



CAREC Road Safety and Sustainable Mobility Course

February 2024

Case Study – Safer Summer Road Safety Campaign

Targeting a significant crash risk period – a case study from New Zealand

Dave Cliff, GRSP

Why Did We Need a Safer Summer?



Logos for partner organizations:

- New Zealand POLICE
- ACC (Accident Compensation Corporation) with tagline: PREVENTION. CARE. RECOVERY. Te Kaporeihana Awhina Hunga Whara
- NZ TRANSPORT AGENCY (WAKA KOTAHI)
- Ministry of Transport (TE MANATO WAKA)
- EECA (Energy Efficiency and Conservation Authority) with tagline: Te Tari Tiaki Pūngao

What was the Problem and What did the Data Tell Us?

- Fatal crashes each year reached their highest levels over of the months of December to February
- Hospitalisation data showed significant yearly increases in crash hospitalisations (patient admission for longer than 24 hours) from 1 December to 28 February each year
- Crash data identified two major causes of fatal and injury crashes – ***excessive speed and alcohol impaired driving***
- The speeds at which Police issued speed infringements was too high – 11 km/hour and levels of enforcement were too low
- Police needed the support of partner agencies
- Advertising support was essential
- High-risk locations identified

Why Reduce the Speed Enforcement Threshold?



High-Risk Speed Times = Time and Days of the Week When Speed-Related Crashed Peak

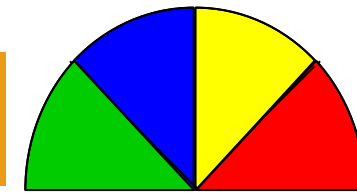
Table 2 - Speed related fatal/injury crashes by hour band (New Zealand Crash Data)					n	Greater than average (91)		
2009-13	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
00:00-01:59	56	38	58	86	97	216	175	726
02:00-03:59	24	29	46	44	63	116	137	459
04:00-05:59	26	20	26	40	41	91	91	335
06:00-07:59	51	54	55	70	83	77	55	445
08:00-09:59	72	88	90	73	71	84	71	549
10:00-11:59	85	82	61	71	63	98	97	557
12:00-13:59	75	76	75	98	77	138	123	662
14:00-15:59	95	80	101	107	134	148	137	802
16:00-17:59	116	137	134	129	136	136	149	937
18:00-19:59	72	96	100	102	135	136	107	748
20:00-21:59	69	79	108	112	172	174	80	794
22:00-23:59	56	66	86	99	152	167	65	691
Total	797	845	940	1031	1224	1581	1287	7705

