

# Road Safety

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**Communications Manager**  
**Road Safety Authority, Ireland**

18 November 2016

**EDUCATION**

**CHANGE ATTITUDES**



- ✓ Win the moral argument
- ✓ Shape the climate of opinion
- ✓ Build community support for enforcement

**ENFORCEMENT**

**CHANGE BEHAVIOUR**

# Advertising Mandatories

Data - led

Research – led

Psychology – led



\*Test Everything Against These Criteria

Integrated with National and International Policing Plans

- ✓ **ALWAYS WINNING THE MORAL ARGUMENT**
- ✓ ALWAYS CLARITY OF CULPABILITY
- ✓ ALWAYS HUMANISING THE PROBLEM
- ✓ NO MIXED MESSAGES or RAT RUNS

**ADVERTISING  
STRATEGY**

# RSA Plan to an always on awareness strategy

RSA

## Media Activity - Advertising 2016

Activity	Primary Target	Media Activity - Advertising 2016															
		QUARTER 1				QUARTER 2				QUARTER 3				QUARTER 4			
		January	February	March	April	May	June	July	August	September	October	November	December				
<b>TV Led Multi-Media Campaigns (6 Weeks)</b>																	
Driver Distraction: Mobile Phones	A15-34	DD: Mobile Phones										DD: Mobile Phones					
Driver Fatigue	A15-34				Driver Fatigue					Driver Fatigue				Driver Fatigue			
RIT	A15-34			RIT													
Cyclist Safety	A15-34						Cyclist Safety										
Low Level Speeding (new campaign)	A15-34													Urban Speeding			
Crashed Lives: Drink Driving (new campaign)	A15-34	C.L.															Crashed Lives
Tyre Safety (new campaign)	A15-34			Tyre Safety													
Driver Distraction: Children	Housekeepers w/Kids		DD: Children							DD: Children							
Safe Cross Code	Housekeepers w/Kids					Safe Cross Code					Safe Cross						
Motorcycle Safety	All Adults					Motorcycle Safety				Motorcycle Safety							
<b>Non TV</b>																	
Tourism	Tourists																
<b>Digital Interventions (2-4 Weeks)</b>																	
Driver Distraction: Children	Housekeepers w/Kids		DD: Children									DD: Children					
Driveway Safety	Housekeepers w/Kids		Driveway Safety														
Drink Driving	A15-34			Drink Driving													
Seatbelt Campaign	A15-34				Seatbelt Campaign												
VRU	All Adults													VRU			
<b>Radio Interventions - (1-2 Weeks)</b>																	
Motorway Safety	All Adults									M.S.							
Roberta Connolly Child Safety	All Adults						C.S.					C.S.					
DRL (Daytime running lights)	All Adults															D.R.L.	
Winter Ready	All Adults											W.R.					
WRD (World Remembrance Day)	All Adults															W.R.D.	
Level Crossing	All Adults								LC								
Leading Lights Radio	All Adults													LL			
Hi-Vis Day	All Adults																H.V.D.
Severe Weather	All Adults																
Learner/Novice Driver Penalty Points	A15-34				L/N/D				L/N/D			L/N					
RIT (morning after)	A15-34				RIT												
Crashed Lives: Drink Driving	A15-34																C.L.
Driving for Work	Commercial Vehicle Drivers				D.F.W.												
Harvest	Farmers						Har				Harvest	H					
Rally Radio	Men 15-34																



## Key Research Questions to understand Driver Distraction

Are drivers aware of their vulnerability to driver distraction?

What coping mechanisms (if any) are used?

Why do driver choose to engage with the mobile phone/smartphone?

What types of messages in anti-distraction communications resonate?

What can the RSA do?

Despite awareness of the risks,  
drivers have found ways to  
rationalise phone use



**BUT... Just 3 seconds with eyes  
off the forward roadway  
increases likelihood of collision!  
(VTTU; 2006)**

**In case  
of emergency**

**It's an  
addiction**

**I'm being  
efficient**

**It's a work  
thing**

**I'm a  
experienced  
driver**

**Keeping the  
family schedule  
moving**



Non-phone users – Scope to harness the barriers identified in the community in future communications

Because I've only been driving for just under a year, I don't think I could do both, for the safety of myself and others, I think its important to get into the right habits

**Driving Ability**

I know I would get caught by the guards, I certainly don't want penalty points, insurance is high enough without endorsements on my licence.

