

# MODULE 2

## SAFER ROAD USERS:

# DEVELOPMENT AND IMPLEMENTATION OF STRATEGIC COMMUNICATION FOR ROAD SAFETY

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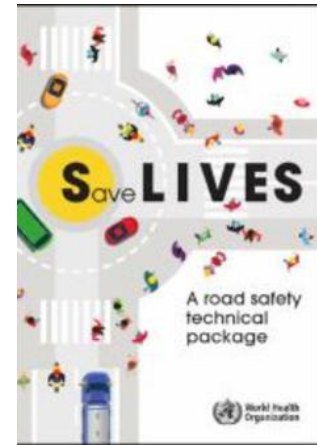


GLOBAL  
ROAD SAFETY  
PARTNERSHIP



# Strategic Communication

- Strategic, evidence-based communication tactics can play a significant role in a comprehensive road safety program.
- Mass media campaigns coordinated with enforcement can play ***an essential role*** in addressing risky road user behaviors, operating as an integrated component of a system approach.



# Vital Strategies' Role in the Bloomberg Philanthropies Global Road Safety Initiative (BIGRS)

- Coordinating administrative functions
- Strengthening surveillance systems
- Developing strategic communication support via mass media campaigns and earned and social media tactics



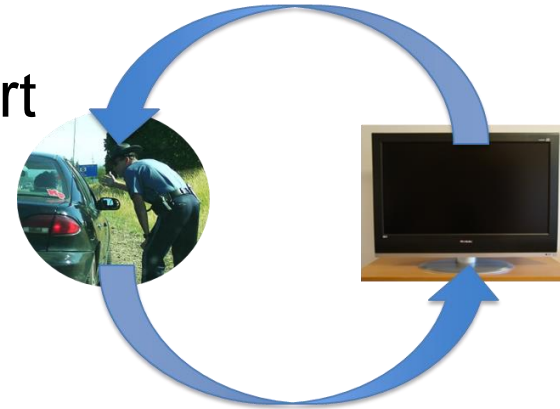
# Vital Strategies and BIGRS

- Provides technical assistance to the 15 cities in BIGRS to ***implement social marketing campaigns*** that ***influence driver behavior*** and ***support enforcement of road safety policies***, and ***raise profile of road safety*** as a public health issue in earned media
- Broader consideration than simply **public education**
- Road safety campaigns exert an overall significant ***crash-reduction effect*** and when ***incorporating enforcement*** strategies to deliver their message are associated with greater crash reductions