Sector
4557

SH 1

FROM: Waikikamukau Rd
TO: Codswallop Dr

2

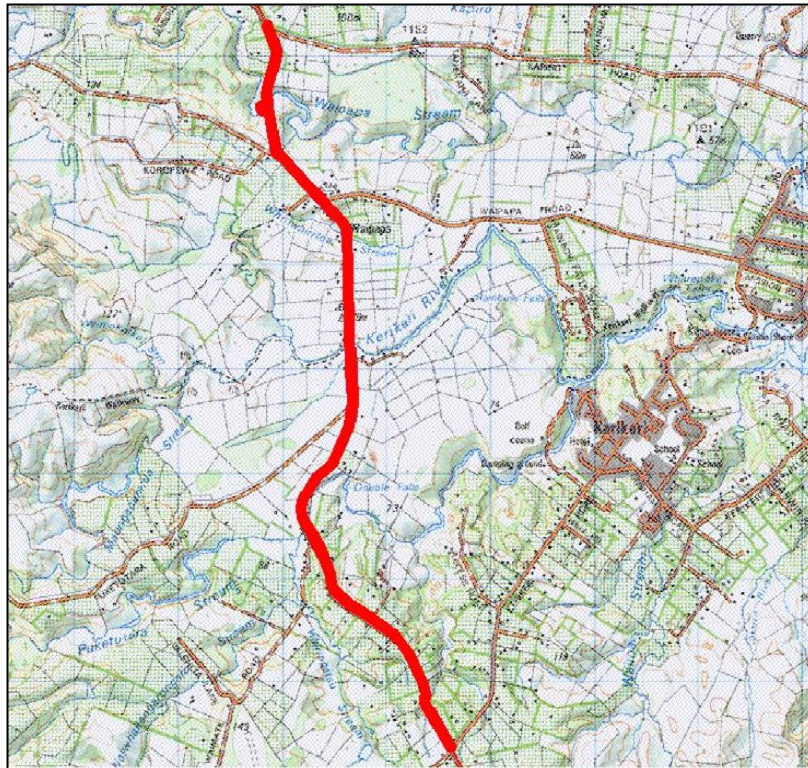


Length: 14.5 km

Court Code: **074**

Scene Station: **KT**

LAOFF Code: **470**



Risk Analysis

- **Who:** H MV, tourists, learners
- **When:** Temporal analysis, hot times/days/seasons
- **Where:** Spatial analysis, hot locations
- **What:** Movement, ie, what has happened, crash type, objects struck
- **Why:** Behavioural analysis, factors causing the crash. Driver factors (fatigue, distracted). Environment factors (ice)
- **Prediction:** Predictive analysis, based on crash history, probability of fatals, regression analysis, forecasting