**Fear of getting caught**

I swerved on the road but luckily I was on a motorway and had room, I got such a fright that I actually pulled in to the hard shoulder and unplugged my phone, it put me off for a while but I do still chance the odd call.

**A near miss**



For Parents, the driving task with children on board, is complicated by powerful (negative) emotions

*I'm always afraid that they will choke on their sweets and I won't be able to help them*

**Frustration**

*During the drive it can be frustrating when she keeps calling me or constantly ask me questions*

**Anxiety**



**Irritation**

*It's awful if anyone in your car is upset or looking for attention, it's very hard to just ignore them.....*

**Guilt**

*The noise coming from the back of the car would be enough to drive you mad sometimes*

- ✓ **Demonstrating reality** – reality of car collisions is memorable and haunting
- ✓ **Losing loved ones** – poignant
- ✓ **Real-life** – personal stories ‘it could be me’
- ✓ **Living with the consequences** – don’t want blood on my hands.
- ✗ **Patronising** or lecturing tone
- ✗ **Lack of clarity** of message
- ✗ **Not demonstrating consequences** overtly enough
- ✗ **Unnecessary distractions** from the message (annoying sound effects or accents)
- ✗ **Message too narrow** – just females or young people

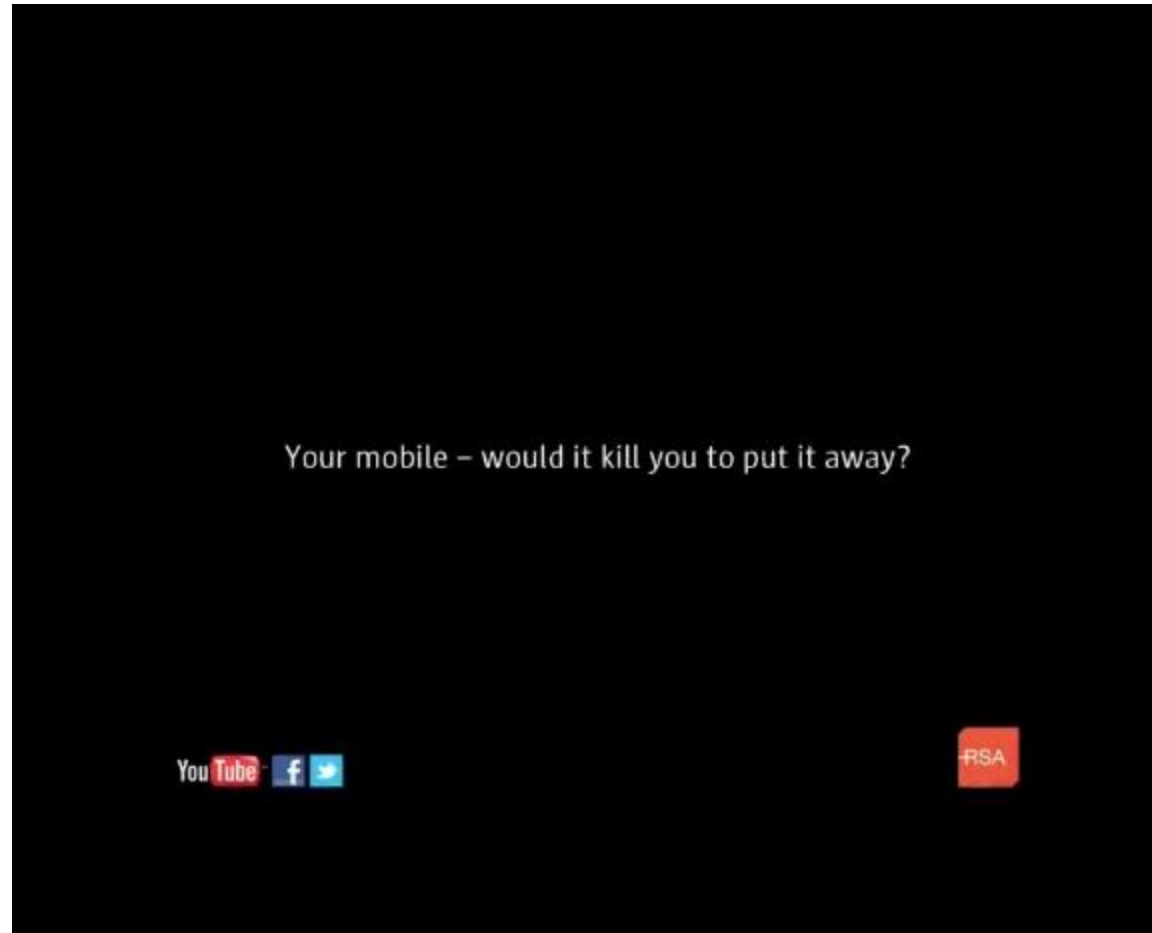
# Mobile Phone Distraction Campaign



Mobile Phone Distraction TV  
Campaign – “Anatomy of a Split  
Second”



# Mobile Phone Distraction Key Message





## What we did:

Alignment social with TV spot times

- Social cut downs of TVC
