

cast



How to build a successful campaign? CAST recommendations to design and implement road safety campaigns.

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CAST Final Conference
26-27 January 2009

Project funded by the European Commission, Directorate-General Energy
& Transport, under the 6th RTD Framework Programme



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

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Why a manual?

- **Few manuals are currently available**
- **Many different actors for one goal: Road safety (decision-makers, practitioners, researchers, etc.)**
- **Sharing knowledge and know-how from:
Researchers to Practitioners
Practitioners to Researchers**
- **Objective is to contribute to increase road safety**

Why a manual?

But ...

- **Little knowledge on how road safety communication campaigns are designed, implemented and evaluated**
- **Little knowledge on best practices**
- **Too few campaigns are properly evaluated**
- **Reports on the campaigns are currently confidential**

Main recommendations

- **Better prepare the campaign and conduct a proper implementation of it**
- **Ensure rigorous evaluation**
- **Disseminate the results**

Manual



PART I

**THEORETICAL
BACKGROUND ON
ROAD SAFETY
AND
COMMUNICATION
CAMPAIGNS**

PART II

**GUIDELINES TO
DESIGN, IMPLEMENT
AND EVALUATE A
ROAD SAFETY
COMMUNICATION
CAMPAIGN**

How to increase the chance of doing a successful campaign?

- **Better prepare the campaign**
 - How to get started?
 - How to analyse the situation?
 - How to design the campaign ?
- **Conduct a proper implementation of the campaign**

Getting started

- **How to identify the problem?**

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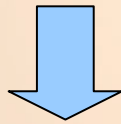
- **The problem is identified by means of:**

1. Mainly by crashes statistics and data bases, which will allow to get a more realistic picture of the problem, including its scope, characteristics, changes over time and possible causes.
2. Information on offences and self-reported behaviours that can be found in road-safety indicators or surveys (e.g. road-safety barometer providing information about newly observed behaviours).
3. New phenomena that have received increased media attention.
4. A new law that is being passed or an existing law that is being modified, which is based on a problem reflected in road-crash statistics.

Situation analysis

- **Why is it important to get in-depth information about the problem behaviour and factors that might predict it?**

- **Why is it important to get in-depth information about the problem behaviour and factors that might predict it?**
- To decide on what segments to target your campaign
- To determine main predictors of problem behaviour, in order to change behaviour



- **In-depth analysis: look for more precise information about**
 - origins of the problem
 - possible solutions
 - target audience involved

- **How to proceed for in-depth analysis?**
- **Base on 4 sources:**
 - Studies on problem behaviour (qualitative / quantitative)
 - Research proposing theoretical models that explain motivational factors underlying problem behaviour
 - Past campaigns and actions, thoroughly evaluated (well-known and reliable outcome)
 - Marketing studies on target audience(s)

- **Why using 4 sources?**
- Each source sheds more light on problem + possible solutions
 - Studies on problem behaviour
 - origins, frequency, place, time, contributing factors, road users involved
 - Research on theoretical models
 - motivations for problem + safe behaviour
 - how to influence motivations
 - Past campaigns and actions
 - build on solutions that have already been used, take advantage of past experience, learn from past mistakes
 - Marketing studies on target audience(s)
 - better understanding of target audience, how to reach and influence it

Situation analysis

- **How do we approach the right target group?**

- **Specific places and times or “openings” where the audience can be reached**
- **How they use their time**
- **Their media habits**

Situation analysis

- **How to translate the overall goal in a more operational way?**

Primary objectives

- **Decrease the number or severity of road crashes.**
- **Decrease the number of offences.**
- **Decrease the frequency of adoption of the unsafe or safe behaviour**

Secondary objectives

- **Change beliefs, attitudes, norms, and perceived control in the target audience**
- **Increase knowledge in the target audience.**

Campaign design

- **How to choose the media and the media plan?**

- **How to choose media + media plan?**
- **Media plan will define when + where messages appear**
 - Choose from variety of media types
 - Select specific media vehicles / mediators
 - Determine timing for launch + implementation of campaign elements

- **How to choose media + media plan?**
- **Criteria:**
 - **Budget / advertising rates** – media type / vehicle / time and place of insertion > media research
 - **Target audience / media habits, “openings”**
 - **Geographic extent of problem / campaign** – local, regional, national
 - **Characteristics of media types** – appeal to audience, reach audience at right place and moment, convey message best
 - **Timing + length of campaign** – single-phase vs. multi-phase

