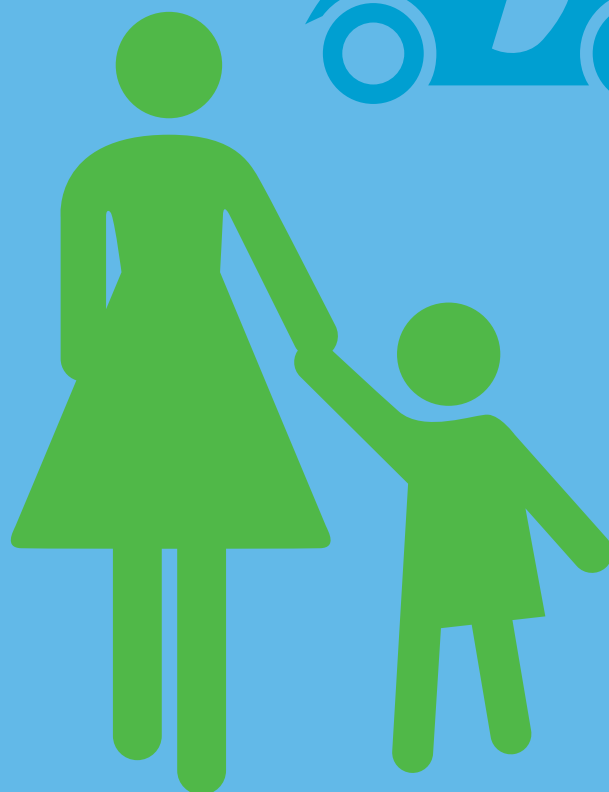
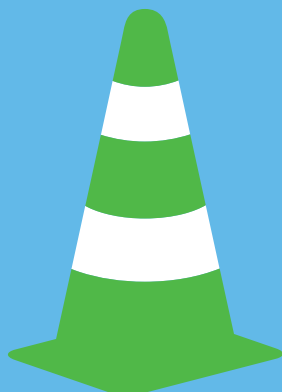


Road Safety Communication Campaigns



● MANUAL FOR DESIGN, IMPLEMENTATION AND EVALUATION
(ABRIDGED VERSION)



Campaigns and
Awareness-Raising Strategies
in Traffic Safety



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Preface

This booklet is an abridged version of the *CAST Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns*⁽¹⁾.

About the CAST project

Campaigns and Awareness-Raising Strategies in Traffic Safety (CAST) is a targeted research project supported by the European Commission. It was set up to meet the Commission's need to enhance traffic safety by means of more effective road safety campaigns. The CAST project, which ran from 2006 to 2009 focused on the development of three tools aiming to provide practical help for campaign practitioners. Together the tools represent clear instructions in the design and evaluation of road safety campaigns. These tools are:

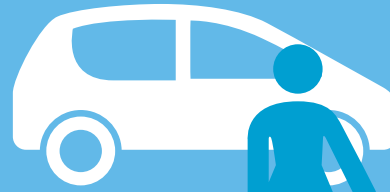
- > a *Manual for designing, implementing and evaluating road safety communication campaigns*⁽¹⁾;
- > an *Evaluation tool*⁽²⁾ aimed at helping users assessing the campaign's effectiveness; and
- > a *Reporting tool*⁽³⁾ that provides clear guidelines for writing a complete and standardised campaign report⁽⁴⁾.

The CAST project was carried out by a consortium of 19 partners and coordinated by the Belgian Road Safety Institute (IBSR-BIVV). It included all of the major European organisations with skills and experience in the area of road safety campaigns, and as such brings together expertise from across the EU.

More information on the CAST project can be found on the CAST website, www.cast-eu.org.



(*) Further information about the CAST tools are outlined at the end of this booklet.



Introduction

Why did we write a manual on road safety campaigns?

Governments and authorities at different levels invest a great deal of money and effort in changing the behaviour of road users. Road safety campaigns are recognised by many as one of the most important ways of persuading road users to adopt safe behaviours. Together with enforcement and road engineering, they are an important tool considered for use by those managing safety on the roads. But how much do we really know about road safety campaigns, beyond specific national characteristics? Can we really say that they are successful when proper evaluation of campaigns is relatively uncommon? Without rigorous evaluation and reporting it is very difficult for us to learn the lessons that will help us design better campaigns in the future. Proper evaluations can also tell us about whether it is worth investing in campaigns, which may in turn affect future funding possibilities.

