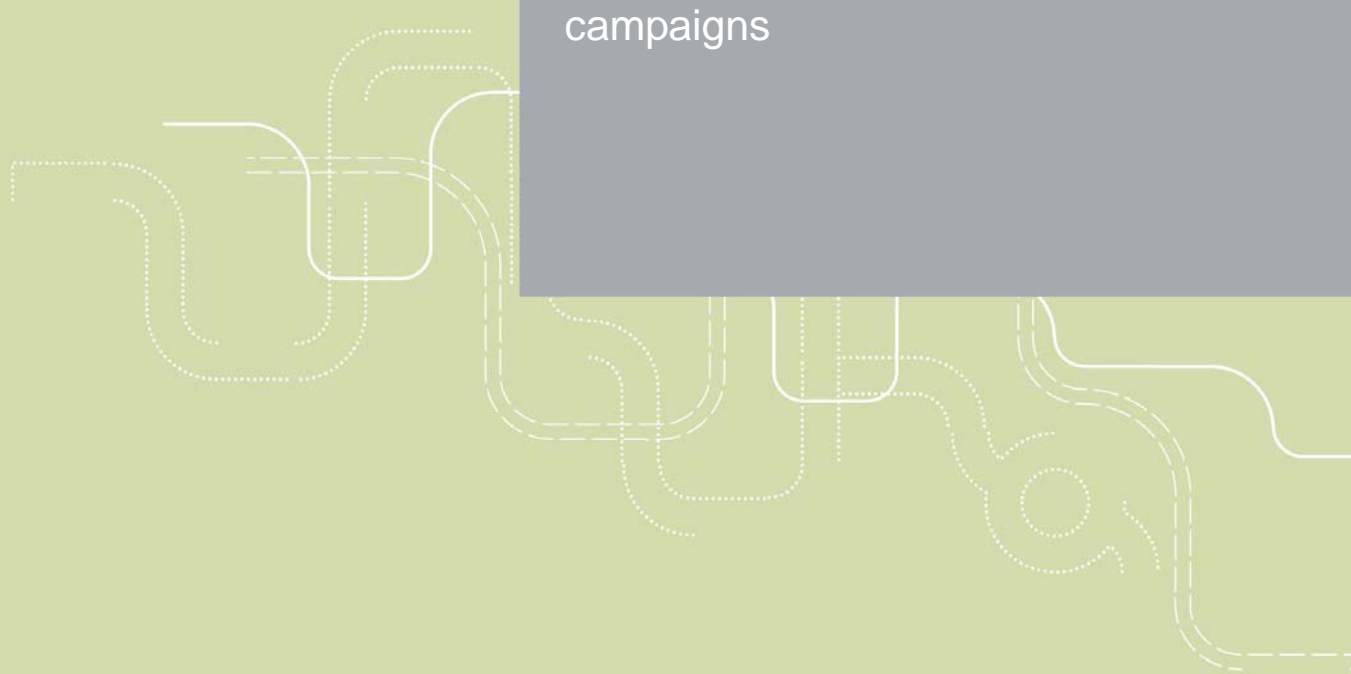


Ross Phillips  
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TØI report 1003/2009

**tøi** Institute of Transport Economics  
Norwegian Centre for Transport Research



## A review of 45 anti-speeding campaigns





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Ross Phillips

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**Summary:**

45 anti-speeding campaigns carried out in 20 different countries outside Norway are described in order to provide an overview of different approaches for the Norwegian Public Roads Administration. The information is collected mainly via the websites of responsible authorities identified. Most of the campaigns are national, less than five years old and from Europe or Australia. The most common target group identified is 'young males', followed by 'all drivers' and 'urban drivers'. Approaches taken to change behaviour of the target are typically rational persuasion or hard-hitting emotional persuasion, but the campaigns usually combine a number of different approaches. In addition to highlighting common campaign themes, the report discusses newer, creative approaches, and in particular 'edutainment' websites. A lack of proper evaluation of national anti-speeding campaigns is discussed. An Appendix is included that describes each campaign and where possible gives electronic links to campaign material.

**Sammendrag:**

Denne rapporten beskriver 45 fartskampanjer fra 20 ulike land utenom Norge. Formålet er å gi en oversikt over tilnærminger for Statens vegvesen. Informasjon om fartskampanjene er hovedsakelig hentet fra hjemmesidene til de ansvarlige for kampanjene. De fleste kampanjene er nasjonale, gjennomført nylig, og kommer fra Europa eller Australia. Den vanligste målgruppen er "unge menn", fulgt av "alle førere" og "førere i tettbygd strøk". Metoder brukt til å forandre målgruppenes atferd varierer fra argumentasjon basert på fakta til mer hardtslående emosjonell påvirkning. Imidlertid kombinerer kampanjene ofte ulike tilnærminger. Rapporten beskriver de vanligste temaene for kampanjer og diskuterer nye, tilnærminger, spesielt såkalt edutainment nettsider. Manglende evaluering av fartskampanjer på nasjonalt nivå drøftes. Rapportens appendiks beskriver hver kampanje og gir elektroniske lenker til aktuelt materiell, hvor dette er mulig.

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# Contents

## Summary

### Sammendrag

<b>1 Aim</b> .....	<b>1</b>
<b>2 Scope</b> .....	<b>2</b>
<b>3 Method</b> .....	<b>3</b>
<b>4 How to use this document</b> .....	<b>4</b>
<b>5 Summary of the campaigns</b> .....	<b>5</b>
5.1 Which countries? .....	5
5.2 How old and how long are the campaigns? .....	5
5.3 Which groups are targeted? .....	5
5.4 Many different ways to conduct anti-speeding campaigns.....	6
5.5 Different campaign approaches .....	7
5.6 Different elements are often combined.....	7
5.7 Many different ways to deliver an anti-speeding message.....	11
5.8 Several campaigns develop content using focus groups.....	11
5.9 Proper evaluations of the effect of anti-speeding campaigns on speed are rare .....	11
<b>Appendix A: Campaign descriptions</b> .....	<b>13</b>
<b>Appendix B: Road safety approaches in different countries</b> .....	<b>47</b>



**Summary:**

## **A review of 45 anti-speeding campaigns**

**The report characterises 45 contemporary, anti-speeding campaigns, mainly conducted in Europe and Australia. The most commonly target group are young males. Campaigns often combine several strategy or content types in attempts to persuade the target. The most usual are rational approaches using facts and information or attempts at emotional persuasion (either hard-hitting or sentimental). Both of these are used in 40 % of the campaigns. Two out of three campaigns emphasise the risk of harm to others. The most commonly used delivery methods are television and outdoor posters or billboards. Use of ‘edutainment’ websites as gateways to a number of different media forms appears to be a growing trend. None of the campaigns were evaluated with respect to effects on observed driver behaviour or accident counts. Self-reported data were available for 20 % of the campaigns and tend to show reductions in the share of drivers admitting to speeding behaviour. It is difficult to compare campaigns because of differences in measures used. The report therefore recommends that speed campaigns place a greater emphasis on evaluation in the future.**

The report describes 45 anti-speeding campaigns carried out in 20 different countries outside Norway, retrieved mostly using the websites of responsible authorities identified. For each campaign the report attempts to describe the slogans and tag-lines used; the content of the campaign; the communication channels used to deliver the content; the groups targeted; and any evaluation carried out on the campaign (Section 6). In most cases the report gives context to this knowledge by providing a background to the road safety activities carried out by the relevant country (Section 7). Different approaches used to deliver an anti-speed message are classified and discussed (Section 5). The report contains thus an overview of a sample of recent anti-speeding campaigns, a reference document giving examples of different campaign approaches, and a reference document giving examples of the types of campaigns conducted in different countries.

The anti-speeding campaigns retrieved are mostly

- from Europe (50 per cent) or Australia (27 per cent);
- national campaigns (80 per cent);
- less than five years old (84 per cent).
- short campaigns lasting up to a year, although long-running campaign programmes are included.

Of those 62 per cent of campaigns for which information was available, the following groups were most often targeted:

- young males or males in general (39 per cent);
- all drivers (26 per cent);
- urban drivers (18 per cent).

Analysis of campaign content revealed several different content styles. The most common styles were:

- rational persuasion, using facts and information (40 per cent of campaigns);
- hard-hitting (38 per cent);
- themes addressing risk of harm to others (40 per cent) or specifically children (13 per cent);
- themes addressing risk of harm to self (16 per cent);
- attempts to address social norms (16 per cent).

Usually campaigns mix these different styles, the most popular mixture being rational and emotional persuasion, where the emotional content is either hard-hitting or more sentimental.

The following themes were also identified by the analysis:

- persuasion of a male target (by means of facts and information) by experts (e.g. *Ta' 10 af farten*);
- humour to deliver an infectious social message to a male target (*Pinkie*);
- persuasion of all drivers using sentimental films highlighting risk of harm to others (e.g. *Pictures of You*)
- hard-hitting films emphasising risk of detection (e.g. *Same cop*)
- use of a child victim to deliver the campaign message (e.g. *THINK!*)
- persuasion of a younger target using 'edutainment', involving the use of websites to deliver a mixture of real accident footage, campaign films, games, competitions, peer-persuasion (e.g. *Creepers*).

Of the delivery methods used the most common were:

- television (80 per cent); and
- outdoor posters or billboards (38 per cent).

Different methods were usually combined together to achieve maximum coverage. Notably, websites were used by several campaigns. So-called 'edutainment' websites are highlighted as a potentially effective new trend in which supportive campaign elements, such as emotionally persuasive tv films, or radio ads can advertise the website, which in turn can link to sources of information and other campaign elements.

Of the campaigns in the sample, several evolved the content using prior consultation with a sample of the target audience. In particular, the creative social message conveyed by the *Pinkie* campaign was evolved in this way.



Finally, we were not able to find evaluations of the effect of any of the anti-speeding campaigns on observed speeding behaviour or on accident risk. Some evaluations based on self-reported speeding behaviour were available. Of these,

- *Ta' 10 af farten* resulted in a 31 per cent drop in self-reported speeding behaviour;
- *Pinkie* resulted in a 53 per cent increase in desired behavioural intentions;
- *Wipe-off 5* resulted in an 11 per cent reduction of self-reported speeding.



**Sammendrag:**

## **En oversikt over 45 fartskampanjer**

**Rapporten beskriver 45 fartskampanjer foretatt stort sett i Europa eller Australia de siste fem år. Den vanligste målgruppen er unge menn. Kampanjene kombinerer gjerne flere strategier/typer innhold for å overbevise mottakerne. Vanligst er et rasjonelt innhold med bruk av fakta og informasjon eller forsøk på emosjonell overbevisning (hardtslående eller sentimental). Begge disse grep brukes i 40 % av kampanjene. To av tre kampanjer setter trykk på risikoen ved å skade andre. De hyppigst brukte metodene for å levere budskapet er fjernsyn, plakater eller billboards. Bruk av såkalt 'edutainment' (lek og spill) nettsider som inngangsport til andre medieformer virker å være en tendens som vokser. Ingen av kampanjene er evaluert med hensyn til effekter på observert fartsatferd eller ulykkestall. Selvrapporterte data var tilgjengelige for 20 % av kampanjene og viser at mindre andel av mottakerne mener de nå kjører saktere. Pga forskjellige mål er det vanskelig å sammenligne også disse selvrapporterte effekter av kampanjene. Rapporten anbefaler at det settes et langt større fokus på evaluering ved fremtidige kampanjer.**

Denne rapporten beskriver og vurderer 45 fartskampanjer fra 20 ulike land utenom Norge. Informasjon om fartskampanjene er hentet hovedsakelig fra hjemmesidene til de ansvarlige for kampanjene.

Rapporten gjennomgår følgende elementer fra hver kampanje; slagord som ble brukt, innhold i kampanjen, kommunikasjonskanalene brukt for å meddele innholdet, målgruppene, og eventuelle evalueringer av kampanjer (kapittel 6).

I de fleste tilfellene har rapporten også bakgrunnsinformasjon om de ulike landene, som for eksempel andre aktiviteter landene har hatt rettet mot trafikksikkerhet. Dette gjøres for å sette kampanjene i riktig kontekst (kapittel 7). Ulike tilnæringer til fartsreduksjonsbudskapet i kampanjene er også diskutert og klassifisert i rapporten. (kapittel 5).

Denne rapporten kan betraktes som en oversikt over et utvalg av fartsreduksjonskampanjer. Den kan også ansees som et referansedokument med eksempler fra ulike kampanjetilnæringer, eller et referansedokument med eksempler fra ulike type kampanjer gjennomført i ulike land i verden.

Kampanjene som er gjennomgått er hovedsakelig;

- fra Europa (50 %) og Australia (27 %)
- nasjonale kampanjer (80 %)
- ikke eldre enn 5 år (84 %)

- Korte kampanjer med varighet opp til et år. Men langsiktige kampanjer er også inkludert.

Av de kampanjene som informasjonen var tilgjengelig for, hadde 62 % hovedsakelig følgende målgrupper;

- unge menn, eller menn generelt (39 %)
- alle bilførere (26 %)
- bilførere i tettbygde strøk (18 %)

En analyse av kampanjenes avdekket at kampanjene hadde flere ulike typer av innhold. De typene som ofte gikk igjen var følgende;

- rasjonell overbevisning ved å bruke informasjon og fakta (40 % av kampanjene)
- sterke virkemidler ('hard-hitting') (38%)
- emner rettet mot risikoen for å skade andre (40 %) spesielt barn (13 %)
- emner rettet mot risikoen for å skade seg selv (16 %)
- forsøk på å henvise til sosiale normer (16 %)

Kampanjene bruker ofte flere typer av innhold samtidig. Den mest brukte sammensetningen var rasjonelle sammen med emosjonelle argumenter for å overbevise mottakerne, der den emosjonelle delen enten brukte sterke virkemidler eller var mer sentimental i karakter.

I analysen ble også følgende emner identifisert:

- Rasjonell overbevisning av eksperter, rettet mot menn. (For eksempel *Ta' 10 af farten*)
- Bruk av humor rettet mot menn for å levere et smittsomt budskap (*Pinkie*).
- Overbevisning ved bruk av sentimentale filmer som trakk fram risikoen for å skade andre (for eksempel *Pictures of You*).
- Hard hitting filmer som vektlegget risikoen for å bli tatt (for eksempel av politiet)
- Bruk av et barn som et trafikkoffer for å levere kampanjebudskapet (for eksempel *THINK!*)
- Overbevisning av unge som målgruppe ved bruk av "spill og lek". Det har ble tatt i bruk internettbaserte sider for å fremstille opptak fra ulykker, kampanjefilmer, spill, konkurranser og 'peer- persuasion' (bruk av venner eller kohort til å overbevise målgruppe).