- Promoted imagery from TVC

Shared shocking stats on the dangers of using your mobile phone while driving

Retargeted content

Created a 'Facebook Memories' video & fictional character Facebook page

 **Road Safety Authority Ireland**  
Published by Barry Thomson [?] · August 23 · 🌟

Distracted driving could be a factor in as many 20-30% of all collisions in this country. Your mobile - would it kill you to put it away?

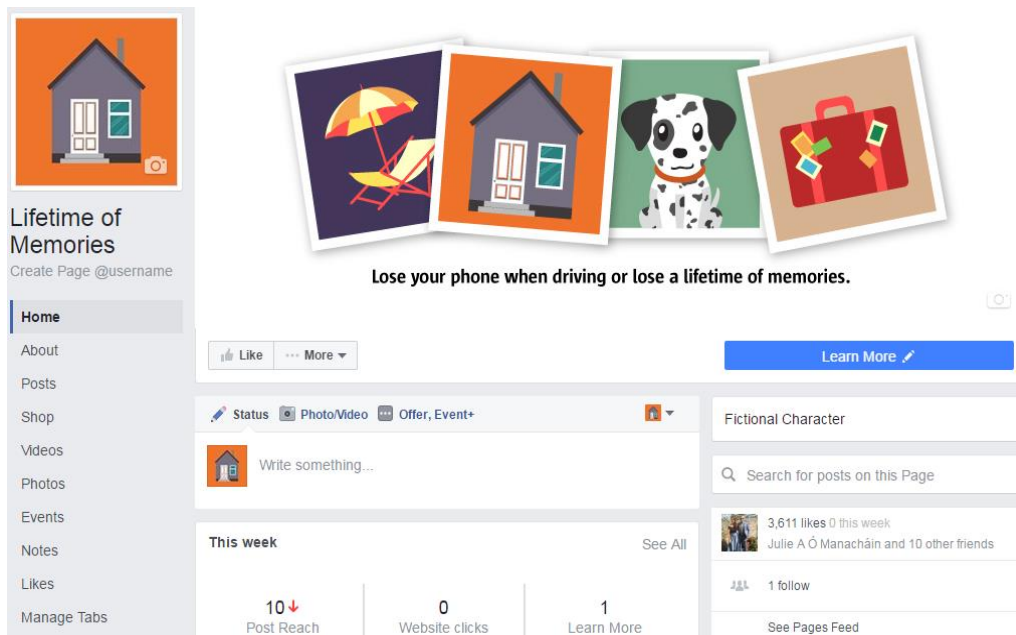


 **RSA Driving Test Ireland**  
Published by Barry Thomson [?] · August 29 · 🌐

Your mobile - would it kill you to put it away? Never use your mobile while driving.



*Whenever people are making or about to make memories they can't wait to share them on Facebook, Twitter, Snapchat and Instagram. But what they don't realise is that updating their status while driving could lead to losing a future lifetime of updates.*



**Lifetime of Memories**  
Create Page @username

Home  
About  
Posts  
Shop  
Videos  
Photos  
Events  
Notes  
Likes  
Manage Tabs

**Lose your phone when driving or lose a lifetime of memories.**

Like More Learn More

Status Photo/Video Offer, Event+

Write something...

**This week** See All

10↓ Post Reach	0 Website clicks	1 Learn More
-------------------	---------------------	-----------------

Fictional Character

Search for posts on this Page

3,611 likes 0 this week  
Julie A Ó Manacháin and 10 other friends

1 follow  
See Pages Feed



**Lifetime of Memories**  
September 12 at 11:34am · 🌐 Like Page

We care about the memories you share here. We thought you'd like to look back on this post.

