



CAST NEWS



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Dear Sir/Madam,

Road safety campaigns play a key role in the effort to improve road safety and are therefore an important road safety policy tool. Measuring the effects of these campaigns on behaviour is the challenge for CAST (Campaign Awareness-raising Strategies in Traffic safety).

CAST is a research project, supported by the European Commission, aiming to enhance traffic safety by means of effective road safety campaigns. Both a manual and an evaluation tool for public awareness campaigns will be developed and assessed in a Pan-European campaign in 2008.

CAST began in February 2006 and several research activities have already been carried out since its launch.

We are delighted to present the first CAST newsletter. The CAST newsletter is created to inform and keep you up to date with project activities.

This edition will guide you through the aims of the project; you can have a first glance at first year results and at the latest news on (future) project activities.

I hope you enjoy reading the CAST project news. Remember that for more information you can always visit the project website at: www.cast-eu.org

Ankatrien Boulanger
Project Coordinator



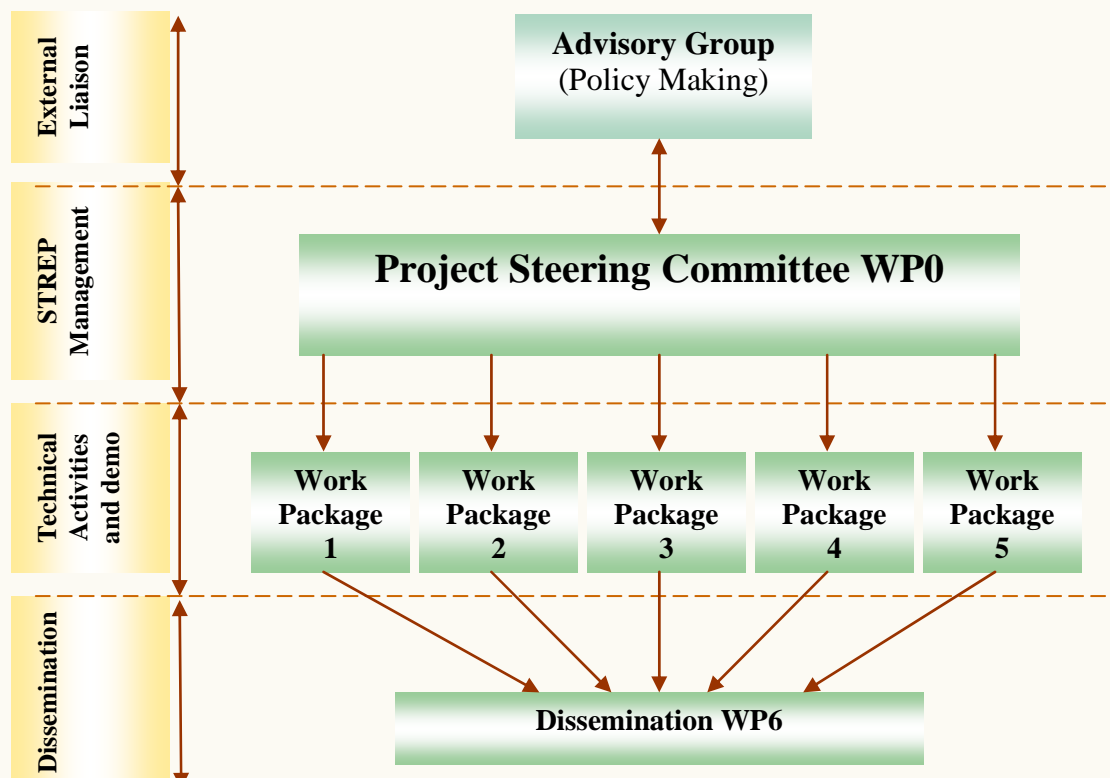
CAST Project

A consortium of 19 European research centres from 15 different countries are involved in the CAST project, which is supported by the European Commission. Work is coordinated by the Belgian Road Safety Institute.

The CAST Project aims to develop a design and evaluation tool, thereby enabling the design and implementation of mass media campaigns and the evaluation of their isolated effect on traffic accidents as well as other performance indicators.

