



*Remember. Respect. Think ahead.*

**LIKENNETURVA**

**#rohkee (Be Brave)-campaign**

Organisation Manager Pasi Anteroinen

Finnish Road Safety Council

@pastoripastori

# #rohkee (be brave) -campaign

- Road safety campaign
- In co-operation with Finnish Road Safety Agency and other partners
- Planned for 3+ years
- Target audience 15-24 y.
- Media: TV, radio and digital
- Encourage young people to stop friends from driving drunk



# Allready a strong social norm against drink driving



**KARPON PARHAAT** osa 2

# 17608<sup>(1)</sup>

**1/3 of Drunk drivers caught after reports by other road users**



# Campaigning works

- Long term campaigning has created a strong social norm against drink driving
- According to metaanalysis by TØI campaigning decreased road deaths by 9%
  - TØI results emphasize the effectiveness of drink driving campaigns
  - Campaigning always stronger when supported by enforcement

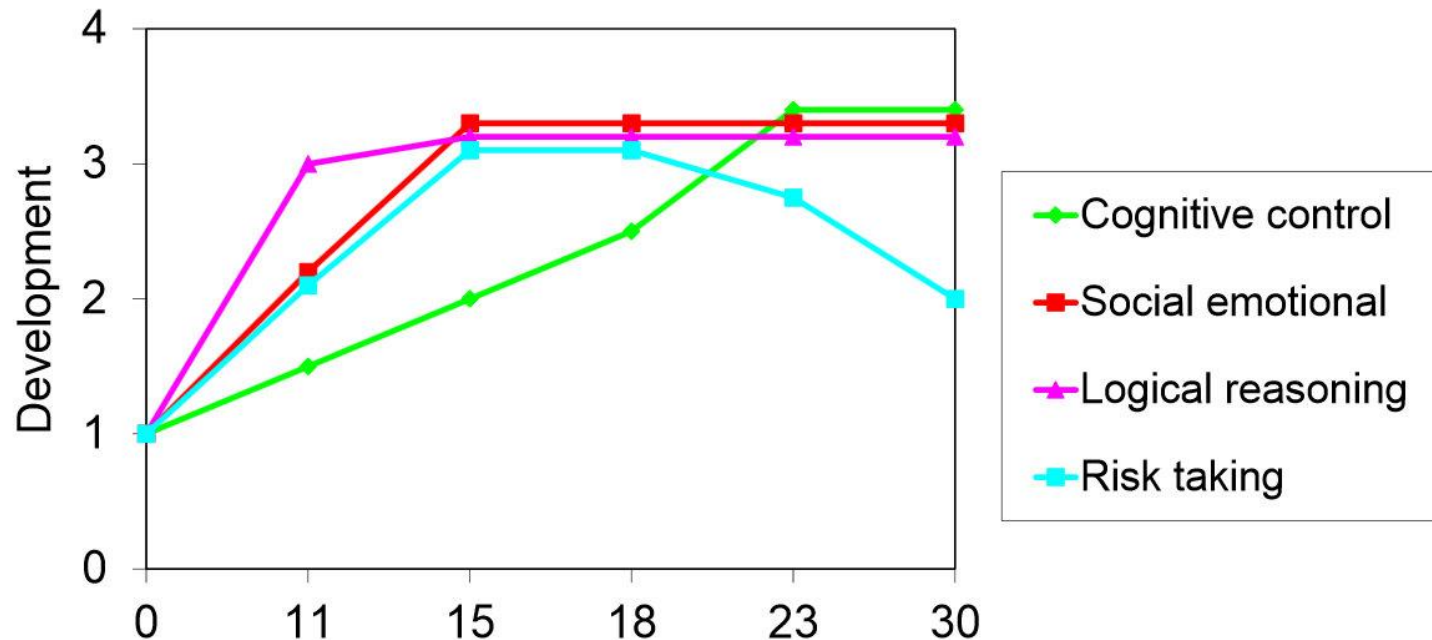


# Why do we target young people?

- approx. 50 road deaths involving alcohol or drugs.
- Young people over represented in accidents
- Attitudes more ambivalent among young people
  - 9/10 adults would inform police of a drunk driver (Liikenneturva 2015)
  - 7/10 young people would inform police of a drunk driver (Liikenneturva 2013)