Av de metodene som ble brukt for å bringe frem budskapet var følgende to de mest vanlige;

- Fjernsyn (80 %)
- Oppslag med reklame eller reklametavler (38 %)

De ulike metodene ble ofte kombinert for å øke dekningsgraden. Spesielt gjelder dette bruk av nettsider.

De såkalte *edutainment* hjemmesidene med ”spill og lek” trekkes frem som ny trend og potensiell effektiv metode. Metoder for å få fram budskapet i kampanjen som for eksempel kringkasting av overbevisende filmer på fjernsyn kan reklamere for hjemmesiden som igjen kan henviser til annet informasjon andre steder, eller andre distribusjonskanaler i kampanjen.

Flere av kampanjene i rapporten ble utviklet ved bruk av et utvalg fra målgruppen. Dette gjelder spesielt *Pinkie* – kampanjen som leverte et kreativt og sosialt budskap.

Vårt forsøk på å finne evalueringer av observerte effekter på folks fartsvaner ga ingen resultat. Noen evalueringer som baserte seg på selvrappoteringer av fartsvaner var tilgjengelige. Følgelig;

- *Ta`10 af farten* resulterte i 31 % reduksjon i fart (selvrappoterering)
- *Pinkie* resulterte i 53 % økning i ønskede hensikter
- *Wipe-off 5* resulterte i 11 % reduksjon i fart (selvrappoterering).



# 1 Aim

TØI were commissioned by Statens vegvesen to prepare a report surveying anti-speed campaigns conducted outside Norway. Statens vegvesen wanted the report to provide the following.

- Inspiration in the development of expressions and content for their own anti-speed campaigns.
- Information concerning possible tools and media channels that can be used to influence a target group to change their behaviour in a desired direction.
- Knowledge of campaigns that have achieved desired changes.
- Details of evaluation parameters and evaluation designs used to show a desired effect.

The overall aim of the survey is to inform and inspire a campaign to reduce the average speed on Norwegian roads, and ultimately achieve a step towards their vision of no accidents or serious accidents on the road ('null-visjon').

## 2 Scope

It was agreed that the search should be restricted to those anti-speeding campaigns conducted at the national level after 1993 in countries outside Norway. The material covered should represent a wide range of campaign styles and channels used, and could be either from evaluated or non-evaluated campaigns. The following should be described for each campaign:

- Media channels used
- Films made
- Content (including those visual elements used)
- Slogans, tag-lines or expressions
- How the target group was influenced
- Evaluation parameters, evaluation design and effect shown, where relevant

As the searching time was brief, an emphasis was placed on describing content and approach of individual campaigns.



## 3 Method

The following sources were used to find relevant campaigns.

### 1. The CAST database

This is a database of over 200 road safety campaign evaluations collected by TØI in order to assess campaign effects for the EU-funded Campaigns for Awareness-raising Strategies in Traffic Safety (CAST) project ([www.cast-eu.org](http://www.cast-eu.org)). The database contained only 13 studies evaluating the effects of speed campaigns carried out since 1993. Of these, only one described a national campaign in sufficient detail for inclusion in this report (*Foolspeed*). CAST was also used as a source for information about country activities.

### 2 European Road Safety Observatory (ERSO) website ([www.erso.eu](http://www.erso.eu))

This was used to obtain information about anti-speeding campaigns and about organisations responsible for anti-speeding campaigns in individual countries.

### 3 Relevant authority websites for current materials

Identified from 1. and 2. Attempts were made to contact the relevant authority where it was indicated that relevant materials were available.

### 4. Internet search engines

Various combinations of the following keywords were used in Google: ‘anti-speeding’ ‘mass-media’ ‘campaign’ ‘national’ ‘speeding’ ‘speed’ ‘anti-speed’ ‘tv ad’ ‘television’ ‘advertisement’.

### 5. TØIs databases

Finally, a limited search of more scholarly databases was performed in an attempt to increase the number of evaluated national campaigns found.

## **4 How to use this document**

Section 5 gives a summary of the anti-speeding campaigns collected for this report. Here campaigns are grouped according to the nature of their approach in terms of campaign content and delivery. Individual campaigns are described in detail in Appendix A, in alphabetical order according to their titles. Here individual campaign expressions are given, films listed and access links given, in case the reader is curious about a particular campaign. Finally, in Section 7 some background information is given for most of the countries carrying out campaigns in this report.

The report can thus be used as:

1. An overview of a sample of recent anti-speeding campaigns.
2. A reference document giving examples of different campaign approaches
3. A reference document giving examples of the types of campaigns conducted in different countries.

## 5 Summary of the campaigns

An overview of the campaigns is given in Table 1. This section aims to walk the reader through this table, and analyse the ways different campaigns have approached the design and delivery of an anti-speeding message.

### 5.1 Which countries?

The countries represented in this report are shown in Table 1. Relatively many of the campaigns are Australian (27 per cent). Although this may partly be due to the ease of accessibility of Australian campaign materials, Australia is known for its high level of road safety campaign and enforcement activity. Inclusion of so many Australian campaigns is also merited by the wide variety of approaches taken. Furthermore, though many of the Australian campaigns are strictly regional campaigns, we consider that the similarity of Australian regions to Norway, both in terms of the road distances and population distribution, would make these campaigns of interest. Over 50 per cent of the campaigns come from Europe and less than 25 per cent from the Americas. USA is underrepresented in this sample, by only one campaign.

### 5.2 How old and how long are the campaigns?

In order to maximise relevance to current global trends, the search focused on retrieving the most recent campaigns. Almost half of the campaigns began in 2008, and none are older than 15 years. Most campaigns last less than a year, but the report also contains examples of long running anti-speeding programmes (*THINK!*; *Apples and Lemons*; *Arrive Alive*; *Foolspeed*; *Every k over is a killer*).

### 5.3 Which groups are targeted?

Young males or males in general are targeted by 24 per cent of the campaigns in the sample, probably because they are most often associated with speeding activities in each respective country. In other campaigns (16 per cent), all drivers are considered as potential speeders. Urban drivers are targeted especially by several campaigns wishing to address drivers who think it is not dangerous to speed 'just a little'. For 36 per cent of campaigns in this sample, no target group is apparent, although this may simply be due to a lack of available information about the campaigns.

## 5.4 Many different ways to conduct anti-speeding campaigns

Table 1 summarises each of the campaigns given in Section 3 according to different aspects of campaign content. This table can be interpreted using the content key below. There is clearly a wide range of varying approaches with respect to the material used.

### Content Key

Content descriptor	Explanation
rational	Campaign contains information to persuade the driver using logic and facts that speeding is not desirable.
humour	Campaign aims to catch the driver's attention using humour, either in the form of cartoons or using real actors in films. The anti-speeding speeding message can either be delivered in a humorous way (e.g. <i>Young and Speeding I</i> ), or can follow the humour as an unexpected twist at the end of a story (e.g. <i>In real life there's no time</i> ).
hard-hitting	Campaign contains shocking or very shocking material, used in attempts to deliver the anti-speeding message in a way that the target audience will not easily forget (e.g. <i>Mess</i> or <i>Urban and autoroute speed</i> ). The hope is that they will process the message thoroughly afterwards, which is important according to some psychological models.
harm others	Campaign reminds target that many others can be affected as the result of the target's decision to speed. This can be the central message of the campaign (e.g. <i>Pictures of You</i> or <i>Slow Down Notes</i> ) or one of several elements (e.g. <i>Speed Story</i> ).
children	Several campaigns use the potential harm speed causes to children to appeal to adult drivers. The affected child can also deliver the campaign message (e.g. <i>Think! Urban</i> )
detection	Campaign aims to inform or remind the target drivers that if they speed they risk getting caught (e.g. <i>In a flash</i> ).
environment	Campaign aims to persuade driver that speed reduction can help the environment. Only one campaign with this message, <i>New Driving Force</i> .
social norm	The material aims to persuade the driver that others either do not speed or do not think it is 'cool' to speed (e.g. <i>Pinkie</i> or <i>Foolspeed</i> ). This is an important aspect to address according to the popular psychological model The Theory of Planned Behaviour.
harm self	Campaign attempts to appeal to driver's self-preservation instinct (e.g. <i>Holdningsskade</i> )
goal	Some campaigns give the driver a measurable target behaviour, often included in tag lines. Examples are <i>Ta' 10 av farten</i> , <i>Wipe Off 5</i> and <i>Every k is a killer</i> . This may help to motivate the driver according to Goal-Setting Theory.
competition	Campaign aims to involve the driver in the subject of speeding, important according to both Goal-Setting and other theories stating that thorough processing of the campaign message is important for its assimilation (e.g. <i>A life in a minute</i> ). Rarely used, probably due to limited target reach.
games	Only really ever used as one element in a multi-faceted campaign (e.g. <i>Creepers</i> ).

## 5.5 Different campaign approaches

Table 1 shows that the campaigns here most often include a rational (40 per cent) or hard-hitting emotional (38 per cent) element. Almost 40 per cent of campaigns contain a message about the risk of harming others. Of these, one third addresses the harm speed can cause to children. Comparatively few campaigns (16 per cent) emphasise the risk of harm to self.

The social norms regarding speeding were addressed also by 16 per cent of campaigns. This appears to be a growing trend, and may partly be due to the popularity of Ajzen's Theory of Planned Behaviour, which predicts that the speeding norms perceived by the target driver will influence that driver's own speeding behaviour.

A noteworthy tactic, used by 11 per cent of the campaigns, was to give the driver a specific measurable goal to reduce their speed by a finite amount. The goal was included as part of the campaign message (e.g. Take 10 [km/t] off your speed). Some psychological theories predict that the use of a specific, measurable and achievable target helps motivate the actors (in this case the drivers) towards a change in behaviour.

Very few campaigns use competitions or games as part of the campaign, probably due to the limited audience reach this would have, and only one campaign attempts to use the environment as a reason to persuade drivers to reduce their speed.

Examples of campaigns using these different types of content are given in the Content Key and in Table 1.

## 5.6 Different elements are often combined

The campaigns in this sample rarely rely on rational, informative content alone. This does not mean that such campaigns cannot be effective. Interestingly, both *Ta' 10 av farten* and *Landmines* attempt to persuade a male audience using only expert accounts of the physics and hard, cold facts about speeding. In these campaigns there appears to be no attempt at emotional persuasion.

More commonly, though, campaigns supplement persuasive facts with hard-hitting films that emphasise the harm caused to others or children in speeding accidents (e.g. *Think!; Think! Urban; We can't drive for you; Urban and autoroute speed*). In the case of so-called 'edutainment' campaigns, hard-hitting tv or cinema films advertise websites containing information, games and other communication means (*Creeping, Drop det nu*). In the case of *Drop det nu* this technique clearly is aimed at hitting a younger driver audience, and the creative power of the internet is exploited by using a peer-persuasion approach in which young drivers themselves develop the campaign by sending SMSes to the site, contributing 'confession films' or commenting on the content. Both *Creeping* and *Drop det nu* also remind about the risk of harm to the drivers themselves. *Just* is a hard-hitting reminder solely about the risk to self.

Rational content can also be supplemented with emotional content that is not necessarily hard hitting but more gently persuasive (e.g. *Think! Rural*). Some campaigns supplement persuasive facts and an emotional message about harming others or children with a more emotional message about the risk of detection. Examples here are *Same cop* and *Speed Initiatives Phase I*. Other campaigns wishing to remind drivers about speeding enforcement, combine facts and information with emotional persuasion only about the risk of detection (*We'll catch you, In a flash*).

However, 60 per cent of the campaigns here do not focus strongly on rational persuasion. *Slow down notes*, *Crashed Lives* and *Pictures of You* use only a sentimental appeal to remind drivers about the devastation they can cause to other people's lives by speeding. *Speed camera use* is more hard-hitting, but again its films contain few hard facts and simply convey the trauma caused to others by speeding. *Speed story* also uses a reconstruction of events to persuade the driver. It is unique in this sample in that it uses a 'soap opera' approach in which three films following the traumatic events of a crash are screened in consecutive periods. Together they show the affect that a crash has on the driver's life and the guilt caused by harm to others. Again, few facts are presented.

*Pinkie* has become an iconic campaign. It is neither rationally persuasive nor hard-hitting, but contains a powerful but humorous message about social norms. Targeted at young male drivers it uses a hand gesture indicative of a small penis to persuade that their friends and females do not think it is good to speed. For this reason it was widely reported in the press. *Pinkie* is an example of humour being used to convey a message in what seems to be quite an effective way. Two other campaigns, *In real life there's no time* and *Holdningsskade*, contain films that appear to entice the target audience with humour, but in these films a dark and hard-hitting twist is used to deliver the anti-speeding message at the end.

Some campaigns are long-running programmes whose content is more difficult to delineate here. However, in the case of the UKs THINK! programme, a common thread is clear in the use of children as symbols of particular vulnerability in the face of speed. Other campaigns appealing to driver sense of guilt in this way are, *Samecop*, *Every k over is a killer* and *If you're driving too fast*. Finally, the Brazilian approach appears to be quite different to those used in western cultures. Colourful humour is combined with a speeding analogy. An example is *Young and Speeding I*, which employs a cartoon 'super-hero' who goes 'super-fast' and has 'super-accidents'. This sort of material, although produced at a national level, is often delivered on leaflets to stationary traffic. It can also form part of a major television campaign with associated outdoor advertising. Brazilian campaigns do not appear to have been evaluated.

Table 1. Overview of anti-speeding campaigns, according to aspects of background, content, delivery and method.