The project activities will be carried out in 5 technical Work Packages (WP1-5), with two further WPs dedicated to project management, quality assurance and knowledge management (WP0) and to exploitation and dissemination of results (WP6). The project itself is administered by a Steering Committee, which will comprise the leaders of the WPs and the Quality Assurance officer (QA-officer).

CAST Project Structure





CAST Project

Each work package has a specific function and aim within the project.

WP	Description
WP0	Overall coordination
WP1	State of the art on psychology of drivers and acceptability of measures (cf. SARTRE), i.e. studying and summarizing the underlying theoretical road user models
WP2	Inventory of the evaluation methodologies applied in and beyond the EU Development of an evaluation tool (for (cost-)effectiveness) for fieldworkers/policy-makers: a tool for the evaluation of a single campaign and checklist for standardized reporting
WP3	Development of a tool to design and implement (cost-)effective campaigns, i.e. manual of best practices for fieldworkers/policy makers
WP4	Testing the newly developed evaluation method by applying it to an EU funded campaign
WP5	Designing and implementing a complete pan-European campaign to support the implementation of a measure that will have recently been adopted by the EU at the time
WP6	Dissemination

The detailed implementation plans vary between WPs but overall they reflect first following a path of methodology development, followed by validation/demonstration, followed by optimising/finalizing of the methodology. WP1 provides an overview of theoretical, behavioural road-user models, thereby facilitating the development of the campaign evaluation tool in WP2 and the campaign design tool (manual) in WP3. WP4 and WP5 aim to validate and demonstrate these tools in practice: WP4 uses WP2 to evaluate a campaign and WP5 uses WP3 to design and implement a new campaign. The results of WPs 4 and 5 will be used to optimise and finalize these tools in WPs 2 and 3 before handing them over to the EC and before disseminating the results in WP6. Thus, there is an important interdependency between WPs 2 and 3 and WPs 4 and 5 because evaluation of campaigns is an important aspect of designing campaigns.

There are two horizontal WPs: WP0 and WP6. The former is related to all WPs due to its coordination role. The latter is also related to all other WPs since the deliverables of all WPs (except those of WP0 for obvious reasons) will be disseminated at the proper and appropriate level.

The knowledge and technology produced within the CAST project will be disseminated among several target groups so that, in addition to the European Commission, field workers, researchers and policy makers will also benefit from the results.

To raise public participation and awareness, all main deliverables will be presented and distributed in public, with special attention given to the manual for designing campaigns, including the evaluation tool. A series of workshops and a CAST conference will be held during the lifetime of the project. One electronic newsletter per year will be published so as to follow-up on project progress and so as to distribute midterm and final results.



News

WP1 First year activities

The objectives of WP1, entitled “Road User Model”, are as follows:

- ◆ Describe the state-of-the-art regarding applicable theories of behaviour and effects of campaigns;
- ◆ Estimate the effects of campaigns on speeding, drunken driving and related accidents, and estimate the effects of enhanced seatbelt wearing on the reduction of personal injuries by meta-analysis;
- ◆ Develop a generic and theoretically based model for road safety campaigns by ascertaining which campaign characteristics (key elements) contribute to behaviour change and/or a reduction in the number of accidents by meta-regression;
- ◆ Elaborate a model of the road user, based on applicable theories of behaviour and on empirical evidence of effective strategies for behavioural change;
- ◆ State hypotheses about predictors for behavioural change, establish key elements identified by evaluation studies, by meta-analysis, by road user models, and provide proposals for variables to be measured as integral parts of the evaluation of campaigns.

A workshop was organized (“Workshop on theories of behaviour and effects of campaigns: State-of-the-art”). The idea was to bring partners together in a workshop so that they could establish a common knowledge base regarding their experiences of theories of behaviour, road-user modelling, and the effects of campaigns. TØI opened the workshop by presenting recent results from a meta-analysis regarding the effects on accidents of speed campaigns and campaigns on drink driving. Partners were invited to discuss the suitability of driver behaviour models in the context of campaigns and to present any previous experience they may have on campaigns, theories of behaviour, road user behaviour,

driver behaviour models or any theme they believed relevant for the elaboration and completion of WP1. Partners were especially encouraged to come up with national experiences of campaigns, evaluation of campaigns and campaign effects. The workshop comprised 19 presentations.

