

“Information required to support road safety marketing”

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MAC role

▪ Researchers



▪ Marketers



MAC vision

- Reduce road trauma
- Maintain a viable CTP scheme



MAC's role in road safety

- Advocacy
- Sponsorship of initiatives
- Since 2007 – responsibility for road safety marketing in SA



Issues for road safety marketing

- Speed
- Drink driving
- Drug driving
 - Fatigue
- Seatbelts
- Crash type
- Age groups
 - Regions
- Road user – motorcyclists etc
 - Injury type



How to prioritise topics for marketing

- Crash statistics
- CTP cost statistics
 - Trends
- Exposure statistics
- Enforcement statistics
 - Research
 - Market research
- Likely effectiveness of marketing



Statistics on selected road safety issues in SA

	2007-2011			Trend into 2012	CTP cost % (2007 to 2012)
	Fatalities	Serious injuries	Casualties		
Speeding	36%*	?	?	steady	?
Drink driving	31%*	19%	11%	down	15%
Drug driving	23%*	?	?	steady	?
Restraint use (non)	34%	10%	3.4%	steady	8%
Fatigue	12%	8%	4%	steady	4%
Inattention	24%	44%	44%	up	?
Motorcyclists	13%	13%	6%	down	11%
Pedestrians	12%	9%	5%	steady	12%
Cyclists	3%	6%	6%	up	6%
Young (16-24)	26%	26%	24%	down	19%
Older (70+)	15%	8%	6%	up	3%
Rear end	3%	7%	29%	up	34%



Choose the topics for marketing

Round table assessment – expert opinion

- Crash stats – fatal/serious/casualty/total
 - CTP cost statistics
 - Trends
 - Exposure statistics
- Enforcement statistics
- Road safety research
 - Market research
- Likely effectiveness of marketing



Choose the topics for marketing

Expert opinion

Vs

Algorithm



Choose the topics for marketing - algorithm

Issue	Score
speed	100
seatbelts	16
cyclists	27
drink drive	90
drug drive	66
fatigue	37
motorcycling	54
pedestrians	29
cyclists	23
young	60
rear end	36



Detailed reports

- Once selected, detailed reports are prepared on the issues - examples

- Speeding
- Cycling



Speeding

Comprehensive report covering issues such as:

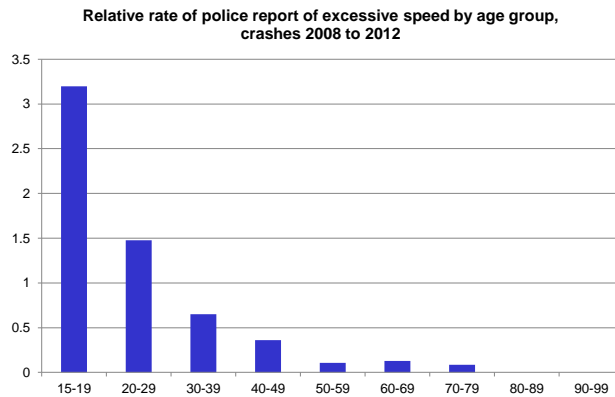
- Why speed matters
 - Who
 - Where
 - When

Through

- in-depth studies
 - Crash stats (odds ratios)
 - Enforcement stats
- Specific CASR research on high/mid/low level speeding



Speeding



Speeding

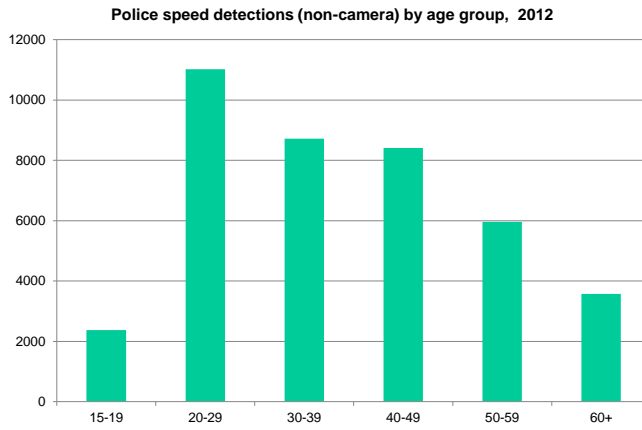
Casualty crash reductions from reducing various levels of speeding

