



*Remember. Respect. Think ahead.*

**LIKENNETURVA**

## **A speed campaign in disguise**

Organisation Manager Pasi Anteroinen

Finnish Road Safety Council

@pastoripastori

# Finnish Road Safety Council -Liikenneturva

- 58 member organisations
- 45 employees in 12 regional offices
- Supervised by the Ministry of Transport and Communications
- Tools
  - Communication, education and training
  - Research & data service
  - Support member organisations, volunteers and municipalities



# Everyday traffic is safe



# 10 times to the moon



# 25 times around the world



**During a 2 km journey a car driver faces 600 traffic situations, makes 240 observations, 80 choices and performs 60 tasks.**



**And makes one mistake.**



# Problematic speed



**Only 5 % of Finnish car drivers  
never speed**





**Motorways are safe,**

21.11.2016

but speed spills over



# Pedestrian crossing safety -campaign

- Instead of speed we focused on pedestrian crossings
  - How do you make pedestrian crossings more safe?
- In co-operation with Finnish automobile organisations
- Planned for 3+ years
- Target audience 25-44 y. car drivers
- Media: radio and digital – later TV



# Very simple pledge -add



# Give your face to road safety







# Supported by politicians

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**Sinä** teet suojatien.





# Digital commitment

**Minä** teen suojatien.



**Minä** teen suojatien.



**Minä** teen suojatien.



**Minä** teen suojatien.



**Minä** teen suojatien.



**Minä** teen suojatien.



**Minä** teen suojatien.



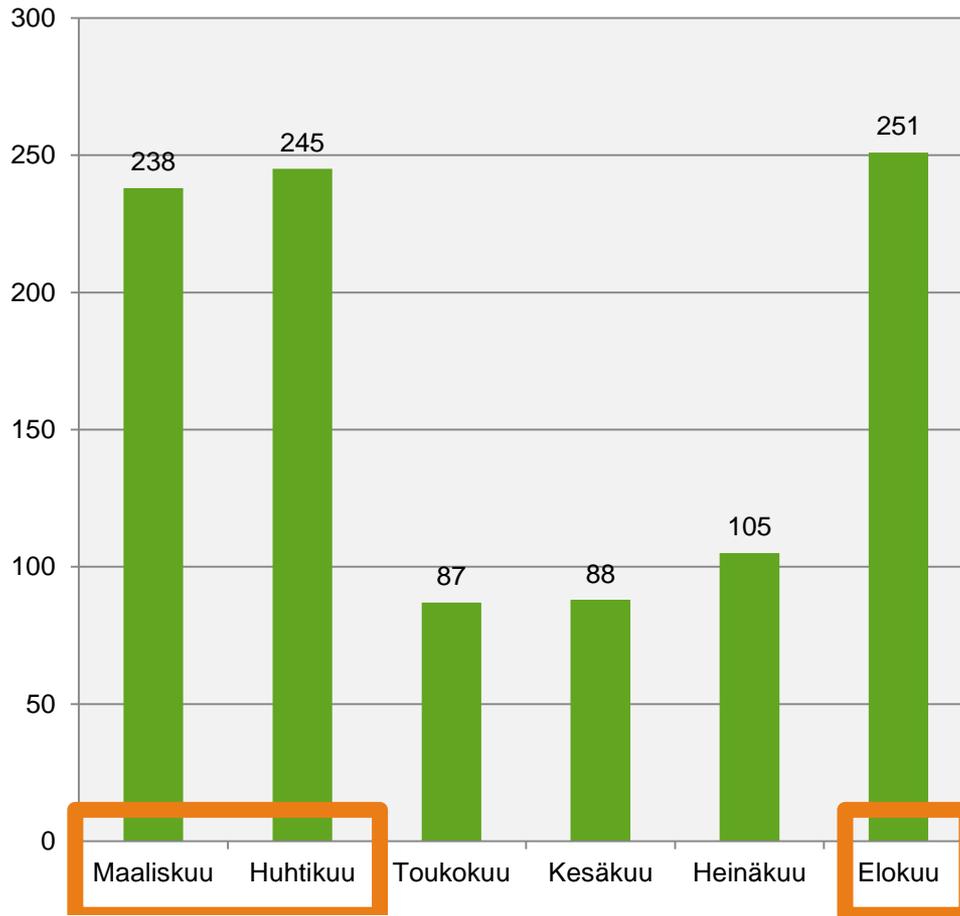
**Minä** teen suojatien.



**Minä** teen suojatien.



# Social media reach



Koulut alkavat ja lapset ovat innoissaan. Meidän aikuisten tehtävä on turvata suojatie. @Liikenneturva @Autoliitto