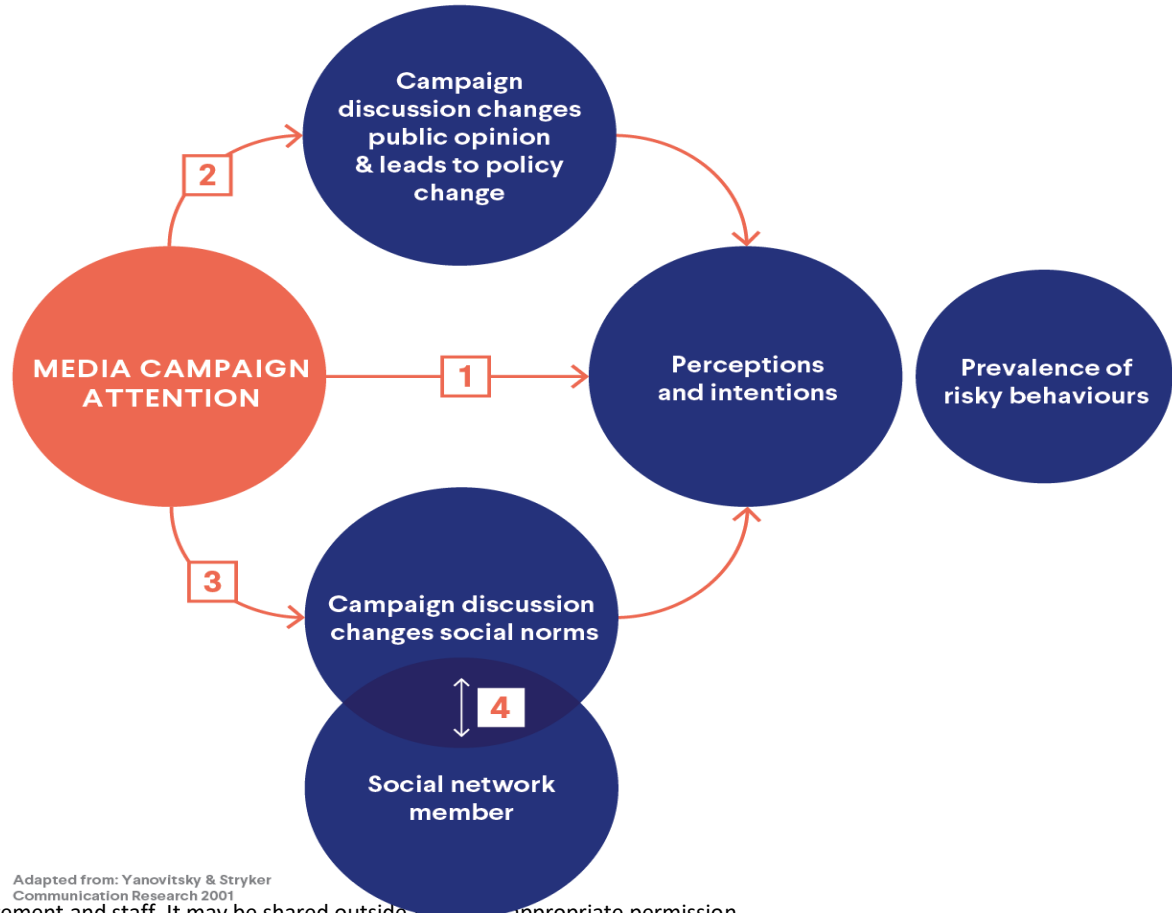
# Key Considerations for Delivering Effective Strategic Communication

- Evidence-based design
- Strong messages and creative executions
- Sufficient media exposure
- Raise profile of road safety and support enforcement of road safety policies
- Link with visible enforcement