4

The aim of the manual⁽¹⁾ developed in the framework of the CAST project, is to provide campaign practitioners with a detailed and practical tool for the design, implementation, and evaluation of road safety campaigns. The practical recommendations are based not only on interviews with practitioners, advertising agencies, and researchers in Europe and elsewhere, but also on a review of literature and our own experience. To our knowledge, there are very few manuals on road safety campaigns and no abridged versions at all. Thus concise information on best practices concerning the

design, implementation and evaluation of road safety campaigns is scarce. There is therefore a real need for a manual to help those involved in road safety campaigns improve the effectiveness of any future campaigns they conduct.

We believe that future road safety campaigns can benefit from application of the lessons learned from research. For instance, descriptive studies and meta-analyses suggest that campaigns are more likely to succeed if they tackle only one, well-defined theme and select a specific target audience. Moreover, it is important that the campaign is based on extensive research and relevant theoretical models, which help not only in identifying the main predictors of the problem behaviour but also in designing the campaign message. A social marketing framework should be used to integrate these elements into a broader strategy for influencing road users' behaviour. A major requirement is that practitioners, researchers, and decision-makers work closely together to make the campaign a success. And it helps a lot if each of these actors can appreciate each other's perspective.

Whether the effects of a campaign are positive or negative, they should be shared with a large audience by means of a final report. Systematic reporting on past campaigns can provide valuable input for future initiatives. Furthermore, the use of descriptive reviews and meta-analyses, which provide information about several related studies, can help in identifying key elements likely to lay the foundation for future success.



What type of campaigns do we focus on?

We do not focus exclusively on mass-media campaigns. Based on previous definitions, road safety campaigns are defined by the CAST consortium as: *'purposeful attempts to inform, persuade, or motivate people in view of changing their beliefs and/or behaviour in order to improve road safety as a whole or in a specific, well-defined large audience, typically within a given time period by means of organised communication activities involving specific media channels often combined with interpersonal support and/or other supportive actions such as enforcement, education, legislation, enhancing personal commitment, rewards, etc.'*

In fact, communication campaigns about road safety have as many as five main goals:

- 1) to provide information about new or modified laws;
- 2) to improve knowledge and/or awareness of new in-vehicle systems, risk, etc. and appropriate preventive behaviours;
- 3) to change underlying factors known to influence road-user behaviour;
- 4) to modify problem behaviours or maintain safety-conscious behaviours;
- 5) to decrease the frequency and severity of accidents.

From a pragmatic point of view, a sixth goal might be added, though it is often considered implicit,

- 6) to inform road users that authorities have identified risky road behaviours and have placed a priority on decreasing them. In this way the road safety campaign might serve to support the authorities' road-safety policy.

Six basic steps to guide you through the process

The starting point of any intervention aimed at improving road safety is usually the identification of the problem. You can often do this by looking at available statistics (e.g., road crashes, offences). The problem should then be analysed further to decide if a road safety communication campaign can help solve the particular problem identified. If you decide that it can, consider then whether a communication campaign by itself will be sufficient to achieve the change you want, or whether it needs to be supported and integrated with other activities.

Even if you conclude that a road safety communication campaign would help solve the problem, or at least provide part of the solution, you might still be unsure as to how to proceed. Maybe you fear that the task will be too difficult – but rest assured, you probably have more knowledge and know-how than you think. You will also find help is at hand, be it from colleagues, or other partners of the campaign team.



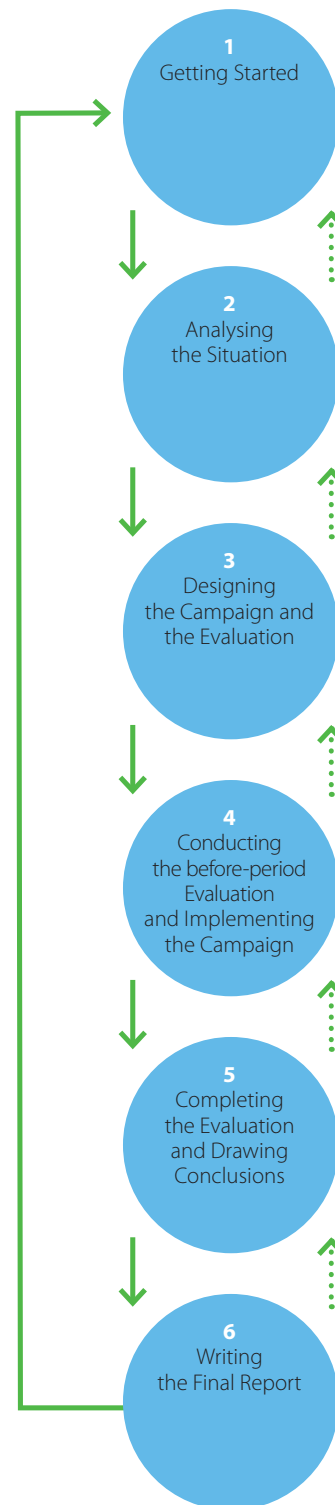
Diagram 1: Steps in designing, implementing, and evaluating a road safety communication campaign