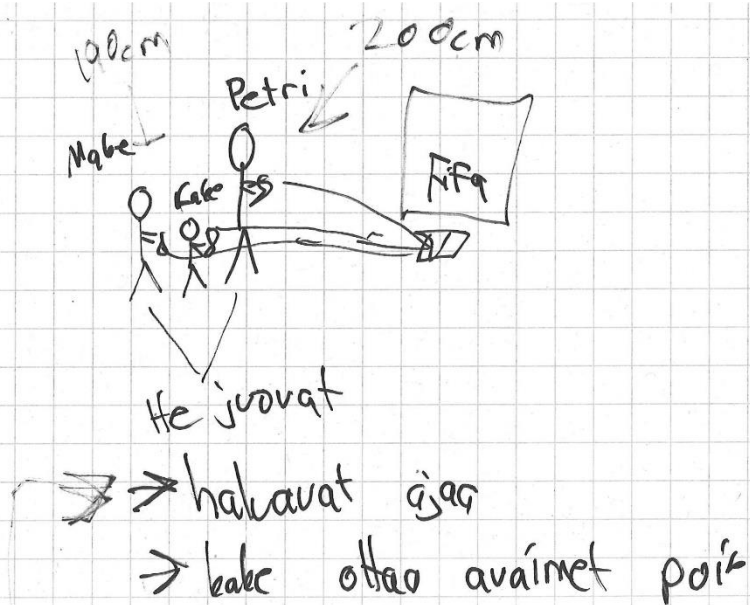


# Young minds are prone to take risks



Brijs, Kris & Ruiter Rob & Brijs Tom  
(ed.) Jaarboek Verkeerveiligheid,  
p.92-100 2009

# Target group panels in campaign planning



"I wish we couldn't find the car keys"

~~Bull Mentula~~  
"Only fear works for drunk drivers"

Anna ystäväillesi mahdollisuus elämään"