Doecke SD, Kloeden CN, McLean AJ, 2011

Abstract: Casualty crash reductions from reducing various levels of speeding are estimated by applying the relative risk of involvement in a casualty crash to the proportion of vehicles travelling at a given speed. The greatest overall effect on casualty crashes involving vehicles travelling at speeds from 1 to 20 km/h above the speed limit will come from reducing speeds just above that limit in almost all cases. Analysis of where injury and fatal crashes occur indicates that while speed reductions of any type would be expected to reduce injuries and fatalities, the greatest potential gains for reducing injuries appear to be in targeting low level speeding on Adelaide low speed roads. For fatalities this would be extended to include low level speeding on high speed rural roads.

Centre for Automotive Safety Research

Speeding



Speeding



Cycling

Comprehensive report covering issues such as:

- Crash statistics
 - Crash type
 - Errors
 - Who/Where/When

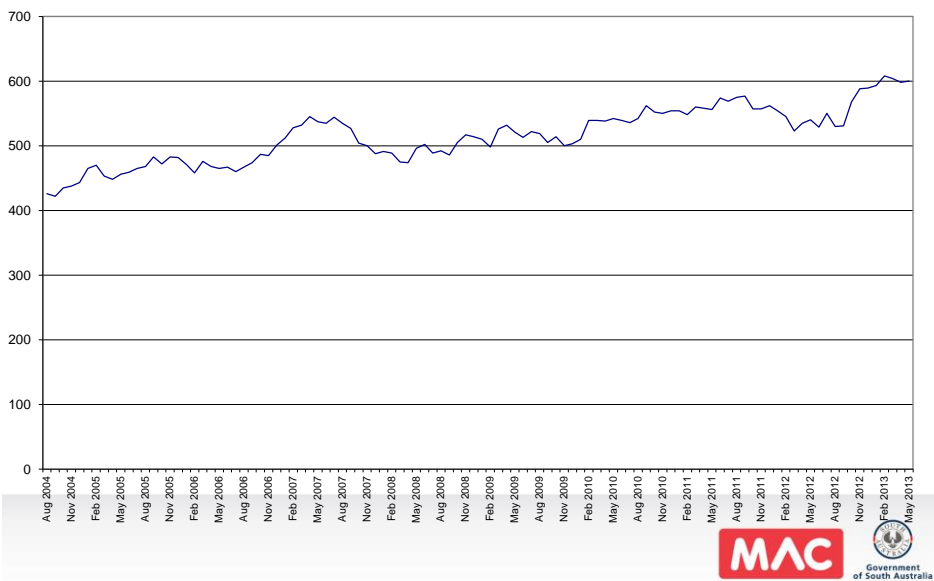
- Through
 - Crash stats
 - Enforcement stats
 - Research reports
- Commissioned research

- Add market research



Trend graphs

Cyclist Casualties



Cycling

Cycling injury crashes 2006-2010 – error of car driver by crash type

	Head On	Hit Parked Vehicle	Other	Rear End	Right Angle	Right Turn	Roll Over	Side Swipe
Change Lanes to Endanger				3	2			103
D.U.I.	1			3	3	4		1
Dangerous Driving					1			
Disobey - Give Way Sign					67			
Disobey - Stop Sign					61			1
Disobey - Traffic Lights					14	3		1
Fail to Give Way	1		7	2	475		1	99
Fail to Give Way Right					10			
Fail to Keep Left	5							
Fail to Stand						291		
Follow Too Closely				43				
Inattention	1	1		30	10			14
Incorrect or No Signal					1			
Incorrect Turn	2			1	1		1	8
Misjudgement								1
Opening or Closing Door		100	3					10
Overtake Without Due Care				1	2			117
Reverse Without Due Care			1	4	33			



Other partners

- In-house marketing team
 - Market research
 - Media placement
 - Creative agency



Questions?

