



Road Safety Campaigns

► Behavioural Aspects in Road Safety Campaigns



Vlaanderen
is mobiliteit &
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'Ray – It is ok not to speed' (Flanders)

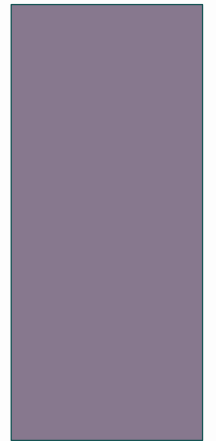
=> no fear appeal! - WHY?

1. Relationship 'policyakers – road user'
2. Strategies of behaviour change
3. From theory to practice



1. Communication

The relationship between
policymakers and road users



Road Safety Communication



...

Road Safety Communication

- Receiver



Relationship 'traffic center – driver/pilot'

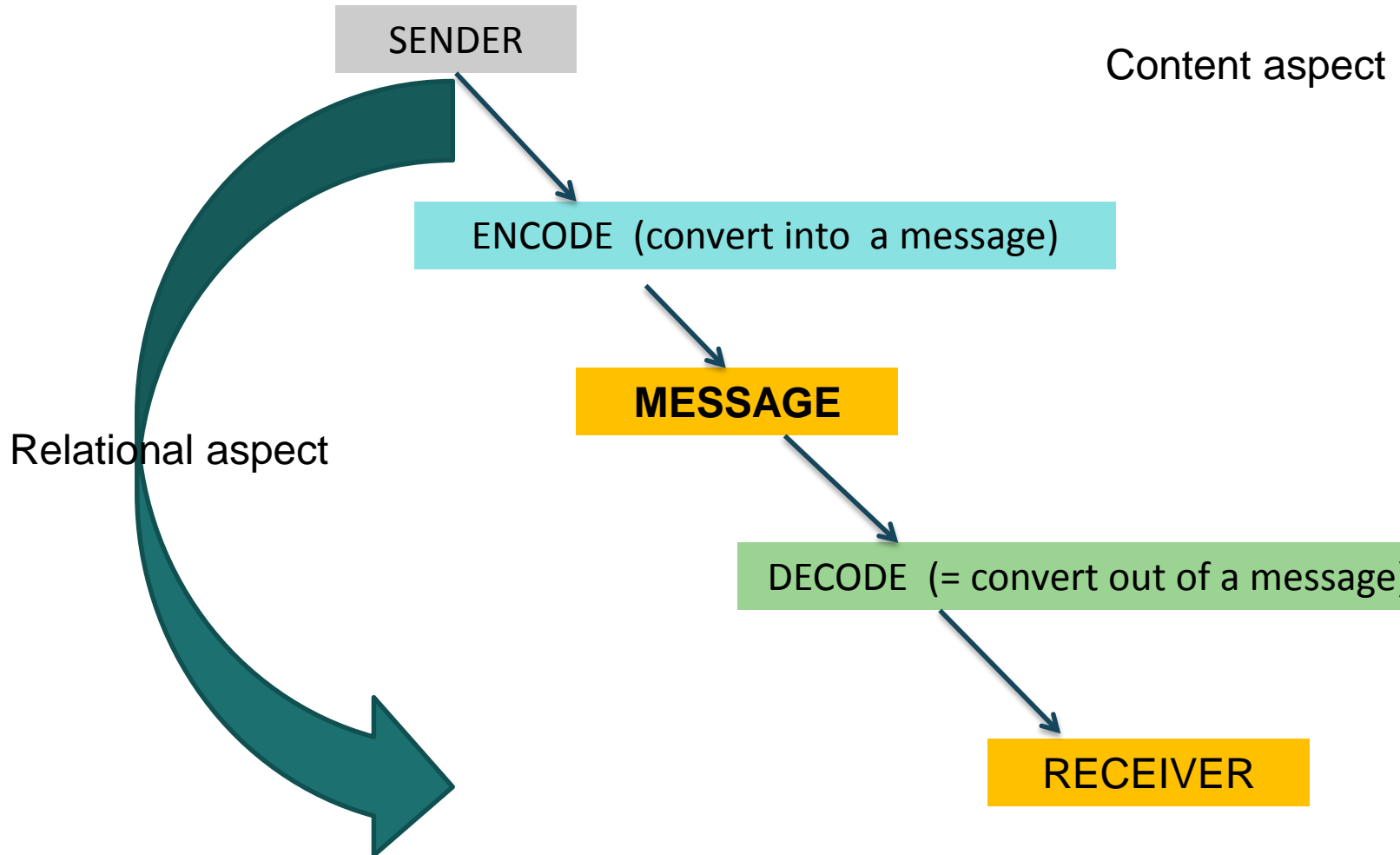
Traffic center (sender)	Driver (receiver)	Machine
Tower	Pilot (professional relationship)	plane
Traffic center	Machinist (professional relationship)	Train
Flemish Traffic Center	Driver (vehicle) (non-professional relationship)	People – in cars, lorries, busses