\* M = male and F = female.

no.	title	background			content										delivery							method							
		land	date	length(y)	rational	humour	hard-hitting	harm others	children	harm self	detection	environment	social norm	goal	competition	games	tv	cinema	radio	paper	poster	billboard	leaflets	website	earned	events	target*	researched	evaluated
1	A life in a minute	Portugal	2008	1										✓						✓		✓							
2	Accident reduction	Brazil	2008	1		✓															✓					young			
3	Apples and lemons	Austria	1994	17																									
4	Arrive Alive	Australia	2008	10				✓	✓																				
5	Holdnings-skade	Finland	2008	1		✓	✓									✓							✓		young				
5	Crashed lives	Ireland	2007	2				✓								✓	✓						✓		all				
7	Creeping	Australia	2008	1	✓		✓					✓				✓		✓					✓		urban				
8	Death on the roads	Portugal	2008	1	✓			✓								✓					✓								
9	Drive to stay alive	Canada	2004	1						✓						✓		✓	✓										
10	Drop det nu	Denmark	2005	3	✓		✓	✓		✓				✓	✓	✓	✓	✓					✓		<25		✓		
11	Every k over is a killer	Australia	2001	5			✓	✓	✓							✓									urban	✓			
12	Foolspeed	UK	1998	8			✓					✓				✓	✓						✓		25-44	✓	✓		
13	Giv dig tid	Denmark	2008	1																✓					all				
14	If you don't think, you'll pay	Czech Rep	2008	1			✓					✓				✓		✓	✓		✓		✓						
15	If you're driving too fast ...	Belgium	2008	1	✓				✓																				
16	In a flash	Australia	2008	1	✓						✓					✓	✓	✓		✓	✓				17-39 M				
17	In real life there's no time...	Thailand	2000	-		✓	✓									✓													
18	Just	France	2007	1			✓			✓						✓	✓	✓		✓	✓				urban				
19	Landmines	NZ	2008	1	✓											✓		✓							M				
20	Mess	All-Ireland	2008	1			✓	✓		✓		✓				✓	✓			✓	✓								
21	New Driving Force	Netherlands	2008	1	✓						✓					✓		✓							all				
22	Pictures of you	Australia	2008	1				✓								✓													
23	Pinkie	Australia	2007	1		✓						✓				✓	✓								M < 50	✓	✓		
24	Reduce speed, save lives	Bulgaria	2003	1				✓								✓		✓	✓			✓		✓					

An overview of 45 anti-speeding campaigns

no.	title	background			content										delivery								method						
		land	date	length(y)	rational	humour	hard-hitting	harm others	children	harm self	detection	environment	social norm	goal	competition	games	tv	cinema	radio	paper	poster	billboard	leaflets	website	earned	events	target*	researched	evaluated
25	Respect the speed limit	Brazil	2008	1			✓													✓	✓						yng M		
26	Rücksicht ist besser	Germany	2007	1				✓								✓				✓	✓						all		
27	Same cop	NZ	2008	1	✓			✓	✓	✓						✓		✓	✓	✓	✓			✓		M 25-59			
28	ShLOW!	Europe	2008	2										✓															
29	Slow down notes	Australia	2008	1				✓								✓													
30	Speed camera use	Australia	2008	1			✓	✓								✓												✓	
31	Speed Initiatives: Phase 1	Australia	2004	1	✓			✓		✓	✓					✓		✓			✓					all			
32	Speed story	Australia	2008	1			✓	✓			✓					✓													
33	Stop speeding....	USA	2008	1	✓						✓		✓	✓		✓		✓	✓	✓	✓			✓					
34	Ta' 10 af farten	Denmark	2007	2	✓									✓		✓				✓	✓		✓	✓	✓	25-49 M		✓	
35	THINK!	UK	1991	17	✓		✓	✓	✓							✓	✓	✓	✓	✓	✓	✓		✓		all	✓	✓	
36	THINK! Rural	UK	2006	2	✓			✓		✓						✓	✓	✓	✓	✓	✓	✓				rural	✓	✓	
37	THINK! Urban	UK	2006	2	✓		✓	✓	✓					✓		✓	✓	✓	✓	✓	✓	✓				urban	✓	✓	
38	Thump	Ireland	1999	1			✓					✓				✓										yng M			
39	Urban and autoroute speed	France	2006	1	✓		✓			✓			✓			✓	✓	✓		✓	✓					all			
40	We can't drive for you	Spain	2008	1	✓		✓	✓			✓					✓				✓	✓								
41	We'll catch you	Australia	2008	1	✓						✓					✓													
42	Winter campaign	Brazil	2007	1		✓																✓				yng F			
43	Wipe-off 5	Australia	2001	4	✓		✓						✓			✓		✓	✓					✓		urban	✓	✓	
44	Young and speeding I	Brazil	2007	1		✓										✓	✓					✓				yng M			
45	Young and speeding II	Brazil	2008	1		✓																✓				yng M			



## 5.7 Many different ways to deliver an anti-speeding message

Television is the most common communication medium, used by 80 per cent of the campaigns in this sample. While this may in part be due to the method we used to find the campaigns, it is typical of other research and is probably due to the ease of reaching a target audience on a national level. 26 per cent of campaigns also used cinema to deliver campaign films, one study reporting it to be an effective way to reach a younger audience. Websites (used by six campaigns here) are being used increasingly to deliver films although evaluations are not yet widely available. Again a younger target audience can be reached, but in addition a website can form the centre of the campaign as a so-called edutainment package, combining information, games and films in a way that no other medium can. Posters, billboards, films or clips on television, in cinemas and on radio can be used to advertise the website. Examples here are *Drop det nu* and *Creeping*. The creative potential of the edutainment approach is discussed above.

Outdoor advertising, in the form of billboards, or posters on buses is another common way to deliver the message (38 per cent) although campaigns rarely rely on this method alone. Outdoor advertising can, however, be considered a mass media technique, with the potential to reach most of the target audience at a national level.

Although relatively few campaigns are documented here as having worked to earn publicity – through public relations events, stunts and so on – this activity is probably underreported and should not be taken as an indication that this is not often done.

Many campaigns delivered by authorities also offer a campaign package of posters, films and so on for use by communities or regional authorities. One example is available in this sample, *Stop speeding....*

Finally, there does not appear to be a clear pattern between either target group and campaign delivery method or campaign content and delivery method.

## 5.8 Several campaigns develop content using focus groups

We were able to ascertain for 16% of the campaigns evidence that the campaign content had been developed or validated on a sample of the target audience (mostly focus groups). In particular the powerful social message conveyed in *Pinkie* was evolved in this way.

## 5.9 Proper evaluations of the effect of anti-speeding campaigns on speed are rare

Accessible material about a single campaign appears to describe either the content or the evaluation of the campaign. It is rare that rich information on both content and evaluation can be accessed. Analysis of the CAST database showed that there was only one evaluation study that both described a campaign about which rich content information could be found, and which carried out a detailed, independent

evaluation (*Foolspeed*). Whereas the content of recent campaigns is most readily accessed on-line, independent evaluations tend to be published in peer-reviewed journals and institute reports. These take time to access and rarely describe campaign content in sufficient detail. In this brief investigation we wanted to gather rich campaign material from around the world, and therefore carried out a predominantly on-line search.

An independent evaluation of the effect of campaigns on the target behaviour – speeding – was not available for any of the 45 campaigns included in this report. While this may be due in part to the briefness of the search, it is also a typical finding from more in-depth investigations. The situation is well summarised by Fylan et al., (2006), in a report by the Department of Transport (Road Safety Research Report No.66) ‘Effective Interventions for Speeding Motorists’. A literature search of existing interventions to change speeding behaviour revealed more than 3500 articles, but only 11 reported independent evaluations. Of these, only one appears to be of a national anti-speeding campaign (*Foolspeed*). Even when studies do describe speed measurements for a given number of vehicles taken before and after a campaign, they often assess only local speed camera effects. It would seem therefore that evaluations of nationwide anti-speeding campaigns that measure the effect of the campaign in terms of the desired behavioural outcome are rare. This makes it difficult for Statens vegvesen to consider the content of anti-speeding campaigns that are known to have been effective at reducing speeding.

Evaluations based on self-reports of behaviour, attitudes, knowledge or recall were available for 20 per cent of the campaigns in this report, although these were almost always conducted by the authority responsible for the campaign. Their independence must therefore be questioned. Nevertheless, some of these evaluations are worth highlighting.

The Danish campaigns *Drop det nu* and *Ta’ 10 af farten* appear to have been well received. 92 per cent of a sample of the target rated *Drop det nu* as at least good, whereas *Ta’ 10 af farten* surpassed each of its targets on campaign recall, approval and increased awareness of the risks. *Ta’ 10 af farten* also claims to have achieved a 31 per cent reduction in self-reported speeding among the target group.

Australian campaigns are often well evaluated. *Pinkie*, for instance, demonstrated a 53 per cent improvement in behavioural intention as a result of the advert. The campaign *Speed camera use* was evaluated independently by Cameron et al. (2003), who claim that a 12 per cent reduction in crash frequency was achieved, although this claim has been contested by other authors (White). *Wipe off 5* was independently assessed by Sweeney Research who reported that self-reported speeding had reduced from 25 per cent to 11 per cent as a result of the campaign.

Independent evaluation of UK’s long-running *THINK!* campaign has increased in recent years, and much data is available on before and after audience response to later adverts. Although the data are confounded by a series of similar campaigns, they suggest that longer advertising periods give higher recognition by the target group.

# Appendix A: Campaign descriptions

## 1. A life in a minute (Portugal, 2008)

*Slogan / tag-lines:* It's better to lose a minute in life than a life in a minute. Let's all reduce the speed on the roads!

*Content:* See poster.

*Communication channels:* Competition to motivate students to write about the theme. First prize 2.500 Euros. Advertised using earned media and posters.

*Target / how influenced:* Get drivers to think early on about implications of speed.

*Source:* <http://www.fjuventude.pt/a-vida-num-minuto/downloads.htm>



## 2. Accident reduction (Brazil, 2008)

*Slogan / tag-lines:* Be smart, avoid risks.

*Content:* Use of 'tortoise and hare' to depict problems with speed and pedestrians, speed and overtaking, speed and rain, speed and alcohol, speed and signs



*Media / communication channels:* Fliers to drivers.

*Target / how influenced:* Young drivers.

*Source:* <http://www.der.sp.gov.br/campanhas/default.aspx>

### 3. Apples and lemons (Austria, 1994)

*Background:* Continuous since 1994.

*Content:* Pupils "punish" fast drivers with lemons, and drivers with appropriate speed receive apples as a present, campaign is carried out on a national level.

*Source:* Institut Belge pour la Sécurité Routière (Belgian Road Safety Institute).

### 4. Arrive Alive (Australia, 2008-17)

*Background:* New campaign running from 2008-17 as part of a new 'Safer System' strategy adopted by Victorian government in Australia. Emphasises 'shared responsibility' of road-users. Aim is to reduce death and serious injury by 30 per cent in ten years. An important part of initiating the campaign is to inform drivers about new regulations regarding speed limits.

*Slogan / tag-lines:* 'Speed limits save lives'. 'Remember - If there's no sign, it's 50.'

*Content:* The campaign has two parts. The first reminds motorists that it is not hard to know the speed limit on any street, even on those without a sign. When you are driving in a street in a built up area without a sign, the speed limit is 50 km/h.. 'Remember - If there's no sign, it's 50.' The second part of the campaign reminds motorists of the types of signs they will see near school zones and when they apply.

*Media / communication channels:* The campaign consists of television, radio, newspaper and online advertising using a distinctive black and white animation style. On an associated website there is also a message from the state Premier.

[50km/h television advertisement](#); [50km/h radio advertisement](#) ; [40km/h television advertisement](#) ;

[40km/h radio advertisement](#)

*Evaluation:* Measures of injury severity will be monitored using hospital casualty data. The benefits through reductions in the severity of crash outcomes will be measured by those hospitalised for more than 14 days compared to those hospitalised for more than one day. This validated measure will determine trends over time in the severity of injuries.

## 5. Holdningsskade (Finland, 2008-)

*Background:* The themes of this annual campaign in 2008 is speeding and seatbelt use. The campaign is targeted at young road users between the ages of 15-24 years who account for a third of traffic accidents in Finland.

*Slogan / tag-lines:* Various

*Content:* Mixture of information, humour, emotional and shock appeals. Also a related design-a-seatbelt competition with an i-pod prize. There is a clever tv film, which links to the site, in which the roles of crash test dummies and humans reversed. We see a crash test dummy leaving for work and happy music. The dummy arrives at the crash test centre and, surprisingly, we see the crash test dummies are the experimenters and a reluctant young human driver sits in seat of a car on which a crash test will be performed. At odds with the happy music and ironic story, we then see the harsh reality of the crash test with the human *in situ*.

*Media / communication channels:* TV films <http://www.syylinen.fi/svenska.html>, website.

*Target / how influenced:* Young road users between the ages of 15-24 years. The idea in the competition is to increase awareness through problem solving. The goals of the activities are to create publicity and discussion in media and public sphere; increase the target group's consciousness of speeding and seatbelt significance; and affect target group's attitudes in order to decrease speeding and increase seatbelt use.

*Evaluation:* At the time of writing, site is in the process of being prepared. <http://www.liikenneturva.fi/en/information/campaigns.php>

*Source:* <http://www.syylinen.fi/svenska.html>

## 6. Crashed lives (Ireland, 2007-8)

*Background:* General road safety campaign by the Road Safety Authority and Ministry of Transport, but speeding is dominant. A total of 1,481 people died and 4,080 were seriously injured on Irish roads in the four year period between 2002 and 2005. The 'Crashed Lives' campaign tells the story of just four people who tragically lost their lives in this four year period.

*Content:* Films ‘Errin’, ‘Micilín’, ‘Emma’ and ‘Fran’. Each is a true life case study in which a family member speaks about the loss of a loved one in a road collision and how it has changed their lives forever - and robbed everyone of their dreams. For example, Emma Hastings aged 17 lost her life in a car crash on 14th February 2002, Valentines Day, in Summerhill, County Meath. Emma’s story is told by her mother Catherine Hastings. Catherine says “You have no idea how many lives are devastated by a car crash.” If her daughter could speak now Catherine says she’d say “be careful who you take a lift from – and don’t go unbelted.” <http://www.rsa.ie/NEWS/upload/File/Emma.mpg>

*Media / communication channels:* 4 x 50 second TV spots; full articles about the films shown distributed to press.

*Target / how influenced:* All drivers, what has happened to these families could happen to you. Brings home influence crashes have on all concerned, not just the drivers.

## **7. Creeping (Australia, 2008-)**

*Background:* A recent net and tv campaign produced by the South Australian Government and the Motor Accident Commission to make drivers “Stop Creeping Over the Speed Limit” after low-level speeding was estimated to be a factor in 50% of crashes. Most people think low-level speed is ok but it is not, so the aim was to associate this with the negative tag: ‘creeping’.

*Slogan / tag-lines:* ‘STOP CREEPING!’ and ‘Creepers cause the most accidents’.

*Content:* Creepers think it’s ok to go over the limit but they’re wrong, they waste hospital time, kill people, injure people, are fined more than anyone else etc. these messages and others are conveyed along with real / surreal accident footage interspersed with images of ‘creepy’ figures on ‘edutainment’ websites and tv films.

*Media / communication channels:* TV commercial and several films posted on website can be seen at [http://www.mac.sa.gov.au/creeping\\_speeding/home](http://www.mac.sa.gov.au/creeping_speeding/home) .

*Target / how influenced:* All drivers but emphasis on urban drivers. The website appears to appeal to young people.

## **8. Death on the roads (Portugal, 2008)**

*Background:* National campaign to tackle high accident tolls in summer.

*Slogan / tag-lines:* Death on the road. Let’s stop the drama.