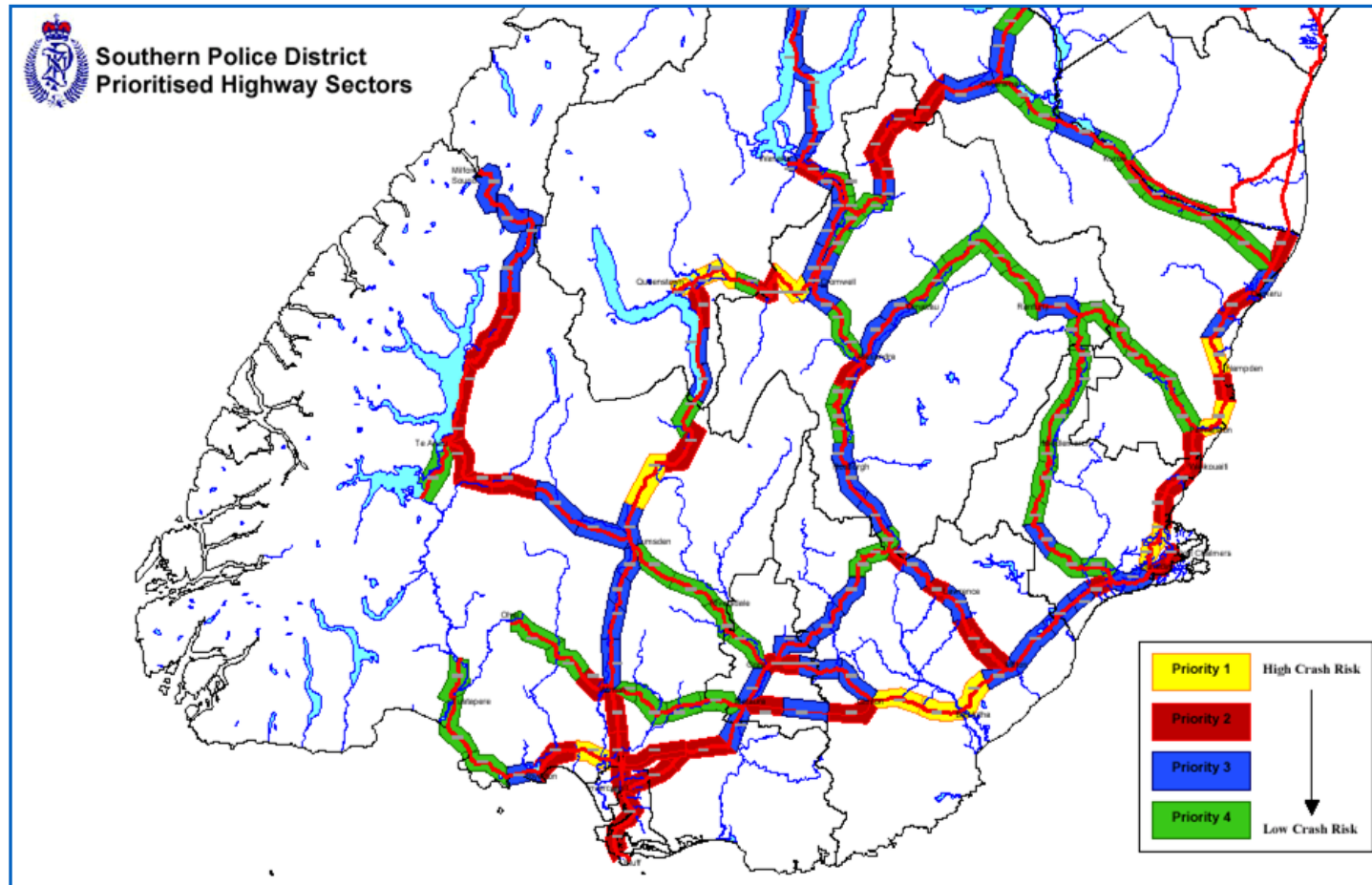
Crash History

1 Fatal
2 Serio
us Injury
14 Minor
Injury

Intelligence:

Holiday periods, seasonal tourism, environment i.e. ditches, trees, scenery
Anecdotal, engineering improvements/faults. Entry/exit points like schools, tourist attractions, industry, farms. Road users, i.e H MV's, dairy tankers, cyclists.
Demographics, local staff perspectives on why crashes happen.

High-Risk Locations



Communications Challenges

- Targeting “competent drivers” who habitually drive over the speed limit
- Negative perceptions of police speed enforcement
- Staff buy-in
- Ultimately the success of the campaign would be judged on lives saved
- A need to reach the entire driving population
- A strong evidence base to the enforcement approach
- Utilising data to target known risk

Launch to Staff



Key Messages

- New Zealanders (Kiwis) love to travel over summer, but far too many never make it home.
- To reduce deaths and injuries Police will have no tolerance for speeding.
- All drivers are human, mistakes happen. Irrespective of the cause of a crash, a vehicle's speed at the time of impact is the key determinant of whether we live or die.
- Introducing a speed enforcement threshold over holiday periods where there is a higher crash risk has proven to be effective reducing deaths and injuries.
- If we all look after one another on our roads this summer, how many lives could we save?

