



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

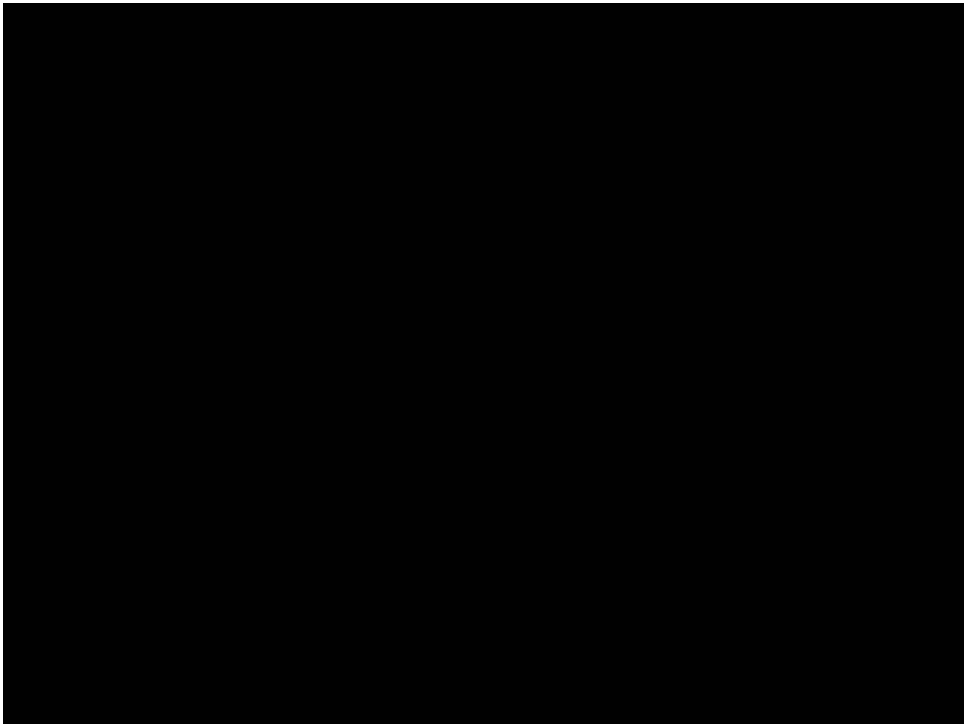
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Effectiveness

Effective research = effective campaigns

Traditional road safety focuses on tragic outcomes





Effectiveness

A new approach
A theoretical underpinning
Social Marketing and Behavioural
Change Theory



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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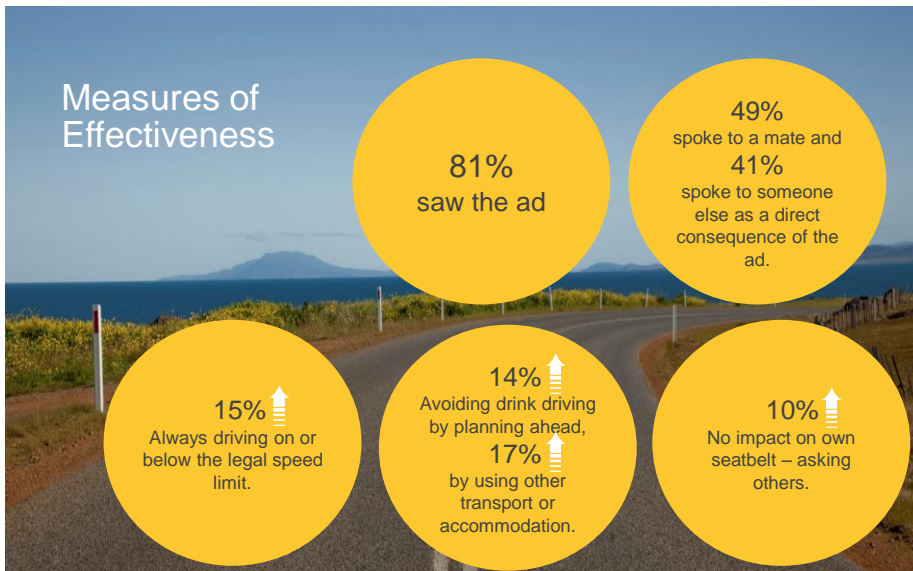




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Measures of Effectiveness

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

21 fewer deaths, 28 fewer significant injuries.

Reduction in trauma, grieving and tragedy.