*Content:* In August 2007, 3203 accidents occurred in the Portugal’s highways. 85 people died and 307 were severely injured. With high speed, any obstacle can be fatal. This summer: reduce speed.

*Media / communication channels:* TV (film on website), roadside billboards.



*Target / how influenced:* All drivers. Mixture of emotional and rational persuasion.

*Source:*

[http://62.48.246.211/gov-civil-vc/index.php?option=com\\_content&task=view&id=27&Itemid=31](http://62.48.246.211/gov-civil-vc/index.php?option=com_content&task=view&id=27&Itemid=31)



## 9. Drive to stay alive (Canada, 2004).

*Background:* This is a comprehensive multi-media social marketing plan to help attain Transport Canada's goal to achieve a 30% reduction in the number of road users killed or seriously injured by 2010. The speeding part of the programme focuses on young males street racing, and was developed by testing the material on focus groups. The speeding part was delivered in one month, as part of an overall 12-month multi-themed programme. The corrective messaging was matched with the period in which it most often occurs.

*Slogan / tag-lines:* Speed kills. Slow down. The entire campaign runs with the tag-line 'Drive to stay alive'; and the supporting statement 'The life you save could be your own' or 'The life you save could be your child's'.

*Content:* Images of racing cars, with the invitation 'Wanna die? Then let's race.' Or 'Hug your friends goodbye cos tonight you're gonna die.'

*Media / communication channels:* Television, newspapers, radio.

*Target / how influenced:* 'Key target' being males 20-35, influenced by behavioural modification through public education and awareness, and ongoing enforcement. Voice of a nationally recognised sports presenter used to lend authority and influence to message in tv and radio spots.

*Source:* <http://www.tac-atc.ca/english/pdf/conf2004/banks.pdf>

## 10. Drop det nu (Denmark, 2005-).

*Background:* Danish Road Safety Council attempt to reach young people with heavy emphasis on website communication. Speed is linked to drinking and tiredness.

*Slogan / tag-lines:* Films finish with the phrase ‘Traffic accidents are the most common cause of death for those under 25. Don’t be part of the statistics! Click on [www.Dropdet.nu](http://www.Dropdet.nu).’

*Content:* A website with a mixture of games, factual information, quizzes and emotional and hard-hitting films. So-called ‘edutainment’. On the frontpage there is a shocking film about fatigue to capture the imagination in which someone involved in a real crash is filmed from inside the car. Films, several e.g. ‘Take the Top off Speed’ in which surgeon explains why speed is serious with interspersed clips of crunching tackles, divers freefalling etc. Website contains live ‘Youtube-style’ ratings of films, so youngsters can see which are most popular. There are also confession and SMS message pages.

This is an emotional appeal in the form of shock. It lets the young people speak for themselves. It brings home risk factors to young people in a way they will take seriously. The website is advertised by films running on TV (3 films, one is ‘Unge og hastighet’) and associated messages / clips from the TV films on radio. The second film was ‘Young and speeding’ shown in 2005. Shows a young man, upset, at scene of accident, trying to explain what had happened. ‘He told me to drive faster...but we only drove a bit faster...nothing especially high...I don’t know how it happened. He doesn’t think the speed was especially high. Website for parents gives facts, and ideas about what they can do in networks.

*Media / communication channels:* TV and cinema spots, radio advertise the main website. Posters and postcards also sent to schools, workplaces, cafes and driving schools. Complimentary website for parents. Films on the website are rotated according to theme.

*Target / how influenced:* Male and female under 25 years old, appealed to by hard-hitting films, peer-persuasion (confession page) and modern communication media.

*Evaluation:* Evaluation of one of the films showed 85% of target had seen it once and 67% several times. 95% of these saw it on tv, 27% in the cinema. 92% of those who saw it thought it was good or very good, but 59% that it is unlikely that they would be in a corresponding situation. Qualitative evaluation hinted that the

## 11. Every k over is a killer (Australia, 2001-)

*Background:* Long-running Queensland campaign. During 2005 the campaign was expanded to include 2 new tv ads launched for Easter, and a third for Christmas. In 2006 the above ‘no accident’ commercial was introduced. Strategy is to reduce the number of speed-related fatalities and injuries through the implementation of speed cameras, regular speed limit reviews, and public education activities linked with complementary enforcement programmes. Objectives for 2005 were to achieve 85% belief in the community that speeding is



any speed over limit; achieve over 80% awareness of speed as road safety issue; reduce number of motorists who do not believe they'll be caught if they speed to 25% (from 31%); to achieve 80% recall of campaign.

*Slogan / tag-lines*

: *Content:* Pram 1 – motorist speeding on arterial road crashes into a pedestrian, clearly because of his excessive speed, a factor identified in pre-research as important for credibility. Research had also showed that speeding on local streets is well understood relative to behaviour on more major roads. Pram 2 – shows what would have happened had driver not been speeding – i.e. pedestrian not hurt – demonstrates how speed impacts on stopping distance, which appeals to those seeking factual information about speeding. Pram 3 shows longer term consequences for the victims, the driver and his son. No Accident – shows that speeding causes crashes. Drivers choose to speed so a crash is not an accident but the result of driver B.

*Media / communication channels:* A series of TV commercials was produced and supplemented with outdoor advertising, since it achieves excellent recall. Other – bumper car stickers featuring the billboard slogans distributed to major fleets taxis, buses, councils, rental car companies.

Examples of the Pram films can be seen at:

[http://www.transport.qld.gov.au/resources/file/eb6d2600d707f9c/catherine\\_tvc.mpg](http://www.transport.qld.gov.au/resources/file/eb6d2600d707f9c/catherine_tvc.mpg)



*Target:* After road crash statistics, young male drivers are targeted 17-24. The current phase of the campaign was developed after extensive research including a survey of 400 Queensland motorists to determine attitudes and self-reported behaviour towards speeding; depth interviews with speeders; focus groups with speeders, monitor response to ads from other states; creative ‘think tanks’ and research of final concept with selection of target audience.

*Evaluation:* No independent assessment but Queensland state report that research showed ‘Every K is a killer’ resonated with the target. Preliminary evaluation. ‘working well’.

## 12. Foolspeed (UK, 1998-)

*Background:* A Scottish campaign, 'Foolspeed' is a long-term strategy which aims to change driver behaviour and attitudes, leading to safer and more responsible motoring. The central assumption is that it is necessary to change drivers' attitudes towards speeding. The long-term aim was to stigmatise speeding in the same way that drinking and driving is now considered to be socially unacceptable. The

strategy was initiated as part of a review that looked at the relationships between traffic speeds and road safety, vehicle emissions and other environmental issues.

*Content:* Each tv advert challenges one of the common, falsely held beliefs by drivers about speeding and speed choice. From 1999-2001 each of three adverts represented a central concept from Ajzen's Theory of Planned Behaviour. Mirror (1999) aimed to challenge the belief that speeding in town saves time and that the driver is in full control. The actor here is a male driver in 30s. Friends and Family (2000) deals with subjective norm by highlighting the mismatch between driver's favourable view of own driving and irritation and anxiety of his passengers. It aimed to increase the drivers' motivation to please others. Simon Says (2001) addresses perceived behavioural control by trying to increase perceptions of control over drivers' behaviours by depicting internal and external pressures and showing they can be resisted.

*Media / communication channels:* TV and cinema adverts addressing specific issues related to speeding. In addition to paid publicity, the Scottish Road Safety Council looked to gain the active support of private companies and public sector organisations through the display of the Foolspeed logo on letter headings, fleet vehicles etc. Examples of films could not be found after a brief search on-line.

*Target / how influenced:* General driving population in Scotland but particularly males 25-44 years old. See content.

*Evaluation:* Focus group results suggested that credibility and empathy with driving difficulties are optimal approaches. Stead et al (2005) evaluated the Foolspeed project for the Scottish Executive in 2002, using the Theory of Planned Behaviour. The evaluation was a four-year longitudinal cohort study conducted as part of the Scottish Road Safety Campaign 1999-2001. At baseline, 550 participants were recruited and 287 remained with the study throughout. Questionnaires assessed the response in terms of awareness, recall, comprehension, identification, involvement (affect) and perception of key messages. The outcome measures were intention to speed and reported speeding.

Only 20-33 % recalled the ads. Attitudes to speeding became more negative and were related to awareness of the attitude ad. Most participants like this ad and frequent speeders reported it was targeted at them and made them feel they drove too fast.

### **13. Giv dig tid (Denmark, 1964 / 2008).**

*Background:* Actually a regional campaign, but included because it is based on an old 1964 campaign seen as successful as it 'struck a chord' with the then population. Its current aim is to get road users of all ages to move more slowly and drive according to the prevailing road conditions, and to convince them that one can achieve a better life quality by relaxing a bit.

*Slogan / tag-lines:* Gi dig tid

*Content:* Retro-message simply printed on heart-shaped posters placed along roadsides.



*Media / communication channels:* See above

*Target / how influenced:* All drivers by appealing to a time when things went slower.

*Source:* <http://www.vejdirektoratet.dk/dokument.asp?page=document&objno=169276>

#### **14. If you don't think, you'll pay (Czech Republic, 2008).**

*Background (from The Prague Post 15/10/08):* The ministry hopes to scare enough drivers with the reality of the consequences of reckless driving to lower the number of annual deaths to 650 by the year 2010, or 473 less than last year's 1,123 total. "Every life saved is a big success for us," said Ivana Jelínková, the ministry's campaign manager. "Success means pulling a lot of people into this issue. There are some ads for professional drivers and pedestrians, but the ministry's main target is ... young and novice drivers who speed, because they are the cause behind the majority of accidents."

*Slogan / tag-lines:* If you don't think, you'll pay!

*Content:* Graphic content that tries to show the sinister side of speeding to 'thrill seekers' or those finding speeding fun

*Media / communication channels:* Hard hitting film examples.

1. <http://www.nemyslis-zaplatis.cz/>
2. Tries to show real results / peer pressure / social norms of a group of males racing in the countryside  
<http://www.youtube.com/watch?v=kGJ72tD4Fmc>
3. <http://www.youtube.com/watch?v=CaP9jweC8hE>

*Media / communication:* 76 television ads, 320 radio ads, 30 print ads, numerous billboards and Web banners

*Target / how influenced:* Shock young and novice drivers who speed into thinking about consequences of their actions.

## **15. If you're driving too fast you won't see them (Belgium, 2008-)**

*Background:* In order to hit the target of halving the number of people killed on Belgium's roads by 2010, an awareness-building campaign was launched. The aim is to encourage Belgian drivers to give more thought to their driving habits where speed is concerned and to persuade them to act more responsibly when on the road.

*Content:* The content appears to be rational, using the following line of argument. "In all, 61.2% of car accidents are unilateral, and in 30% of cases the car left the road without hitting anything beforehand. The cause of the accident is excessive speed! The Belgian road safety institute has analysed the number of deaths on the roads. The results are clear: at a high speed the driver has less time to process information and to react. Moreover, speed results in an increased stopping distance. It becomes more difficult to avoid a collision: at 30 kilometres an hour an attentive driver has just enough time to stop before hitting a child running onto the road 13 metres further on. At 40 kilometres an hour, the stopping distance is 19 metres and the driver's speed will still be 36 kilometres per hour when he hits the child."

*Source:* Institut Belge pour la Sécurité Routière (Belgian Road Safety Institute).

## **16. In a flash(Australia, 2008-)**

*Background:* This is a Western Australian campaign. A combination of enforcement of speed limits and education on the risks associated with speeding contributed to lower travel speeds being observed on Western Australian roads and a corresponding decrease in deaths from road crashes over the first half of the 2000s. Over the period 2000 to 2005, speeding related crashes had been generally reducing in numbers but statistics for 2006 and 2007 showed a reversal of this trend. While there were generally more fatalities in rural areas than in metropolitan areas, the reverse was true for killed and serious injury combined, so attention was paid to both urban and rural roads in this campaign.

*Slogan / tag-lines:* Speed camera flash at night with tag 'You could lose your license in a flash' where flash is not a word but the actual flash. Sub tags: 'Stick to the speed limit'. Drive safe. Arrive safe.

*Content:* A TV commercial sets out to educate drivers that if they continue to drive above the posted speed limit they could lose their licence – "in a flash".

*Media / communication channels:* Radio announcements and outdoor advertising also supported the television commercial. Supporting community materials including posters and information leaflets were made available for stakeholders to help with community activities.

For related information leaflet see

<http://www.officeofroadsafety.wa.gov.au/documents/Speedbrochure.pdf>

and for films showing men from target audience driving through speed cameras and radars, losing their cars literally as they are flashed.

[http://www.officeofroadsafety.wa.gov.au/documents/tvc38628\\_MPEG1.mpg](http://www.officeofroadsafety.wa.gov.au/documents/tvc38628_MPEG1.mpg)

*Target / how influenced:* The focus was on those drivers who regularly drive or ride above the posted speed limit (55-60% of drivers do obey limits). Specifically, male drivers 17-39 and motorcyclists were targeted.

## 17. There's no time to think (Thailand, unknown)

*Background:* Given as an example of a combination of humour and shock.

*Content:* <http://www.youtube.com/watch?v=RChNPbThxGI>

*Media / communication channels:* TV ad.

## 18. "Just" (France, 2007)

*Background:* Hard-hitting follow up to hard-hitting 2006 speed campaigns, again part of long-term national strategy to reduce speed. It is convenient to think that it is always the others, especially car drivers, who are the dangerous ones on the road, and that really you don't risk anything if you watch out and drive carefully. But drivers should be aware of thinking along the lines of "well, I might just once..." The campaign was released at a time when there had been the first fatal accident involving public rental bikes in Paris.

*Slogan / tag-lines:* Example 'just a little bit faster, just a little bit dead'

*Content:* The TV spots focus on the concept of "just," i.e., "You're driving *just* a little too close" or "You *just* forgot to signal that you were turning" or "You *just* ran a red light" or "You *just* killed someone." These spots show the catastrophic consequences of a driver's small actions

*Media / communication channels:* Radio ([Télécharger les 8 spots radio](#)), posters, billboards and TV spots

TV 1. [http://www.securiteroutiere.gouv.fr/IMG/mpg/complaisance\\_moto2\\_cle5c8c2b.mpg](http://www.securiteroutiere.gouv.fr/IMG/mpg/complaisance_moto2_cle5c8c2b.mpg)

TV2. [http://www.securiteroutiere.gouv.fr/IMG/pdf/60X40\\_VELO\\_BD\\_cle0d9196.pdf](http://www.securiteroutiere.gouv.fr/IMG/pdf/60X40_VELO_BD_cle0d9196.pdf)







*Target / how influenced:* All drivers but emphasis on urban drivers

## 19. Landmines (New Zealand, 2008)

*Background:* Land Transport NZ campaign in response to recent trend reversals.