Media Launch

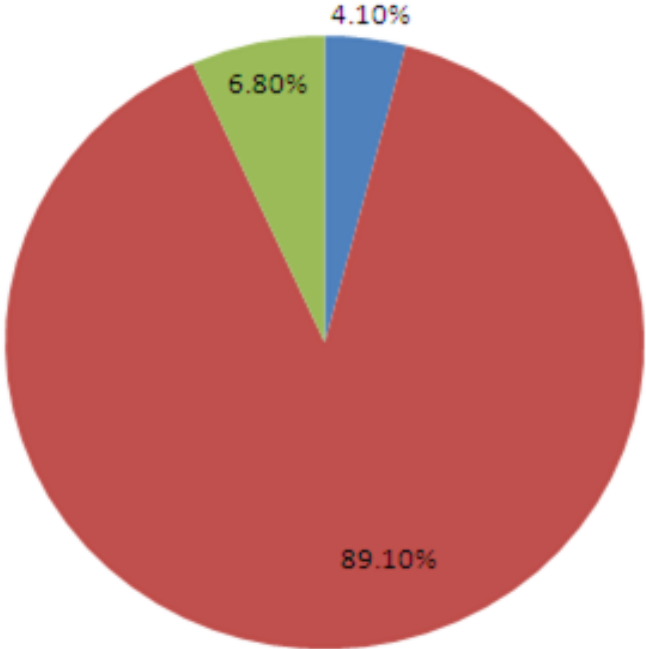


Interagency Approach to PR

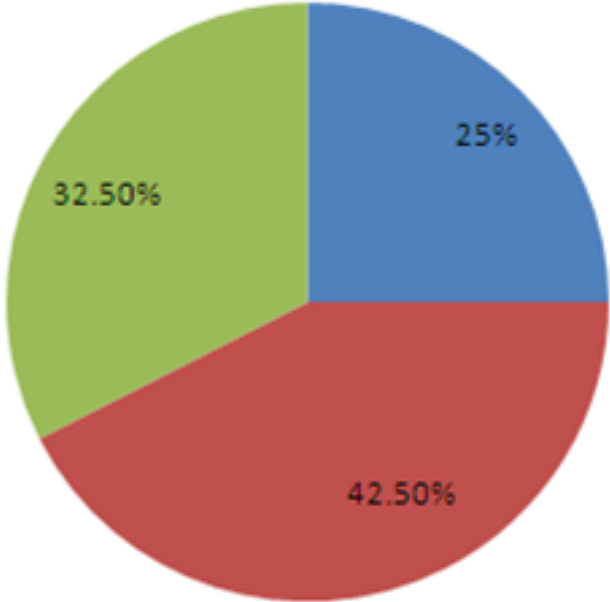


Sentiment Analysis

Typical police news



Safer summer news



- Positive
- Neutral
- Negative

Advertising Approach



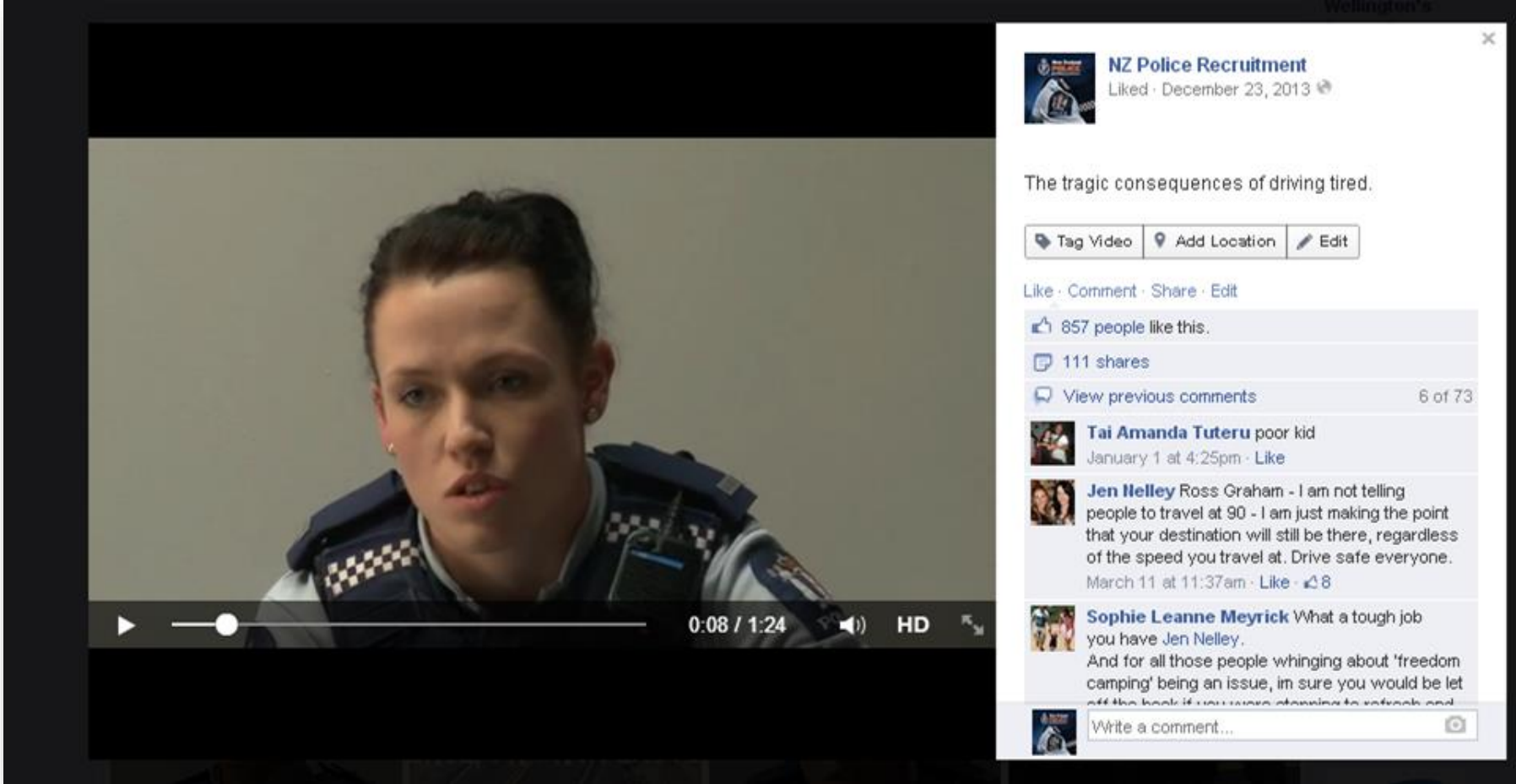
We're stopping speeders this summer




Safer Journeys
New Zealand Government



Social Media



The image shows a Facebook video player. The video content features a woman in a New Zealand Police uniform, looking directly at the camera with a serious expression. The video player interface includes a play button, a progress bar showing 0:08 / 1:24, a volume icon, and an HD quality indicator.

