

Road to Respect Roadshow

Frauenfelder, P.

VicRoads

Abstract

In 2012 VicRoads developed and delivered a road safety campaign to educate truck and car drivers about sharing the road safely. The educational campaign arose out of two key determinants:

- research predicting Victorian road freight to grow by 50 per cent by 2020 and,
- studies found that roads users, other than the truck driver, were responsible for the majority multi-vehicle crashes that involved a truck.

The campaign's centrepiece was the Road to Respect Roadshow – an interactive truck that travelled to 10 selected locations across metropolitan and regional Victoria. The aim was to give thousands of Victorians an opportunity to experience the road from a truck driver's perspective and remind truck drivers of their road safety responsibilities. VicRoads research found that the most likely way to influence driver behaviour was to allow drivers to experience the road from another driver's perspective. VicRoads engaged a consultant, Icon. Inc, to develop a campaign based on this experiential approach to learning which became the central theme of the campaign, to show, rather than tell, drivers how to share the road respectfully. Key results include:

- 12,000 people visited the roadshow
- The website attracted 3,100 page views
- 27,000 people saw activity on Facebook
- 75% of visitors rated the exhibit eight or more out of 10
- 78% responded that they would change the way they drive around trucks (the most common response was 10 out of 10).

Background and methodology

In 2012 VicRoads developed and implemented a road safety campaign to educate truck and car drivers about sharing the road safely. Studies into multi-vehicle crashes involving trucks and passenger cars indicate the car driver to be the responsible party in the majority of crashes. In addition, Victorian freight is predicted to grow by 50 per cent by 2020 and that freight moving around Melbourne by road will almost double by 2030¹. The demand on all drivers to share the road safely will increase with a growing freight task. Managing this situation by reminding and educating the driving public to share the road safely became the impetus for this road safety campaign.

Crashes, causes and who is responsible

The Large Truck Crash Causation Study (LTCCS) examined a representative sample of 967 fatal and injury crashes in the US in the period 2001 to 2003. The aim of the project was to increase knowledge of the factors that contribute to heavy vehicle crashes. Data were collected examining up to 1,000 factors in each crash. The study examined data on 1,127 large trucks, 959 non-heavy vehicles, 251 fatalities and 1,408 injuries². The LTCCS reported that in two-vehicle crashes involving a large truck and a passenger vehicle, the passenger vehicle was responsible in 56 percent of the crashes and the large truck in 44 percent of the crashes examined.

¹Linking Victoria, January 2011, Retrieved on 24/06/2013 from: http://www.linkinmelbourne.vic.gov.au/pages/rosetta-download-pages.asp?file=westlink_factsheet_4_freight.pdf.

² Federal Motor Carrier Safety Administration, Report to Congress on the Large Truck Crash Causation Study, 2006 p.12

The European Commission (EC) and the International Road Transport Union (IRU) recently published findings of their joint study, the European Truck Accident Causation (ETAC) study. The aim of the study was to identify the main causes of crashes involving trucks in seven European countries. The graph in figure 1 shows the distribution of crashes categorised as human error, mechanical failure of the vehicle, infrastructure and weather conditions. The study investigated 624 truck crashes from 1 April 2004 through to the 30 September 2006. The analysis indicated that in 85.2% of the 624 crashes, human error was the cause of the crash. However, of these 75% were deemed to be caused by the road user, other than the truck driver.

