "Looks like shit. But saves my life" shows that safety should be more important than vanity.

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Make a Film, Make a Difference



Online messaging and tag lines like "I'd hate to plan your funeral. #slowdown" and campaigns such as the TAC's "Make a Film, Make a Difference" competition, invited young filmmakers to write a short film that encourages young people to think about their attitudes to driving and to look out for their mates.



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On the right road –risk through a kid's eyes (it: la Buona Strada – Il rischio letto attraverso gli occhi dei bambini) (Italy)



Campaign material: video, radio campaigns, flyers disseminated on TV and newspapers at national level. This campaign targeted all road users, calling for rules to be respected. The spot dedicated to PTWs and bicycles was not launched because ANCM (association of manufacturers) and FMI didn't agree with the message sent because it seemed that it was always a PTW rider at fault.

Campaign message: pay attention.

Good points of this campaign: the message to all road users to respect rules.

Bad points: there were different messages for each vehicle except for bicycles, mopeds and motorcycles. PTW riders need a specific message, without making them feel guilty. As vulnerable road users, they need dedicated messages, for instance the need to respect, to be conspicuous.



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Go for Zero (Belgium)



Campaign material: posters alongside motorways at regional level. This campaign targeted car drivers and motorcyclists.

Campaign message: Have respect and consideration for each other

Good points of this campaign: no good point identified by MAG Belgium.

Bad points of this campaign: nobody notices the posters; they are only alongside motorways. And the message is not the most relevant for motorcyclists' safety.



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Slow down (de: Runter vom Gas) (Germany)



Campaign materials: eye-catching billboards alongside motorways, spots in cinemas, TV-spots, radio-spots, even a safety box (information and safety tools) for young riders in one federal state, disseminated on the Internet, social media, TV, in newspapers and magazines, alongside motorways at national level. This campaign targeted all road users, but especially all PTW users and above all novice riders. It targeted speeding, young riders and PTW visibility.

Campaign message: Excessive speed is dangerous!

Good points of this campaign: No shocking motives were used, though the images pointed to a disaster. The campaign covered all traffic participants. With different motives for each group, all traffic participants were sensitized for the problems of the other.

Bad points: PTW riders themselves know very well the risk involved in riding a PTW and felt a little bit "bored".



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Think! (UK)



Campaign materials: videos, information, commercials on TV, radio spots, the Internet, social media, magazines, posters at national level but well disseminated throughout the world. These campaigns targeted all road users and PTW users, focusing on rider behaviour, personal protection, helmets, etc. They address collisions with other road users (where the other driver did not look or see the motorcyclist) and single-vehicle collisions (where rider skills were the cause or prime factor).

Campaign message: Take longer to look for bikes.

Good points of this campaign: The videos do not blame the riders for all accidents and are accurate and reasonable.

Bad points of these campaigns: these campaigns do have the capacity to "frighten-off" potential riders or unsettle family members of motorcyclists but these risks exist in any public safety message.



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Keep an eye on each other (nl: Heb oog voor mekaar – fr: Gardez un oeil sur l'autre) (Belgium)



Campaign materials: video, posters, flyers, press releases, field actions disseminated on the Internet, social media, TV, general and specialised press, on highways, in driving schools and city halls at national level. This campaign targeted both PTW riders and car drivers and aimed at highlighting interaction with other road users and taking each other's behaviour into account.

Campaign message: Be aware of the presence of riders in day-to-day traffic.

Good points of this campaign: targeted both riders and car drivers.

Bad points: lack of sufficient resources to conduct a broad campaign in the media.



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#StreetSmarts



StreetSmarts is not just another road safety campaign – it's a real time education program for the entire state. StreetSmarts is a place to learn about road use, get better at it, help teach your kids (and your parents), and make your family and friends safer.

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Case study 1 – Seat Belt Promotion and legislation change



Mission

- To mobilize the efforts of the state, private, media and NGO sectors in order to reduce traffic crashes
- To inform society and the media about importance of road safety
- To promote road safety culture and support youth road safety education
- To involve Georgian road safety community in the global road safety movement

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Identity stereotypes

- "We don't want to use a seat belt for a short distance"
- "Experienced drivers do not need the seat belt, she/he can control the situation herself/himself."
- It is dangerous to be "tied" in the car during the car crash
- "We do not need the seat belt for a low speed (in the city)"
- In the rear seat, a passenger is safe even without a seat belt."
- Air bag will save and protect me.