On the right side of the player, the Facebook post details are visible:

- NZ Police Recruitment** (Profile picture: NZ Police Recruitment)
- Liked · December 23, 2013
- The tragic consequences of driving tired.
- Buttons: Tag Video, Add Location, Edit
- Like · Comment · Share · Edit
- 857 people like this.
- 111 shares
- View previous comments (6 of 73)
- Tai Amanda Tuteru** poor kid (January 1 at 4:25pm · Like)
- Jen Nelley** Ross Graham - I am not telling people to travel at 90 - I am just making the point that your destination will still be there, regardless of the speed you travel at. Drive safe everyone. (March 11 at 11:37am · Like · 8)
- Sophie Leanne Meyrick** What a tough job you have Jen Nelley. And for all those people whinging about 'freedom camping' being an issue, im sure you would be let off the hook if you were planning to retreat and...
- Write a comment...

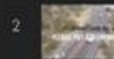


When it all goes wrong on the road

by policenz



Can you see the grey station wagon?
by policenz



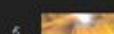
Please, pay attention
by policenz



What is the maximum speed for a light vehicle towing a trailer?
by policenz



Merging lanes?
by policenz



Would you stop a mate driving drunk?

Can you see the grey station wagon?



policenz · 70 videos

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Published on Dec 31, 2013

Real CCTV footage supplied by Transport Agency. Incredibly nobody was killed.



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by Francois Lizys
248,677 views



7th Heaven s1e02 Family Secrets

by king derphead
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Alien Contact Above and Below