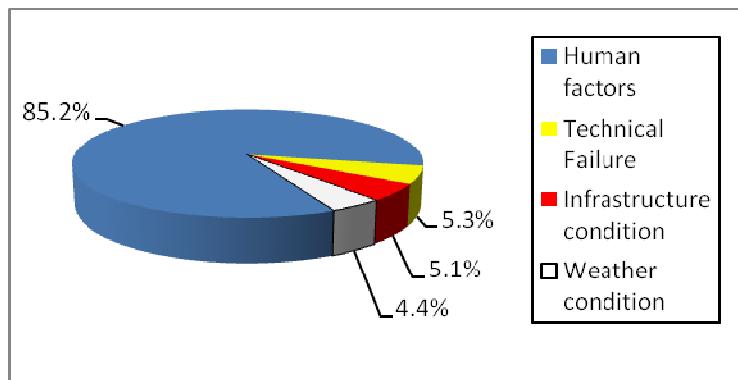


Figure 1. Categories of crash causation for all road users ETAC³

Identifying the issue

In 2005, Austroads published a study titled *Community Attitudes to Road Freight Vehicles*. The report indicates that in regard to road freight issues, 55 per cent of those surveyed believe that truck drivers are more tolerant and less aggressive than car drivers and 81per cent agree that trucks are important for the Australian economy, echoing the transport industry's maxim that 'without trucks, Australia stops'. One quarter of interviewees reported observing car drivers driving in an unsafe manner around trucks. However 55 per cent reported that sharing the road with large trucks makes them feel uneasy. When asked how the situation could be improved, 93per cent of interviewees believe that car drivers need to be better educated about how to drive around trucks⁴.

The Victorian Road Freight Advisory Council (VRFAC) advises VicRoads on the development, planning, regulation and operation of road freight services in Victoria. The council receives comments on issues of concern to the transport industry. One commonly raised issue was the perceived lack of understanding by road users about the operational requirements of heavy vehicles. The VRFAC commissioned a report that, among other things found "there was the need for more forceful education in relation to the risks while driving near heavy vehicles and ... [better] ... knowledge of the challenges facing truck drivers on the road⁵. In addition, the attitudinal research found that 'the most important single step [in creating a successful communications strategy] would be to create a perception that truck drivers have a sense of responsibility towards other road users'.

Responding to the issue

³ Adapted from ETCA Final Report page 40

http://ec.europa.eu/transport/roadsafety_library/publications/etac_final_report.pdf

⁴ Austroads 2005, AP-R274/05 Austroads Research Report Community Attitudes to Road Freight Vehicles, page - i-.

⁵ Cairney, P., & Callard, M. (2007). Sharing the Road – What are Drivers Really Ready to Learn? Retrieved 24/06/2013 from <http://www.arrb.com.au/admin/file/content13/c6/21sharing%20the%20road%20What%20are%20drivers%20really%20ready%20to%20learn.pdf>

Studies confirm human factors remain the most significant contributor in all crashes. They also show that the community acknowledge that a thriving economy is dependent upon road transport to move goods throughout the state. While the driving community identify a discomfort when sharing the road with trucks, there is a body of evidence to show that a significant percentage of crashes are a direct result of the driving behaviour of car drivers. Reminding and educating drivers on appropriate driving behaviours around trucks is an essential factor towards improved road safety outcomes.

In 2012 VicRoads engaged ICON.Inc, a consulting firm specialising in blending the skills of public relations and education and advertising campaigns, to develop a campaign to excite and engage the Victorian driving public. The *Road to Respect Roadshow – Share the Road Safely* campaign was the result.

Detailed results

The campaign

VicRoads and ICON.Inc developed a campaign to remind and educate all drivers of their responsibility to one another when sharing the road. Rather than telling truck and car drivers how to drive, the campaign centred on working with drivers to consider how they drive and to look at ways to improve their driving around one another. This demands of the driver a level of awareness and respect for each other's needs. In addition, a central criterion for the campaign was that it should be experiential.

The aim was to give Victorians the opportunity to experience the road from a truck driver's perspective first-hand by developing an awareness of the driving challenges facing truck drivers and to remind truck drivers of the concern car drivers experience when sharing the road.

Many options were considered before the campaign settled on a roadshow, a truck to carry the message across the state and deliver it to drivers face-to-face. ICON.Inc negotiated with the Australian Trucking Association (ATA) on behalf of VicRoads to lease their interactive, educational semi-trailer. The truck was re-skinned with the campaign's unique branding and key messages. This enabled VicRoads to deliver an experiential roadshow using a multi-million dollar trailer reaching thousands of Victorian drivers, with specific messages targeting all drivers.

The roadshow truck and all supporting communications material carried a unique brand for the Road to Respect roadshow campaign, to compliment VicRoads' corporate brand. This brand was tested at focus groups and received a positive response before being finalised and implemented throughout the campaign across the truck, banners, signage, presenter uniforms and digital materials.

A theme to carry the campaign message was devised. It centred on the premise that truck and car drivers and other road users should respect one another. Neither truck nor car driver was to be the villain or the victim. Hence, driver respect for one another became the glue of the campaign.

The campaign was themed “The Road to Respect Roadshow” – aimed at complementing and extending VicRoads’ Safe System approach to managing the road network.



