

“Ride to Live” – the research behind the campaign

by Lauren Fong

Research and Policy Analyst, Centre for Road Safety

Transport for New South Wales, Level 4, 18 Lee Street, Chippendale NSW 2008

The “Ride to Live” campaign is the first integrated motorcycle education campaign in New South Wales. It targets both riders and drivers through television, radio, digital and outdoor advertising. The campaign aims to highlight scenarios which put motorcyclists at risk, and encourage riders to make safe decisions in order to manage their risks on the road. It also targets drivers, highlighting that the actions drivers take have potential consequences for motorcyclists.

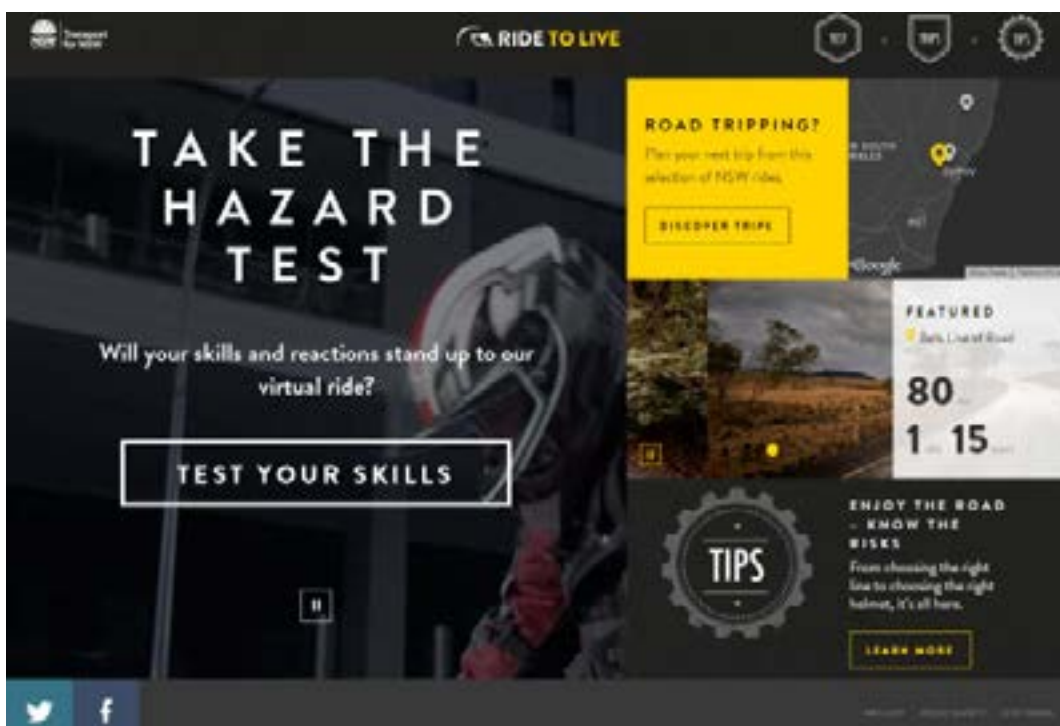
An analysis of New South Wales crash data revealed distinct crash patterns for commuter and recreational motorcycle riders. Commuter riders are more commonly involved in crashes with other vehicles, particularly at intersections or in rear-end and lane change collisions. Recreational riders have a higher incidence of single vehicle crashes due to loss of control on both straight and curved roads. The crash profile for each group informed the scenarios that were depicted in each of the campaign executions.

In 2012, quantitative research was undertaken to gain an in-depth understanding of the knowledge, attitudes and self-reported behaviours of New South Wales riders and drivers in relation to motorcycle safety. This consisted of an online survey of three groups:

- a representative sample of n=948 motorcycle riders based on New South Wales licensing data;
- an open sample of n=1036 motorcycle riders sourced from a link placed on New South Wales motorcycle club and association websites; and
- a representative sample of n=997 drivers based on New South Wales licensing data.