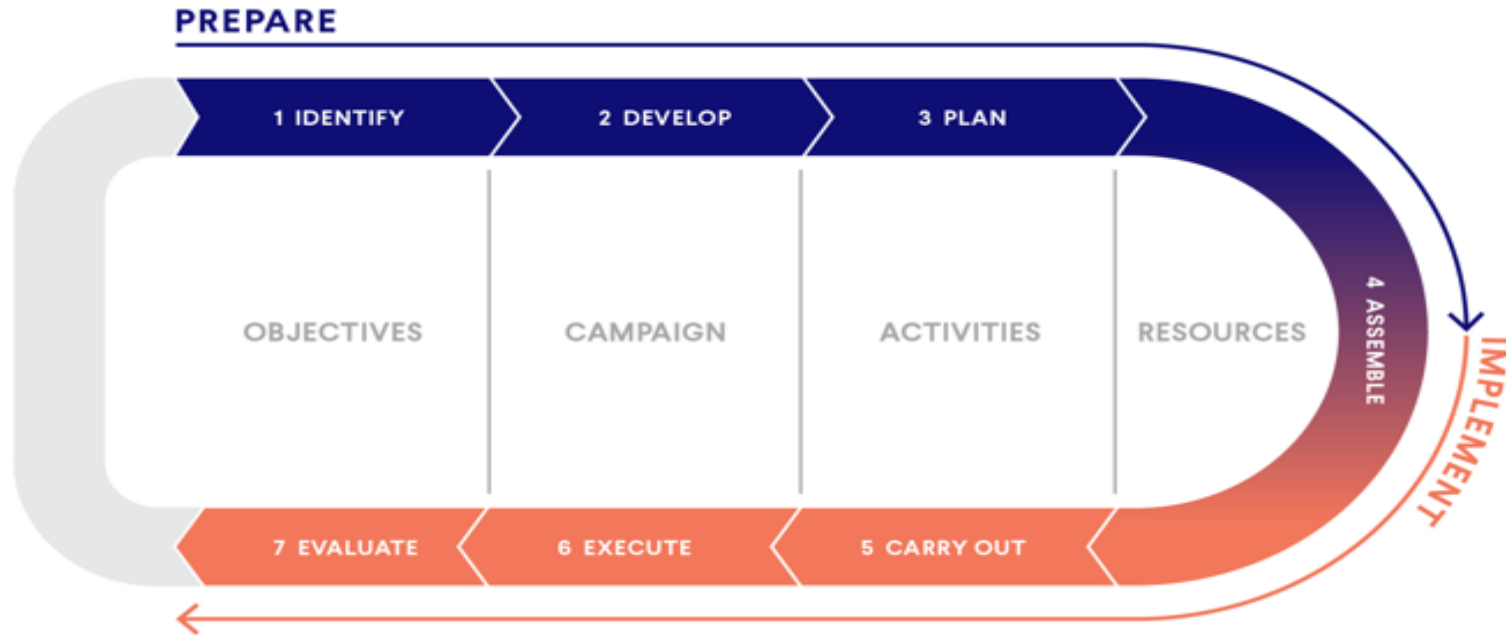


# Pathway of Influence for Media Campaigns

- Campaigns can exert both *direct* and *indirect* influences for change



# Strategic Communication Framework



# 1. IDENTIFY

## Identify the Problem

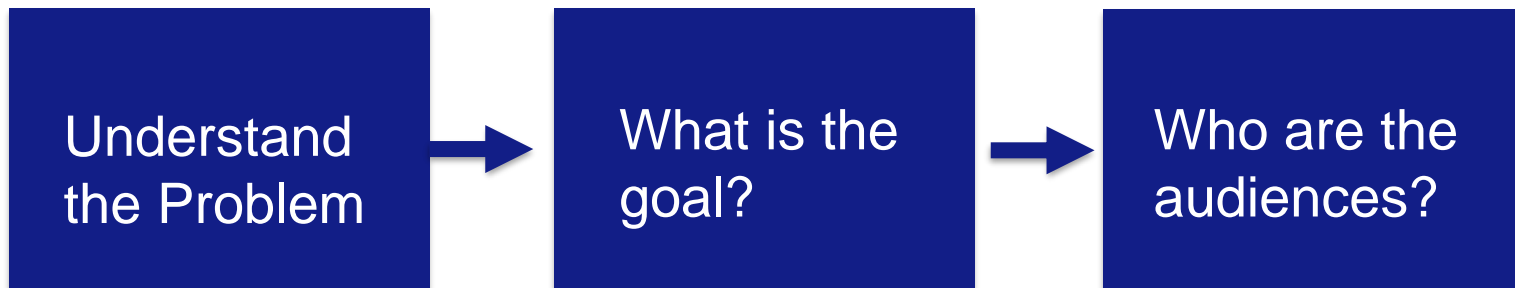
- We need to be very specific about the particular road safety problem we are going to design a strategic communications plan for.
- This will guide decisions about:
  - Campaign goal
  - Target audience/s
  - Behavioural objectives
  - Communication objectives







# 1. IDENTIFY





# 1. IDENTIFY

Understand  
the Problem

To understand the problem we must answer:

- What is the specific problem we are trying to address?
- What are the harms associated?
- What population groups are impacted?
- Is there a trend?
- What factors (facilitators and barriers) are contributing?
- What don't we know?





# 1. IDENTIFY

What is the  
campaign  
goal?

## We must identify the campaign goal

- What will campaign seek to achieve to address the road safety problem that has been identified?