*Slogan / tag-lines:* Slow down!

*Content:* The landmines film uses images of exploding landmines to illustrate the dangers of driving too fast around corners. When you enter a bend at high speeds you put yourself in danger, even if you can't see it. You are at the mercy of forces beyond your control which could kill you. The message is simple – slow down.'

*Media / communication channels:* TV and radio ad [Video of the advertisement](http://www.ltsa.govt.nz/advertising/speed/death-lurks-around-corner.mpg) ; <http://www.ltsa.govt.nz/advertising/speed/death-lurks-around-corner.mpg>

*Target:* All drivers with a bias to male drivers. The landmine ad confronts speeding drivers with the reality that the laws of physics cannot be overcome by driver skill – for every driver there is a point of no return when taking a corner too fast will result in losing control and crashing.

## 20. Mess (All-Ireland, 2007)

*Background:* 2006 saw the highest number of road deaths resulting from excessive or inappropriate speed in Northern Ireland since 1991 (when 49 people were killed). Just over half (55%) of the people killed or seriously injured in 2006 in Northern Ireland due to excessive speed were drivers of motor vehicles. In 2007 The Department of Environment Northern Ireland started a hard-hitting campaign against speed on roads with the punchline "The Faster the Speed, the

Bigger the Mess” to make the population aware of the possible accidents that speed may cause. Drivers always make excuses for their quick ride. They all have excuses, “it was so unexpected”, “I have not been able to see it”, “how can you predict?“, but the truth is that people often choose to move very fast speed. And the faster they go, the greater the probability of an accident and serious consequences is. The campaign is supported by one of Europe’s largest insurers, Norwich Union. The production cost of the advertisement was £772,000 split equally between the DOE, RSA and Hibernian / Norwich Union Insurance. This is the 12th cross-border road safety campaign commissioned jointly by DOE and the Road Safety Authority.

*Content:* Mess, a hard-hitting film, in which a young couple is crushed against a wall by a speeder swerving to avoid a dog, and the consequences for each party, is here

<http://www.10ad.org/road-safety-irish-awareness-campaign/>

*Media / communication channels:* TV and cinema showings of the film ‘Mess’. The broadcasting authorities imposed a post 9.00 p.m. restriction on showing the new advert and it has been rated 15/ 15A on cinema screenings.

## 21. New Driving Force (The Netherlands, 2008)

*Background:* One of the problems in convincing people not to speed is the discrepancy between the individual advantages and societal disadvantages. The Netherlands recently launched the 'The New Driving Force' campaign, which links the (especially environmental) social advantages with the individual advantages. This campaign is an initiative of the Dutch Ministry of the Environment and the Dutch Ministry of Transport.

*Content:* The emphasis is on increased comfort and money saving for the individual driver, and increased environmental and safety quality for society as a whole. See

<http://www.hetnieuwerijden.nl/commercials.html>

*Media / communication channels:* TV spots and radio

*Target / how influenced:* Aim is a calm, fuel-efficient driving style for both private and commercial drivers.

*Source:* above site

## 22. Pictures of you (Australia, 2008-)

*Background:* This is Transport Accident Commission’s new tv campaign, launched in February.

*Slogan / tag-lines:* ‘Speeding drivers are the biggest killers on the road’

*Content:* Uses emotional content - families looking at pictures of relatives killed by speeding drivers, accompanying piano music and lyrics. Films end with ‘This is why you’re photographed when you speed.’

*Media / communication channels:* TV ads can be seen here  
<http://www.picturesofyou.com.au/index.html>

*Target / how influenced:* All drivers. Clearly an attempt at emotional persuasion through reminding drivers that the loves not only of drivers but of loved ones are destroyed by speed.

### 23. Pinkie (Australia, 2007)

*Background:* No one thinks big of you (Pinkie) is a multimedia campaign launched in New South Wales to convince young drivers that speeding and irresponsible driving is not 'cool'. The iconic image of the campaign is a wiggling little finger, emblematic of the observer communicating to another observer their shared opinion that the speeding youth is not displaying virility by speeding, and is "overcompensating" for a small penis. The aim of the 'Speeding – no one thinks big of you' campaign is to make speeding socially unacceptable.

*Slogan / tag-lines:* Speeding. No-one thinks big of you.

*Content:* Several images were used in the television advertisement to convey the social message: several young women seeing the speeder; an older woman sharing a wiggling finger with a young woman; a male friend of the driver sharing a wiggling finger with another male friend as they ride in the back seat as their mutual friend drives stupidly.



*Media / communication channels:* Centred around the tv ad  
<http://www.youtube.com/watch?v=SgV9Oa6z5wY>

*Target:* Clearly, a male audience. The campaign was prepared by audience testing at three major stages of the campaign: initial concepts, refinement of concepts, off-line edit versions. The sample included the main target 17-25 year old males and the secondary target of males and females 30-50 years old. One third of the drivers assembled for testing had received a speeding conviction in the last 3 years. Audience reception was positive without exception. Young men felt that the thought of being teased by their mates was more likely to stop them speeding than the thought of crashing their car. It was also something different from the normal fear campaigns, which deal with the accident after it has happened, which fails to get at what is important for the everyday driver. One commented that 'pinkie' "empowers us to gesture our disapproval of (a speeding friend's) actions"

*Evaluation:* A survey, commissioned by the New South Wales Centre for Road Safety, found 53 per cent of the general population and 53 per cent of young males (17-25 years) said that they would be more likely to comment on someone's driving as a result of seeing the 'Pinkie' campaign. 64 per cent of the



general population, and 63 per cent of young male drivers, believed the campaign to have some effect in encouraging young male drivers to obey the speed limit. 74 per cent of the general population and 75 per cent of young males revealed strong recognition of the anti-speeding message, aimed at making speeding socially unacceptable and at undermining the perceived pay off for speeding. 60 per cent of the general population and 59 per cent of young males recognised the meaning behind the message, that speeding is not cool, does not impress, or is stupid.

## 24. Reduce speed, save lives (Bulgaria, 2003)

*Background:* Union of Bulgarian Drivers and the International Automobile Federation launched a long-term ‘think before you drive campaign’ on general road safety. As part of this programme, a new year-round campaign was carried out in 2003.

*Slogan / tag-lines:* Reduce speed, save lives

*Media / communication channels:* TV and radio spots, press, seminars, brochures, press conferences and cinema films.

*Target / how influenced:* Drivers and their families.

*Evaluation:* Judged to have a ‘moderate effect’, but no other details given.

## 25. Respect the speed limit (Brazil, 2008)

*Slogan / tag-lines:* Speeding is like shooting. Respect the speed limit. This is the code.

*Content:* Most accidents happen in the middle of the day, in fine weather conditions. The reason? Speed and lack of attention. The higher the speed, less time you have to react. Is it worth risking a lifetime for only a few seconds?

*Media / communication channels:* Billboards and posters outdoors.



*Target / how influenced:* Young male drivers.

*Source:* <http://www.transportes.gov.br/Pare/IndexPP.htm#>

## 26. “Rücksicht ist besser” (Germany, 2007)

*Background:* The German Ministry of Traffic, Building and Urban Development has started this traffic safety campaign in July 2004 and it has been finished in March 2006. For that activity funds of 6.000.000 € were available. In order to achieve a broader effect this campaign was connected with the activities of the German Traffic Council (DVR) and the German Traffic Guard (DVW). This is one of several campaigns that served the purpose of intensifying the social responsibility of each individual road user and of changing the behaviour in road traffic in a safety supporting way. The aim is to behave more considerate as a principle for sharing the road space.

*Slogan / tag-lines:* Consider consideration

*Content:* The core message was that people should behave more humanly and cooperatively in road traffic.

*Media / communication channels:* TV spots, posters and billboards.



*Target / how influenced:* All drivers but emphasis on urban drivers

*Evaluation:* Nearly 40% of the car drivers, who have characterized their driving style as sporting, said that this campaign would have influenced their behaviour in a positive manner. Because of the positive effect of „Rücksicht ist besser“ the „Jugendaktion 2005“ of the „Berufsgenossenschaften“, a traffic safety activity for juveniles organized by the staff association with the aim of supporting consideration and polite behaviour, has taken „Rücksicht ist besser“ into account as a good example.

*Source:* CAST partners

## 27. Same cop (New Zealand, 2008)

*Background:* After becoming aware that it is not just excessive speeders that crash, that people driving just above the speed limit do crash often and that nearly half of all speed-related crashes happen at or around the speed limit, the message is that if you are caught driving above the speed limit you will be ticketed. The advertisements aim to support enforcement measures by linking speeds not much above the speed limit with the increased risk of crashes.

*Slogan / tag-lines:* The faster you go, the bigger the risk

*Content:* The ad depicts the deadly consequences of speeding and illustrates the link between speed enforcement and road safety. The ad shows father driving son

to football match on straight, fast road. He is speeding. Gets stopped by police, a ticket. 'But everyone drives that fast here.' He says. On way back we see them driving past a crash site. Crying, people on stretchers. 'The faster you go, the bigger the risk.'

*Media / communication channels:* TV ad <http://www.ltsa.govt.nz/advertising/speed/same-cop.mpg> supported with outdoor and print advertising. Also radio as follows:

1. 'Excuses' We hear a load of excuses then an authoritative police voice, 'we've heard your story, now hear ours' Then we hear a skid, a crash. 'The faster you go the bigger the risk'. <http://www.ltsa.govt.nz/advertising/audio/speed-excuses.mp3>
2. Speed camera kid. Little girl asking Daddie in a car why he must slow down for speed cameras. He begins by saying reason is that he risks a fine, but as she keeps asking 'Why?' questions, he gets to the crux, that it is because otherwise his daughter would get hurt. <http://www.ltsa.govt.nz/advertising/audio/speed-camera-kid.mp3>
3. Skydiver. Explains as falling to the ground that the faster he goes without putting on 'the brakes', the bigger the risk. Draws analogies to certain speeds 100-120kph. <http://www.ltsa.govt.nz/advertising/audio/speed-skydiver.mp3>
4. Bees – draws analogies between 104, 106, 109 etc kph and a beekeeper taking off protective clothes – faster you go, bigger the risk. <http://www.ltsa.govt.nz/advertising/audio/speed-bees.mp3>

*Target:* The target audience is drivers who typically drive 10-20 km/h over the limit. They are primarily males aged between 25 – 59 years, who believe these speeds are comfortable and safe. The objective of the new advertisement is to destabilise the confidence of the speeding driver, whose experience makes him think he takes only slight risks and makes only small mistakes.

*Evaluation:* The road safety enforcement and advertising campaign is apparently continually evaluated to assess its influence on people's attitudes to road safety, their behaviour on the roads and ultimately, the campaign's effectiveness in helping to bring down the number of road deaths and injuries (but evaluation could not be found).

## **28. ShLOW! (All-Europe, 2008-9)**

*Background:* ShLOW! is a two year panEuropean project funded by the Research Directorate General of the European Commission under the 7th Research Framework Programme. The project is coordinated by the European Transport Safety Council in conjunction with a consortium of 13 organisations spread across 10 EU countries. ShLOW! Is focused on the work of committed young students who will be encouraged to run a local campaign or concrete action to reduce speeding in road transport with the support of ETSC and its partners.

*Content:* The ShLOW! consortium will tour universities across Europe to deliver Lectures on Speed Management and to recruit students who would like to participate in the project. Students then apply online to take part in ShLOW! and 50 selected students are invited to a one week training course in Brussels: the Speed Management Camp. Thanks to the knowledge acquired during the Camp, the students will return to their home and the ShLOW! Challenge will begin:

students will have to carry out their individual project on Speed Management at the local level. For this students will receive the support of the consortium throughout their efforts. At the end of the project, the most successful student will be invited to Brussels to receive an award during the ShLOW! Ceremony. The students should commit to run a local campaign or initiative to demonstrate how speed reductions can be obtained, or directly achieve speed reductions through concrete actions. Examples, among others, include running an Intelligence Speed Assistance demonstration; lobbying local municipalities to install traffic calming devices; running a small scale awareness raising campaign; approaching fleet operators to incite them to adopt speed management technologies and policies.

*Target.* The various activities throughout the project will be a means to network and disseminate and exchange best practice and research into Speed Management from across Europe. The student's campaign will also be a way of involving wider segments of society to participate in road safety work and encourage young individuals to choose a career path that will contribute to a safe and sustainable future in the home country.

## **29. Slow down notes (Australia, 2008)**

*Background:* A New South Wales campaign.

*Content:* Emotional. The last personal notes, SMSs and e-mails of road crash victims are shown in a film along with the names and dates in which they lived.

*Media / communication channels:* TV ad.

## **30. Speed camera use (Australia, 2008-)**

*Background:* In Victoria, a district of Melbourne, camera hours were increased or reduced for one month periods, during two months when Transport Accident Commission anti-speed campaigns were run and two months in which they were not run.

*Content:* The emotional appeal Beach Road reconstructs the traumatic aftermath of an accident in which a speeding driver kills a young boy. We hear the distressed voice of the mother and the voice of an ambulanceman who is 'fed up' of speeding drivers.

*Media / communication channels:* TV ads. Examples are Beach Road (<http://www.youtube.com/watch?v=l8jVzR86mCc>), and Tracey (<http://www.youtube.com/watch?v=JnUOCNw7Urs>). Examples of enforcement ads were Speed camera, Mobile Radar, Laser and Consequences, but ads could not be found.

*Evaluation:* Monthly frequencies of casualty crashes were then analysed statistically. High publicity awareness, but not publicity alone, was associated with a 12% reduction in crash frequency. Of two publicity styles investigated, emotive- rather than enforcement-style advertising was found to be effective (Beach Road and Tracey).

*Source:* Cameron, Newstead, Diamantopoulou and Oxley (2003)

## 31. Speed Initiatives: Phase 1 (Australia, 2004-)

*Background:* In July 2002 the South Australian State Government announced Phase 1 of its road safety package aimed at helping achieve the nationally agreed target of 5.6 fatalities per 100 000 population by the year 2010. A speed campaign was produced to ensure the population is aware of changes being introduced related to speed. The campaign focused on communicating to the population the speeding regulatory elements that represented significant change and that would impact on every road user.

*Slogan / tag-lines:* ‘Technology is overtaking speeding drivers.’ ‘Speed. Think about the impact.’