Relational context

Paul Watzlawiek (1921-2007) - Axiom nr. 2:

- *Every communication has a content and relationship aspect such that the latter classifies the former and is therefore a metacommunication..*
- Relationship messages are always the most important element in communication..

Communicationmodel

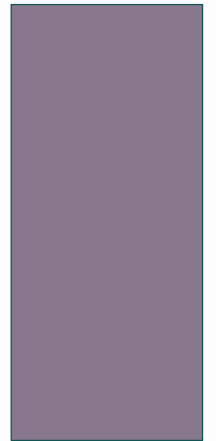


Wishful relationship ‘traffic center – driver/pilot’

Traffic center (sender)	Driver (receiver)	Machine
Tower	→ Pilot (professional relationship)	→ plane
Traffic center	→ Machinist (professional relationship)	→ Train
Flemish Traffic Center	→ Driver (vehicle) (non-professional relationship) => positive workrelation with traffic center: voluntary, an intrinsic motivated driver , driver = teamplayer	→ People – in cars, lorries, busses

2. Strategies of behaviour change

Some relevant aspects for road safety campaigns



Traffic behaviour is not rational!!

....or why people not (always) behave safely in road traffic (some examples):



Onrealistic optimism

e.g. 'if I go harder now I still could be on time and stick to my appointment'



Incompatbible motives e.g. 'the working mother which is in hurry to pick up her child from day-care'

Dominance of short-term effects

e.g. 'I still can pass this lorry before the reaching the bend'



