

cast



CAST (WP4)

A Theoretical Approach to Assessing Road Safety Campaign Effectiveness: Evidence from Seven European Countries

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WP 4 – Principal Aim

To determine if the tool developed in WP 2 was sensitive enough to detect important changes. Assess reliability and validity.

Tasks

- **4.1: Select an appropriate campaign using key elements identified in WP1**
- **4.2: Assessment in seven European countries: Austria, Belgium, Greece, Poland, Slovenia, Sweden, Netherlands**
- **4.3: Analysing the data**
- **4.4: Deliverable**

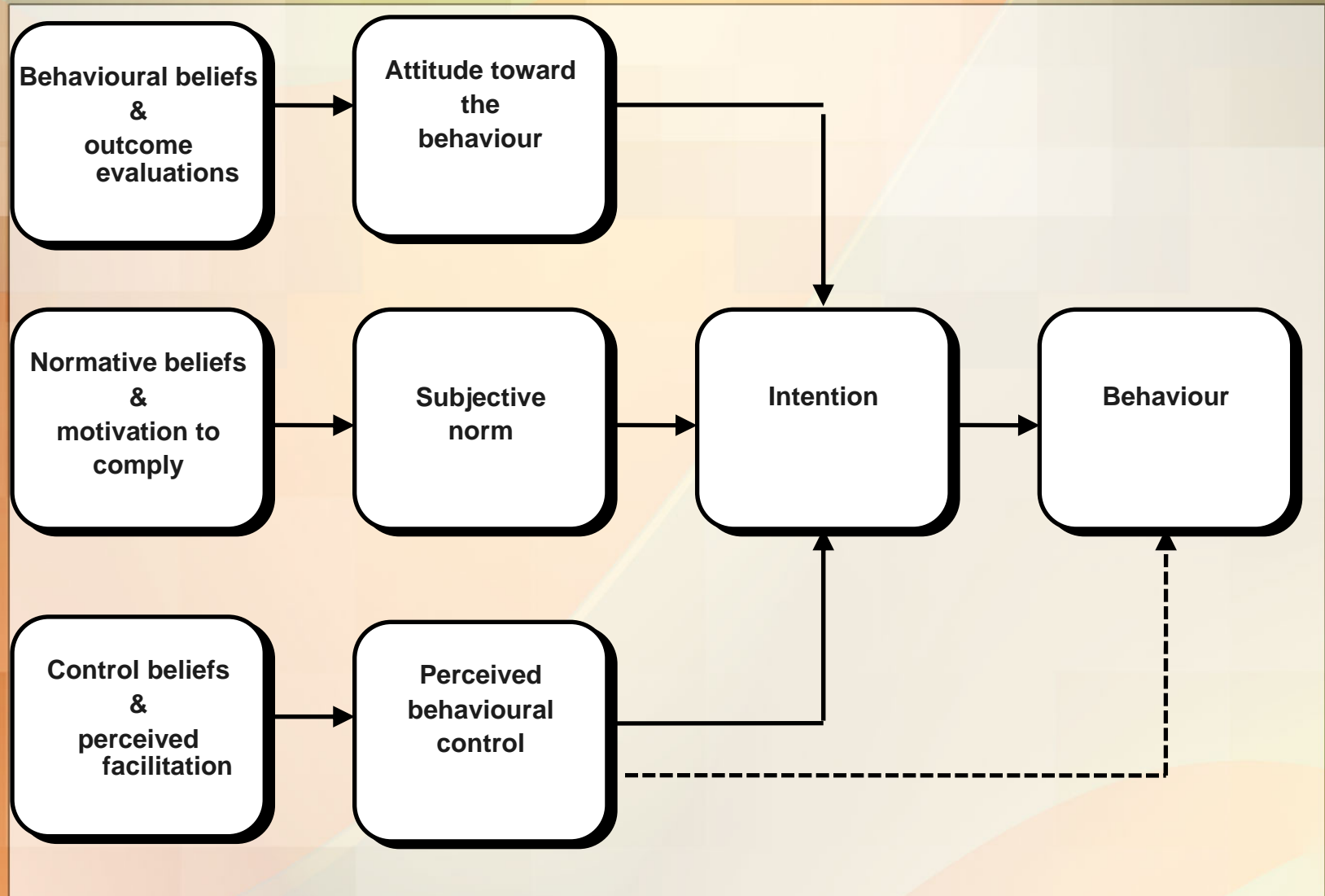
Partners

- **Factum (Austria)**
- **IBDIM (Poland)**
- **IMOB (Belgium)**
- **Ministry of Transport (Netherlands)**
- **ULFF (Slovenia)**
- **UTH (Greece)**
- **VTI (Sweden)**

The campaigns: A summary

- **Topics:** Speeding, seat-belts usage, drink driving, helmets and child restraints
- **Scope:** National (2), Regional (1), Local (5)
- **Activity:** Printed, media, internet, direct communication
- **Design:** Before and after (6), after (1), control groups (5)
- **Theoretical framework:** All studies employed the same theoretical approach

Theory of Planned Behaviour (TPB)