Figure 2. Branding used in the Road to Respect campaign

Encouraging respect between all road users, particularly trucks and cars, is the first step towards achieving greater awareness of road sharing and enhanced road safety. In turn the campaign aimed to help reduce deaths and serious injury on Victorian roads. The positive nature of the “Road to Respect” theme was designed to appeal to both car and truck driver audiences.

The truck

The truck came pre-fitted with a series of video screens, interactive games and education messages. Icon’s design team produced a new campaign for deployment throughout the truck and managed the installation and decommissioning process.

Internal and external skins were created, with key messages and videos leading visitors on a journey through the truck. Print and video messages combined with interactive and hands-on video games engaged visitors. Simple and colourful external graphics were used to attract attention and create a friendly and approachable feel to the truck. An interactive stopping distance game was developed by VicRoads and installed in the truck. The game encouraged users to guess the stopping distances of cars and trucks travelling at different speeds. It also opened a communication with visitors about refraining from ‘cutting in’ into the path of trucks. Users were asked to place a branded stress ball – a ‘squishy car’ - on the table and then press a button to reveal actual stopping distances. They could then take the squishy car home as a reminder of the message behind the interactive game on correct stopping distances. The stopping game was a popular component of the truck experience, with exit polls highlighting this message as the most memorable. The stress ball cars proved extremely useful and effective when demonstrating the game. They also worked to gain interest among passers-by, encouraging them to visit the truck and engage with the materials.

Key messages were displayed throughout the truck as punchy text panels and information graphics. They included information on blind spots, stopping distances, overtaking, tailgating, speed, sharing the road safely, and turning trucks.

Car drivers were able to experience the size and visual limitations of trucks first-hand, with trucks drivers included in the discussion rather than targeted for dangerous behaviours. The core theme of “mutual respect” was reinforced through neutral messages, safety tips, and face-to-face interactions.

Road safety messages

The following road safety messages were drafted, tested during market research and refined to make them as simple and memorable as possible to both car and truck drivers. The messages were displayed in the truck and became the focal point for all communications used in the campaign.

- Truck blind spots are large. Know where they are and make sure the driver can see your vehicle in the truck's mirrors.
- Trucks take longer to stop. Don't drive in the gap that is required for a truck to stop safely.
- When overtaking a truck, be patient and wait for a safe opportunity. Look and allow enough time and distance to overtake.
- Don't drive too closely to the vehicle in front. Always be respectful of other road users.
- Drive at or below the speed limit. Be aware of the conditions and travel at an appropriate speed.
- Don't overtake or travel beside a turning truck. Trucks use more road space to turn.
- All road users have a right to use the road. You have a responsibility to play your part.

The Roadshow

The Road to Respect Roadshow included 10 stops across metropolitan and regional Victoria, attracting almost 12,000 visitors through the exhibit over the course of two months between 4 September and 3 November 2012. It is worth noting this attendance figure did not include sightings of the truck and engagement with the external video, which greatly enhanced the exposure of the campaign and its key messages.

Snapshot of the Roadshow

Unlike many road safety education campaigns, the Roadshow was designed to show rather than tell drivers how to share the road safely through interactive games and educational videos. The busiest events were the Royal Melbourne Show and Royal Geelong Show respectively, with the quietest event being Chadstone Shopping Centre.

The Royal Geelong Show was highlighted as one of the most successful events, which was attributed to its regional setting and size. The regional setting meant the demographic at the event was a captive audience that was interested and engaged with the exhibit, while the size of the event ensured significant numbers through the exhibit.

The feedback captured through exit interviews and in conversations with exhibit staff demonstrated the campaign was positively received in the community and helped to increase awareness about sharing the road safely with trucks.

The Roadshow was particularly well received in regional towns and several event organisers from other towns asked for the Road to Respect to visit their events in the future.

The Roadshow truck experience was well received with the most effective exhibits in the truck being the stopping distances demonstration and 'risky driving' video. The majority of people engaged with the stopping distances table with many underestimating the braking distances required for trucks to stop. The 'risky driving' video content proved interesting for a significant proportion of people with many people taking time to watch the video in its entirety.

The games console in the centre of the truck was similarly a popular attraction with almost everyone passing through the truck engaging with the games on some level, showing a general willingness to participate in the truck experience. However, these games were part of the pre-

delivery set up of the truck and were in some instances a step away from the campaign's key messages; an irritation in overlaying one education campaign over another. The campaign's key messages were displayed on the internal walls of the exhibit.