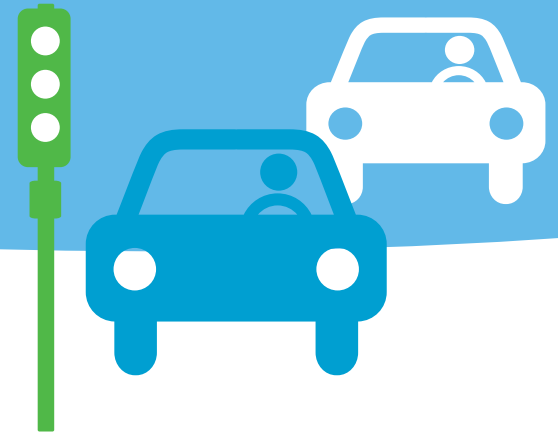
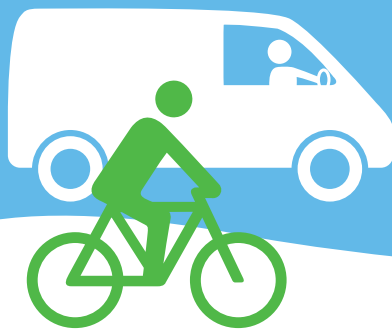
You can follow six basic steps that will guide you through the process of designing, implementing, and evaluating your road safety communication campaign (see Diagram 1). They will get your knowledge up to date, save you time and money, and get you organised. For the sake of clarity, the steps are presented in a defined order. However, you should be aware that they are interdependent and not necessarily best carried out in the strict order in which they are given. Indeed, a road safety communication campaign should be guided by key decisions on everything from the overall aim to specific goals and objectives and from its strategy and launch to its final evaluation. Normally, effective decisions and optimal work at one stage requires input from activities of a previous stage. But in some cases the opposite may also apply. This means that a given step may be revisited and further developed if necessary.

6

Once the six steps have been carried out, the cycle is complete. The conclusions that you have drawn from the campaign and its evaluation will give you the necessary input for the next campaign cycle.

The following sections break down each step into succinct sub-steps that we recommend when planning and conducting a campaign.





Step 1 | Getting Started

Before designing the campaign, you will need to collect background information on the problem. It will be necessary to collect data about possible contributing factors, the types of road users who are involved, and the context in which the problem occurs. You will then need to look for campaign partners and stakeholders who will be able to support your campaign and/or be part of the campaign team.

1 Identifying and defining the problem

In order to identify the problem, you should rely on data concerning accidents, offences, observed behaviours, and current issues.

2 Analysing the context

An analysis of the general and specific contexts in which the problem occurs will indicate if the campaign can or should be combined with other actions or programmes.

3 Locating partners and stakeholders and getting them involved

These can be public authorities and/or private organisations. Their participation in the campaign may be financial, logistical, or otherwise.

4 Drafting the budget

You should define the potential or actual budget of the campaign, including the cost of research and evaluation.

5 Gather the campaign partners together for a kick-off meeting

At this first meeting, you should define the general objective of the campaign, as well as discuss the campaign strategy, in order to know what your needs are. Based on these needs, you should get together with the campaign partners to identify the resources you already have and the ones you will have to find elsewhere. You should draft the first version of the creative brief, including all information that has been gathered up to this point. The creative brief will serve as the central reference document of the campaign and will be updated throughout the campaign process.

6 Calling for bids and setting up the campaign team

The campaign team should include people from the initiator's organisation, the campaign partners, and any outside agencies and vendors hired following a call for bids. The bidders may include advertising, production, and media-buying agencies, public-relations agencies, and researchers. The participation of outside researchers may or may not be needed, depending on whether an in-house research department is available at the initiator's organisation. However, it is recommended that the evaluation is carried out by an outside party since this is essential to maintain objectivity.