1 Minute Ago



604K Views




# Audience Reaction & Sentiment


👍😱👤 Dom Corrigan, Rebecca Rock and 2K others Top Comments ▾


866 shares 110 Comments


Write a comment...  

Press Enter to post.

 **Tim Leech** I love how the RSA make ya think your looking at something fun and delightful and smash you in the face with your own mortality. Keep it up, it's pretty cool.  
Like · Reply · Message · 7 · September 16 at 4:34pm

 **Eloise Douch** Wow thats scary but so true cant understand why people use mobile phones when driving madness taking you're life and some poor innocent people in the process 😱💔😱  
Like · Reply · Message · 2 · September 24 at 9:43pm

 **Liam Lynch** What's more important..your phone or your life? Why do people give so much importance to their phones, especially when driving. From the adverts, your phone is still working but the person is gone forever!  
Like · Reply · Message · September 16 at 3:31pm

 **Marcus Culloty** Jason Culloty this is worth looking at (obviously not on your phone though!!) 😊  
Like · Reply · Message · 3 · September 12 at 5:36pm

1 Reply

 **Eoghan Brophy** Now thats effective  
Like · Reply · Message · 1 · September 19 at 1:23pm

 **Kym Doherty** Courtney Deasley thought it was all happy then bang 😄  
Like · Reply · Message · 1 · September 13 at 7:41pm

 **Stephen Lewis** never on snapchat lol  
Like · Reply · Message · 1 · September 12 at 2:56pm · Edited

 **Joanne Wren** That is sick  
Like · Reply · Message · 1 · September 21 at 11:13pm

 **Katie Guing** Eoin Hickey my heart was not ready for that  
Like · Reply · Message · 1 · September 18 at 12:14pm

 **Mairéad Faulkner** Kevin Dolan such a good ad ☐☐  
Like · Reply · Message · 1 · September 14 at 8:52pm


 **Lára Kenny** Megan holy shit  
Like · Reply · Message · 1 · September 21 at 11:41pm


1 Reply


 **Lee Healy O'Keefe** Julie Walsh fuck this is powerful  
Like · Reply · Message · 1 · September 17 at 7:15pm


 **Rosemarie Greene** Claire Moran This is very good from RSA  
Like · Reply · Message · 1 · September 18 at 9:49am


 **Schnejt Charade** That ad is brilliant.  
Like · Reply · Message · September 18 at 9:27am


 **Catherine Doyle** Great ad well done  
Like · Reply · Message · September 17 at 10:48pm


 **Julie Williams Mccarthy** Now thats an ad  
Like · Reply · Message · September 19 at 5:40pm


 **Bronwyn Butler** Worth a look!!!!  
Like · Reply · Message · September 25 at 8:38pm


 **Ráicheál Ní Bhroín** OMG 💔  
Like · Reply · Message · September 17 at 9:20am


 **Teens Duffy** Brilliant ad-very powerful  
Like · Reply · Message · September 17 at 10:22pm

 **Siofra Byrne** Excellent advertising by the RSA well done team.  
Like · Reply · Message · September 18 at 4:18pm


 **Ciara Halpin** omg this add was needed very well done!!!  
Like · Reply · Message · September 19 at 4:00pm


 **Margaret Brightling** Wow Andrew. Pretty impactful!  
Like · Reply · Message · September 13 at 8:48pm

 **Lauren Dolan** Tara Harris maybe you can sign up via this !!!!!??  
Like · Reply · Message · September 25 at 1:39pm

 **Lisa Davey** Ian Furlong look at this !!!!!  
Like · Reply · Message · September 14 at 4:11pm

3 Replies

 **Niall Geoghegan** That got dark real quick  
Like · Reply · Message · September 23 at 3:18am

 **Graham Carraher** Wow  
Like · Reply · Message · September 24 at 10:10pm

Facebook Performance	Impressions	Engagements	CPE (€)	Video Views	CPV	Video – 75%	CPV – 75%
<b>TOTAL</b>	<b>2,881,893</b>	<b>566,994</b>	<b>€0.01</b>	<b>604,805</b>	<b>€0.01</b>	<b>45,768</b>	<b>€0.11</b>

# Earned Media

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## New ad campaign will make you think twice before texting and driving



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## WATCH: This Powerful Road Safety Video Aims To Discourage People From Checking Their Phones While Driving

Using the popular 'Facebook Memories' feature...