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Reach the Beach



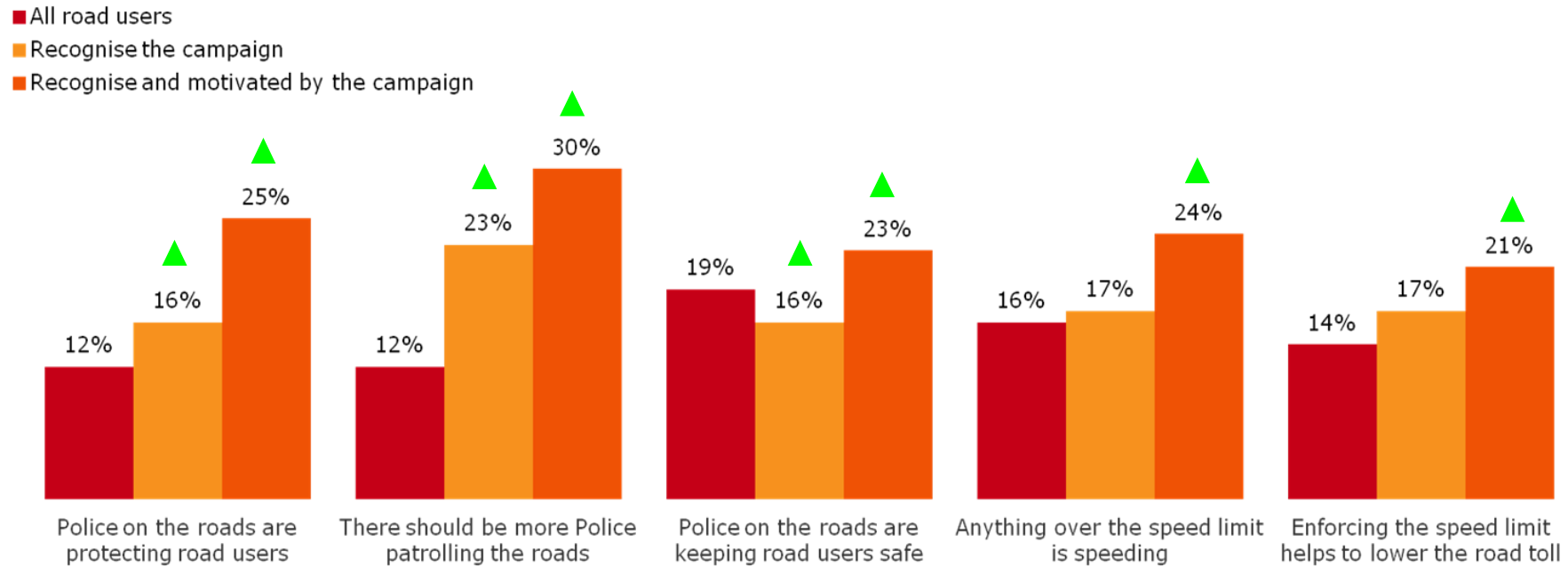
Get there safely this summer





Positively, there was a correlation between being motivated by the campaign and agreeing that ‘anything over the speed limit is speeding’

- Levels of strong agreement with attitudes towards road policing (% that “strongly agree”)



Whilst awareness is correlated with more favourable attitudes towards road policing, only those motivated by the campaign were more likely to agree that ‘anything over the speed limit is speeding’ and ‘enforcing the speed limit helps to lower the road toll’

▲ Significantly higher / lower than people not in this group at 95% confidence

Base: New Zealand road users aged 18 plus, by campaign recognition and motivation. Sample size: All road users, n = 501; Recognise, n = 227; Recognise and motivated, n = 114. Question wording: “And now we would like your opinion on some statements about road safety. Please indicate whether you agree or disagree with each statement below.”

Results? Safest Summer Ever

- Percentage of vehicles speeding at sites where data was collated reduced between 50% and 75%¹
- Deaths were lowest on record (42). 26% fewer than 2012-13 and 49% fewer than 2008-09
- Social cost saving of \$58 million
- 66% of people surveyed by NZ Herald supported the initiative.
- 300% increase in speed notices issued
- Rigorous enforcement of speeding more than 4 km/hour over limit

1. Preliminary analysis by Beca shows the percentage of vehicles speeding at sites where data was collated reduced between 50% and 75% (compared to other periods when the reduced speed enforcement threshold was not in place).



New Zealand POLICE
Te Kaitiaki a Mātua

ACC
PREVENTION. CARE. RECOVERY.
Te Kōwhirihihi āwhina Hanga Whara

NZ TRANSPORT AGENCY
WAKA KOTAHĪ

Ministry of Transport
TE MANATU WAKA

EECA
Energy Efficiency and Conservation Authority
Te Tari Tiaki Pūngao



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Case Study – Dushanbe Seat Belt Campaign

Emma Maclennan, EASST

Dushanbe Seat Belt Campaign supported by EBRD

- **Baseline study** – what is the problem?
- **Focus groups** – what do people think?
- **Media campaign** – 5 months
- **Media monitoring** – was the campaign noticed?
- **Final study** – campaign results



Dushanbe Seat Belt Campaign baseline observations

Three times a week: Tuesday/ Friday / Sunday
*Three times a day: 9⁰⁰-10⁰⁰/ 14⁰⁰- 15⁰⁰/17⁰⁰-
18⁰⁰*