The Road to Respect Roadshow at the Royal Melbourne Show

Stakeholder relations

The Road to Respect Roadshow involved many stakeholders and project partners, including the office of the Minister for Transport. A key measure of success for the campaign was the involvement of the Minister for Transport and his staff. The Minister availed himself twice during the campaign to engage with visitors and media at Roadshow events. Representatives from the three levels of government showed support for the roadshow with some expressing disappointment that the roadshow was not scheduled to visit their towns. Engagement and support from policy makers at the highest level ensured a successful campaign. The Australian Trucking Association (ATA), the Victorian Transport Association (VTA), Victoria Police, BP, Volvo, National Transport Insurance (NTI), the Royal Automobile Club of Victoria (RACV), 3M, Rambler, Rice Graphics, local councils, agricultural societies and various trucking operators, including Oxford Cold Storage, contributed in many varied ways to promote and assist the campaign.

Regular communication with the ATA and associated stakeholders, as well as with local councils and agricultural societies associated with each event, helped ensure the campaign's success.

Digital Presence

Digital media was utilised to support the campaign. It became a secondary means to engage with potential visitors and to those unable to visit the truck. It provided stimulus to the campaign and a virtual 'home', but it was not intended to be a significant component in the campaign.

The Website

The consultant, ICON.Inc, developed a campaign microsite hosted on VicRoads' website to provide information about the campaign and the Road to Respect Roadshow. Over the course of the campaign, the website attracted more than 3,100 page views.

The microsite also hosted a campaign competition, generating positive engagement with the campaign and attracting several hundred entries.

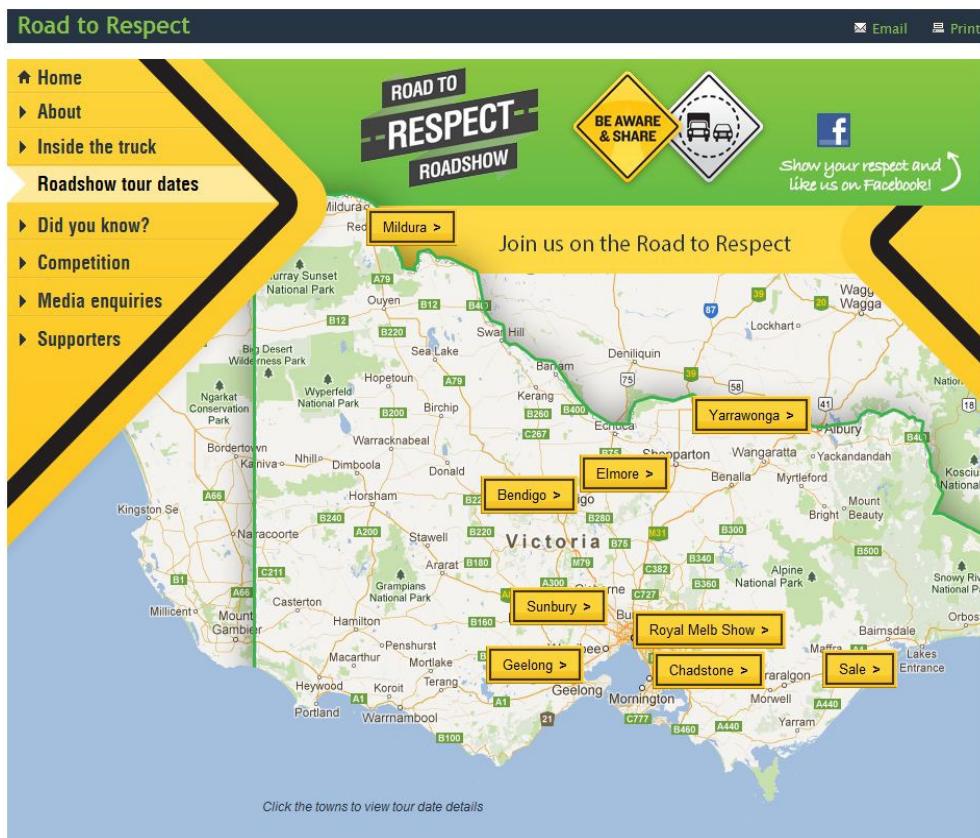


Figure3. Road to Respect Roadshow Campaign Locations

Social media

ICON.Inc developed a campaign Facebook page to help drive consumer awareness and engagement with the Road to Respect Roadshow and act as the “social home” of the campaign, supported by Twitter and to a lesser extent YouTube.

