

cast



About CAST...

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CAST?

- CAST: Campaigns and Awareness-raising Strategies in Traffic safety
- Road safety campaigns are recognised as a way of influencing knowledge, attitudes and beliefs of road users; thereby have an impact on the behaviour, but:
 - How to conduct effective campaigns?
 - How to measure the effectiveness?
 - Need for clear guidelines!
- Start: 1 February 2006
- NOW: Final CAST conference – Brussels

Consortium

19 partners coming from 15 countries

Coordinator



IBSR/BIVV- Belgium

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



Ministerie van Infrastructuur en Waterstaat

Min. of Transport
- the Netherlands



TØI - Norway



IBDiM - Poland



PRP - Portugal



ULFF - Slovenia



VTI - Sweden

FINDING A BETTER WAY



RfSF - Denmark

Current situation road safety campaigns

Most road safety campaigns:

- national scope, lasting up to one month and being part of the long-term strategy
- general themes as speeding, seat belt use and intoxicated driving
- frequently used media channels (often combined): television, radio advertising, billboards, leaflets, free press and internet
- message appeal described as informative, emotional and confronting
- integrated campaigns
- ...

Current situation evaluation of campaigns

Most road safety campaigns:

- no evaluation (reports) or just one after measurement
- mainly no control group
- no (not enough) evaluation budget
- evaluation reports – not complete
 - examples of missing information: sampling method, assignment procedures, random or non-random selection of subjects, response rate...

Current weaknesses road safety campaigns

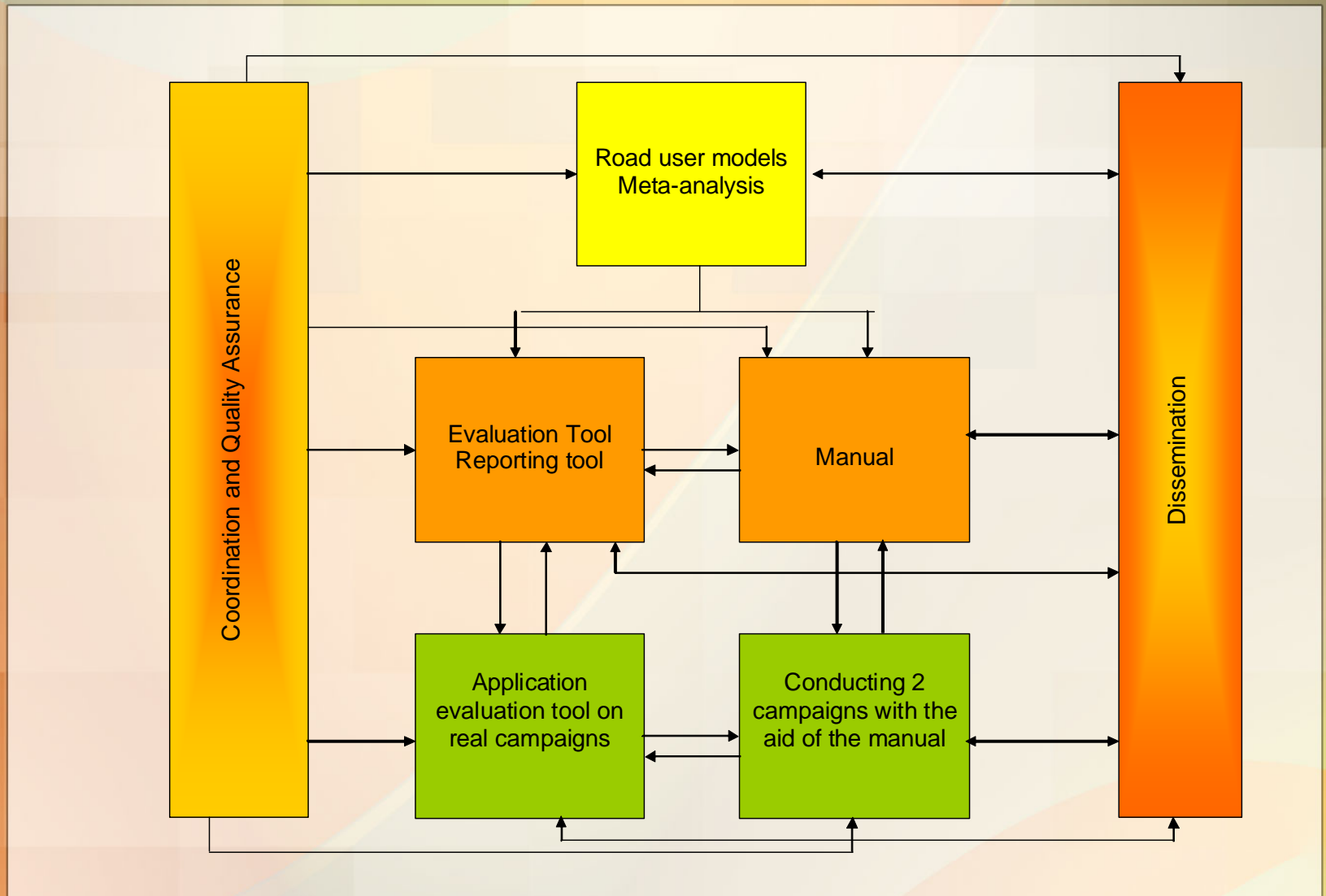
Most road safety campaigns:

- no profound situational analysis of the problem and target group
- target group is not consulted on beforehand
- no theoretical basis
- no pre-test of the message, campaign materials, no process evaluation...
- no clearly defined campaign objectives
- no profound evaluation (analysis)
- no complete campaign (and evaluation) report

Main aims of CAST

- Providing a manual with clear guidelines for the design, implementation and evaluation of successful campaigns
- Developing a powerful and innovative tool for conducting a proper effectiveness evaluation
- Enhancing road safety by means of effective road safety campaigns

Structure of the project



3 types of CAST results

➤ **Theoretical reports**

- road user model
- proposals for variables to be measured (meta-analysis)
- background on road safety and communication campaigns
- a typology of road safety campaigns and their evaluation
- comparing research designs

➤ **Instruments for campaign practitioners**

- Manual
- Evaluation tool
- Reporting tool

➤ **Assessment of these instruments**

- Application evaluation tool on real campaigns
- Conducting 2 road safety campaigns with the aid of the manual
- Organising 2 workshops for discussion of the project's interim results

more information about CAST

www.cast-eu.org