

Applying the Principles of Behaviour Change to Road Safety in South Australia.

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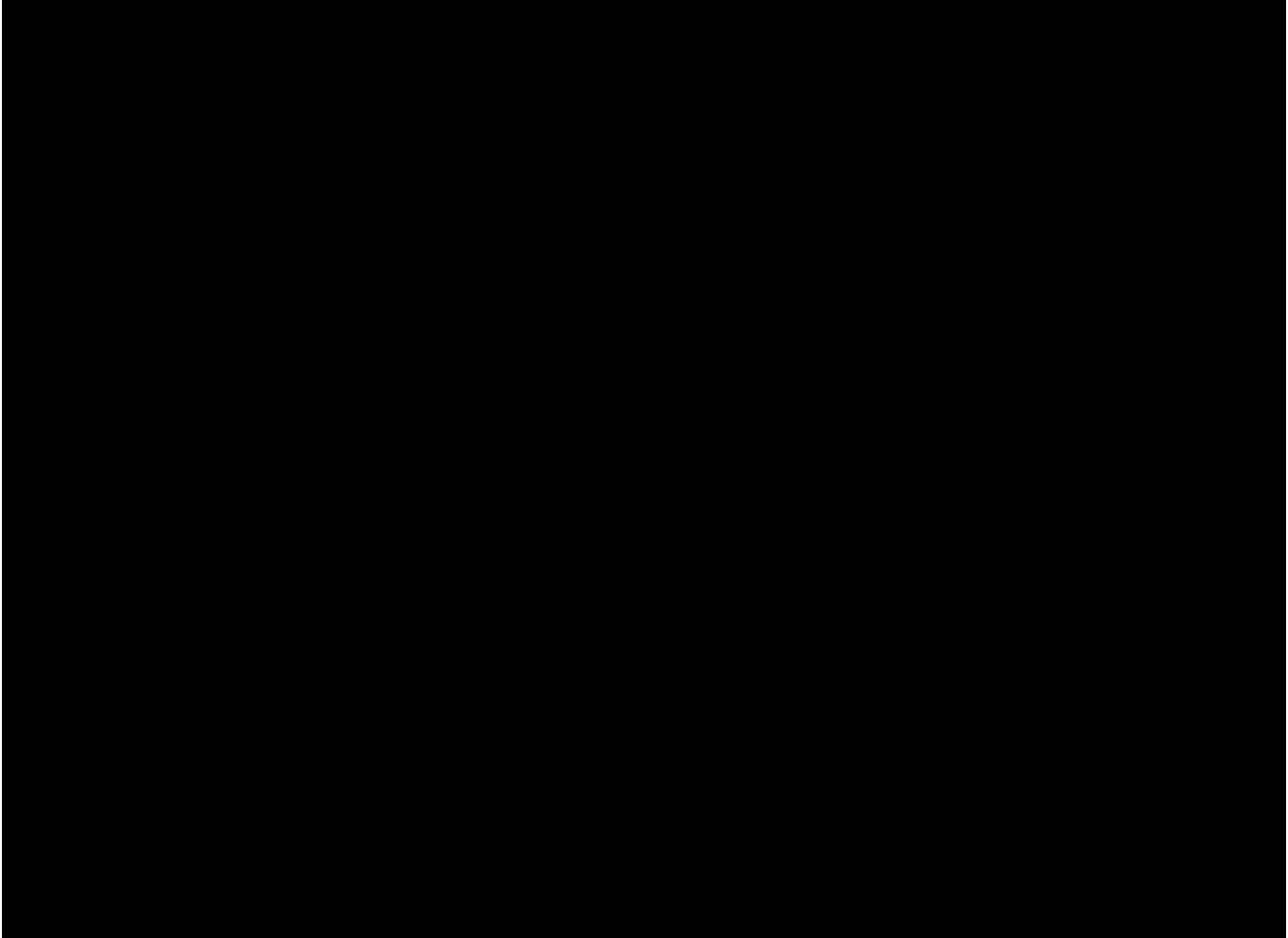