Campaign design

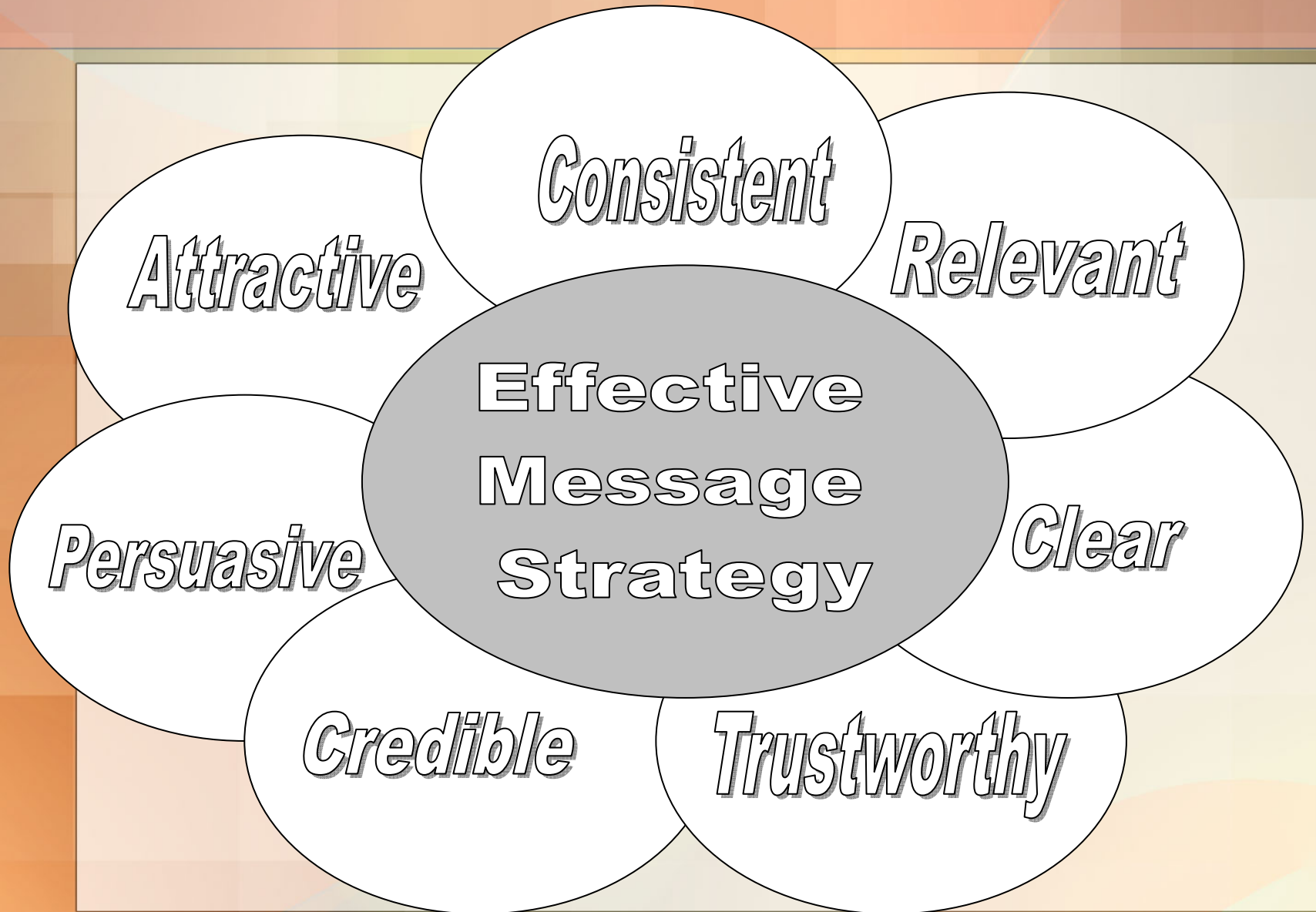
- **How to elaborate on an effective message?**

How to elaborate on an effective message?

- **what will be said**
- **how it will be said**
- **by whom**

What will be said

- The specific objectives of the campaign (based on the main predictors of behavioural change).
- The characteristics of the problem behaviour and/or safe behaviour (e.g., frequency, place of adoption).
- The perceived benefits of adopting the safe behaviour.
- The perceived cost of adopting the safe behaviour.
- The place and time where the safe behaviour should be adopted.



By whom?

- **One or more spokespersons to deliver the message.**
- **High credibility**
- **Well-known personalities can increase acceptance of the campaign message.**

Campaign implementation

- **How can the campaign be properly implemented?**

- **How to properly implement a campaign?**
- **Launching**
 - most important moment, unique opportunities to get attention
 - well-prepared, involve all campaign partners
 - free publicity / press coverage magnifies effect of paid media, “rumour around the brand” effect
 - build good press relationships, long-term strategy – profile as reliable source of information
 - press conference / press release / media event – include campaign partners / other participants / spokespersons

- **How to properly implement a campaign?**
- **Release campaign materials**
 - advertising agency / campaign initiator
 - closely follow campaign schedule
 - inform all mediators and partners about exact timing
 - if combination with supportive activities / other programmes > careful coordination is essential
 - respect deadlines > very strict organisation and good communication between initiator, campaign partners and mediators
 - send campaign materials well in advance to media to allow insertion in distribution network(s)

- **How to properly implement a campaign?**
- **Control campaign implementation**
 - > **necessary to know whether target audience is reached or not**
 - **if problems, negotiate corrective measures with advertising agency and/or media-buying agency > proactive emergency measures**
 - **necessary to know whether target audience is reached or not**
 - **extra advertising at little or no cost if initial targets are not met**
 - **probability of problems is lower when campaign was properly pre-tested**

General recommendations

- **Base the campaign on statistics and research**
- **Select a specific target audience**
- **Translate the overall goal into specific objectives**
- **Devise the campaign strategy and plan the campaign**
- **Formulate an effective message**
- **Conduct a proper implementation of the campaign**
- **Ensure rigorous evaluation**
- **Disseminate the results**