2,556 vehicles observed

5,150 car occupants



Dushanbe Seat Belt Campaign baseline observations



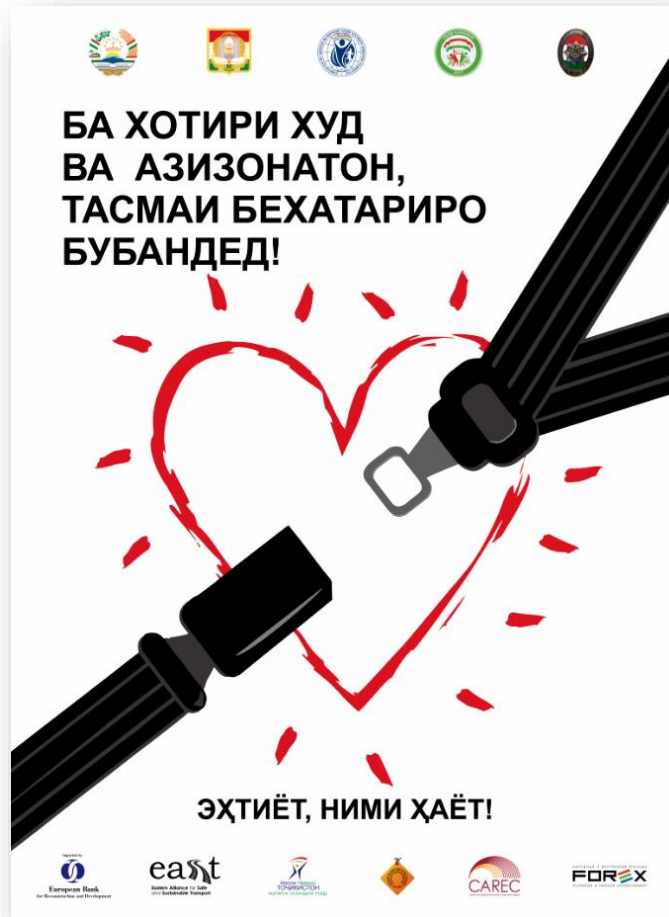
Seat Belts in Cars

100 vehicles checked at popular car parks

36% of belts not working or inaccessible

60% of car seats covered by seat covers

Dushanbe Seat Belt Campaign Focus Groups



Participants were most interested in *protecting families and loved ones*



Final observations after targeted media campaign

Wearing seat belts	April 2017	April 2018
All vehicle occupants	12.90%	21.00%
Drivers	22.50%	36%
Front Passengers	5.40%	5.10%
Back Passengers	0.60%	0.50%
Taxi Drivers	22%	19%
Truck drivers	0%	0%

Despite success – there is still a problem with rear seat use





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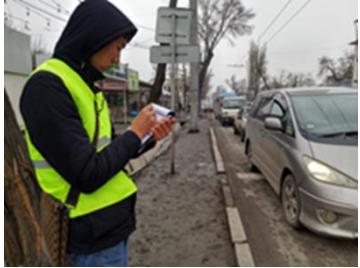
February 2024

Case Study – Seat Belt Campaign

Chinara Kasmambetova, PA Road Safety

Metrics

<https://www.youtube.com/watch?v=FeSNfnVZZjs> Video on the whole project



Monitoring of use of seat belts by driver and passengers - **8933**

drivers and passengers were observed at 4 crossroads: Manas Ave Akhunbaev, Akhunbaev Sovetskaya, Zhibek Zholu Ave Sovetskaya, Chuy Ave Alma Atinskaya at different times of the day/week.

- **70.3% drivers use seat belt**
- **58.7% passengers on front seat**
- **6.3% passengers on rear seat**



Inspection of the availability of seat belts and child restraints in 83 cars (249 seats).

From 249 seats 58 backseat seatbelts doesn't work, 25 seats covered by seat cover



Focus groups: 56 people (28 men/28 women) participated at the survey on use of child restraints

Campaign



- TV and Radio media campaign with video and audio promo
- Billboards
- Leaflets
- Lessons in 19 schools of Bishkek reaching 2,427 students, 160 parents, 90 Directors and Head Teachers of Bishkek
- Maternity hospital no.4 (23 expectant mothers and 3 doctors)
- Trainings from Moldova experts: School 25 for 1-2-3, 6 grades. Total - 165 students, 36 teachers and 18 parents



<https://www.youtube.com/watch?v=t76PVha6FT8> Video on seat belt

<https://www.youtube.com/watch?v=9O3sWNOymIM> Video on seat belt and child restraint



Trainings for State Traffic Safety Inspectors (40 staff)

2 child seats were donated to parents school no 25

1 child seat was donated to a family by Member of Parliament Dastan Bekeshov



In joint events with Republican and City Traffic police more than 400 schoolchildren and 100 parents took part.

Taxi companies (19 employees from 7 fleets)

Results

TV and Radio Channels reached from 1 to 2 million audience (OTRK, NTS, ELTR TV channels. Radio: Birinchi Radio, Kyrgyzstan obondoru, Europe Plus, Retro FM)

Social media reached 350 000.

**Over 12,000 cars were observed in
October after campaign**

10% increase in using seat belt in rear seat passengers, 4,3% increase among drivers, 4,5% increase in front seat passengers

Child restraints use: just 12 cases in February increased 7 times, rising to 82 cases in October.

Thank You!