Key elements

- **Behavioural beliefs**
- **Normative beliefs**
- **Control beliefs**
- **Intentions**
- **Perception of risk**
- **Descriptive norms**
- **Personal norms**
- **Past behaviour**

Features of the campaigns and some of the results

Speeding (ULFF, Slovenia)

- National campaign combined with police enforcement, before and after study.
N=1504 (before) and 269 (after)
- TV, radio, and outdoor advertising. The slogan was "Speeding is worth regretting"
- Positive effect of the campaign on
 - *intention* ("My intention that I will never speed again is very likely")
 - *subjective norms* ("My partner is bothered if I drive faster than is allowed")
 - *personal norms* ("I consider myself a person who never drives faster than is allowed")

Seat belt usage (Ministry of Transport, Netherlands)

- National campaign combined with police enforcement, N=965 (before) 1475 (after) observations, before and after study
- TV, radio, billboards, internet, local newspapers. "Simply put on your seat belt, also on the back seats!"
- Results:
 - Seat belts usage increased after the campaign
 - Differences between users and non-users (e.g., risk perception, importance of seat belt usage, reasons for using seat belts [own safety or for non-users to avoid a fine]).
 - BB, risk perception, and past behaviour predicted seat belt usage

Seat belt usage (IMOB, Belgium)

- Local campaign
- A three-group after only design (One control group and two experiment groups [N=575])
- Posters/billboards (“The safety belt. One second changes everything”)
- Results:
 - No differences between the control and the pre-attentive group
 - Significant differences between attentive and pre-attentive groups. Attentive group more likely to use seat-belt after the campaign
 - PBC and SN the strongest predictors of intention
 - Habits/past behaviour increases the predictive power of TPB

Drink driving (UTH, Greece)

- Local campaign
- Before and after design with experiment and control groups (N = 400)
- Posters and brochures
 - “Which is more stupid? What’s on your head or another drink in your hand? One more may be too many.” “Too late to stop drinking!” “Alcohol? Not tonight, I drive.”
- Results:
 - Experiment group less likely to feel safe if the driver was drunk and tended to persuade others at their place of work not to D&D than the same group in the before study
 - Significant differences in CB and intention comparing before and after the campaign

Drink driving (IBDIM, Poland)

- Regional campaign
- Before and after study (qualitative and quantitative parts). N=400 (before), N=400 (after)
- TV, ads in cinemas, posters, indoor advertising in restaurants and pubs, internet, and newspapers. "Drunk? Don't drive! Not even 100 years is enough to pay for someone's life."
- Results:
 - 50% confirmed that the campaign had changed their attitudes towards drinking and driving (they prefer not to drive when they go to or come back from a party if they have been drinking)
 - 80% reported that they would prevent others who have been drinking from driving after the campaign

Child restraints (FACTUM, Austria)

- Local campaign
- Before and after study with one control group and two experiment groups. N=314 (before) N=287 (after) pupils and parent
- One hour interactive lesson and distribution of information to parents (“Buckled up instead of being off one’s trolley”)
- Results:
 - Children showed more awareness of the topic after the lesson
 - Change in NB: Fewer parents of the control group believe that the partner expects them to be buckled up, when driving a car (among exp group parents greater pressure from partners)
 - Fewer things (e.g., short trip or being in a hurry) would prevent parents from buckle up

Wearing bicycle helmet (VTI, Sweden)

- Local campaign
- Before and after study with control and experiment groups (self-reports combined with observations of actual behaviour)
- Before study [Experiment N=195, Control N=53], After study [Experiment N=143, Control N=40]
- An educational session with Falck Ambulance. Signing of a bicycle helmet contract. “Bicycle helmet is for the cyclist what the seat belt is for the motorist.”
- Results:
 - The campaign affected the intention to wear helmets
 - The campaign affected BB (“using a helmet means being a good role model for others”) and CB (“probability of using helmet if you are in a hurry when or in heavy car traffic”)
 - Females stated higher intentions to use helmets than males after the campaign

Some conclusions and recommendations: Lessons to be learned!

- Problem of isolating the cause(s) in quasi-experimental designs (e.g., in the Slovenian study: the campaign and introduction of a new law [higher fines])
- Small effects count! (e.g., the Dutch study: 1% more seat belt usage makes a difference of saving 3 lives and preventing 20 severely injured each year)
- Campaign stimulus is not the same as target subjects' perception/awareness (e.g., the Belgian study: no differences between the pre-attentive and the control group: Make sure the message doesn't pass unnoticed!)
- All types of car occupants (i.e., passengers and drivers) have to be informed about the risks (e.g., the Greek study: knowing about the upper permissible limit of alcohol use)

Some conclusions and recommendations: Lessons to be learned!

- Combine quantitative (questionnaires) with qualitative strategies (in-depth interviews, e.g., the Polish study). It helps designing the campaigns in ways that target groups can identify with and as a result recall better
- Effects of verbal vs. written communication/information differ (e.g., the Austrian study)
- Availability of safety cues (e.g., the Swedish study, campaign participants were offered bicycle helmets for free. Availability enhances usage!)
- Information about past behaviour is important (it adds to the explained variance in almost all of the studies!)

**Thanks for your
attention!**