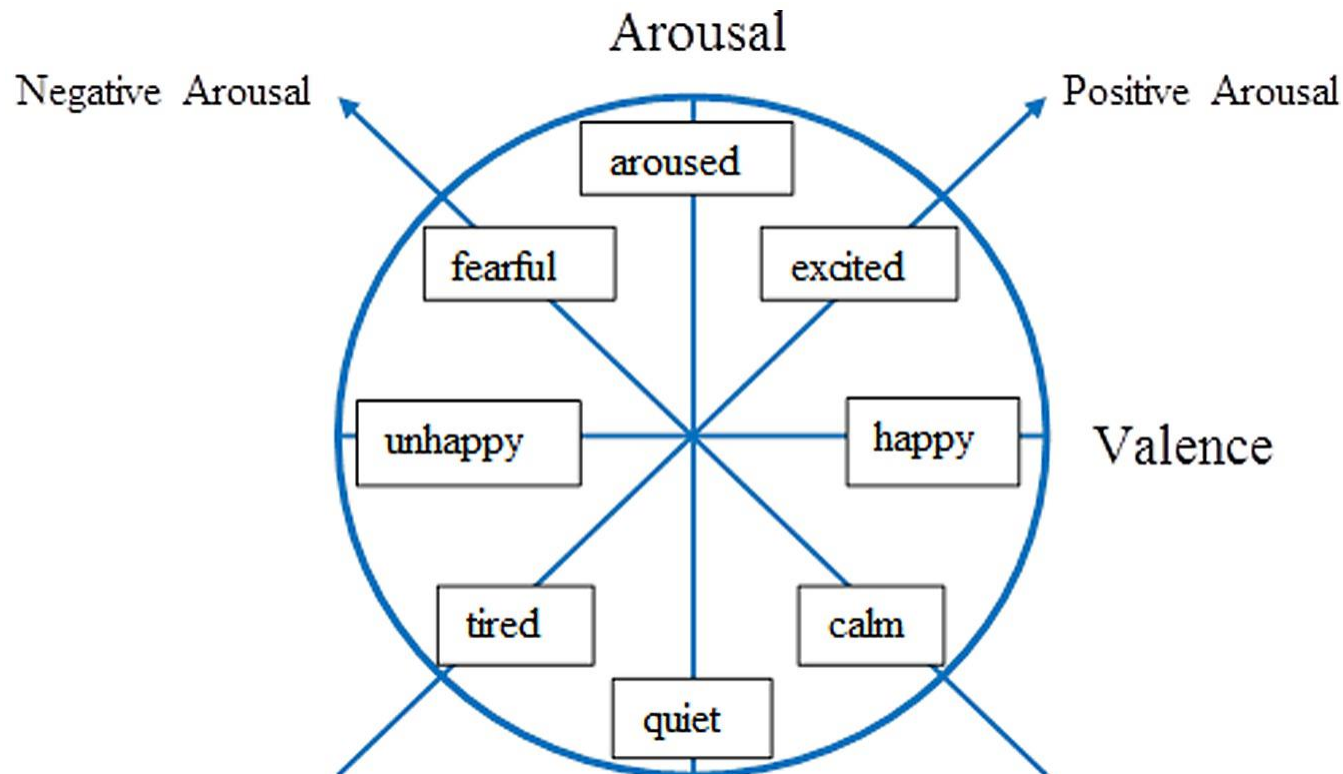






# Tackling negative effects of an fear appeal

- Circumplex Model of emotion



1) Russell, James (1980).  
*Journal of Personality and Social Psychology*

# From fear to engagement



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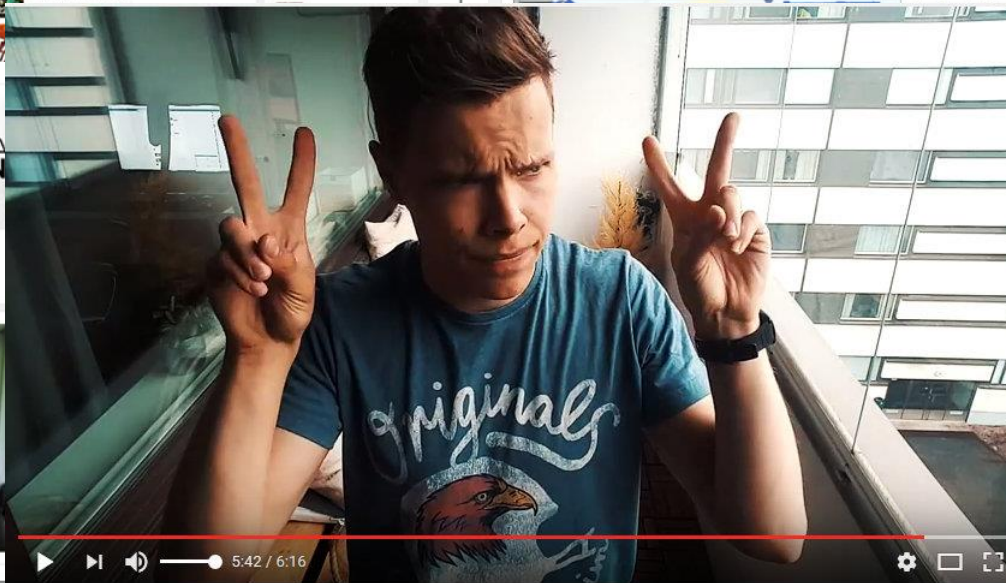
Tilaa tai syön sut :3

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+ Lisää soittolistaan ➔ Jaa ... Lisää