James Fenton 19 days ago 20



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### Birthdays to a DEADLY selfie, the harrowing video every driver needs to watch



LIDL From Monday 10<sup>th</sup> October €3.99 per unit SEE MORE

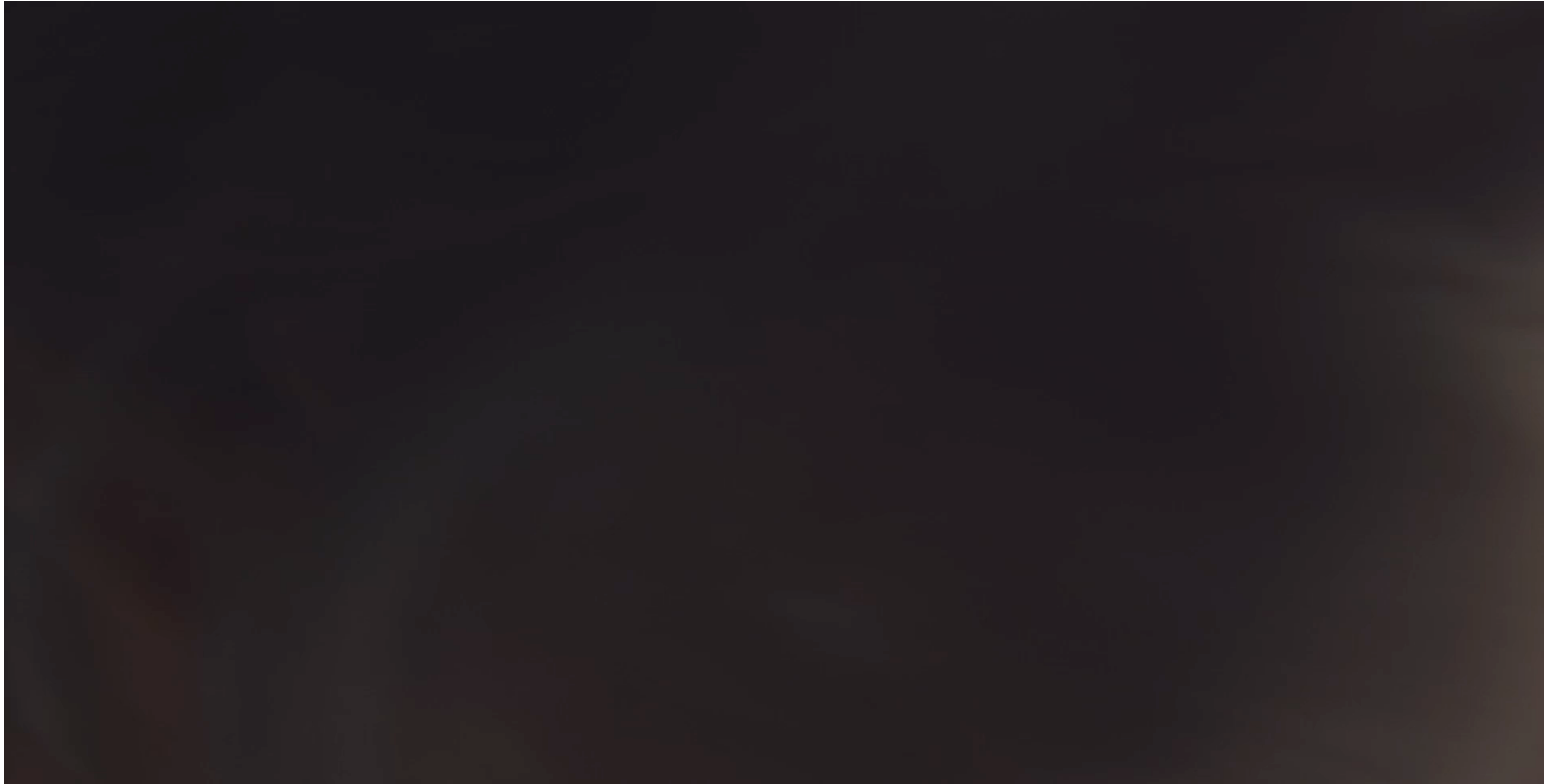
About MummyPages

# Distracted Parents Campaign

## What was needed?

- Drive awareness of Driver Distraction
- Generate a social conversation around the dangers & how to avoid it
- Highlight contributing behaviour to Driver Distraction
- Main target audience was parents