*Content:* The campaign featured two television commercials. Caught by Technology was designed to communicate how technology is assisting police to detect speeding drivers. The advertisement demonstrates how speeding drivers incur demerit points when detected travelling at excess speeds (above the speed limit). It also warns drivers that all red light cameras are now speed cameras and shows images that remind drivers that technology focuses on every car to monitor the vehicle’s speed and the fact that technology is overtaking speed offenders. The second commercial, Ramp, focuses on the possible consequences of exceeding the speed limit by as much as 10 or 20km. The beginning of the television commercial shows us a damaged vehicle about to be towed. The camera then zooms in on the ramp of the tow truck and then backs out again to reveal that the ramp is in actual fact for a young man in a wheelchair about to enter a private motor vehicle accompanied by his mother who is pushing him up the ramp. The commercial aims to communicate the dangers and potential consequences of speeding. This campaign also includes a radio commercial, ‘Caught by Technology’. This commercial informs the community about new developments in road safety enforcement such as red light cameras doubling as speed cameras and the demerit points drivers incur for speeding offences. Billboards were also produced with the key communication message, ‘Technology is overtaking speeding drivers’.

*Media / communication channels:* The Phase 1: Speed Initiatives campaign used a combination of television, radio and billboard commercials. Caught by Technology can be seen on <http://www.youtube.com/watch?v=p0fRS0EVaDo>. Ramp can be seen at <http://www.youtube.com/watch?v=-vfx1BRJmkU>

*Target / how influenced:* Motorists, heavy vehicle users, motorcyclists, passengers.

*Source:* Government of South Australia website.

## 32. Speed story (Australia, 2008)

*Background:* In country areas of New South Wales, 45 per cent of fatal crashes between 1998 and 2002 were speeding related. A high number of fatal crashes involved country resident drivers on local country roads. Almost 80 per cent of speed-related fatal crashes happened on curves and 77 per cent of speeding



vehicles involved in fatal crashes were cars or light trucks. Further, more than 80 per cent of speeding drivers involved in fatal crashes were male.

*Content:* The first television advertisement Heaven and Hell starts off like a typical car commercial. But when the vehicle crashes we realise it's a road safety commercial about the dangers of speeding. A performance car speeds along country roads. As it rounds a bend the driver comes upon a slow moving truck heading in the same direction. The driver has no time to brake, swerves to overtake and suddenly sees an oncoming car, previously hidden by the truck. The driver of the car is relatively protected but the other vehicle is severely damaged and its driver is seriously injured. Climbing out of his car the driver slumps in shock as he realises the devastation he's caused. The ending is a stark contrast to the feelings of exhilaration and enjoyment experienced at the start of the advertisement. The second television advertisement Criminal Consequences picks up from the scene of the crash. Attending police officers are questioning the driver of the performance car. The ad shows the legal and criminal consequences of dangerous driving causing serious injury. The third television advertisement Social Consequences picks up at the scene of the crash. Emergency services are working on the accident scene and some time has passed. The driver of the car is sitting in the back of a police car. An SES worker walks past and their eyes meet. As the driver takes in the devastation he's caused he realises he'll have to live with the guilt for the rest of his life.



*Media / communication channels:* A series of 3 ads that tells a story

*Target:* The campaign aims to reduce speeding related crashes in NSW by challenging the belief that being familiar with the road means you can drive above the speed limit and increasing drivers' awareness of the dangers of speeding around bends. By highlighting the consequences the campaign also aims to increase the social unacceptability of speeding.

### **33. Stop speeding before it stops you (USA, 2008)**

*Background:* More than 13,000 lives were lost across America in speeding-related traffic crashes during 2005. This is a campaign carried out by the state's National Highway and Traffic Safety Administration (NHTSA). There are two main threads: social norming and enforcement.

*Slogan / tag-lines:* 'Stop speeding before it stops you.' (Social norming) 'Obey the sign or pay the fine.' (enforcement). Numerous others (see below).

*Content and Media / communication channels:* A main thread of the campaign is the speeding toolkit, which seems to be available for use by regional authorities. It is designed to be tailored to meet the specific concerns of these authorities. It contains template press releases and numerous facts that can be used to persuade against speeding. Files that can be used to print posters and billboards are also given, along side TV films and radio ads. Each deals either with social norming (eg tell them you were running late...) and enforcement (eg obey the sign or pay the fine).

Posters and billboards (Stops speeding before it stops you)



TV films (Stop speeding before it stops you)

For "Lead Foot" (Social Norming) click on left picture, for "Demonstration Gone Wrong" (Enforcement) click on right.



Radio Announcements (Stop speeding before it stops you)

[Near Miss](#); [Very Late \(tags\)](#); [Speed Demon](#); [Common Sounds](#)

Logos (Stop speeding before it stops you)



#### **34. Ta' 10 af farten (Denmark, 2007-9).**

*Background:* Addresses a concern that speeding in urban areas is a big problem, as well as speeding on empty, rural roads. Believes that in both cases many drivers choose more or less consciously to drive over the speed limit. Speed on Danish roads has increased markedly since 2006, with a corresponding trend in the accident statistics. In 2007 100 more drivers were killed than in 2006 and the first few months of 2008 looked set to continue this trend. Speed does not necessarily cause all accidents but it leads to far more serious consequences.

*Hovedstadens Færdselssikkerhedsudvalg* are therefore working with *kommunene*, police and The Council for Transport Safety on a campaign.

*Slogan / tag-lines:* Ta' 10 af farten.

*Content:* rational, informative, no appeal to feelings. The focus is on the car rather than the person. Typical example - If you drive at 80 km/h instead of 90 km/h, you reduce the risk of being involved in a fatal accident by 60%. In films, roadside inspectors dissect crashes and explain the consequences of speed. Crash



tests carried out at launch events, showing how an accident at 70 km/h is much more destructive than one at 50 km/h. Also information about increase in fatalities and speed.

*Media / communication channels:* TV spots (main medium), films at service stations, roadside posters and billboards (7200 in total), website [www.ta10af.dk](http://www.ta10af.dk) and events, in which a crushed car is displayed that was actually involved in an accident where the driver drove 'just 10 km/h' too fast. *Kommuner* and Road Authority arrange roadside displays and events at 18 cities. Also SMS-competitions and leaflets.



*Target / how influenced:* Men 25-49 years old. The focus is on information using rational facts about speeding and the level of enforcement, because it is believed this is the best way to persuade the experienced male driver that 10 km/h can have serious consequences.

*Evaluation:* Targets were set at 85% campaign recall (92% achieved according to self-report assessment), 60% campaign liking / approval (85% achieved), 50% increased awareness of risks of extra 10 km/h (54% achieved), and 10% reduction in self-reported speeding among target group (31% achieved). Films and tv-spot performance also assessed, and the website evaluated. Results showed that the TV spots reached 70-80% of the target, and the average number of times the 'performance film' was seen was 6. Service station film reached only 4% of target. 6% had seen crash pictures (18% of these in event cities). 96% of target had seen roadside posters.

### **35. THINK! Programme (UK, 1991-)**

Think! is UK's long-running and evolving program of road safety campaigns, whose content often has speed as a central theme. Two of the most recent campaigns in the program are given below, and here we describe how the program has evolved leading up to these campaigns.

*Background and content:* The first Kill your speed advertisements between 1991 and 1993 used 'travelling' road signs to illustrate the different survival rates of being hit at 20/30/40 mph. These advertisements aimed to raise awareness and educate drivers of increased pedestrian survival rates at low speeds. The advertisements were the first to carry the headline 'Kill Your Speed. Not a Child', which is now very well-known in the UK. In 1994 the advertisements showed the consequences of driving too fast through accident reconstructions using 'ghosts'. A young female pedestrian and male van passenger are killed by drivers who are

not able to stop in time. The 'ghosts' of the victims stand up at the scene and accuse the drivers of going too fast for the conditions. "Victims" speak for themselves rather than the government telling people to slow down. Drivers understand the 20/30/40 message of the previous campaigns but must now be persuaded to accept the message is directed at them personally, and their behaviour needs to change. "Van" extended message beyond pedestrian casualties to vehicle occupants themselves. The advertisements carried the new endline 'Speed Kills. Kill Your Speed'. From 1995 to 1996, in the black and white television commercial 'Don't look now' a young schoolgirl is portrayed at home and on her way to school. A child's voice-over tells drivers 'You're going to kill me...' followed by trivial excuses people give for driving too fast... '...because you're late for a meeting/to keep up with the traffic'. In the last frame she is seen through a windscreen by a driver who cannot stop in time. National press advertisements and radio commercials featuring children's voices reinforce the excuses theme. Radio was used successfully for the first time to bring the message to drivers in their cars. Then in 'Funeral Blues', three television commercials featuring home video footage of young children who were later knocked down and killed in residential areas. Poetry readings about loss and grief (including the reading of W H Auden's poem from the film 'Four Weddings and a Funeral') reinforce the emotive nature of the video footage. In six radio commercials family members of the victims talk about the loss they have experienced and appeal directly to motorists to check their speed. Advertising carried the endline 'At times we all drive a bit too fast' 'Kill Your Speed'. The Kill your speed 'hand symbol' was designed and used for the first time on the television advertisements and publicity literature. Later in 'Procedures', continuing the home video theme, a 60s commercial uses new footage of children who were subsequently killed by speeding motorists in urban areas. A voice-over explains some of the procedures police officers should follow when breaking news of a death to the family of a road accident victim. Advertising carried the endline 'So please let's all slow down' 'Kill your speed'. Three 10s silent versions show a still image of a child followed by the captions. Family members again talk about the loss of their child in radio commercials and ask drivers to slow down.



*Media / communication channels:* Mainly TV campaigns.

- 'Road Signs' - £1m TV campaign Oct 1991
- 'Parents / Excuses' - £2.3m TV campaign Sept 1992
- 'Quiet Grave' - £1.5m TV campaign April 1993
- 'Doctors' - £1.5m TV campaign Sept 1993
- 'Pedestrian'- £1.5 m TV campaign April 1994
- 'Van' - £1.2m TV campaign Sept 1994
- 'Don't Look Now', £1.4m TV campaign, May 1995, £1.1m TV, radio and press, Sept 1995, £220,000 radio campaign, Feb 1996

- 'Funeral Blues', £2m TV and radio campaign - May 1996; £0.75m TV, radio and cinema campaign - Sept 1996
- 'Procedures', £3.5m TV and radio campaign - September/October 1997

*Target, how influenced:* General driving population. In *Funeral Blues* the aim was to show drivers that 'it' could happen to them. The cynicism with which some drivers regard 'unreal' advertising must be suspended because it really did happen to these children and the drivers involved. The aim was to convince all drivers that going 'a little too fast' is unacceptable. Force them to recognise the seriousness of speeding in urban areas and their personal responsibility not to drive too fast. Encourage drivers to think about the long-term implications of road traffic accidents. The campaign began to use radio to reach drivers in their cars. In *Procedures*, the use of home video footage of real victims again challenges drivers' belief that it won't happen to them. The powerful voice-over brings home the grim reality of a road death more effectively than showing blood and ambulances and aims to make viewers think also about the long-term consequences for the victims' families. Radio commercials are used tactically during drivetime to reach drivers in their car. Throughout THINK!, emphasis of the idea that children can be victims of speeding has been a central tool in the influence of drivers.

*Evaluation:* Overall, the THINK! campaign is well-regarded internationally and often quoted as an example of the reason that long-running commitment to campaigns is required for their success. Evaluation has increased in recent years. For *Funeral Blues*, post-campaign quantitative research found that 66% spontaneous awareness of the advertising after May campaign and 65% after September. 24% prompted recognition of the radio ad after May campaign and 25% after September. Figures for daily commercial radio listeners were 45% and 44%. The research showed high awareness levels for small media spend compared with commercial advertisers. Figures are particularly good for small September reminder campaign, showing residual awareness of the earlier campaign has lasted well. For *Procedures*, tracking research was carried out before, during and after the campaign. 77% spontaneous awareness of the advertising during the campaign, 71% post-campaign. These figures were 82% and 83% for drivers aged 17 to 34 years. 60% prompted awareness of TV ad during campaign, 57% post-campaign. 39% prompted recognition of the radio ad during campaign and 42% post. Figures for daily commercial radio listeners were 56% and 60%. The campaign achieved higher levels of spontaneous and prompted recognition than *Funeral Blues* probably as a result of one, longer period of advertising. Awareness levels were again high for the media spend. Recognition levels of the radio advertisement were extremely good, particularly as the radio advertising started two weeks after the television campaign.

The levels of public awareness and recognition of the Department for Transport's THINK! road safety publicity campaign is tracked by monthly surveys of the general public. The surveys also monitor attitudes to key road safety issues and measure the impact of THINK! on these attitudes and on the public's knowledge of road safety. The surveys are carried out on behalf of the Department for Transport by the independent research company BMRB. But THINK! is an ongoing strategy and difficult to evaluate in a system of competing influences. For example, in 2006 73% said they drove over speed limit, and increase from 6 in 10

in 2005 (<http://think.dft.gov.uk/pdf/332982/332986/200612.pdf>), but it cannot be said what role Think! has played in this.

### **36. THINK! Rural roads (UK, 2006-8)**

*Background:* In the UK car drivers and passengers are three times more likely to die on a rural road than a busy street. In 2006, more than 60 per cent of all deaths due to road accidents were in rural areas. The people most at risk on rural roads are young men, predominantly aged between 17 and 39. Although the national speed limit applies on the majority of rural roads, most drivers do not exceed it on them - the major problem is driving too fast for the conditions. The campaign therefore focuses on the dangers of driving at inappropriate speeds on rural roads. It is part of the long-term umbrella campaign THINK!, which has been running in the UK for 17 years.

*Slogan / tag-lines:* E.g. 'You're 3 times more likely to die in a car crash on a rural road. Think!'

*Content:* Car drivers and passengers are three times more likely to die on a rural road than a busy street. Don't assume it's safe to break the speed limit on rural roads because there is less traffic. With a clear road ahead you may be tempted to put your foot down. THINK! before you accelerate on rural roads. Junctions or bends can mean you don't see another vehicle until it's too late if you're driving too fast. Drive at a speed suitable for the characteristics of the road and be aware that there may be unexpected hazards, such as blind bends, vehicles coming out of junctions and animals on the road. The national speed limit is not a target speed. The radio ads give a commentary about how nice it is to go driving fast in the country, but then rational persuasion that you are more likely to end up as one of the '323 other passengers' last year, zipped up in a body bag. Sound of zipper mixes with sound of car speeding around corner, then the slogan is given. Hear it here: [http://www.dft.gov.uk/think\\_media/241030/241143/RuralSpeed\\_Zipper.mp3](http://www.dft.gov.uk/think_media/241030/241143/RuralSpeed_Zipper.mp3) Poster lays slogan in 'sympathy letters' against a picture of flowers round a tree - 'there are more flowers in the countryside'. Tv ad - none given on website. Associated leaflet and flyer with rational information and facts about speeding.