## We must identify the context for the campaign (situational analysis)

- What are the factors that will influence the effectiveness of the campaign?
- What is the policy context?
- What resources do we have to conduct the campaign?





# 1. IDENTIFY

Who are the audiences?

## We must identify specific target audiences:

- Which population group/s should be targeted to achieve our campaign goal?
- Are there population sub-groups (segments) that can be identified?
- Which secondary target audience/s of influencers should also be included?

## Map stakeholders and allies:

- Who are the people or organisations that can influence the effectiveness of the campaign?
- Who can be our partners?
- Who may be competitors?





# 1. IDENTIFY

## What do we know about our target audience's:

Knowing our  
target  
audience/s

- Knowledge
  - Perceptions
  - Attitudes and values
  - Confidence
  - Intentions
  - Current behaviour?
- 
- *Identify* current barriers and motivators for adoption of the road safety behavior and support for road safety policy and infrastructure change





# 1. IDENTIFY

Knowing our  
target  
audience/s

- What are seen as benefits for undertaking the targeted behaviour?
- How prepared are the target audience to take up the targeted behaviour?
- What are the barriers to adoption of the targeted behaviour/s?
- Who are credible influencers for the target audience to adopt this behaviour?





# SETTING OBJECTIVES

What are our objectives?

**Objectives should be specific, measurable, achievable, realistic and time-bound - SMART**

## ***Setting behavioural objectives***

- What changes in behaviour in the target audience are required order to achieve the campaign goal?
- What degree of change is achievable over the time-period of the campaign phase?





# SETTING OBJECTIVES

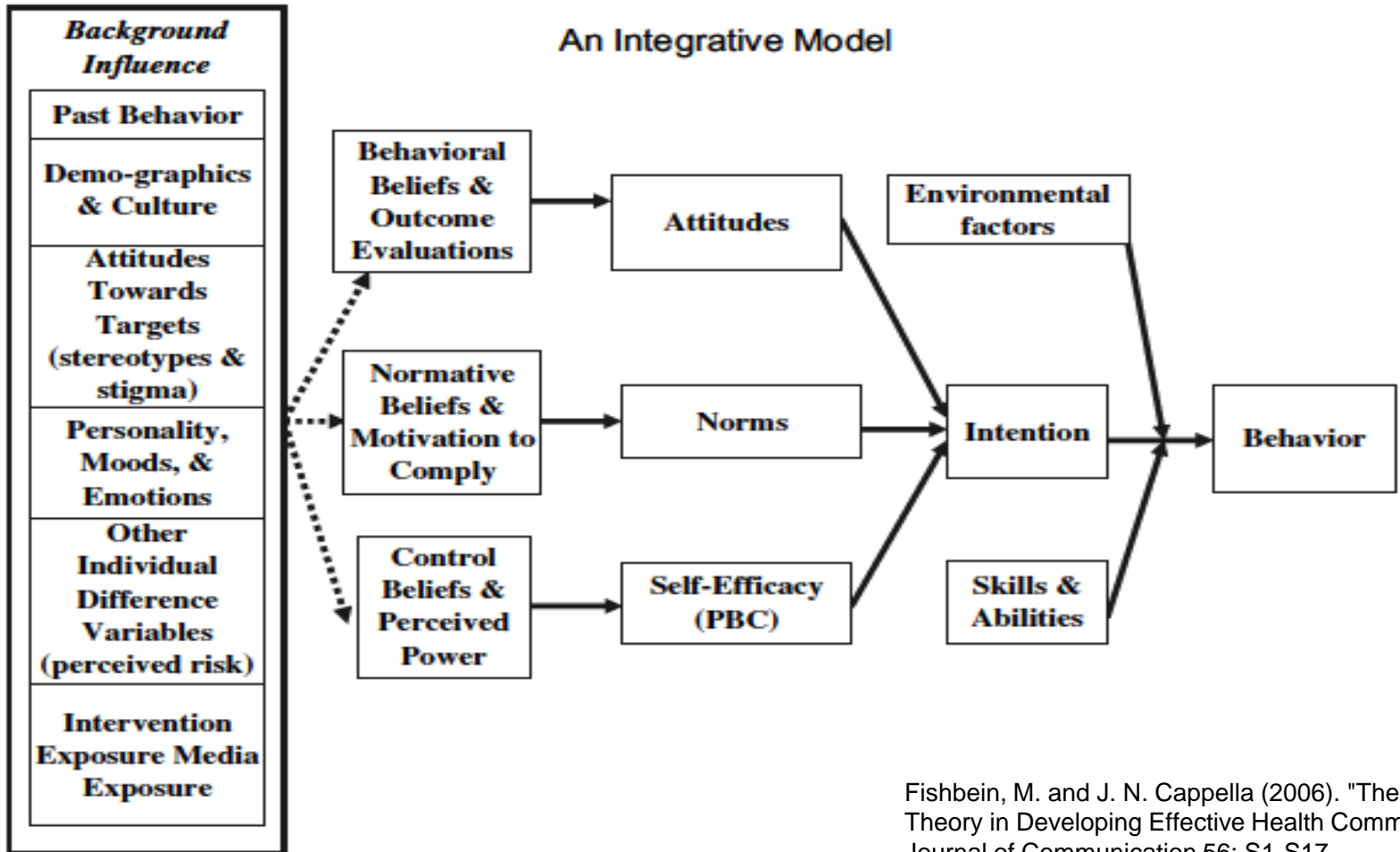
What are our objectives?