Step 2 | Analysing the Situation

Once you have completed step 1, you can begin to analyse the situation in greater detail (**). At this stage, you should conduct an in-depth analysis of the problem, its possible solutions, and the target audience. This will enable you to define the specific objectives of the campaign, help to design the message and prepare the campaign evaluation.

1 Thoroughly analysing the problem and possible solutions

You should complete the analysis of the problem, seeking available information from four sources:

- > qualitative and quantitative studies that analyse the problem behaviour in depth;
- > research on theoretical models to explain motivations underlying the behaviour;
- > past campaigns and other actions;
- > marketing studies on the target audience.

Then, synthesise available information on the problem behaviour and its solutions. Existing data will often not be sufficient, at least with regard to a particular target audience. In that case additional research is needed.

2 Deciding whether to segment the audience

Determine whether the target audience needs to be segmented or not. It is often best to segment the audience in order to address the distinct needs and characteristics of particular subgroups (lifestyle, culture, etc.). Once you have defined the subgroups, evaluate them and select one or more that the campaign can target. In addition to the most obvious target group – the group whose behaviour most needs to be changed (primary audience) – it might also be useful to try to reach a secondary audience who could influence the primary audience. Next you need to determine how to reach the target audience(s) and its particular subgroups based on the information obtained above.

3 Determining how to act on main motivations and reach the audience

Find out what factors contribute to the problem behaviour identified. First of all, ask whether or not the behaviour is intentional. Next, it is important to understand the motives behind the unsafe behaviour. In some cases this information will not be available making additional studies necessary. In particular, further work will be needed if one of the following applies:

- > you have ample information on the main predictors for the problem and/or safe behaviour but you want to know which carries the most weight in the target group;
- > you have found only some information and you are aware that certain elements are missing; or
- > you have no information on the main predictors.

Based on the results of these studies, you may choose the proper theoretical model on which to build your campaign strategy. This may either be an established theoretical model or one you compile yourself. In any case the model should contain the main determinants of behaviour for your particular audience.

4 Defining the campaign's specific objectives

This sub-step consists of breaking down the general goal of the campaign into specific objectives, namely:

- > Primary objectives: define which behaviour is to be adopted by the target audience in order to achieve the general goal of the campaign.
- > Secondary objectives: identify other factors that can contribute to achieving the primary objectives such as knowledge, attitudes and norms.

5 Gathering information from evaluations of past campaigns and other actions

You need to select an evaluation methodology that is appropriate for each of the specific objectives that you have defined previously. In this instance it can be very helpful to use information provided by adequate research carried out in the past.

(**) Several international databases on awareness-raising campaigns in the field of road safety can help you to get information (e.g., the European Road Safety Observatory www.erso.eu, the RoadSafetyWeb www.roadssafetyweb.net).



Step 3 | Designing the campaign and the evaluation

In the previous two steps, data were gathered and analysed in order to better define the problem behaviour and target audience; the specific objectives of the campaign were set, and the campaign-evaluation method was devised. Now it is time to start designing the campaign itself – perhaps together with other actions or programmes – and to start planning its evaluation. In this step, you will need to answer the following questions: *What should we do?, How should we do it?, and How will we know if the campaign is working or not?*

1 Developing the campaign strategy

The campaign strategy should be based on its specific objectives, which define how to achieve the campaign's general goal in a more operational way. The campaign strategy will determine how you will influence the target audience in order to change or instil knowledge, beliefs and/or behaviour, and will be based on theoretical models.