# Distracted Parent TV Campaign - “Don’t Look Back”





**Don't lose a  
life looking back.**

**Focus on the road.**

**Pull over if you need to.**

find out more



- The tactics that parents may employ to prevent child distraction are many but could in themselves cause a distraction. This was something that main TV Ad could not address.
- The most important solution in reducing driver distraction, according to a [Monash University report](#), is the correct restraint of children in their car seats.
- The Australian researchers found the children in their study were in the incorrect position for over 70 per cent of the journey time. Three quarters of child car seats we examine here in Ireland are incorrectly fitted. Ensuring your child is properly restrained in the correct car seat could eliminate a big cause of distraction while driving for parents.
- We wanted to create a conversation among parents to discuss what works and doesn't work to avoid child distraction.



- Aligned social activity with TV spots using:
  - Social cut downs of TVC
  - Promoted imagery from TVC
- Creation a 'Tip Swap App' where real parents could share their tips to avoid distraction
- Created bespoke images from the Tip Swap App



**Child Distraction**  
Children can be 12 times more distracting than using a mobile phone while driving. Want to know what steps other parents take to avoid distraction? Use our TipSwap App to read other peoples tips & share your own!  
RDAPPSHOST.COM

Like Comment

**Road Safety Authority Ireland**  
7 July 2015  
Children can be 12 times more distracting than using a mobile phone while driving. Want to know how other parents avoid distraction? Use our TipSwap App to read other peoples tips & share your own!



**TipSwap**  
WWW.FACEBOOK.COM/RSA/TIPSWAP  
Learn More  
Like Comment Share

# Tip Shares in the Tip Swap App

## Fed & watered

My sister always makes sure the kids are fed & watered before a drive- that way they'll sit happily and not be complaining that they want a snack!


 **Alix**  
1 year ago

 Share on Facebook

 Tweet Tip



## Games


I get mine to play "I spy" and "I went to the shop" this will give you up to 1hr depending on ages, also if they are 7+ Travel games from the € shops are great for long journeys.


 **Karen O'Reilly**  
1 year ago


 Share on Facebook

 Tweet Tip

 **Martina Lavin** How did my parents manage without dvd player's, sweets or video games, I'll tell you how as I still remember most of those happy car trips.....they talked to us, we played games like count all the blue, red, black etc etc cars, we played I spy, we were educated on our surroundings and spent hours naming trees, birds, breeds of cattle, road sign symbols, the list goes on and on!  
Like · Reply ·  36 · 10 July 2015 at 21:58 · Edited

 **Grace Le Gear O'Brien** I always found playing kids audio books great for keeping them quiet and calm  
Like · Reply · 27 July 2015 at 10:20

 **Janet O'Sullivan Harkin** I use story cds in the car. Fairytales etc. They love listening to them and acting them out.  
Like · Reply · 26 July 2015 at 19:37

 **Melissa Lanigan** Your children are the most precious cargo you will have in your car always check twice to make sure their buckled up properly  
Like · Reply · 27 July 2015 at 00:03

 **Claire Mc Ardle** Disney cds,music your child likes and will sing along to  
Like · Reply · 26 July 2015 at 22:04

Facebook Performance	Impressions	Engagements	CPC (€)	Video Views	CPV
TOTAL	1,839,580	637,959	€0.88	332,903	€0.005

# Results

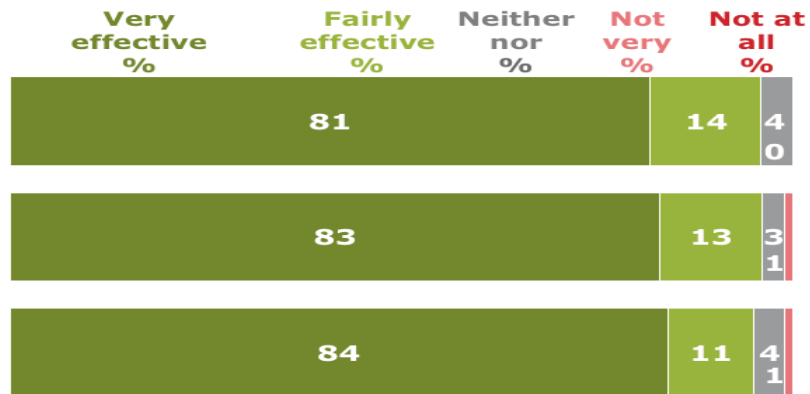
## Mobile Distraction TVC: Perceived Effectiveness