9GAG.COM/GAG/5864360

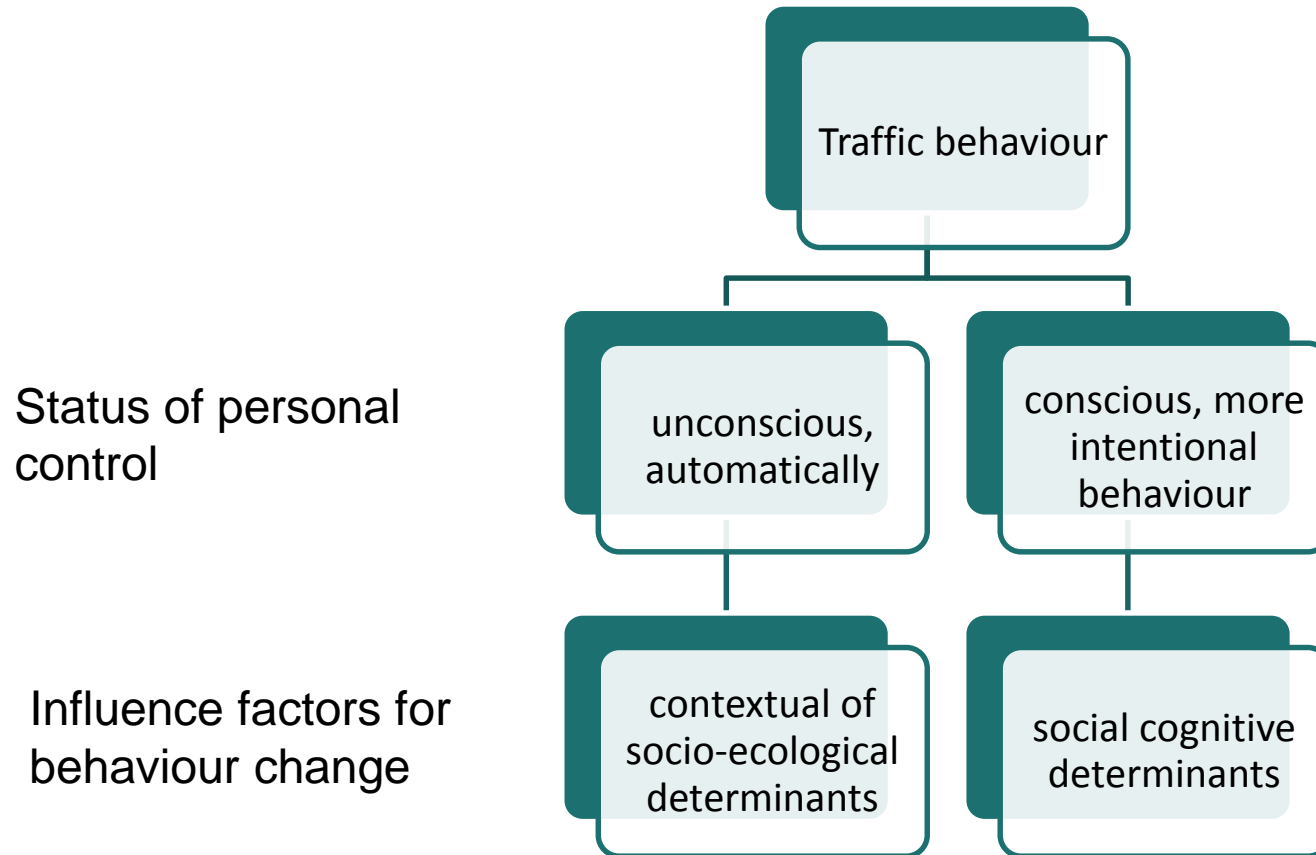
Impact of social context

e.g. themes like 'distraction of 'peer pressure'