*Media / communication channels:* The rural speed campaign used a mixture of national tv and radio advertising, national ambient advertising (including petrol pumps), posters, leaflets and national and regional PR. See materials here: <http://think.dft.gov.uk/think/mediacentre/237144/speed>

*Target / how influenced:* It is particularly targeted at making young, male drivers and habitual speeders aware of the dangers of driving too fast for the conditions.

*Evaluation:* In 2007, 76 per cent of people questioned agreed that there is a greater awareness of driving too fast for the conditions, compared to 60 per cent in 2005.

*Source:* [www.dft.gov.uk/think](http://www.dft.gov.uk/think)

### 37. THINK! Urban roads (UK, 2006-8)

*Background:* This £1.5 million campaign illustrates the logical reasons why speed limits and more specifically, the 30mph limit, exist and the potentially fatal consequences of not abiding by them. 70-85%% of drivers in studies admitted to speeding. Drivers still distinguish between 'ordinary, safe speeding drivers' and 'dangerous speeding drivers'. By many, speed is almost approved of - people can handle it, it's often necessary and many enjoy it - driving at 40mph in a 30mph zone was seen in one study as more acceptable than dropping litter (TNS). This campaign was therefore developed to counteract the widespread public underestimation of speed as a contributory factor in collisions. The story told in the tv ad is based on a statistic has been taken from a report by Ashton and Mackay and has allowed for the difference between hitting a child at 30 and 40mph versus hitting an adult. The commercial is available to [view online](#).

*Slogan / tag-lines:* 'It's 30 for a reason'. Key message - if you hit a child at 40 mph there's an 80% chance they'll be killed, but if you hit them at 30mph there's an 80% chance they'll survive.

*Content:* The television execution features an eight year old girl talking directly to the audience and illustrates in a highly visual way the differences between hitting her whilst driving at 40mph versus hitting her at 30mph. In the film Lucky we see the twisted body of dead girl lying by roadside, we hear girl's voice begins commentary 'if you hit me at 40mph there's around 80% chance I'll die'. We then hear her broken bones cracking back into place, as events reverse to the moment she is lying in the road just hit by a car, and we hear 'if you hit me at 30mph there's an 80% chance I'll live.' Then slogan 'It's 30 for a reason.' Two scenarios provide a background explanation of what has happened to the little girl prior to the start of the film.

First, the 40 mph crash. The injuries sustained by the child after the 40mph crash are a fractured pelvis (though this is not visible) and radius and ulna bones (lower arm) along with a skull fracture (base); prior to the beginning of the film, the girl, 8 years old (120-130 cms, weighing 55 pounds), ran out into the road, the car (a Ford Fiesta) driving at 40mph in a 30mph speed zone, has hit her at 40mph. She has been hit initially on the pelvis. Her pelvis has broken. Having been hit initially in the pelvis she has been thrown approximately 28m from the car, and has fallen to the ground onto her arm initially, with her head hitting the road next, causing her skull to be fractured (hence the trickle of blood from the ear, and the blood in the hair). She has grazes on the side of her face (on her cheeks and temple) from where she has slid along the road. She has then been placed at the side of the road after being pronounced dead which is where the film begins.

Second, the 30 mph crash. As the commercial goes on, the effects of the 40 crash recede and the body moves into the middle of the road to illustrate the difference in effect between being hit at 40mph versus 30mph. What you actually see are the bones going back into place (the arm), the wound on the head heals itself, and the scrapes recede. In this scenario the girl, 8 years old (120-130 cms, weighing 55 pounds), has run out into the road, the car (a Ford Fiesta) driving at 30mph in a 30mph speed zone, having not seen her jump out has hit her at 30mph. She has

been hit initially on the pelvis. Her pelvis is bruised. Having been hit initially in the pelvis she is thrown approximately 16 metres and falls onto her side, fracturing her arm (though it would not look distorted). She then hits her head, but not so hard as to concuss her. In this scenario she survives, taking a deep breath in as the commercial ends. Electronic simulations of the 40 and 30mph crashes are available on the website.

[http://www.dft.gov.uk/think\\_media/241030/241141/30forareason.mpg](http://www.dft.gov.uk/think_media/241030/241141/30forareason.mpg)

In the linked in radio ad we hear ‘This is the sound of a child being hit by a car at 40mph’. We hear screeching of brakes and a thud and then nothing. ‘This is the sound of a child being hit by a car at 30mph’. We hear screeching of brakes and a thud and then a child crying. Then we hear the same girl’s voice and words from the TV ad.

[http://www.dft.gov.uk/think\\_media/241030/241143/30forareason.mp3](http://www.dft.gov.uk/think_media/241030/241143/30forareason.mp3)

*Media / communication channels:* TV and radio, as above. There is also a ‘30 for a reason poster’



*Target / how influenced:* All drivers but emphasis on urban drivers. Two key strands were identified during creative development research carried out to determine the best ways to gain the attention and support of the general public. One, the emotional effect of hitting a child whilst speeding, and secondly, the use of statistics and science to support the scenario presented. Killing an innocent victim remains among the most potent messages with the public as a whole. The responses from research identified the need to combine the emotional with the rational in order to avoid only a short-term 'tear jerk' effect. The commercial has been designed specifically to marry up the emotional versus the rational aspects to target the 70% of the population that speed.

*Evaluation:* Specific evaluation of Lucky available April 2008, on attitudes, recall, acceptance of speed limits, personal responsibility, risks of speeding, acceptability of driving at 40mph and 30mph. But unfortunately, the on-line file is corrupted.



### 38. Thump (Ireland, 1999-)

*Background:* Young male drivers are responsible for half of speed-related deaths on Northern Irish roads. Launched by Ministry for the Environment and Royal United Constabulary. Campaign supported by AXA insurance.

*Slogan / tag-lines:* SLOWDOWNBOYS

*Media / communication channels:* Centered around one TV film following the actions of four young males.

*Target / how influenced:* Message to young male drivers that speed does not impress girls.

### 39. Urban and autoroute speed (France, 2006)

*Background:* Faced by an increase in urban speeding-related accidents in 2005 Sécurité Routière ran a national campaign to get people to respect the 50km/h limits. As a separate element, they also ran a campaign to get people to respect the 130 km/h limit on the autoroutes. Both part of build up to urban-themed road safety week in October.

*Slogan / tag-lines:* Always respect the speed limit

*Content:* Urban tv film shows the effects of speeding at 60km/h compared with 50km/h (it takes 8 m longer to stop). Autoroute films hows graphically the effects of autoroute speeding.



The above poster is a reminder of this clip from the shocking TV ad below.



<http://www.youtube.com/watch?v=vp90xcQHiPo&feature=related>

*Media / communication channels:* Tv films, and poster / billboard tie-ins.

*Target / how influenced:* Drivers who speed.

#### **40. We can't drive for you (Spain, 2008)**

*Slogan / tag-lines:* We can't drive for you; we are just counting the money.

*Content:* With only 1 radar, 77 daily fines, one year with 28,000 fines, each fine at at 300 euros...8.400.000 euros, ..... This is part of a wide ranging programme that raises awareness of enforcement. Other parts promote deal with the social awareness about the importance of safe and prudent driving. (For example, see films at:

<http://www.nopodemosconducirporti.com/desplazamientos2006/indexII.asp>).

*Media / communication channels:* Billboards, posters, TV films

(<http://www.clicknaranja.com/nopodemosconducirporti/index07.php> )



*Target / how influenced:* Various channels, rational and emotional persuasion.

*Source:* <http://www.nopodemosconducirporti.com/>



## 41. We'll catch you (Australia, 2008-)

*Background:* A campaign carried out by Australia's Transport Accident Commission and Victorian police to remind drivers of the risks of getting caught and the technology police have to catch people speeding. The campaign ran for 3 weeks. It was known that 1 in 4 drivers had been caught speeding but that 1 in 10 admit speeding all or most of the time.

*Slogan / tag-lines:* Speeding drivers are the biggest killers on our roads

*Content:* Two of the commercials can be viewed here:

<http://www.premier.vic.gov.au/minister-for-tac/tac-speeding-drivers-are-the-biggest-killers-on-our-roads.html>

*Target / how influenced:* All drivers but emphasis on urban drivers

## 42. Winter campaign (Brazil, 2007-8)

*Slogan / tag-lines:* It is more fashionable to travel safely

*Content:* The winter collection changes every year but the cautions with safety in the highways don't. The highway is not a runway or a speedway. Be aware of the traffic signs. Respect the speed limit.

*Media / communication channels:* Just fliers to drivers.



*Target / how influenced:* Young female drivers.

*Source:* <http://www.der.sp.gov.br/campanhas/default.aspx>

## 43. Wipe-off 5 (Australia, 2001-2005)

*Background:* This TAC anti-speeding campaign commenced in August 2001 to convince drivers that a 5km/h drop in speed reduces the risk of a crash. It aims to dispel the myth that exceeding the limit by 5 to 10 km/h is 'safe'. If every Victorian driver reduced their average speed by 5 km/h some 95 lives and 1300 serious injuries could be saved. The campaign is based in stopping distance research and knowledge that local driver attitude that 'low-level speeding is ok'. Further, Sweeney Research had found that most drivers found it hard to accept that a reduction of 5km/h would make a difference. The campaign forms part of a broader longer term program that reduces local speed limits from 60 to 50 km/h and intensifies enforcement of speed limits using higher penalties and more cameras operated for longer.

*Slogan / tag-lines:* Wipe off 5 or Wipe out lives.’

*Content:* Commercials use experts (Professor or police accident researcher) to explain thoroughly in minute-long films why collisions can be made so much more dangerous even though you may only be driving 5 km/h faster. In one film a pedestrian collision is shown in reverse slow motion, while the narrator explains rationally what happened to the severely injured (killed?) pedestrian, and then a similar film is shown with the car at a slower speed, in which the pedestrian only receives minor injuries. See the films clips using the links below.

*Media / communication channels:* Mass-media advertising (tv, radio, billboard) and police enforcement. TV ad scripts prepared after research. Stills from the final TV ads, ‘Past History’, ‘Doubles’ and ‘Spot’ can be viewed here (along with later ads developed for the long-running campaign).

<http://www.tacsafety.com.au/jsp/content/NavigationController.do?areaID=13&tieRID=2&navID=ED04B29B7F0000010158C52C8C4AADAB&navLink=null&pageID=1532>

Key identities and sporting role models from a sponsoring football club were used to promote the campaign. High profile media launches took place in August and November, 2001, with posters and stickers for petrol stations, banners for councils, and merchandise to media outlets. A special week was also arranged shortly after the launch. Examples of the later, impressive TV commercials are here:

<http://www.youtube.com/watch?v=wrjozeqc21M> ;

<http://www.youtube.com/watch?v=0RygX0Or4wE&NR=1>

*Target / how influenced:* The position taken was that if prevailing attitudes are to be changed then the beliefs and behaviour of drivers as a whole must be influenced. The target group therefore included drivers of all ages, both genders, throughout Victoria. In the creative phase, different ways were explored to persuade drivers of the 5 km/h reduction and tell them about the increased enforcement. The ideas included highlighting death and serious injury as a consequence of speeding; showing examples of the difference small changes in speed can make; using computer reconstruction of a crash scene to identify the role of speed in causing a fatality; placing emphasis on the fact that travelling just 5 km/h over the 60 km/h limit doubles the risk of a crash. Focus group testing with a group regularly breaking the speed limit, found that focus on injuries (rather than fatalities), emphasis on the ‘doubling the risk’, use of everyday situations in normal zones (60 or 80 km/h) and use of proof that 5km/h can make a difference, were all positive.

*Evaluation:* Evaluation using tracking research (telephone surveys) monitored driver attitudes and stated behaviours. Travel speed profiles were also measured at representative sites across various speed zones. Speed related enforcement statistics and rates were also taken, and speed related crash trends by zones and locations assessed. In 2002, while the campaign was still ongoing, there were ca.10% fewer drivers stating that they speeded all or half the time. More drivers believed there was a greater chance of getting caught speeding and most people acknowledged the ads were ‘talking to them’. An independent assessment of the Wipe-off 5 by Mullholland (2005) found a small reduction in accident counts but there was no control area used. In 2008, after ‘wipe-off 5’ was over, Sweeney

Research reported self reported speeding had reduced from 25% in 2001 to 11%, suggesting a maintenance of the 2002 result.

Source: Wipe-off 5: a case study

#### 44. Young and speeding I (Brazil, 2007)

*Background:* Carried out on a regional level across Sao Paulo, but on a population of over 12 million.

*Slogan / tag lines:* Super-heros, super-speed, super-accidents!

*Content:* All heroes are strong, brave and use their superpower and super velocity to save the planet of its terrible villains... But that only happens in comic books! When you speed, you become the villain of the story! Exceeding the speed limit causes many accidents and can take away many lives. Be responsible!



*Media / communication channels:* Leaflets given out in traffic.

*Target / how influenced:* Young male drivers.

Source: <http://www.der.sp.gov.br/campanhas/default.aspx>

#### 45. Young and speeding II (Brazil, 2008-)

*Background:* Carried out on a regional level across Sao Paulo, but on a population of over 12 million.

*Content:* Run away from the monsters that ruin your journey (there are four kinds of monsters in this campaign; to advert the dangerous of the fog, speed, dangerous takeovers and alcohol).



The speed monster is called Velocipedes Hurry. Its danger is it causes most accidents! When the driver accelerates too much, he doesn't leave the time for the driver to react. How to defend yourself against this monster: Respect the speed limit even if there is no one risk factor on the road. Be aware, because the speed limit varies along the highway. Be more aware in urban areas because of pedestrians, cyclists, work on the road and detours.

*Media / communication channels:* TV (film available on the site), fliers to drivers



*Target / how influenced:* Young male drivers.

*Source:* <http://www.der.sp.gov.br/campanhas/default.aspx>

## **Appendix B: Road safety approaches in different countries**

This section is included to give some context to the campaigns described earlier in the report. Not all countries are covered here, and some countries are included for which no campaigns are described earlier. Although an emphasis is placed on speeding as a theme, the aim is mainly to convey the approach to road safety by responsible authorities. This helps to explain why the campaigns are developed as they are. Much of the information for the European countries here was gathered for the CAST project.

### **Austria**

Traffic safety campaigns in Austria are common practice on various levels. There are international traffic safety campaigns such as “stay alive-stop speeding” and regional campaigns (e.g. “life is fast enough” , “safe – not too fast” – both campaigns against speeding) National campaigns are usually initiated by the ministry of traffic technology and innovation or by the ministry of the interior. Regional campaigns are carried out by the responsible traffic department of the provincial government. The types of campaigns vary from information and awareness campaigns to educational and combined campaigns. Enforcement is mainly involved in speed campaigns. Mass media campaigns are common for reducing speeding. Even though there are lots of traffic safety campaigns carried out in Austria, hardly any detailed evaluation is done. On average, one out of four campaigns is somehow evaluated in an after study. The evaluation mainly concentrates on the awareness/recognition/recall and not on behavioural change. Before-after studies are the exception and are still not common. According to an employee of the ministry of transport, innovation and technology, evaluation only became a topic since 2005.