- > *Define the strategy.* This includes the type of campaign (communication campaign, combined campaign, integrated campaign) and its scale (local, regional and/or national), depending on the areas where the problem occurs, as well as the target audience and how it can be reached. You should also study past campaigns and actions to obtain guidelines for developing the strategy. Once the campaign strategy is defined, the creative brief should be updated by adding new components.
- > *Develop the content of the message.* This includes the context, structure and style of the message as outlined in the creative brief. It involves establishing a clear procedure and discussions with the advertising agency and the campaign initiator. The message should be as concrete and as understandable as possible. You should use a social-marketing strategy and consider the specific objectives of the campaign; the characteristics of the problem behaviour and its corresponding safe behaviour; the main predictors of the problem behaviour for the target audience (frequency and place); the perceived benefits and costs of adopting the safe behaviour; the place and time where the safe behaviour should be adopted; the target audience's characteristics, environmental factors, and the sender's characteristics. To develop the message's content and execution strategy, qualitative studies, such as individual interviews, focus groups, or creative brainstorm sessions, can be used.
- > *Choose campaign identifiers.* These are visual or audio elements that bring consistency to a campaign or set of campaigns; they also give identity to a campaign and indicate the organisations involved in it. Spokespersons, logos, mascots, and brands can all be used as campaign identifiers.
- > *Select the media and define the media plan.* The media plan should be set up according to the campaign budget, timing and length of the campaign, advertising rates of each media and vehicle (newspaper, radio programme, etc.), demographic statistics of coverage, and openings (times and places where the target audience can be reached most easily).
- > *Develop and pre-test the messages and slogans in their full context.* Message testing tells you more about the strengths and weaknesses of the message, and about whether it is able to target the selected audience. Tools may exist (e.g., the Risk Behaviour Diagnosis Scale) that can help you improve and optimise the message before actual campaign implementation.



2 Designing the campaign evaluation

The evaluation should be designed with as much care as the campaign itself. To do this, you should:

- > *Develop evaluation measures* (road-accident data, observed behaviours, self-reported data, and cost data).
- > *Define methods and tools for collecting data.* Select the methods (qualitative or quantitative) and tools needed for the evaluation, considering their feasibility, the time and resources they require. Pre-testing of the evaluation tools is highly recommended. Data collection should be carried out in the same way in each phase.
- > *Plan the evaluation.* Set up your evaluation according to the type of data to be collected.
- > *Define the objectives of the evaluation.* Your campaign evaluation should, at minimum, allow you to determine if the campaign works or not, and whether or not it is cost effective. More specifically, it should also identify which aspects of the campaign work and which don't, and discover possible reasons for this. Each of these objectives corresponds to a different type of evaluation – a process, outcome, or economic evaluation.
- > *Choose the evaluation design and sample.* You should choose an appropriate evaluation design with at least a before-period and an after-period measurement and, if possible, use a control or comparison group. Choose the sample to fit the time schedule, budget, target-audience size, type and theme of the campaign, and any supportive activities.



Step 4 | Conducting the Before-Period Evaluation and Implementing the Campaign

Before launching the campaign it is time to carry out the before-period evaluation. The before period should be used as a baseline measurement for the other phases of the evaluation. You also need to produce the actual campaign materials and launch the campaign. Of course, the campaign's progress should be monitored carefully in order to deal with any problems that may arise during the campaign^(***).

1 Conducting the before-period evaluation

The before-period evaluation should be conducted according to its objectives and the chosen evaluation method. This involves checking the evaluation tools and materials, and hiring and training the investigators. The evaluation procedure must be identical for every condition implemented, i.e., you should implement the same procedure for each group of participants (experimental, control, or comparison groups).

2 Producing the campaign materials

The outside agencies you have hired should produce the campaign materials and book the media space in order to be ready for the campaign launch.

3 Implementing the campaign

The timing of the launch is very important since it creates unique opportunities to get free publicity for the campaign. In cases where the campaign is combined with other actions, careful coordination of all activities is important to make sure that each component is implemented as scheduled. This requires very strict organisation and good communication between the initiator and the campaign partners and mediators.

4 Controlling the release of campaign materials and possibly feedback to previous steps

You should use the initial feedback from the process evaluation to determine whether the campaign has been implemented as planned and to what extent the target audience is being reached. This requires strict coordination and follow-up. If the preliminary feedback indicates problems with the implementation of the campaign, it may be possible to correct the problem while the campaign is still running. Moreover, you might be able to negotiate corrective measures with the advertising agency and/or the media-buying agency. In cases where the campaign is supplemented by other actions, controlling the implementation will require more involvement on the part of the initiator and/or the campaign partners.

(***) For more details on the process evaluation, the reader can refer to the *CAST Evaluation tool*⁽²⁾ in addition to the CAST manual information.



Step 5 | Completing the Evaluation and Drawing Conclusions

In order to determine whether the campaign you have launched was effective, you need to complete the campaign evaluation with a comparison of measurements taken before and after the campaign. We also recommend doing a measurement during the running of the campaign. Your analysis of the data collected at these times will tell you if the campaign had any effect(s), and on which dimension(s). Regardless of whether or not there were any effects, the results must be reported. The evaluation must be done independently and should not be subject to any type of bias or influence. The evaluation committee should safeguard the objectivity of the evaluation, although impartiality can never be absolutely guaranteed.