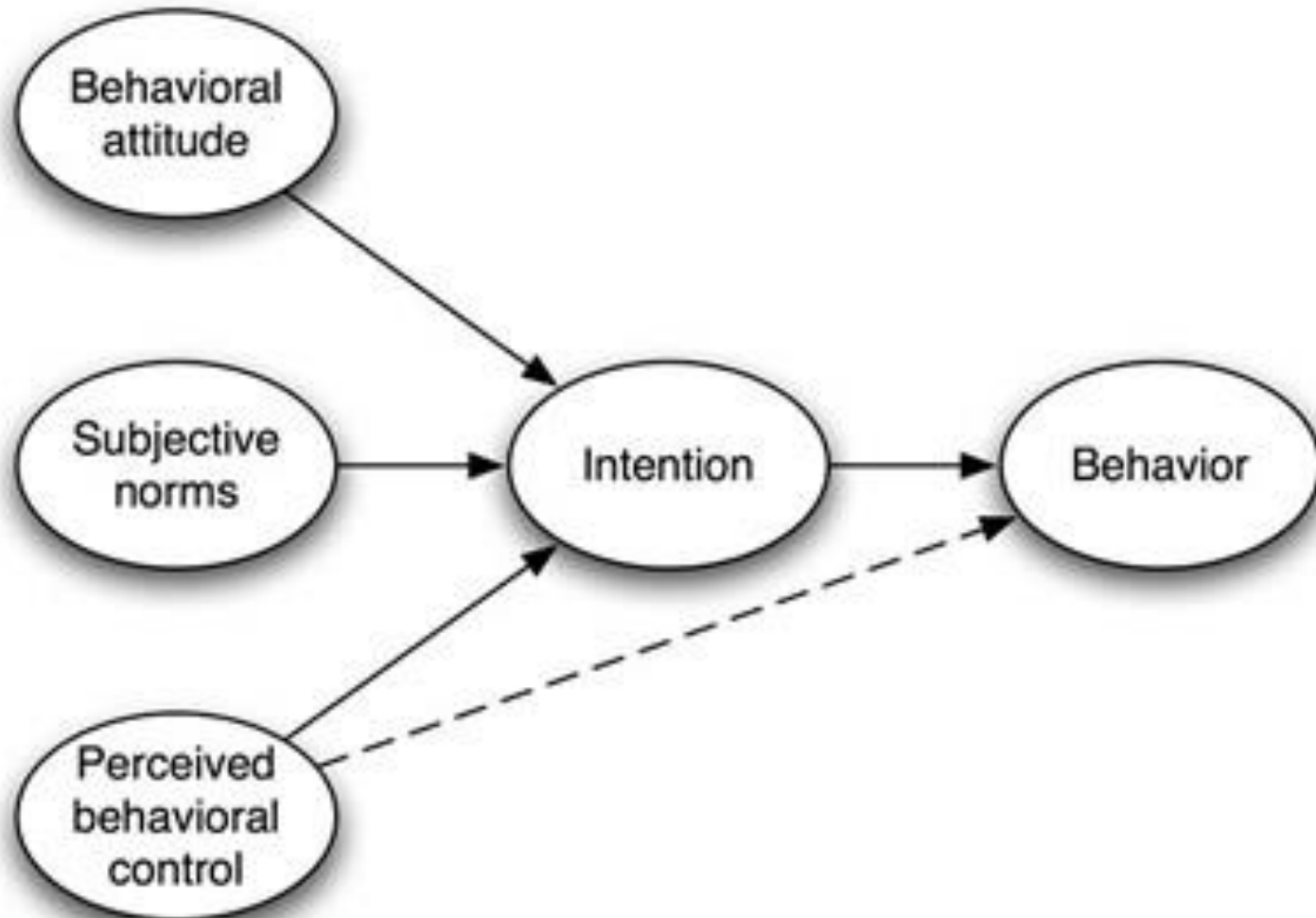
'Why do I have to wait at the red light when the other pedestrians don't stop?''



Determinants of traffic behaviour

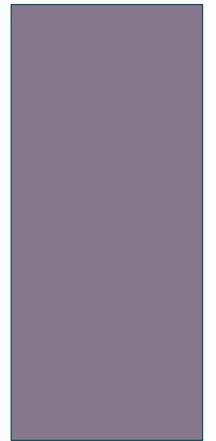


Theory of Planned Behaviour (Ajzen, 1988, 1991)



3. ...from theory into practice

Road Safety Campaign 'Ray – it is ok not to speed'
(Flanders)



At last.....



- Campaign – advertisement posters along the highways + radio-spots
- Ray = no role model, just a figure and carrier of a message
- Figuur is referring to the style of the seventies, the color is friendly and positive; just as the positive approach of the road safety issue: “we do the best we can for road safety, not because we have to, but because we want to! “

Relational aspect => we tried to build up a positive relationship with the target group = 'standaard' car drivers usually observing the rules

Content aspect => there is only one message: **“it is ok not to speed”** (...or in other words: to stick to the speed limits is really okay / speeding is not okay!”)

Targets of the campaign (following the TPB – Theory of Planned Behaviour)

- ⇒ Strengthening the social norm towards the speed limits (=> lighting up that others might also find it okay to hold on speed limits)
- ⇒ Reinforcement of the perceived self-efficacy (=> if others can follow the speed limit I can do it, too)
- ⇒ Emphasising existing positive attitudes of road users towards speed limits

=> Increasing the individual’s intention to expose the wishful behaviour => exposing the behaviour

More information:

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