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The holistic approach



Legislation, penalties standards

- Laws on fittings & usage
- Penalties & fines
- Standards & equipment

Interventions

Mandatory	Voluntary
Police enforcement	Publicity campaigns
	Employer initiatives
	Education & training
	Insurance & incentives

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Meeting with stakeholders

- Parliament working group was created. It was led by Deputy Spiker and first lady
- Always involve the private sector, government officials decision makers in our main events (launch of programs, inaugurations, forums, start of trainings, award ceremonies...)



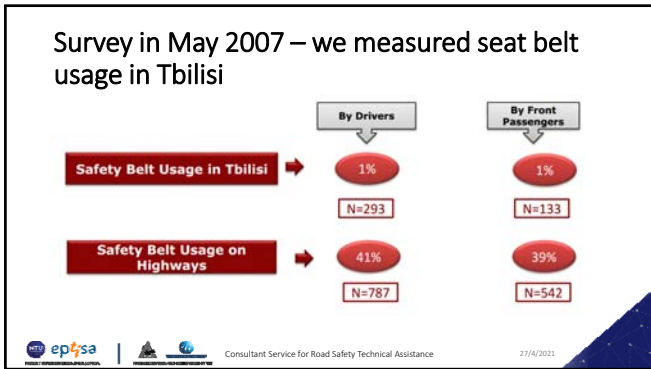
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Building Coalition, find champions and be flexible



"Coalition of Seat Belt Users" – banks, hotels, NGOs, educational centers and so on. During Seat Belts Campaign 20 000 people were covered by events.

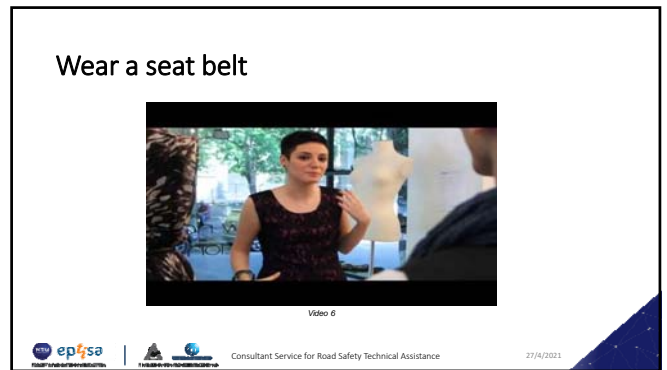
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Data-driven campaign

- Active public awareness campaigns on seatbelts in partnerships with government, media, businesses and NGOs;
- Radio PSAs, Promotional Videos
- Posters, cards, leaflets which were distributed in 150 hospitals
- Door to Door Campaign, aims spread information on seat belt
- Adoption of wearing seat belts on urban roads
- Research - 2 % on urban roads, 41% on the highway wear seatbelts;

Logos: ep4sa, Consultant Service for Road Safety Technical Assistance, 27/4/2021



Booklets and books for Seat Belt Campaign

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Survey in February 2011, after adoption law

Category	By Drivers	By Front Passengers
Safety Belt Usage in Tbilisi	95% (N=25 262)	89% (N=9 295)
Safety Belt Usage on Highways	98% (N=11 873)	97% (N=8 121)

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Outcomes

Fatalities In Georgia

- In 2008: 867 death
- In 2011: 526 death

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Case Study 2

Project Name: Awareness and education road safety campaigns on E-60 Tbilisi-Poti Corridor and in Settlements along this highway Corridor

Start of the Project	February 5, 2016
Project Duration	5 months
End of the Project	June 30, 2016
Financed by the World Bank	Third East-West Highway Improvement Project Additional Financing (TEWHIPAF)
Client and Authorized Person	Roads Department, Ministry of Regional Development and Infrastructure of Georgia
Consultant	Foundation "Partnership for Road Safety"

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Research Methods - Quantitative and Qualitative Researches on traffic risks

The objectives of the research were:

- To define the statistical traffic dynamics of on E-60 route
- To identify the high risk groups of road users
- To identify the key reasons for road accidents on E-60 Tbilisi-Poti highway
- To assess the children's knowledge level on the road safety
- To explore whether there is a safe environment nearby schools for safe way to school.
- To receive the information about road safety situation on E-60 highway and nearby from the road users (drivers, passengers, pedestrians).