Further activities in the first year of WP1 have been to collect evaluation studies on the effects of campaigns on behaviour and accidents. In addition to a literature search, CAST partners were requested to collect evaluation studies from their respective countries.

Regarding the elaboration of a road-user model, several theories, models and topics have been addressed and collected in order to ensure that the model to be elaborated in CAST WP1 has a firm and adequate theoretical base. Theories, models, and topics identified so far are:

- ◆ Hierarchical driving behaviour model
- ◆ Social cognition models
- ◆ Risk compensation theories
- ◆ Emotion-based theories
- ◆ Learning theories
- ◆ Sub-group personalities and lifestyles
- ◆ Interviews with drivers involved in accidents
- ◆ Fear appeals and the use of humour
- ◆ Social marketing, 24-hour recall method
- ◆ Elaboration likelihood model
- ◆ Personal communication: Two-step communication and Peer education
- ◆ Cross-cultural issues
- ◆ Importance of media coverage of new legalisation

WP1 will finish all deliverables during the next year.





News

WP2 First year activities

The objective of WP2 is to develop a ‘best practice evaluation tool’ for policy makers, researchers and field workers in the road safety domain. Furthermore, a reporting-template will be assembled as part of the tool so as to enable the reporting of all relevant aspects of an evaluated road safety campaign can occur in a standardised way. The ultimate goal is to facilitate (scientific) evaluations of campaigns and to increase the accessibility of relevant information in the domain of public awareness campaigns.

During the first period of CAST we focussed on the inventory of different types of road safety campaigns conducted in the EU (and beyond) and their evaluation methodologies. To establish this list we created a digital questionnaire on the CAST website. The first step was the determination of two definitions:

1. Mass media campaigns typically take place within a given time period by means of organised communication activities involving media often complemented by interpersonal support. A single action is categorised as a media campaign only if it includes at least one type of media coverage (such as posters, brochures, etc.)
2. A campaign evaluation report looks at the mass media campaign and examines the extent to which it has reached its objectives. The outcome evaluation is the core subject of the research carried out in WP2.

Keeping these clarifications in mind, all WP2 partners collected as many evaluated mass media road safety campaigns (from their own countries) as possible. Subsequently, every partner selected 5 to 10 campaigns (depending on the number of campaign evaluation reports in their country) to add to a database, on the basis of predetermined criteria. The

task was to choose evaluated campaigns with:

- ◆ available information about cost-benefit or cost-effectiveness;
- ◆ different evaluation methodologies;
- ◆ different themes;
- ◆ and different target groups.

The output of the database will be an internal working instrument that represents the state-of-the-art regarding the designs and methods that are commonly used to evaluate campaigns in (most) European countries (and beyond). Although the overview is not complete, as not all existent evaluation reports were included, it reveals the strengths and weaknesses of the current evaluation reports. At present, the database contains more than 70 campaigns from 19 different countries (all involved in CAST). If you are interested in helping to extend and complete this database, please contact:

ankatrien.boulangier@bivv.be

In the second year of the project, WP2 will finalise the theoretical and practical comparison of all evaluation designs and methodologies and will determine the ‘best evaluation practices’. More news will follow in the next newsletter.





News

WP 3 First year activities

The aim of the WP3 is to write a manual to design, implement and evaluate road safety campaigns. A draft table of contents was written. After further discussion and modifications, agreement on content was reached and various partners were selected to be the coordinator of a chapter or part of a chapter. All partners searched for information on evaluated campaigns according to the draft table of contents. This information was sent to each coordinator who wrote a first draft of information text. The WP coordinator has to read all the information texts and discuss them with each coordinator.

WP3s partners improved the table of contents and then created a draft corpus of the “Manual to design, implement and evaluate road safety campaigns”.

The aims of the manual, a definition of road safety campaigns and their main goals, and guidelines for how to read and obtain the most out of the manual will be part of the introduction.

The manual is divided into two main parts: a theoretical part “Background on road safety and communication campaigns” and a more practical part “Recommendations to design, implement and evaluate a road safety campaign”.

