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

Stijn Daniels, BIVV
Werner De Dobbeleer, VSV

European Road Safety Campaigns Conference
17 November 2016, Brussels

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:

Partners

FACTUM - Austria

IMOB - Belgium

CDV - Czech republic

INRETS - France

BASt - 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

- **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)?**

Con**clu**sion

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**
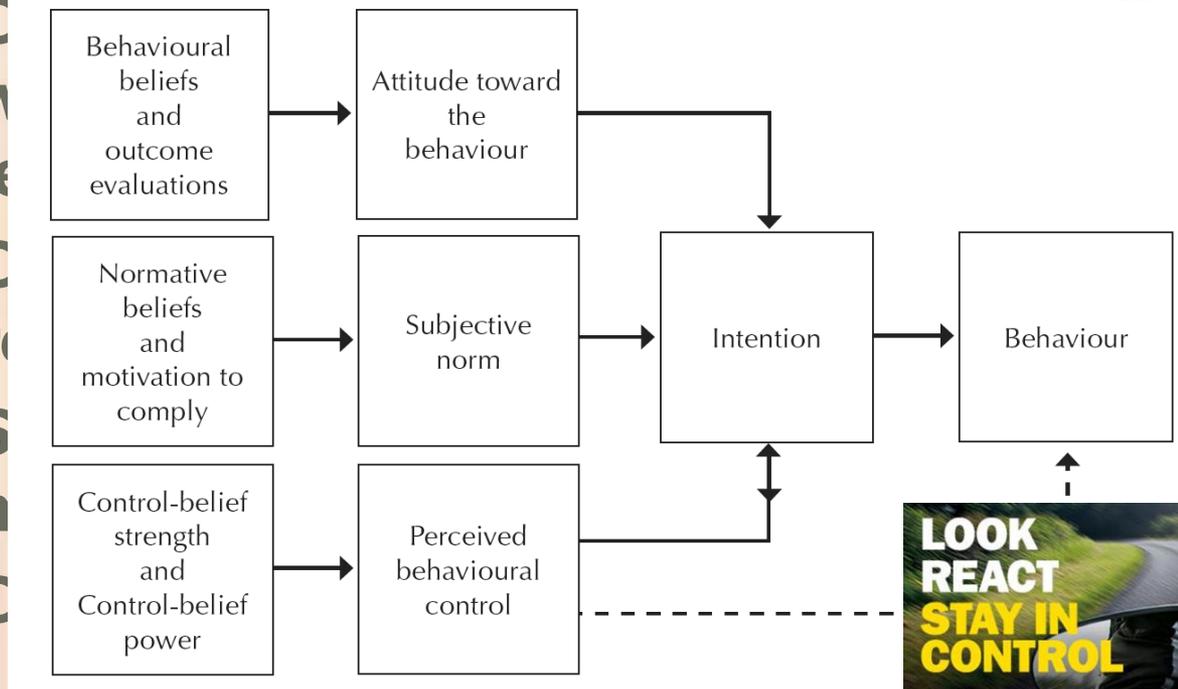   - **Conclusions**
- **Publish the report!**

Campaign success factors

Success factors for RS campaigns

Higher effectiveness if …

- Theoretical model is used
- C
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- S
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- C

Success factors

- Using personal communication
- Emotional and rational content instead of rational only
- Addressing social norms
- 'immediacy' in the delivery of the message

1 kind op 2 is FOUT vastgeklikt. En het jouwe?

Pourquoi tu roules si vite?

GO FOR ZERO
NOTRE OBJECTIF À TOUS : ZÉRO TUÉ

CAST recommendations

Recommendations / CAST

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**
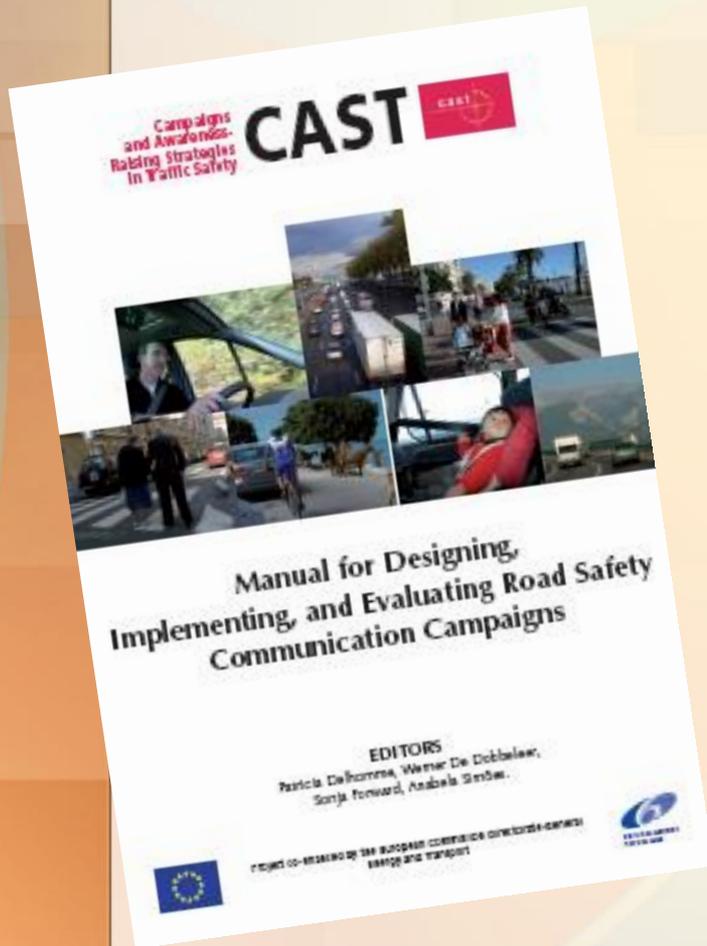   - **Based on specific objectives**
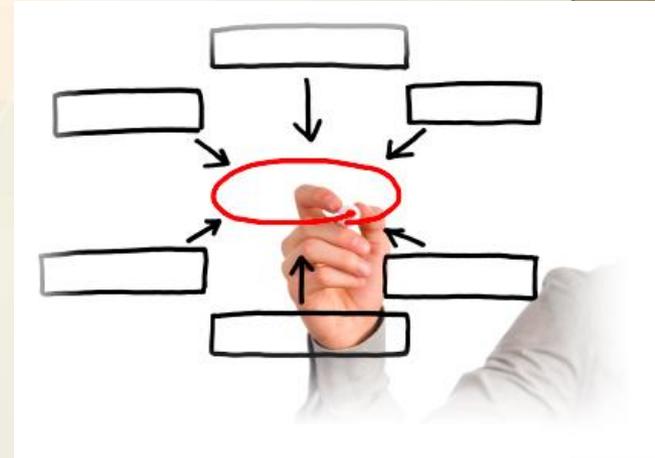
Recommendations / CAST

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

Campaigns and Awareness-Raising Strategies in Traffic Safety

CAST

Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns

EDITORS
Patricia Delhomme, Werner De Dobbelaer,
Sonja Forward, Anabela Simões.

- **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?

stijn.daniels@bivv.be

werner.dedobbeleer@vsv.be

www.cast-eu.org