12

1 Implementing the chosen evaluation method for the during- and/or after-campaign periods

Depending on the length of the campaign and the type of data to be collected, you have already defined:

- > the during-campaign period, including the time interval between the launching of the campaign and the start of the evaluation;
- > the after-campaign period(s), including the time interval between the end of the campaign and the start of the first after period, and if applicable, between the two after periods.

When the types of data to be collected are the same during the three evaluation periods, the conditions of data collection and the tools should also be identical across phases.

2 Processing and analysing the evaluation data

You should compare the data obtained in the before period, to the data obtained in the during and/or after period(s). This comparison allows you to determine whether the campaign achieved the predefined primary and secondary objectives.

3 Gathering cost and cost-effectiveness information

Now that all the evaluations have been completed, information on the campaign cost and cost-effectiveness should be collected and analysed.

4 Drawing clear conclusions about the campaign

In each case, it is important to establish which elements of the campaign had a proven effect in terms of outcome variables, for which target audience and under which circumstances (i.e., the campaign's strengths). It is just as important to indicate which elements did not work (i.e., the campaign's limitations), since this information can prevent others repeating the mistakes, and thus improve future campaigns.



Step 6 | Writing the Final Report

The final campaign report closes the campaign cycle, at least temporarily. One of the main goals of writing the report is to provide important information and feedback not only to the partners involved in the campaign, but also to stakeholders, researchers, and the general public. It is crucial to disseminate the results of the campaign, ensuring that the information is widely distributed and easily accessible. Indeed, any improvement in future campaigns depends on the availability of thorough and rigorous campaign evaluation reports.

The main body of the report should present a detailed overview of the campaign background and context, the problem behaviour and possible solutions, the target audience(s), the campaign strategy including the theoretical framework, message content, and media plan, the evaluation design and results, and the conclusions drawn. To facilitate reading, this information should be structured in four clearly labelled sections: background, campaign strategy, evaluation, and conclusions and recommendations^(****).

1 Report characteristics

The report should be in a standard format so important information will not be left out. For dissemination of the results, the report should be available on the internet, usually on the campaign initiator's website or in an International or European database, for instance on RoadSafetyWeb (www.roadsafetyweb.net).

It should answer the following questions:

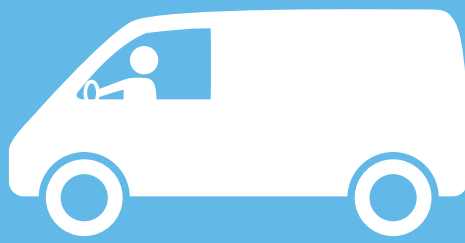
- > Why was the campaign conducted?
- > How was it conducted?
- > Were the effects (if any) due to the campaign?
- > What types of evaluations were conducted (process, impact, outcome, and/or economic)?
- > On what dimensions was the campaign evaluated?
- > Which elements of the campaign were particularly effective, and which were not?
- > Were the effect(s) measured over the short, middle, and/or long term?

2 Report content and structure

We encourage you to follow the outline given below for your final report:

- > title page (title, authors, etc.);
- > acknowledgements;
- > abstract and keywords;
- > table of contents;
- > executive summary;
- > main body of the report;
 - > background;
 - > campaign strategy;
 - > evaluation;
 - > conclusions and main recommendations;
- > references;
- > appendix;
- > authors' note.

(****) In addition to the CAST manual information, the reader can refer to the *CAST Reporting tool*⁽³⁾ which provides clear guidelines for writing a complete campaign report.



Conclusion

This step-by-step guide presents practical information for designing, implementing, and evaluating road safety communication campaigns. In this abridged version we have described the six steps to take when conducting a campaign:

- 1) *Getting started.* The first step involves identifying the problem; analysing the organisational and socio-economic context of road safety; determining the budget including the cost for research and campaign evaluation; selecting partners and stakeholders who could be involved in the campaign process; developing the creative brief; and looking into possible contributions of outside agencies and their interactions with the initiator.
- 2) *Analysing the situation.* This involves performing an in-depth analysis of the problem and its possible solutions based on research and past initiatives, identifying the target audience, conducting research on how to reach and influence it, and translating the overall goal of the campaign into specific objectives.
- 3) *Designing the campaign and the evaluation.* This step involves defining the campaign strategy, designing the message content and style, choosing the media vehicles and media plan, developing and pre-testing the message and slogans in their full context, and planning and pre-testing the campaign evaluation.
- 4) *Conducting the before-period evaluation and implementing the campaign.* This step includes outlining the before-phase of the evaluation, the production of campaign materials, and the actual launch of the campaign.
- 5) *Completing the evaluation and drawing conclusions.* The fifth step involves implementing the chosen method for the during- and/or after-period evaluations, including quality control of each evaluation, data processing and analysis, cost-benefit and cost-effectiveness assessments; this allows practitioners to draw valid conclusions and assess the limitations of the campaign.
- 6) *Writing the final report.* The last step involves using a standard report outline and reviewing all information needed by the reader to arrive at a good understanding of the campaign and its results.

Based on the material presented in the *Manual for designing, implementing and evaluating a road safety communication campaign*⁽¹⁾, we would like to make the following general recommendations.



Base the campaign on statistics and research

We recommend that campaigns should be based on a solid foundation: databases of road accident statistics, offences, research (observations, surveys, market studies, theoretical models for predicting and explaining behaviour, models of behaviour change). Campaigns can also be based on emerging issues. Statistics are generally the first aid to defining the theme of a campaign because they provide initial information about the target audience. However, statistical information is not sufficient in and of itself. It is therefore useful to base the campaign on available studies, and/or to conduct additional studies designed around theoretical models whenever the necessary information is not available. Such custom-designed studies can provide in-depth information about the problem behaviour and factors that might predict it, while existing published research helps in identifying the target audience in detail and segmenting it into smaller groups.

Select a specific target audience

To reach the target audience and increase the likelihood of modifying its behaviour, campaign practitioners should carefully define their audience. This requires great attention to detail, and can be achieved with the help of audience segmentation. Segmentation techniques can be based on demographic, geographic, psychographic, and/or behaviour variables, theoretical models, or the characteristics of the primary and secondary audiences. Crossing different segmentation criteria can be useful to achieve greater precision. The five elements of the marketing mix, and thus of the message, must be adapted to each segment. Selecting a specific target audience also enables practitioners to set up comparison groups for evaluating the campaign. In such evaluations, road users exposed to the campaign (experimental group) are compared with road users from a supposedly similar population not exposed to the campaign (comparison group without random assignment between the two groups). Alternatively, a population not specifically targeted by the campaign but exposed to it may be compared to a population specifically targeted by the campaign.

Translate the overall goal into specific objectives

The overall goal of the campaign should be defined on the basis of previous research, so it offers a preliminary idea about what the theme of the campaign should be, as well as a notion of who the possible target audience(s) might be. However, such general information usually does not provide the level of specificity required for developing a campaign strategy. That is why it is quite useful to define specific campaign objectives. The campaign's specific objectives must precisely identify the problem behaviour that needs to be changed into safe behaviour (the primary specific objective), as well as other factors (the secondary objectives) that might contribute to achieving this primary objective, i.e., to make the target audience to adopt the safe behaviour. In addition to being the cornerstones of the campaign strategy, these elements will be the basis of the campaign evaluation, and the yardstick for measuring whether or not the campaign was successful (i.e., whether it achieved its goal and objectives).

Devise the campaign strategy and plan the campaign

The campaign strategy refines the goal and the specific objectives in operational fashion. It is part of an overall social-marketing strategy aimed at changing behaviour. The campaign strategy is based on the theoretical models used to define the specific objectives, so it is critical in determining the type of campaign to run. Indeed, the campaign can be a purely media-based campaign or be combined with other actions. It can be conducted on different levels: nationally, regionally, or locally, depending on the problem behaviour, the target audience, and the areas where the problem occurs most. The campaign strategy also defines how the target audience can be reached and influenced. The campaign, the communication strategy, and any supportive activities must all be carefully planned. The message, choice of media, media plan, and supportive activities must serve the chosen strategy by getting the message to the selected target audience.