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Research on Road Safety Problems on E 60 Tbilisi-Poti Highway

Analysis of Statistical Data of Road Accidents

The statistical data registered on the E60 Tbilisi-Poti highway in 2015 was analyzed, where the following causes of road accidents were defined:


- Wrong manoeuvre – 38.63%
- Unspecified cause – 20.22%
- Over speeding - 12.27%
- Unsafe lane changes and illegal overtaking - 10.10%
- Not keeping distance – 5.59%
- Tiredness, falling asleep – 5.77%
- Drunk driving - 2.34%
- Violating the rights of priority – 2.34%
- Ignoring the traffic signs – 1.26%

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Research on Road Safety Problems on E 60 Tbilisi-Poti Highway

• Research on Road Safety among Youth

The survey aimed to assess the knowledge level on road safety of the schoolchildren and teachers of the schools nearby the E60 Tbilisi-Poti highway



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Research on Road Safety Problems on E 60 Tbilisi-Poti Highway

- Interviews with the Drivers
- Interviews with the Drivers of Transit Buses and Mini-Buses
- Interviews with the Passengers



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Target Audience

Within the project, the target audience/interviewees of the research were the following:

- Young pedestrians at the age of 5-17 (schoolchildren)
- Young drivers at the age of 18-25
- High risk drivers at the age of 26-40
- Truck, bus and minibus drivers
- Transit trucks and bus drivers
- School children and teachers living on the E-60 Tbilisi-Poti highway
- Young pedestrians at the age of 5-17
- Female pedestrians at the age of 5-85 and above living nearby E-60 Tbilisi-Poti highway
- Elderly male pedestrians at the age of 65 and above living nearby E-60 Tbilisi-Poti highway

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Supporters and Partners

- Ministry of Internal Affairs, Patrol Police Department
- Ministry of Economic and Sustainable Development, Land Transport Agency
- Georgian International Road Carriers Association "GIRCA"
- Trade Union of Georgian Automobile Transport and Highways' workers
- Georgian Association of Land Transportation of Passengers
- Georgian Logistics Association
- Association of Freight Forwarders of Georgia
- Media outlets and social media
- Ministry of Education and Science
- Embassies of US and Turkey
- Wissol Petroleum





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Campaign Slogans and Messages

We have defined the following possible slogans and messages, which generally response to the campaign content:

- Drive safely!
- Your Road for Your Safety!
- Make the Roads Safe!
- Better Way for Safe Travel!
- Don't Violate the traffic rules, Take Care of your Life!
- Follow the traffic rules, Take Care of your Life!

After creating this list, we tested the slogans on several drivers and had consultations with PR specialists.



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Campaign Slogans and Messages

For children, we have worked out the special messages, which will be displayed on the children's campaign materials:

- Let's Learn and Follow the Traffic Rules!
- Learn and Follow the Traffic Rules!
- Be Visible on the Road!



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Theoretical and Practical Lessons at Schools



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Visibility Event at Schools



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Trainings for Drivers



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Competition for School Pupils



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Engage journalists - Competition for Journalists



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Victim Voice –real stories make impact



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Social video advertisement

Three main problems are emphasized in the screenplay from the positive point of view (To show to spectators the right way how to behave). Drivers in the video:

- Don't speed
- Don't drive when they are tired and sleepy
- Don't use mobile phones while driving
- of course, all of them and the passengers are using seat belts.



Video 8




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Road Safety event at Rustavi International Motor-park



- The racers joined the campaign "Make Our Road Safe" and appealed to everyone to speed up on motor-racing circuit, not highway.
- The racers were from different countries - Georgia, Ukraine, Latvia, Russia and etc.

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Social Media Campaign



The content of the page includes interesting facts about Road Safety and every activity connected to campaign.

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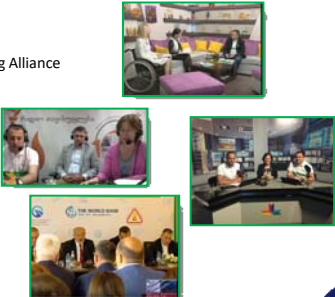
Famous people supporting "Make Our Road Safe"



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Media Broadcast

- Georgian Regional Broadcasting Alliance
- TV/Radio company "Borjomi"
- TV company "Dia"
- TV company "Metskhre Talga"
- TV company "Odishi"
- TV company "Egrisi"



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Media Broadcast

- TV company "Imedi"
- Radio "Imedi"
- TV company "Maestro"
- Public Broadcasting
- Public Broadcasting Radio
- Radio "Atinati"




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Materials for Educational and Awareness Increase Campaign



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Materials for Educational and Awareness Increase Campaign



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Designing – Implementation-Evaluation

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CONSULTANT SERVICE FOR ROAD SAFETY TECHNICAL ASSISTANCE
27/4/2021

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