Efficient and integrated approach of road safety awareness raising campaigns: CAST project

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CAST project
CAST

- Campaigns and Awareness-raising Strategies in Traffic Safety
- 19 partners, 15 countries, 2006-2008
- Funded by European Commission
- Coordinator: Belgian Road Safety Institute (IBSR-BIVV)
- Objectives:
  - Increase effectiveness of road safety awareness raising campaigns
  - Provide practical tools for campaign practitioners
Consortium

19 partners from 15 different countries

Coördinator:
FACTUM - Austria
IMOB - Belgium
CDV - Czech republic
INRETS - France
BASSt - Germany
UTH - Greece
ISEC - Portugal
BfU - Switzerland
DTU - Denmark
SIPSiVi - Italy
SWOV - the Netherlands
Min. of Transport - the Netherlands
TØI - Norway
IBDiM - Poland
PRP - Portugal
ULFF - Slovenia
VTI - Sweden
RfSF - Denmark
CAST – core questions

- How to design and implement effective campaigns?
- How to measure the effects of campaigns?
- Do campaigns work? How well do they work? What factors influence this?
CAST – research

- Database: 221 campaign evaluation studies, 1980-2007
  - Europe (40%), USA (40%), Au/NZ (20%), other (0.01%)

- 433 individual campaign effects identified
  - effect = change in behavior and/or accident counts due to the campaign

- Meta-analysis: weighted average of effects, e.g.
  - Campaign 1: 1000 accidents before, 900 after (-10%)
  - Campaign 2: 10 acc. before, 5 after (-50%)
    → Campaign 1 receives greater weight

- Overall effect: -9% accidents
  (Phillips et al., 2011)
CAST
campaign cycle
CAST campaign cycle

1 Getting Started
2 Analysing the Situation
3 Designing the Campaign and the Evaluation
4 Before-period Evaluation + Campaign Implementation
5 Completing the Evaluation and Drawing Conclusions
6 Writing the Final Report
1. Getting started

- **Identifying and defining the problem**
  - Problem behaviour & risks (based on accident data, offences, observed behaviour,....)
  - Current issues (e.g. new legislation)

- **Locating partners and stakeholders and getting them involved**
  - Public authorities, private organisations, police, sponsors,....

- **Drafting the budget**
  - Including budget for evaluation!

- **Kick-off meeting + setting up the campaign team**
  - Defining general objective, possible strategies, identifying needs + resources
2. Situation analysis

- **Which target audience(s)?**
  - Group(s) involved in problem behaviour = primary audience
  - Group(s) influencing primary audience (e.g. peers)
  - Audience segmentation (subgroups according to socio-demographic variables, lifestyle etc.)

- **Main motivations for target audience behaviour?**
  - Research on factors contributing to problem behaviour / safe behaviour (behavioural models, studies, previous evaluated campaigns...)

- **How to influence behaviour?**
  - How to reach and influence the target audience
  - Interests and needs of target audience
  - Inspiration from previous campaigns

- **Define specific objectives**
  - SMART objectives: Specific, Measurable, Achievable, Realistic, Time-bound
  - Reach
  - Appreciation
  - Effects (knowledge, attitudes, behaviour)
3. Campaign design

- Specific objectives
- Social marketing strategy
- Available budget

determine

- Campaign type & scale
- Approach, tone of voice
- Message
- Timing + duration
- Media choice
3. Evaluation design

- Based on specific objectives
  - Process: reach and appreciation within target audience
  - Outcome: pre/post measurements
    - effects in terms of
      - Knowledge (xx % of target audience knows that...)
      - Attitudes (xx % of target audience thinks that...)
        - norms, values, beliefs,... linked to behavioural model
      - Behaviour (xx % of target audience declares / acts...)
        - Self-declared behaviour
        - Observed behaviour
4. Implementation

- Implementing pre-measurement
- Producing and distributing campaign materials, coordination with partners
- Launch
- Follow-up campaign implementation
  - Does it run as planned? Make adjustments if necessary!
5. Completing evaluation and conclusions

- Implementing after measurement(s)
- Data processing and analysis
- Conclusions
  - Target audience reached?
    - To what extent? Why (not)?
  - Effects on knowledge / attitudes / behaviour?
    - To what extent? Why (not)?

→ Campaign objectives achieved?
  - To what extent? Why (not)?
6. Final reporting

- **Why report?**
  - Input for future campaigns – learning process!
  - Justification for commissioners / sponsors

- **Report content**
  - Overview of campaign elements
    - Topic, audience, budget, partners, strategy, message, media planning, campaign progress...
  - Overview of campaign results (evaluation):
    - Before measurement
    - After measurement
    - Conclusions

- **Publish the report!**
Campaign success factors
Success factors for RS campaigns

Higher effectiveness if ...

- Theoretical model is used
- Combination of communication with enforcement, education or legislation
- Campaign based on prior research
- Single theme instead of multiple themes
- Clearly defined target audience

Diagram:

- Behavioural beliefs and outcome evaluations
- Normative beliefs and motivation to comply
- Control-belief strength and Control-belief power
- Attitude toward the behaviour
- Subjective norm
- Perceived behavioural control
- Intention
- Behaviour
Success factors

- Using personal communication
- Emotional and rational content instead of rational only
- Addressing social norms
- ‘immediacy’ in the delivery of the message
CAST recommendations
1. Base the campaign on an in-depth analysis
   - Problem behaviour, target audience(s), motivational factors influencing target audience behaviour

2. Define specific target audience

3. Define specific objectives
   - reach, appreciation, knowledge, attitudes, behaviour

4. Develop campaign strategy and media plan
   - Based on specific objectives
Recommendations / CAST

5. Carefully formulate the message
   - credible, convincing, concrete,...

6. Conduct a proper implementation
   - launch, follow-up, coordination

7. Ensure rigorous evaluation
   - reach, appreciation, knowledge, attitudes, behaviour

8. Publish results and conclusions
   - Report as input for future campaigns
CAST handbook

- Detailed manual for designing, implementing and evaluating road safety campaigns
- Step by step approach
- Based on existing research, best practices and CAST research findings
  - Theory & background
  - Practice – 6 steps
  - Recommendations
- For campaign practitioners and everybody involved in road safety campaigns
- Freely available at www.cast-eu.org
More CAST tools

- Evaluation tool (guidelines)
- Reporting tool (guidelines)
- Concise recommendations
- Freely available at www.cast-eu.org
Questions?

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