Effectiveness

Effective research = effective
campaigns

Traditional road safety focuses on
tragic outcomes





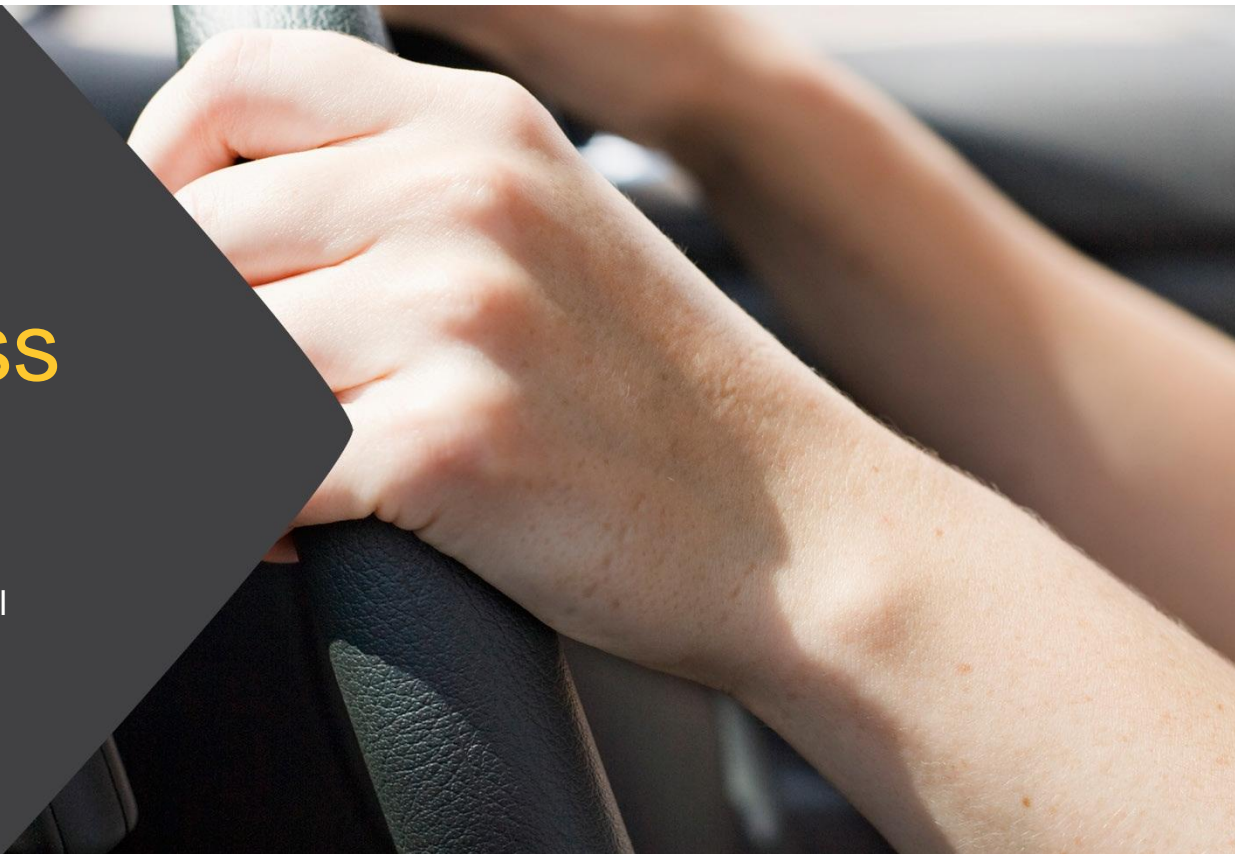


Effectiveness

A new approach

A theoretical underpinning

Social Marketing and Behavioural
Change Theory





Australia



South
Australia





Creating effective advertising

1. Understand your audience
2. Identify the key leverage point
3. Use their language
4. Find a hook
5. Model the behaviour you want
6. Show positive results adopting of the new behaviour
7. Test your creative





Understanding the behaviour

- Talk with the target audience;
- Confirm assumptions and learn new information;
- Positive influence on high level risky driving;
- Embarrassing to address less obvious unsafe behaviours;
- Dismissive of metro-centred messages;
- The need to be genuine.





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Making it relevant and desirable

- Make it ok for young men to address road safety issues – even more minor ones
- Communicate the behaviour in relevant language
- Creativity to make language acceptable





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DON'T DRIVE LIKE A

Country roads need safer drivers.



MAC





Measures of Effectiveness

81%
saw the ad

49%
spoke to a mate and
41%
spoke to someone
else as a direct
consequence of the
ad.

↑ 15%
Always driving on
or below the legal
speed limit.

↑ 14%
Avoiding drink driving by
planning ahead,
↑ 17%
by using other transport
or accommodation.

↑ 10%
No impact on own
seatbelt – asking
others.



Measures of Effectiveness

Decrease in deaths and serious injuries among 0-24 year olds in regional South Australia.

21 fewer deaths, 28 fewer significant injuries.

Trauma, grieving and tragedy.

Economic savings of \$145 million.