Formulate the message

A message is more likely to have an impact on the behaviour if the person receiving it feels motivated to process it. This in turn implies actively thinking about the message and elaborating upon its content. However, motivation alone is not enough. An individual must also have the cognitive ability to process a message, something that can only happen when the message is understandable. Accordingly, an effective message must be believable to the audience (credible), be honest and convey a behaviour that is possible to achieve (trustworthy), be heard repeatedly (consistent), easy to understand (clear), capable of generating change (persuasive), relevant to the person (relevant), and appealing (attractive). The message should therefore be based on general persuasion models and models of specific techniques such as framing. In testing a message, the thought-listing task is a valuable tool for determining which messages lead to greater changes in knowledge, beliefs, and/or behaviour.

Conduct a proper implementation of the campaign

The timing of the launch is very important since it creates unique opportunities to get free publicity for the campaign. In cases where the campaign is combined with other actions, careful coordination of all activities is important to make sure that each component is implemented as scheduled. This requires very strict organisation and good communication between the initiator and the campaign partners and mediators. To determine whether the campaign has been implemented as planned, and to what extent the target audience is being reached, you should use the initial feedback from the process evaluation. This requires strict coordination and follow-up.

Ensure rigorous evaluation

The importance of evaluating road safety campaigns should not be underestimated. Evaluation may be costly, but it is the best way to find out if a campaign has been a success or not, and if the money was well spent. To draw valid conclusions about the campaign's effectiveness, cost-effectiveness, and efficiency, the campaign should be assessed against its specific objectives, while taking into account the baseline level of knowledge or the prevalence of the safe behaviour before the campaign. Moreover, if it is to abide by good principles of methodology, the evaluation should:

- > refer to the theoretical model (or to the main predictors of the problem behaviour) on which the campaign was based;
- > use control or comparison group(s); and
- > use an appropriate design involving at least two measurements, taken before and after the campaign.

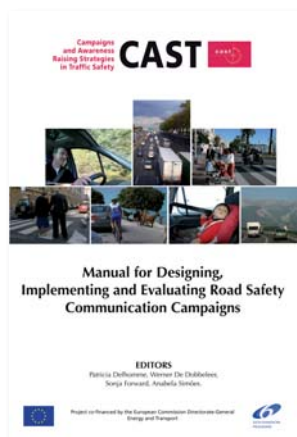
To obtain more information on the stability of the campaign's effect(s), a supplement to the two measurement periods may be carried out such as during-campaign phases and/or additional post-campaign phases.

Disseminate the results

The results should be presented in a final campaign report, which should include the rationale of the campaign as well as detailed results. It should be presented in a standard format and conclude with a discussion of the strengths and limitations of the campaign and how the results might be used to improve future campaigns. Such reports help practitioners build on past experiences when designing, implementing and evaluating future campaigns. Whatever the effect(s) of the campaign, the final report should be made available in a library and indexed in a validated database. International online databases that index campaign reports and quantitative results are also useful for spreading the information. In addition to improving future campaigns the report could help policymakers to develop effective road safety policies, and assist local, regional, and national authorities in making decisions regarding financial support for road safety campaigns.



Further information about the CAST tools



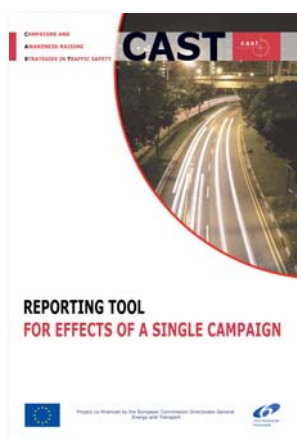
Manual for Designing, Implementing, and Evaluating Road Safety Communication Campaigns ⁽¹⁾

The full 324-page CAST Manual contains both a theoretical background and detailed guidelines for designing, implementing, and evaluating a road safety communication campaign, based on existing research and new results produced by the CAST project. It is aimed at both researchers and practitioners. The CAST manual is complemented by an Evaluation tool and a Reporting tool (see below).



Evaluation Tool for Road Safety Campaigns ⁽²⁾

The Evaluation tool gives practical recommendations how to carry out an evaluation study considering the specific characteristics of each road safety campaign. These guidelines will help everybody who is concerned with the evaluation of road safety campaigns, to make the right decisions about the different elements of the outcome evaluation study.



Reporting Tool for Road Safety Campaigns ⁽³⁾

The objective of the Reporting tool is to provide guidelines for composing a standardised and complete campaign report. Such a report should present a clear and concise overview of the whole campaign process and the evaluation study in a standardised way. By following the proposed template, more appropriate, profound, and standardised reports will be available in Europe and beyond.

Full versions of these tools are available in PDF on the CAST website, www.cast-eu.org



CAST tool references

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