Base: All motorists N –723

A driver who is using a mobile phone **can't properly concentrate on driving**

Using a mobile phone whilst driving **greatly increases the chance of a crash**

**Being distracted for even a second** while driving greatly increases the chance of a crash



Very Effective		
Danger Group 1	Danger Group 2	Total 2015 (Nov)
%	%	%
81	79	80
79	77	81
82 (+6)	80 (+4)	81

**The high levels of perceived effectiveness have been maintained by the Mobile Distraction campaign.**

## Mobile Distraction TVC: Efficacy & Acceptance

Base: All motorists N –723

	Agree strongly %	Agree slightly %
It's going to make me think twice about having a phone conversation with someone who is using their phone <b>while they are driving</b>	73	18
It's going to make me think twice about using a mobile phone <b>whilst driving myself</b>	76	14
The advertisement has made me realise that being <b>distracted for even a second</b> while driving can have devastating consequences	80	15
As a driver, I am now more likely to put my mobile phone <b>out of reach</b> while driving	73	14
After seeing this advertisement I feel confident that I will focus on my driving without being <b>distracted by my desire to use my mobile phone</b>	75	15
After seeing this advertisement, I now know more about how to <b>manage my desire to use my mobile phone</b> while I am driving	75	14

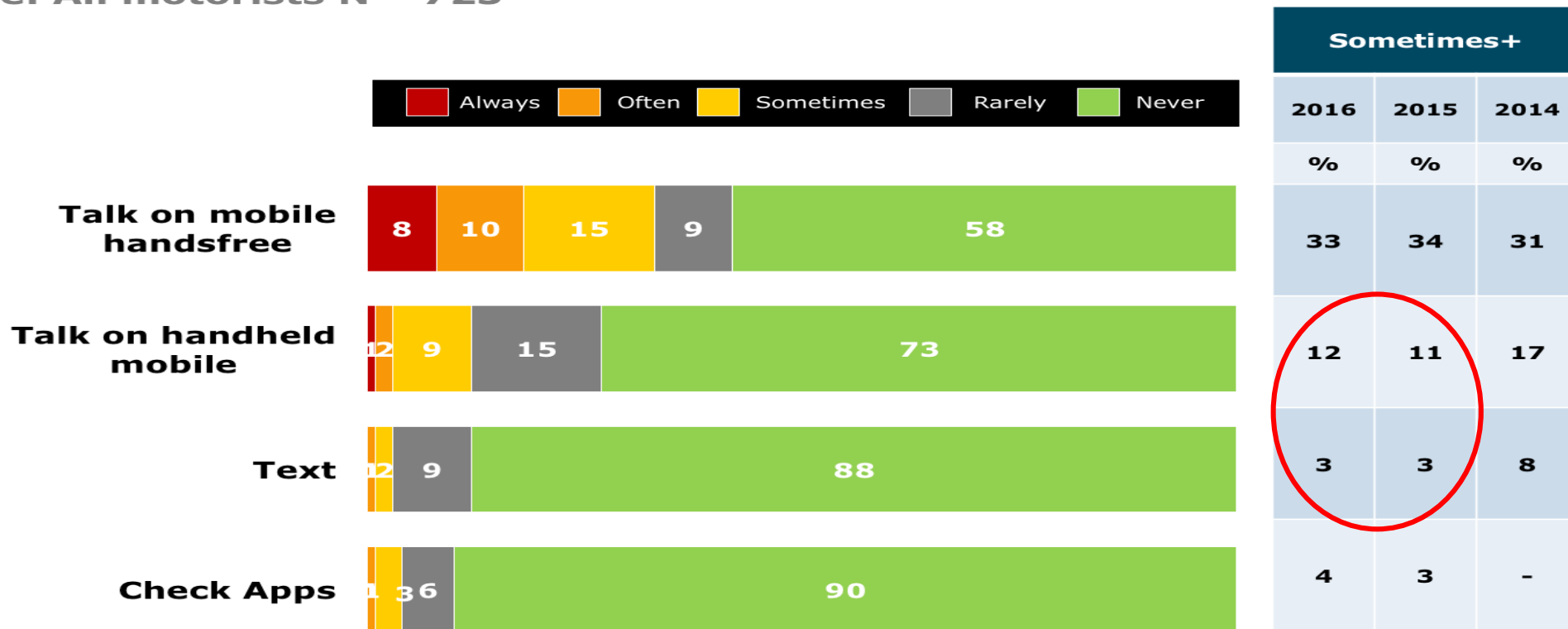
Agree strongly		
Danger Group 1 %	Danger Group 2 %	Total 2015 (Nov) %
70	73	69
75	71	71
78	79	75
71 (+13)	67 (+14)	66
72 (+7)	67 (+6)	69
73 (+10)	67 (+7)	68