## *Setting communication objectives*

- What changes in knowledge, beliefs, attitudes and intentions are required to achieve the behavioural objectives?







Fishbein, M. and J. N. Cappella (2006). "The Role of Theory in Developing Effective Health Communications." *Journal of Communication* 56: S1-S17.

# Planning Stages

*Adapted from Rossiter and Percy 1987, 1997*

What is our campaign goal?

E.g. Reduce road crashes due to  
drinking and driving



# Planning Stages

Campaign goal

**Target audience selection and behavioral objectives**

**Who** do we need to communicate with? What do we specifically **need them to do?**

# Planning Stages



# Planning Stages

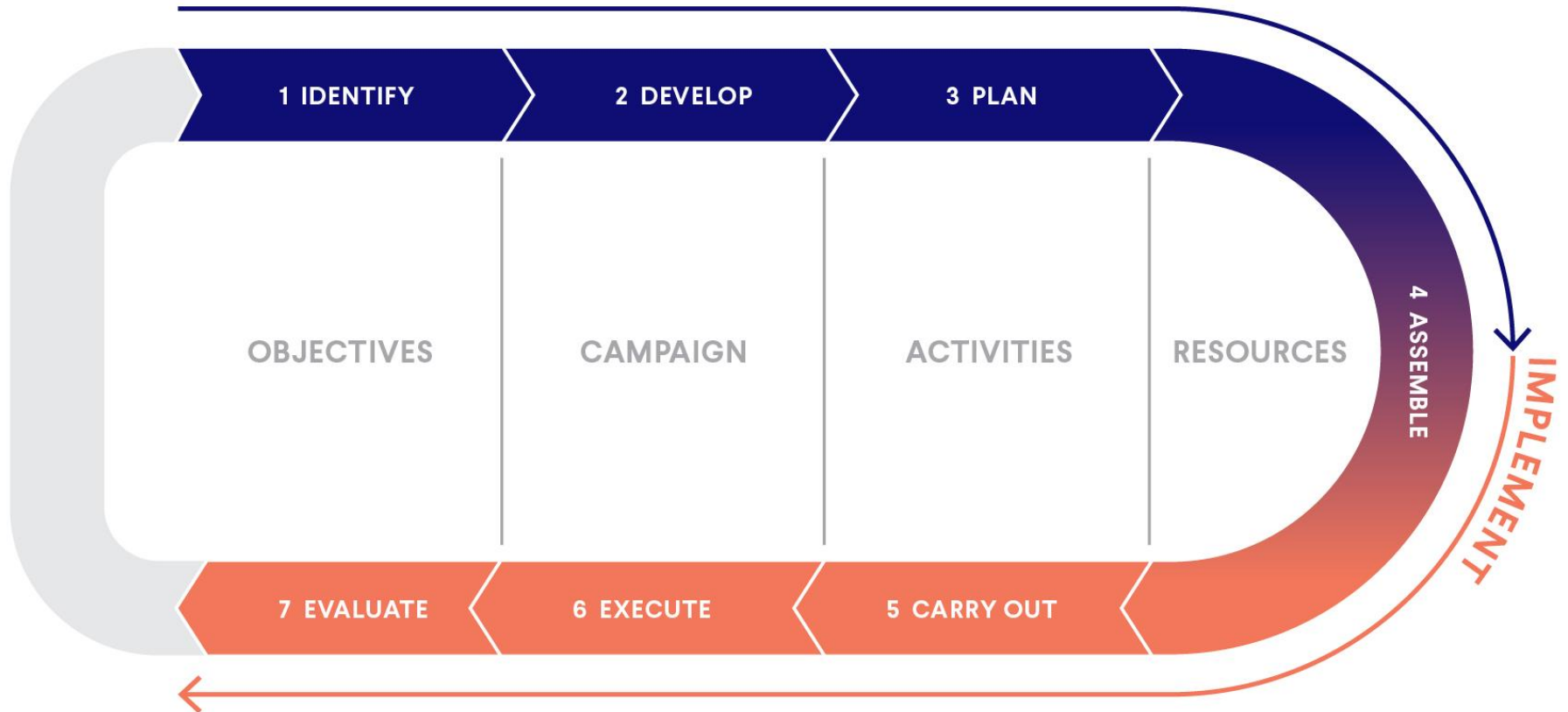


# Planning Stages



# OBJECTIVES AND EVALUATION INDICATORS ARE LINKED

## PREPARE





## 2. DEVELOP CAMPAIGN

- Select communication channels based on the media habits of the target audience.
- Build an effective and efficient media strategy.







## SELECT STRATEGIES



Different audiences may require different media mix

How does the man on the left get his information? **What communication channels would be effective for reaching and engaging him?**

How does the young woman get her information? **What communication channels would be effective for reaching and engaging her?**





## 2. DEVELOP CAMPAIGN

### Integrated media strategies

Integrated marketing campaigns bring together different types of media channels, working together to engage audiences and deliver consistent and compelling messages

- Television and radio
- Outdoor/OOH
- Public Relations/earned media
- Social Media
- Web sites



# Select Media Channels

## One risk factor per campaign

Focus on media with the highest engagement with the target audience, **mixed media**:

- Mass media advertising (TV, radio, outdoor)
  - Public Relations
  - Web sites and Social Media
- 
- Ensure necessary **reach** (% of target audience) and **frequency** (# of times seen)
    - E.g. 400-600 GRPs over 4-6 weeks



# Role of Earned Media

- Builds awareness and support among public and stakeholders – for road safety policy initiatives, for infrastructure initiatives

Media stories can play a key role by:

- Amplifying campaign messages
- Highlighting enforcement efforts
- Shaping the narrative of road safety as a public health issue
- Telling personal stories
- Raising salience of road safety issues on the public agenda



# The Power of Personal Stories



## 3. PLAN ACTIVITIES

**A program of activities needs to be executed**

- Ensure campaign communication is linked with policy or infrastructure initiatives
- Develop work plan: activities, timeline, responsible party
- Plan message testing and evaluation

## 3. PLAN ACTIVITIES

**A program of activities needs to be executed**

- Specify format of communication materials
  - News media (i.e. earned media)
  - Social media
  - Paid media (Television)
  - Community media / interpersonal
- Map potential vendors



## 3. PLAN ACTIVITIES

### Earned media activities

- Map media outlets/journalists
- Build relationships
- Identify and prepare spokespeople, champions
- Create key messages
- Create materials (news releases, press kits)
- Plan timeline and timing (news hooks)
- Design pitch







## 4. ASSEMBLE RESOURCES

**Resources aren't just financial** – there is need for human resources and technical knowledge. Relationships are an important resource too. Where there are gaps, agencies or partners will be needed.

