

# 2009 CAST FINAL CONFERENCE

26-27 January 2009  
Brussels, Belgium



*Campaigns and Awareness-raising  
Strategies in traffic Safety*



Conference  
Booklet



Project co-financed by the European Commission  
Directorate-General Energy and  
Transport





# Final Conference



## CAST Project Information

26-27 January 2009, Brussels, Belgium

### BACKGROUND

In the White Paper on European transport policy published in 2001, the European Commission adopted an ambitious strategic objective, namely to reduce the number of road fatalities in the EU by half by the year 2010. The execution of pan-European campaigns will contribute to the achievement of this objective. Public awareness media campaigns aim to change behaviour either directly, or by providing information to influence knowledge, attitudes and beliefs, and thus have an impact on behaviour.

An effective road safety campaign requires clear guidelines for the design and a powerful tool for conducting a proper effectiveness evaluation. Consequently, the European Commission wishes to provide powerful and innovative guidelines to design, implement and evaluate road safety campaigns, and improve future campaigns. Those handbooks should reduce the discrepancies between the different European countries and will reach a relative standardisation in the field of road safety campaigns' design and evaluation.

### EXPECTED IMPACT

The aim of the CAST project is to encourage the proper design and evaluation of road safety campaigns in all EU countries. The project will potentially contribute to the standards and policies of the EU in a major way. By providing relevant, high quality campaign evaluation data CAST will enable to ensure that new campaigns are well-founded and will achieve maximum effect. The CAST results will support directly the road safety policy on the European, national and local level.

### OBJECTIVES

The manual will consist of clear guidelines to design and implement an effective road safety campaign.

The evaluation tool will enable thorough assessment of the effects of road safety campaigns on road crashes and other outcome variables, including safety performance indicators such as risk perception, seatbelt wearing rates, prevalence of drink driving, etc.

Both manual and evaluation tool will be conceived through a number of intermediate steps:

- describing the state-of-the-art regarding applicable theories of behaviour and (partial) effects of campaigns;
- developing a generic and theoretically based model for road safety campaigns;
- elaborating a road user model;
- providing proposals for variables to be measured as integrating parts of campaign evaluation;
- listing a typology of road safety campaigns and their evaluation methods;
- comparing research designs from a theoretical and a practical viewpoint;
- constructing a tool for reporting effects in a standardised way;
- assessing the quality of the evaluation tool on real campaigns;
- conducting European road safety campaigns;
- and organising workshops for discussion of the project's interim results in different European regions.



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## Conference Agenda

26-27 January 2009, Brussels, Belgium

### DAY ONE – 26 January 2009

- 12:00      **Registration + lunch**
- 13:30      **Conference Opening**  
*José Trigo - PRP, Portugal*
- Welcome speech**  
*Jean-Paul Repussard - Project officer, European Commission*
- CAST, an overview**  
*Ankatrien Boulanger - Project coordinator, BIVV, Belgium*
- 14:00      **What is it about you, that you act so dangerously? Implications for road safety campaigns.**  
*Divera Twisk - SWOV, The Netherlands*
- 14:30      **Theoretical models that describe and predict road violations.**  
*Sonja Forward - VTI, Sweden*
- 15:00      **Do road safety campaigns work? Effects of campaigns on behaviour and accidents.**  
*Ross Phillips - TOI, Norway*
- 15:30      **Break**
- 16:00      **Principals for creating effective road safety campaigns.**  
*Fiona Seymour - Head of marketing, Department for Transport, UK*
- 16:30      **How to build a succesful campaign? CAST recommendations to design and implement road safety campaigns.**  
*Patricia Delhomme - INRETS, France*  
*Sonja Forward - VTI, Sweden*  
*Werner De Dobbeleer - BIVV, Belgium*
- 17:30      **Closing word**  
*José Trigo - PRP, Portugal*
- 20:00      **Conference dinner**



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### DAY TWO – 27 January 2009