Vastaa Uudelleentwiittaa Suosikki Lisää



UUDELLEENTWITTAUKSET 26 SUOSIKIT 16



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# Results of radio

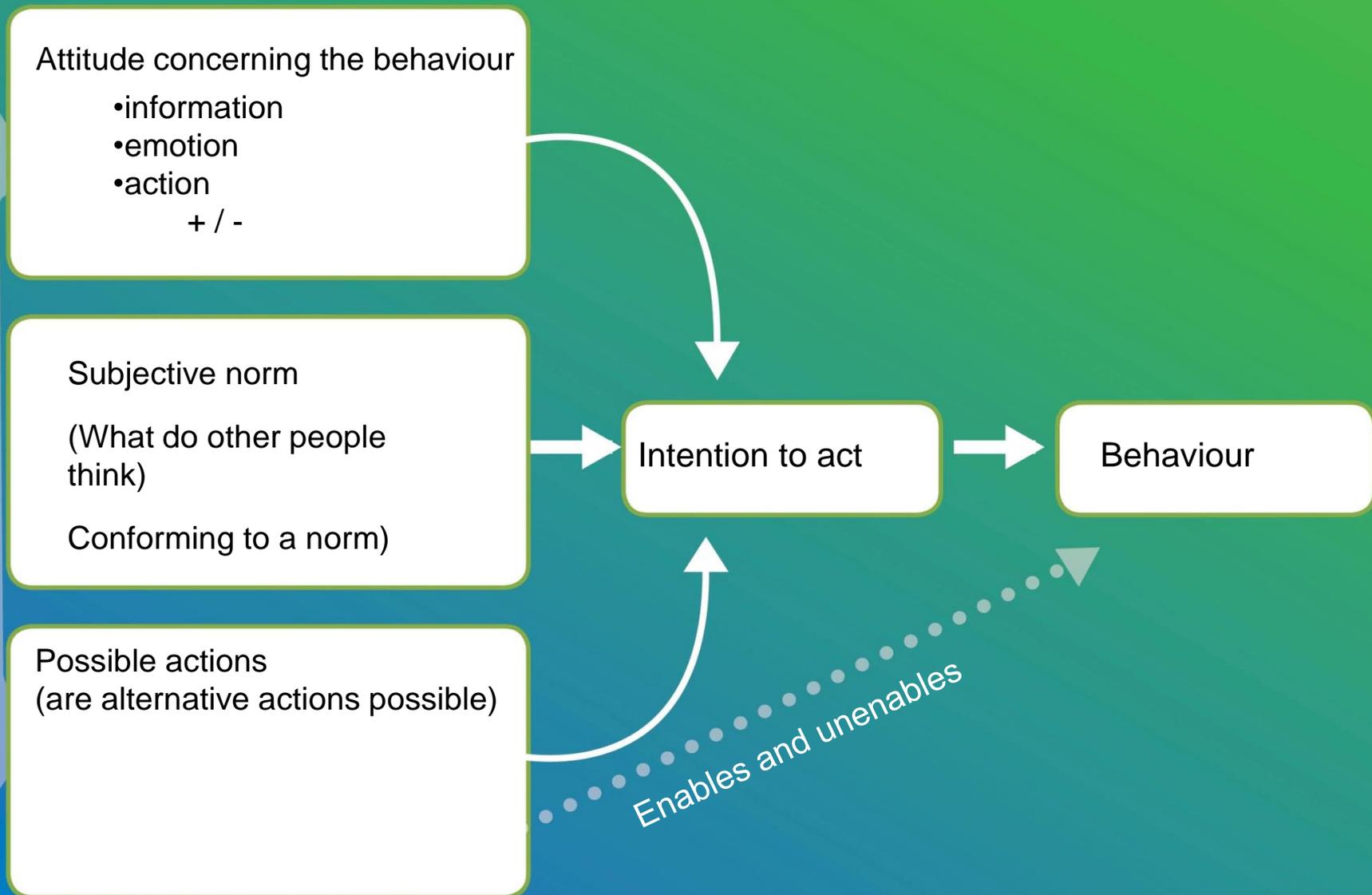
- Remembered the campaign **61%**
- Thought positive about the message **70%**
- Understood the message **92%**

# An effective campaign

- Combines information and emotion
- Creates a story and makes it personal
- Is long term
- Can be shared: events, social media
- Is theory based
  
- Has a clear call to action
- Is rigorously evaluated



# AJZEN JA FISHBEIN 1980 / AJZEN JA MADDEN 1986 Theory of reasoned action / Theory of planned behaviour



# Mindspace

Messenger	We are heavily influenced by who communicates information
Incentives	Our responses to incentives are shaped by mental shortcuts
Norms	We are strongly influenced by what others do
Defaults	We 'go with the flow' of pre-set options
Salience	Our attention is drawn to what is novel and seems relevant to us
Priming	Our acts are often influenced by unconscious cues
Affect	Our emotional associations can powerfully shape our actions
Commitments	We seek to be consistent with our public promises, and reciprocate acts
Ego	We act in ways that make us feel better about ourselves

Table 1 - MINDSPACE – the role of context on behaviour.

Source: Dolan *et al.* (2010) and Dolan *et al.* (2012).

# 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



# Links

- TV ads:
- <https://www.youtube.com/watch?v=tdQ3BaWhgn0>
- TV ads by celebrities:
- [https://www.youtube.com/watch?v=KTpou-i1C\\_U](https://www.youtube.com/watch?v=KTpou-i1C_U)
- <https://www.youtube.com/watch?v=fu5FrrnglJg>
- [https://www.youtube.com/watch?v=QZrH\\_ZKjEsg](https://www.youtube.com/watch?v=QZrH_ZKjEsg)
- Campaign event (making of)
- <https://www.youtube.com/watch?v=9j8vrJiLIO8>
- How to organize your own event for schools:
- <https://www.youtube.com/watch?v=nCC94edzKy4>





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Thanks!

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