The additional open sample helped ensure that the attitudes and behaviours of the active motorcycle riding population were captured, as motorcycle licensing data is considered a poor measure of underlying exposure levels for motorcyclists. Detailed findings of the 2012 research were presented at the 2013 National Road Safety Forum in Tasmania [1].

Results from the research indicated that visibility and inattention are key issues for riders and drivers. Drivers reported being concerned about the visibility and riding behaviour of motorcyclists, while riders reported equal concern about their own visibility. Common to both road user groups was a shared sense of responsibility for the safety of motorcycle riders.



The research also highlighted key differences between the open and representative rider sample. The open sample was more likely to ride more frequently, report being involved in a crash or close call, and blame the other road user for the crash or close call. This group also had a much lower perception of risk, and were more focussed on rider skills and the role of other motorists in crashes.

Based on the insights gained from the research, the campaign was subsequently designed around highlighting everyday hazards that riders face on the road and illustrating the consequences of different choices riders can make in response to each scenario. The campaign aims to challenge riders to better manage their risks by anticipating hazards and preparing early through good lane positioning, buffering and setting up brakes without being too prescriptive and authoritative.

Campaign executions include 30 second and 15 second advertisements featuring metropolitan and rural locations to target the specific crash types and risk management strategies for commuter and recreational riders. There is also a driver execution, which challenges drivers to think about how closely they look for motorcyclists and reminds drivers to check blind spots and look out for motorcyclists at all times.

The television campaign is also supported with a website, which includes online hazard tests based on key crash types, safety tips, and a trip planner of popular recreational riding routes in New South Wales featuring hazard information, recent crashes, weather, traffic and places to stop. The online hub can be found at <http://ridetolive.nsw.gov.au>.

The results of the crash data analysis and quantitative research were instrumental in the development of the new campaign, and were considered at every stage to ensure the campaign messages were relevant and credible to riders, and effectively addressed their unique road safety challenges. This was achieved through a strong collaborative approach between teams within Transport for New South Wales and key motorcycle stakeholders including the Motorcycle Alliance and Motorcycle Council of New South Wales.

References

1. 2013 National Road Safety Forum: Vulnerable Road Users - Hobart, July 29-30, Department of State Growth, Hobart, Tasmania. <http://www.transport.tas.gov.au/roadsafety/people/nrsf>

Driver Behaviour

By Stephen Lake

CEO of Freebott Pty Limited

PO Box 7181, Watson ACT 2602

www.freebott.com.au; www.getroadready.com.au

This article begins with a bold, and some would say, cynical statement. For years now governments and vehicle manufacturers have spent hundreds of billions of dollars, uncountable hours and very high expertise designing safer roads, safer vehicles, safer road sides, implementing systems and improved regulations, in a bid to continue to reduce the numbers of people killed and injured and damage done on the road. Then they put people in charge of vehicles.

Without people in control of vehicles the number of incidents on the road would be next to zero. The human being is the only part of operating a vehicle, or the roads, roadsides, etc. that cannot be engineered or designed to be next to perfect, and in truth fails at the task of driving so often.

Some would say “what about weather, falling trees, animals and so on?” Well, engineering can provide solutions to these ‘external’ factors with improved roads, roadsides and vehicle responsiveness. To give you an example, consider

the technology available in newer Volvos. It keeps the car within the lane; ensures there is sufficient space kept in front of the vehicle to be able to stop; scans the road ahead and if it detects anything coming out in front brakes immediately. It has ESC, ABS, EBD etc. And these are only the active safety devices. It then has additional passive devices in case a crash actually occurs - such as airbags.

According to Transport for NSW [1], 295 deaths and 7,111 casualties in New South Wales in 2012 were caused just by the human factors of speeding, alcohol, fatigue and not wearing restraints. The total number of deaths in New South Wales in 2012 was 368 and injuries 22,902. If you add failing to give way, tailgating, dangerous driving, etc., the percentage of deaths, injuries and crashes caused by humans is even higher.

So while ever there are moving vehicles there is a possibility of an incident and evidence suggests that humans are the single biggest cause of incidents on the road. There are many reasons for this, the first being that