The aim of the first part is to establish a corpus of knowledge that can help actors to carry out more efficient campaigns. This part has 2 chapters: Chapter 1 “Road safety” and Chapter 2 “Road safety communication campaigns”.

The aim of the second part is to demonstrate how to design, implement and evaluate a road safety campaign. In this part, 6 steps to design, implement and evaluate a campaign are detailed and examples of good practices to illustrate each step are given.

In the conclusion, the manual makes recommendations for improving knowledge in the field of road safety campaigns in order to improve their efficiency.

During this first year several meetings took place in order to organize, define and improve working methods and contents.

WP 6 First year activities

The CAST website (www.cast-eu.org) was launched in June 2006 to disseminate the project at a public level and to share information among the consortium members using a restricted area. The website gathers all the information concerning the CAST project and is used to store the main deliverables of all WPs .

As part of project dissemination a poster, a leaflet and this first newsletter were prepared and will be distributed on a large scale during the next months.

The workshops planned in 2008 are in the process of being organized. There will be 3 Workshops for the technical discussion of interim results in 3 different European regions (different countries). More information is given on page 6.





Future Events

CAST 1st Plenary Meeting in Vienna

While separate work package meetings are regularly scheduled, once a year all partners have a meeting. The CAST Plenary Meeting will take place in Vienna on the 17th of April and will be hosted by FACTUM. This meeting provides a unique opportunity to discuss midterm results and confirm the good cooperation among the entire CAST consortium. After the meeting everybody ought to be updated on the project's progress!

WP2 finalises first two Deliverables in 2007

During the summer of 2007 the first two Deliverables of WP2 will be finalised and be made publicly available. The first Deliverable of WP2 aims to list a typology of road safety campaigns and an inventory of the evaluation methodologies currently applied in and beyond the EU. The second Deliverable provides a critical overview of different evaluation designs and methods and compares them from both theoretical (feasible in theory) and practical viewpoints (e.g. cost-effectiveness). The results of both Deliverables will be used as an input for the evaluation tool that will be published at the end of the project.

WP4 and WP5 will start on...

WP4 will start on 1 July 2008. Based on the methodology developed in WP2, an evaluation of a national campaign will be carried out. The aim of WP4 is to assess reliability and validity of the methodology developed in WP2. More specifically, the aim is to determine whether this methodology is sensitive enough to detect important changes towards safer behaviour and, ultimately, towards a reduction in accidents.


WP5 will start on 1 February 2008. By that time we will have defined a theme for the common cam-


paign. The work in WP5 will start with a problem analysis on this theme in each of the participating member states. Based on the results of this analysis, a campaign strategy will be elaborated, including the definition of the target group, choice of media, and message content, as described in the CAST manual.

Three workshops will take place in 2008 for technical discussions (Invitation required)

May 2008


Mo	Tue	Wed	Thu	Fri	Sat	Sun
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

 Athen's on May, 16, 2008

 Varsovia, May, 30, 2008

June 2008

Mo	Tue	We	Thu	Fri	Sat	Sun
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

 Stockholm on June, 13, 2008.

Second CAST newsletter will be distributed in February 2008



Interviews



**with Joop Goos,
Director of The Dutch Traffic
Safety Association – Veilig
Verkeer Nederland and
Vice President Prevention
Routière internationale**

In your opinion, which are the most important subjects that should be developed by CAST project?

The effectiveness of road safety campaigns or traffic education in general is the subject of discussion on a regular basis. In itself that's a good thing. In current practice, however, it is often very difficult to show the causal relationship between the reduction of traffic victims and road safety campaigns. Because of this, jumping to the conclusion that road safety campaigns have no positive contribution to the reduction in the number of accidents and traffic victims and that they are, therefore, not effective measures to enhance road safety, is sometimes the case. I think with this kind of reasoning we throw out the baby with the bathwater.

For example, you can easily show, using a before and after study, the change in accidents and victims from speed humps. If the underlying analysis showed that speeding was the main cause for accidents and subsequently the actual speed is lowered, than you may expect a decrease in accidents and victims.

Thus, the underlying analysis is very crucial. That kind of analysis is very hard to make in relation to road safety campaigns. What is the focus? The knowledge of the road user? His or her understanding of the traffic situation? The mentality or attitude? His or her capability? And so on. The next challenge is to figure out how these parameters are related to each other and what the relationship is with road safety and the occurrence of accidents.