👍 11 490 🗨️ 194



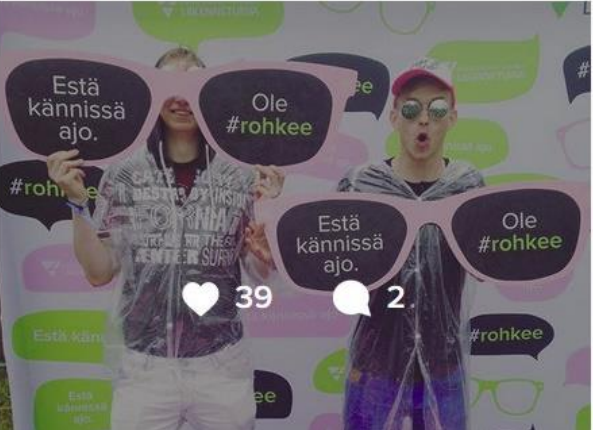
# I pledge to be brave



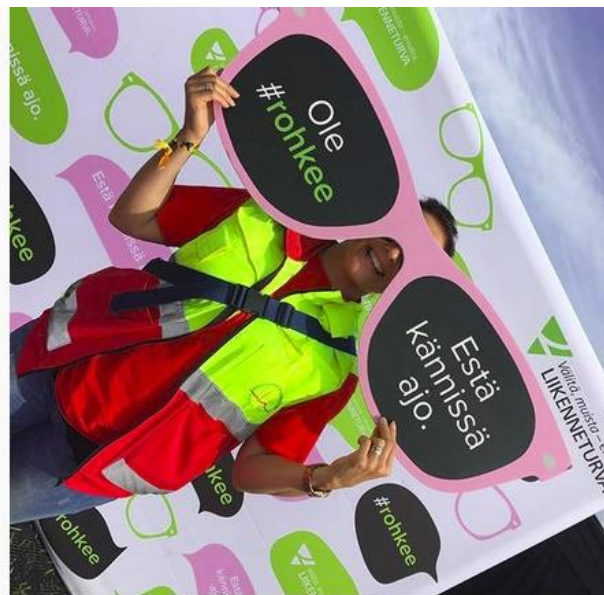
# Focus on Instagram

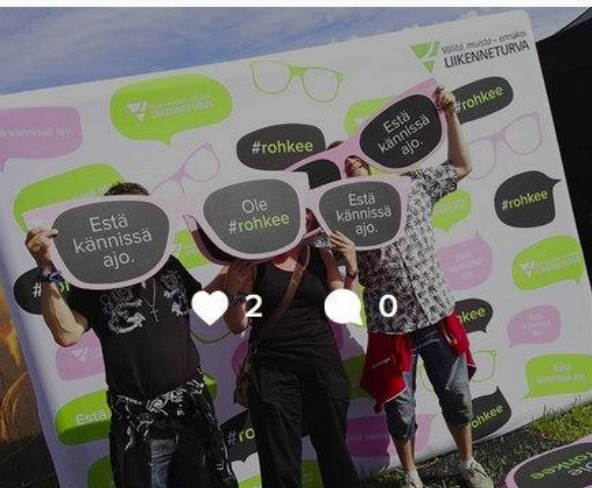








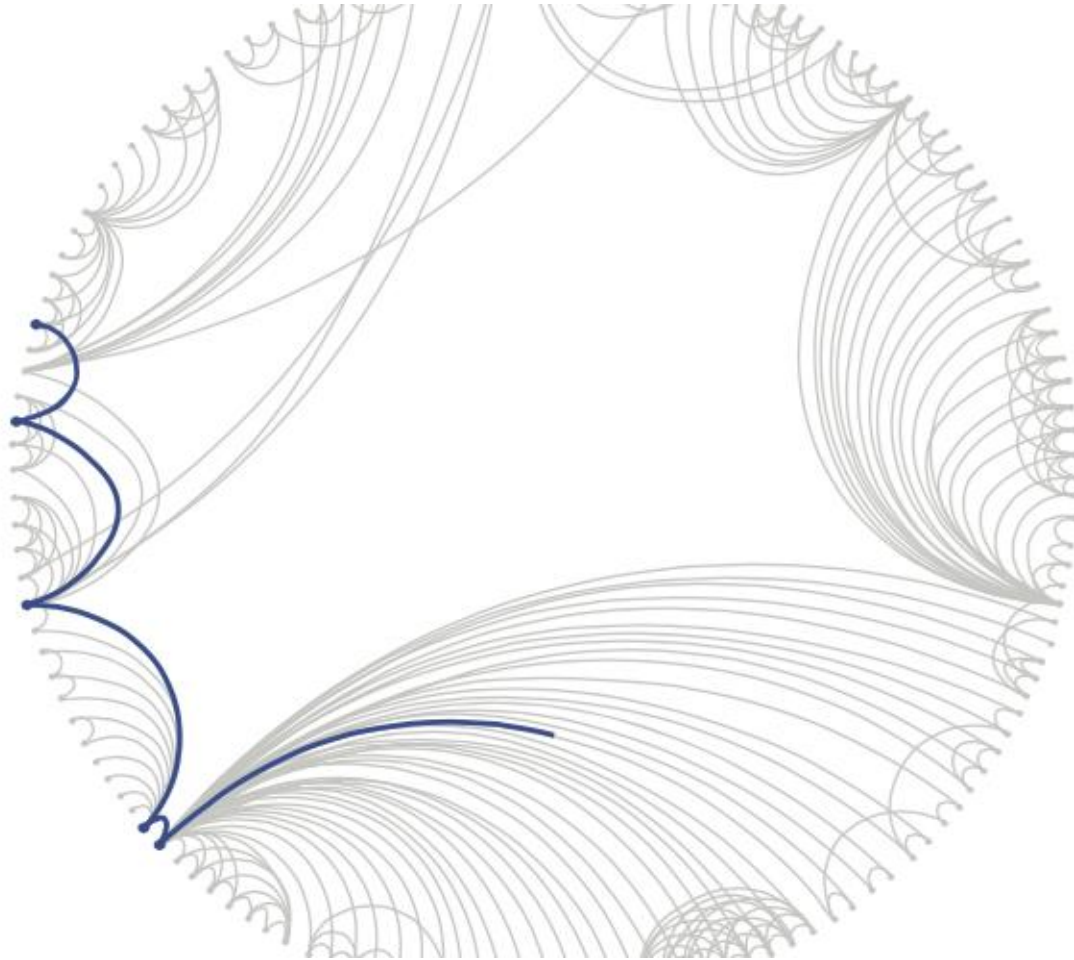








# 3,57 connections between you and the pope



# Notes

- CAST - Campaigns and Awareness-Raising Strategies in Traffic Safety
- Best practise in road safety mass media campaigns, CASR 2010
- Defining behaviour change techniques, University of Plymouth 2011
- Road Safety Campaigns: What the research tells us TIRF 2015
- Meta-analysis of the effect of road safety campaigns on accidents AAP 2011
- Nudge: Improving Decisions About Health, Wealth, and Happiness, 2009 Richard H. Thaler & Cass R. Sunstein
- The Critical Periphery in the Growth of Social Protests

Pablo Barberá et al PLOS 2015

- George Herbert Mead: Significant Others
- Leon Festinger: Social comparison theory





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Thanks!

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