### **Belgium**

The Belgian Road Safety Institute (IBSR-BIVV) has extensive experience with road safety campaigns ever since the first campaigns in Belgium were started (1960's). At present, IBSR-BIVV runs 6 large-scale national campaigns each year. The duration of each national campaign is approx. 4 to 6 weeks. The campaigns always include billboards along the main road network, most often in combination with radio or tv advertisements, and supported by information leaflets, brochures, internet websites, and/or promotional materials. If applicable, they can be combined with education (e.g. child seat campaign) and/or inform on new legislation (e.g. new priority rules). The campaigns are always combined with enhanced police enforcement. The enhanced enforcement is always publicized at the start of the campaign. The national campaigns are also locally advertised by means of small-size posters that are sent to a network of public

institutions, libraries, municipalities, police stations, schools etc. In the future, the volunteer's network (Ikbenvoor – Jesuispour) will also provide local support for the national campaigns. Each campaign is evaluated by means of a post-test (after-measurement), conducted by an independent marketing research institute. The post-test measures awareness and appreciation of the campaign as well as attitudes, behavioural intentions and self-declared behaviour of the target audience. If possible, these data are complemented by observed behaviour data (pre- and post measurements), for example seat belt wearing rates.

## **Czech Republic**

Until the year 1998 BESIP (= in Czech language this is an abbreviation of road safety) was a department of Czech Ministry of Internal Affairs. Since 1998 till now BESIP is a department of Czech Ministry of Transport. In the year 1999 came the first offers for Road Safety Projects by advertising agencies. Since 2000 till now the First Road Safety Projects started but there is no evaluation of them. An anti-speeding campaign today begins with the The Czech Ministry of Transport – BESIP Department (Road Safety Department) or/with ÚAMK ČR – civic association supporting motor sports and road safety education or/with Associations or individuals. The objectives must fit with the National Road Safety Strategy. There is little mass-media support, because it is very expensive. But the Czech Republic is a partner of many consortiums and is involved in pan-European Road Safety campaigns. The most known anti-speed campaign is 50 km/h Speed Limit Has a Sense.

## **Denmark**

After much campaign activity in the 50's and 60's, it was recognised that it was too expensive to keep that level of activity so the activity level was reduced. In the 90's campaign activity increased again. On a yearly basis there are approximately 4 national campaigns. Many of the national campaigns are run in cooperation with the local counties and municipalities. The national campaigns are commonly mediated through roadside posters and TV spots. Sometimes leaflets are sent out to the households. The local campaigns commonly use roadside posters, radio spots and direct mail. In addition, adverts in newspapers, cinema, SMS, postcards, stickers, folders, and note pads are used - primarily locally though. In recent years the internet has increasingly been used to mediate campaigns both nationally and locally. As a rule all larger national campaigns are evaluated. However, the local campaigns are not very often evaluated mostly due to limited resources. In general, for the national campaigns, there has been an increase in the number of evaluations since 1990.

The Danish national plan for road safety was prepared in 2000 by the Danish Commission on Road Safety. It covers the period 2001-2012. The vision and central theme is 'Every accident is one too many' aimed towards a nullvision (actually to decrease serious injuries and fatalities by 40% from 1998 to 2012). Under this overall national plan, the counties have their own regional local road safety programmes. Speed is one of three areas of traffic behaviours that are addressed in the campaigns in Denmark.



As of 30 April, 2004 the speed limit has changed and it is now permitted to drive 130 km/hour on approximately half of Denmark's motorways. The 130 km/hour speed limit pertains mainly to motorways in open country. The remaining stretches of motorways that are not covered by the 130 km/hour are usually in dense urban areas, such as Copenhagen, Odense, Århus and Aalborg. Three campaigns were carried out to make car users accept speed limits, 13/03-13/04; 20/10; to 09/11 and 04/08 to 17/08 in 2003. Target was 30-50 age group and everyone who drives a child to school. There was repetition of a previously used topic with different content. Two of the campaigns had a strong impact, according to notes taken for the CAST project. A campaign 'Speeding makes matters worse' had been carried out targeting all drivers going more than 10-15 km over speed limit and not thinking this is dangerous. Also see <http://www.sikkertrafik.dk/> and a peer-to-peer local campaign <http://www.speedbusters.dk/>.

## France

Road safety a political issue in 2002, since which major improvements, some due to reduction of average speed. The Interministerial Committee for Road safety (CISR) was set up recently which increased sanctions for excessive speeding. France does not have a road safety plan with pre-defined goals in terms of target fatalities. Speeding has become an administrative offence (used to be court offence), and automatic radar controls, more enforcement introduced. In 2003 there was a speeding campaign underlining the fatality risk of speed in comparison to the amount of saved time, a speeding near road works campaign, campaign focusing on speeding in the holiday season. In addition, several documents published, events and websites dealing with the issue. Sécurité routière have been responsible for a long-running campaign in more recent years. Its central element is that all are responsible for safety on the road. A broad-ranging, comprehensive collection of themes, of which speed only a part. French campaigns are usually only evaluated afterwards.

## Greece

No national campaign specifically addressing speed could be found in the time given, despite evidence of other themes.

## Italy

There are a lot of campaigns in road safety but discussion in the CAST project revealed that the level of vertical (same field, different level, e.g. from municipality up to province, region and ministry) or horizontal (same level, different field e.g. between ministries of different types, as transport and health) collaboration is rare, as is use of a theoretical framework and target group. Apart from alcohol, the topic of the campaign is rarely defined, so speed is rarely given as a specific topic. Again, independent evaluation is rare and usually in the form of post-assessments dealing with audience approval.

At a national level, a number of organizations, public and private, invest money on road safety campaigns, including ministries (mainly Transportation, Health, Interior Affairs), Insurance companies (National Association of Insurance Companies), police authorities, foundations and highway companies.

## The Netherlands

The use of road safety campaigns to increase road safety has gained prominence in the Netherlands since the eighties. Over the years the campaigns have concentrated on various themes including speeding. Campaigns were conducted on national and regional level. In 2003 the Long term Programme on Road Safety Campaigns (LPRSC) was introduced. The LPRSC contains a framework that gives direction to the traffic safety campaigns implemented during the period 2003-2007. Both the development and execution of these campaigns are conducted in close cooperation with local government authorities, enforcement agencies and relevant social interest organisations. Concentrating the campaigns on certain key themes over a period of five years should ensure continuity of the efforts on a national and regional level. In order to establish the yield of the campaigns, an extensive monitoring programme is in place around the LPRSC. A chain model consisting of input, output and outcome is generated on the basis of the monitoring data, making it possible to visualize the campaign effects. Behaviour is measured by questionnaires and roadside observations, both before and after the campaign.

## Poland

High risk (15 deaths / million cf 6 in SUN countries). Violation of traffic regulation is a main problem: 75% of drivers exceed speed limits in towns, 54% on rural national roads. Responsibility for road safety campaigns: National Road Safety Council [www.krbrd.gov.pl](http://www.krbrd.gov.pl) Seatbelt campaign details are available in English but the speed (aggressive driving) campaign details are not given out on the website yet. One of the seatbelt projects was awarded the EFFIE prize for the most effective public sector campaign in Poland.

## Portugal

Several different road safety campaigns have been regularly implemented in Portugal for many years, some of them particularly focussing on the themes alcohol and driving, speed, seat belts, pedestrians and two-wheeler user's safety, with different communication strategy and approach. Themes for the campaigns are mainly decided on the basis of data and analysis on accidents and users behaviour, although at local level they are also decided on the basis of county specific problems. Road safety campaigns implemented at a national level are organized and funded by the Ministry of Interior, until 2005, through the Traffic Directorate, and nowadays through the recently created National Road Safety Authority. Campaigns funded by Government are normally conducted by Portuguese Road Safety Association that's responsible by the developing, organization and implementation of nationwide campaigns. To advertise campaigns are used different communications strategies to reach different target groups. Several campaign materials are used and chosen according the most cost-effective criteria and the target group to be addressed. Mass media campaigns are combined with additional measures normally real live demonstration or awareness and information actions. Campaign evaluations in Portugal are not a regular practise.



## **Sweden**

Campaigns from 1966. Many of the more ambitious and national campaigns lasting for a year or more were carried out during the 1970's and early 1980s. The message is conveyed by a number of ways in a single campaign, typically by advertisements in newspapers and magazines, leaflets, billboards and spots on television. Leaflets are often distributed by mail to vehicle owners together with other information from an authority or to targeted groups as parents to children aged 5-6 years. New techniques such as DVD/video and Internet have not been used frequently. Speeding and drunk driving are the two most addressed undesired traffic behaviour in Swedish campaigns. Before-and-after evaluations are rarely made, and those after evaluations made often look only at campaign penetration.

It was not easy to find campaigns on [www.vv.se](http://www.vv.se) or elsewhere on the internet.

## **Switzerland**

The BFU or Council for Accident Prevention in Switzerland is a non-governmental, private foundation (founded 1938). It is a politically independent institution - financed by surcharge on non-occupational accident insurance premiums and by its own services (research, advisory services and training). Its aim is to reduce accidents in the non-occupational sector. Road safety is one of the main sectors. The bfu strives for interdisciplinary preventive measures by combining the areas of technology, psychology, education, law, medicine, social aspects and media. The bfu has a large knowledge and experience in the development, implementation and evaluation of traffic safety campaigns (during the last 20 years bfu has implemented three to four national campaigns per year). When doing road safety campaigns bfu often collaborates with other bodies as the Swiss Road Safety Fund, automobile clubs, assurances or the police.

## **United Kingdom**

The use of Speed Cameras is an important complement to the long-running Think! campaign. In the UK, camera enforcement is organized by partnerships between police, local authorities and the court. The partnerships are called Safety Camera Partnerships. The programme is part of the UK government's Road Safety Strategy that seeks a 40% reduction in fatalities and serious injuries by 2010 and a 50% reduction in fatalities and serious injuries of children (compared to the average of 1994-1998). The Safety Camera Partnerships have been evaluated in terms of driving speed in 38 areas where a partnership had been running for at least one year. Vehicle speeds dropped by around 6% following the introduction of cameras. The number of cars exceeding the speed limit was reduced by 31%. At fixed camera sites this was 70%; at mobile camera sites 18%. The proportion of vehicles speeding excessively (i.e. by more than 15mph (24 km/h)) fell by 91% at fixed sites, and by 36% at mobile sites. Furthermore, both casualties and fatalities went down. Further information, including that on public attitude towards and acceptance of speed cameras, will be available from the CAST Work Package 1 output.

## **Australia**

In Australia and New Zealand, speed enforcement activities are performed by partnerships between national, regional and local agencies that all have an interest in road safety. According to the association of Australian and New Zealand road transport and traffic authorities the following elements of speed enforcement are very important for success:

- Finding a balance between crash based, intelligence driven targeted operations, and managed targeting to wider areas in a random nature. A complete reliance on a targeted approach to a small number of selected sites is not desirable since it will lead to predictability and lack of general deterrence. Monitoring performance and outcome measures. Recommended performance measures are the number of vehicles checked, total hours of enforcement, number of separate speed checks and number of locations checked per exposure measure (e.g. number of registered vehicles, population size or vehicle kilometres travelled in an area) as well as the number of hours of traffic enforcement conducted by specialised traffic personal or general duties police, also per exposure measure. Recommended outcome measures are, first, changes in crashes and driving speed, and second, changes in community attitudes and infringement rates. When assessing changes in crash rates, the contribution of other initiatives besides speed enforcement should be recognised, although quantification may not be possible. When looking at changes in crash rate, one would also need to take account of changes over time in crash reporting rates between jurisdictions
- To support enforcement operations by public campaigns. Public education campaigns are an effective means of heightening the impact of enforcement and an essential part of winning support for speed enforcement activity. Campaigns have to be carefully thought out in terms of current community perceptions, the target audience, attitudes and beliefs, the previous history of the issue, and the available time and resources. One single message should be delivered in each campaign. Pretesting can help to ensure that the right message is being delivered in the right format.
- To apply penalties that reflect community views on the seriousness of offences. Demerit points are an effective deterrent for speeding motorists. Loss of licence is an effective deterrent for excessive speeding.

Victoria Police have worked closely with Transport Accident Commission in anti-speeding and other campaigns. Since 1989 they have launched 50 campaigns, each under a general theme. The TAC have adopted different styles but have generally used an 'emotive attention-grabbing' style.

## **New Zealand**

In New Zealand, the National Road Safety Committee (NSCR) is the principal inter-agency forum for communicating and agreeing top level strategy between agencies on matters related to road safety [41]. The Secretary for Transport, the Commissioner of the Police, the Chief Executives of Land Transport New Zealand, the Local Government New Zealand, the Crashes Compensation Corporation and Transit New Zealand all participate in this committee. The Director General of Health, the Secretary for Justice, and the Secretary for Labour are associate members. The Road Safety to 2010 strategy indicates the direction for road safety in New Zealand and describes the road safety targets for 2010. Overtly operated mobile speed cameras have been used in New Zealand since late 1993. Their operation has been confined to specific sites (called 'speed camera areas') which are mainly road sections with a record of speed-related crashes. A trial of hidden speed cameras began in mid-1997 in 100 km/h speed limit areas in one of New Zealand's four Police regions.

The Safety Administration Programme (SAP) is the primary planning and funding programme for road safety activity undertaken by the New Zealand Police, Land Transport New Zealand and community groups [41]. In their annual programme, the SAP details specific projects, their objectives and the performance measures against which their result is to be assessed. The SAP is collaborative (built on strong partnerships nationally, regionally and locally), evidence-based (driven by analysis of comprehensive road safety data) and accountable (detailing desired outcomes and quantitative and qualitative performance measures).

## **South Africa**

South Africa seems to be a newcomer to road-safety campaigns, but Arrive Alive is a new long-term vision aiming to assist a variety of target groups, carried out with the help of the Department of Transport, Officials at the Arrive Alive Campaign, Road users, Tourists, Students and scholars doing research projects on road safety, Private business in a variety of industries including motoring, trauma and healthcare, legal and insurance companies and Victims of road accidents and their families. The vision will be accomplished through a process of information collection from many institutional and private contributors, and the assignment of the relevant information to specific accessible and educational units. Web site [www.arrivealive.co.za](http://www.arrivealive.co.za)

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