- 09:00 **Opening and welcoming**  
*PRP, Portugal*
- 09:05 **Working with the CAST model, an agency's perspective.**  
*Piet Wulleman - Strategic planner, GERMAINE, Belgium*
- 09:25 **The road to an effective campaign.**  
*Richard Bookey - Senior account director, Leo Burnett, UK*
- 09:45 **How to know if your campaign works or not? CAST recommendations to evaluate road safety campaigns.**  
*Patricia Delhomme - INRETS, France*  
*Sonja Forward - VTI, Sweden*  
*Werner De Dobbeleer - BIVV, Belgium*
- 10:00 **Evaluation tool: a practical tool to conduct a proper effectiveness evaluation.**  
*Ankatrien Boulanger - BIVV, Belgium*
- 10:20 **How to report the results of your campaign? CAST recommendations to write a complete campaign report.**  
*Patricia Delhomme - INRETS, France*  
*Sonja Forward - VTI, Sweden*  
*Werner De Dobbeleer - BIVV, Belgium*
- 10:35 **Break**
- 11:00 **A theoretical approach to assessing road safety campaign effectiveness: evidence from 7 European countries.**  
*Ali Kazemi - VTI, Sweden*
- 11:20 **The CAST campaigns - Belgium and Greece.**  
*Werner De Dobbeleer - BIVV, Belgium*  
*Teti Nathanail - UTh, Greece*
- 12:00 **Panel discussion**  
*Moderator: Divera Twisk - SWOV*  
Forum members:
  - *Cecilie Waterloo Lindheim - Advicer national road safety campaigns, Norwegian Road Authorities, Norway*
  - *Richard Blackwell - Marketing manager road safety, Motor Accident Commission, Australia*
  - *Charles Goldenbeld - Senior expert and researcher, SWOV, The Netherlands*
  - *Richard Bookey - Senior account director, Leo Burnett, UK*
- 12:45 **Conference closing**  
*Jean-Paul Repussard - Project officer, European Commission*  
*Ankatrien Boulanger - CAST Project coordinator, BIVV, Belgium*  
*José Trigos - PRP, Portugal*
- 13:00 **Lunch**



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## List of Participants

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Name	Surname	Organisation	Country
Sigrid	ACHLEITNER	Austrian Mobility Research FGM-AMOR	AUSTRIA
Myriam	ADRIAENSEN	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
Noureddine	AHRA	National Committee of Prevention from Traffic Accidents	MOROCCO
Eva	AIGNER-BREUSS	Austrian Road Safety Board	AUSTRIA
Janis	AIZPORS	ROAD TRAFFIC SAFETY DIRECTORATE	LATVIA
Zuzana	AMBROZOVA	Ministry of Transport, Road Safety Unit	CZECH REPUBLIC
Carsten Bo	ANDERSEN	Vejdirektoratet	DENMARK
Alain	AREAL	Prevenção Rodoviária Portuguesa	PORTUGAL
Karin	AUSSERER	FACTUM	AUSTRIA
Richard	BLACKWELL	Motor Accident Commission	AUSTRALIA
Sofie	BOETS	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
Richard	BOOKEY	Leo Burnett	UNITED KINGDOM
Daniela	BORG MIZZI	Malta Transport Authority	MALTA
Ankatrien	BOULANGER	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
Kris	BRIJS	IMOB (Hasselt University)	BELGIUM
Ine	BUURON	Consumer safety institute	THE NETHERLANDS
Gitte	CARSTENSEN	DTU Transport	DENMARK
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Brigitte	CHAUDHRY	European Federation of Road Traffic (FEVR)	UNITED KINGDOM
Johan	CHIERS	Responsible Young Drivers	BELGIUM
Adreia	CORTINHAS	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
Patricia	COURANGE	Ministère de la Région de Bruxelles-Capitale	BELGIUM
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Ria	DE GEYTER	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
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Patric	DERWEDUWEN	Belgian Road Safety Institute (BIVV-IBSR)	BELGIUM
Marko	DIVJAK	Faculty of Arts	SLOVENIA
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Axel	DRUART	Responsible Young Drivers	BELGIUM
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Name	Surname	Organisation	Country
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Sonja	FORWARD	VTI	SWEDEN
Charles	GOLDENBELD	SWOV	THE NETHERLANDS
Dorrit	GUNDSTRUP	Road Directorate	DENMARK
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Christina	LEMAHIEU	Germaine	BELGIUM
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## List of Participants

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Sonja	PERIK	Ministry of General Affairs	THE NETHERLANDS
Ross	PHILLIPS	TØI	NORWAY
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Marijke	PRESEYN	La Prévention Routière Internationale PRI	THE NETHERLANDS
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