The evaluation of the Mobile Distraction campaign has improved across each criteria – and especially so among the danger groups for the self efficacy statements.



## Driving Behaviour: Mobile Phones (March 2016)

Base: All motorists N – 723



40% of motorists do at least one of the above behaviours 'sometimes' or more often. The claimed reduction in texting is again evident in 2016.

Q.5b In general, how often, if at all, do you... while driving?

- 3% of drivers of drivers were observed with phone in their hand (1%) or at their head (2%)
- Phones were more likely to be held at the head of drivers (except Clare, Donegal & Galway)

Behaviour	%	
	2015 (n=14,230)	2014 (n=14,493)
Mobile Phone	3%	8%
Mobile in hand	1%	4%
Mobile at head	2%	4%





## EPICA Award



The RSA was one of nine countries to pick up gold in the public service advertising category at the Epica Awards in 2015.

Known as the “Golden Globes of Advertising”, the awards are an international celebration of creativity.

Both distraction campaigns also won Irish and International Gold at the prestigious Kinsale Sharks awards in 2015 (“Don’t look back”) and 2016 (“Anatomy of a split second”).

# Distracted Parents TVC: Advertising Impact/Behaviour Change

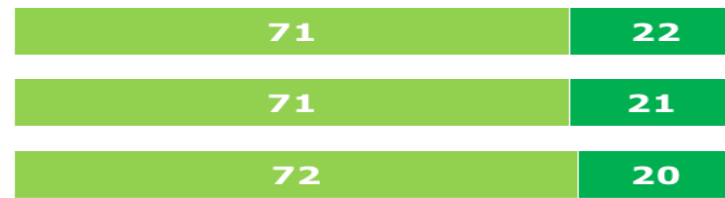
Base: All motorists with children N-291

## Effectiveness

- The risks that children pose as a **distraction** in the car
- Never let a child take **your focus off the road**
- If children in the car need attention while driving, we should **find a safe place to pull over**

Very effective %

Fairly effective %



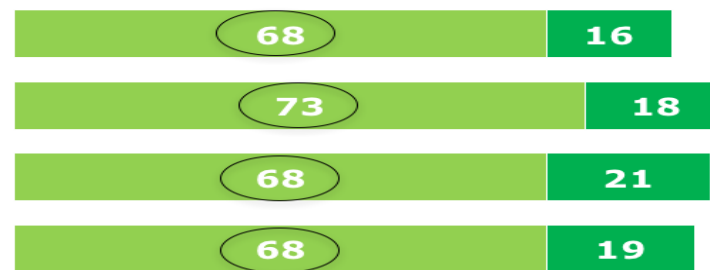
2015 August
Very Effective %
74
74
72
Agree Strongly
62
63
62
58

## Behavioural Change

- Response/Self Efficacy: I think this advertisement is effective in providing information on **how to cope with children in the car** more safely
- Message: As a driver, I am now more likely to **take extra care to focus on the road** when children are in the car
- Message: After seeing this advertisement **I feel confident that I can focus** on driving when children are in the car
- Acceptance: After seeing this advertisement, I now **know more about how to manage my driving** when children in the car need attention

Agree strongly %

Agree slightly %



**The efficacy and message acceptance measures have all risen for the Distracted Parents Campaign.**

- Q. In your view, how effective is this advertisement in demonstrating each of the following?
- Q. Please tell me the extent to which you agree or disagree with ...

# Thank You.