This is what needs great attention in the CAST project: Best practices, but also worst-case scenarios. Especially analyses examining why a certain campaign is a best practice and why another is not. What are the essential differences? Guidelines (but certainly not recipes) in relation to this should be an important part of the CAST manual or handbook.

As a professional in the road safety area, in which way do you expect the CAST manual contribute to the development of future campaigns?

A CAST manual can stimulate good campaign design: A step-by-step analysis of the question of what the focus of a campaign is and how this focus relates to traffic accidents and victims. How can this be reached through an optimal synergy between the campaign and other potential parallel measures?

A CAST handbook can also positively contribute to the idea that the strength of road safety campaigns is in the repetition. This is needed if our goal is to realize sustainable or lasting effects because road users need reminding on a regular basis, because each year the target group consists of a lot of "newcomers" and because traffic situations and regulations are continually changing. Education is a permanent and life long process.

I hope the CAST manual will not be used as a recipe to adopt, but rather as a guideline to adapt to national conditions. The process of thinking, re-thinking, designing, monitoring and evaluation should be continued so that things are done better. CAST outcomes can support this process.

Newsletter created by CAST

Dissemination Manager

Portuguese Road Safety Association

www.prp.pt





Interviews



with João Wengorovius
BBDO Portugal President and
CEO

In your opinion, which are the most important subjects that should be developed by CAST project?

CAST is an ambitious project and to be successful it must result in easy to implement guidelines. This aim though, shouldn't ignore the complex nature of traffic safety campaigns.

The key subjects to bear in mind are the following:

- ◆ Top of mind awareness/behaviour. How to break the boredom barrier and cut through the clutter? Campaigns compete for attention against all the other commercial campaigns in media.
Additionally, to be effective campaigns must aim at the very difficult task of changing the way people behave. Which approach is best? Is it dramatizing the consequences? Is it asking for simple, easy to implement changes in behaviour instead of big ones?
- ◆ Short term/ long term and cumulative effects. It would be a mistake to expect to evaluate campaigns only on the basis of the short term effects they produce. Changing behaviour requires constant efforts, reminding people all the time with relevant messages. And that takes time. The cumulative effects of campaigns are equally if not more important.
- ◆ Campaigns alone/campaigns as one tool alongside many other activities. Communication is much more effective if thought of as part of an integrated effort. We should evaluate the impact of communication in particular but this will be

different depending on whether it was the only thing going on, or whether it was a part of an integrated effort – infrastructures, police, laws, etc.

To sum up, I believe special attention should be given to the definition of one (not many) clear, single objective for each campaign and to the definition of target groups for each campaign. Being over-ambitious in these respects is usually not productive.

As a professional in the communication area, in which way do you expect the CAST manual contribute to the development of future campaigns?

I hope it provides governments with a framework which reassures them that this efforts must be made and that they produce tangible results.

I also expect that by collecting as much best practises as possible, it would lead to more effective campaigns.

For more information

www.cast-eu.org

Project Coordinator

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CAST - Campaigns and Awareness-raising Strategies in Traffic Safety

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Portuguese Road Safety Association
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Norway



Institute for Road Safety Research
(SWOV)
The Netherlands



The French National Institute for
Transport and Safety Research
(INRETS) France



Swiss Council for Accident Preven-
tion (bfu)
Switzerland



Swedish Road and Transport Re-
search Institute (VTI)
Sweden



Transport Research Centre (CDV)
Czech Republic



The Federal Highway Research
Institute (BAST)
Germany



University of Thessaly (UTH)
Greece



Danish Transport Research Insti-
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Denmark



FACTUM Chaloupka & Risser OHG
Traffic and Social Analyses (FAC)
Austria



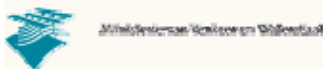
University of Ljubljana Faculty of
Arts (ULFF)
Slovenia



Hasselt University , Transportation
Research Institute (IMOB)
Belgium



Education and Science Institute
(ISEC)
Portugal



Ministry of Transport, Public
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