### *Financial*

- \$xx for media placement/broadcast

### *Knowledge*

- Research protocols for message testing
- Polling for policy support

### *Human*

- Someone to manage each activity

### *Relationships*

- A credible spokesperson who is known by major media figures
- Relationship with key advocates





## 5. CARRY OUT ACTIVITIES

*Finalize and select vendors*

- Media planners, PR agencies, Digital firms, Research firms

*Conduct message testing*

- Use a combined qualitative (discussion) and quantitative (rating) scale

*Develop all the communication materials*

- Videos, tweets, web sites, press releases

*Conduct baseline evaluation*



# Message-testing research

- Message-testing research plays a critical role in developing effective strategic communications

It is undertaken:

- To understand responses of the audience to different road safety messages and communication styles to determine the most effective messages and styles to achieve campaign communication objectives
- To provide direction for improving their effectiveness



# Selecting Effective Messages



## Message-testing of ad concepts

What message resonates with the target audience?

What aspects of the execution could be improved to ensure clarity of message?

## Road safety message-testing studies

- Quantitative/qualitative design
- Consequences, instruction, enforcement styles



# Focus groups

- Can generate qualitative and quantitative information through individual rating scales and group discussions
- Segmentation for a study using focus groups:
  - Gender-specific
  - Age-specific
  - Location-specific
  - Vehicle type driven
  - Driver/passenger for helmet and seatbelt campaigns
- Recording for analysis



# Quantitative research

- Rating scales to assess what proportion of drivers felt that the ad:
  - was easy to understand
  - taught them something new
  - makes them stop and think
  - is believable
  - is relevant to them
  - makes them concerned about driving after drinking alcohol
  - makes them less likely to drive after drinking alcohol
  - Makes them want to talk about the ad to other people



# Qualitative research

Focus group discussion explores:

- Understanding of ad communication
- Emotional response to ad
- Cultural appropriateness of ad message and style
- Strengths and weaknesses of ad style



## Develop effective campaign materials

- Use **realistic and attention grabbing** execution styles: graphic or highly emotional
- Can generate a **strong emotional response** in the viewer, driven by the innocence of the people harmed and/or the grief of the victim's family members
- Different road safety behaviors may require different communication approaches





# Drink driving - HCMC



# BIGRS Helmet use - Bandung



# Speeding - HCMC





## 6. EXECUTE CAMPAIGN

**Highlight campaign implementation with a press launch event to engage journalists**

- Engage reporters, bloggers and others with materials for their audiences
- Materials for journalists to encourage in-depth, informed media stories
- Provide journalists with useful angles
- Prepare speakers to talk to the press





## 6. EXECUTE CAMPAIGN

*Monitor the campaign roll-out*

- Use the process metrics you have identified to see if media placements are happening, if audiences are being engaged

*Adjust your media plan and social media according to feedback*





## 6. EVALUATE AGAINST OBJECTIVES

- Pre-campaign baseline measure of knowledge, attitudes toward the targeted behaviour, confidence (self-efficacy) of achieving change, current behaviour
- Measure message recall and changes in knowledge and attitudes toward the targeted behaviour including self-reported changes in behaviour after the campaign (post-campaign evaluation).





## 6. EVALUATE AGAINST OBJECTIVES

- Supplement findings with other relevant process and outcome data sources (triangulation).
- Summarize learnings so they can be applied to future campaign development.
- Use results of the evaluation to advocate for sustained campaigns.



# Thank you!



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