While the Facebook page was a valuable element of the campaign, it was a supporting aspect to the overarching behavioural change campaign and was used to document and capture activity from the Roadshow.

Over the course of the campaign, 27,227 people saw activity from the Facebook page, with 1,894 people engaging with (clicking on) the page. There were 237 people who ‘liked’ the page and at the end of the campaign, 136 people were talking about the page. Page visitors spent an average of one minute and 13 seconds per visit.

The most popular pages were:

- Home page
- Competition
- About the campaign
- Roadshow map
- Inside the truck

Campaign collateral

The focus group deemed campaign collateral such as flyers and stickers would not offer the

reminders required to ensure the messaging had a level of longevity, whereas a tangible object could fulfil this requirement.

Campaign branded stress ball cars were produced to help visitors engage with the stopping distances game and also act as an item to take home, a reminder of the visitors' 'connection' with the campaign messages. The stress ball car was also intended as a prompt to elicit discussion with family and friends, thus spreading the road safety messages.

This display was the most effective activity in the truck, borne out by the campaign's evaluation which found three out of four visitors to the truck said they learned about stopping distances in an unprompted exit interview question. The stress ball cars were also an effective tool to attract, reward and remind exhibition attendees of their experience.

Media relations

The launch event with the Minister for Roads and representatives of VicRoads and Victoria Police generated positive coverage across TV, radio and trade media outlets. The launch event received substantial coverage comprising print, online, television and radio mediums. Most notably 3AW's Neil Mitchell conducted an interview with VicRoads about the Road to Respect Roadshow. In addition, the launch received coverage on Channel 10's 5pm news bulletin, Channel 9's 6pm news bulletin, and was featured regionally on WIN TV's evening news. Myriad online trade (Fully Loaded, Owner Driver) and marketing and communications publications (B&T, Mumbrella) covered the launch event.

The Road to Respect campaign was supported by a major media push across print, TV, radio and online outlets in metropolitan Melbourne and discrete media networks across regional Victoria. ICON.Inc handled all follow-up media requests, developed and distributed media releases, and worked to coordinate interviews and photo opportunities with various media outlets providing background information on the campaign and talking points for the interviewee.

The campaign generated significant metropolitan and regional media interest with 42 articles across all channels (TV, print, radio and digital) published over a nine week period. Most articles contained at least three key campaign messages, with the most prominent being the need for both car drivers and truck drivers to show greater respect to each other on Victorian roads. Advertising equivalent calculations across available television, print, radio and online coverage exceeded \$100,000. The Road to Respect campaign was also promoted on various local council and other organisations' websites and Facebook pages.

Additional information associated with the Road to Respect Roadshow

Throughout the media relations, stakeholder relations, campaign branding, online and social media and the Roadshow, the following information was conveyed:

- There are more than 122,000 trucks and more than four million cars registered in Victoria.
- Due to strong population growth and increasing consumption, the freight moving around Melbourne is estimated to double by 2030.
- Freight plays an important role in society and is an inevitable part of our daily lives. The Road to Respect campaign aims to educate car drivers and truck drivers how to share the road safely and acknowledges that all road users deserve respect on the roads.

- VicRoads is taking a fresh approach to improving road safety, showing rather than telling Victorian road users what it is like to be behind the wheel of a truck through a state-of-the art, interactive and educational travelling exhibition.
- The Road to Respect campaign is not about apportioning blame. Rather it is about encouraging all road users to respect and understand one another so we can all share the road safely.
- The Road to Respect Roadshow gives car drivers an opportunity to experience the road from a truck driver's perspective, helping them to understand the physical limitations of heavy vehicles and respect truck drivers on the road.
- Major support for the Road to Respect campaign was provided by the Australian Trucking Association, Volvo, BP and the NTI, with further support from the Victorian Transport Association and various transport companies.
- Victoria's roads are for all road users, big or small, whether they are travelling to and from work, visiting friends and family or transporting goods across the state.
- Road safety is the shared responsibility of car drivers, truck drivers and all other road users.
- Car drivers and truck drivers each have a responsibility to be respectful and share the road safely.

The Road to Respect Roadshow Competition

The Road to Respect Roadshow involved an online competition where people were encouraged to write a slogan for a series of road sign posters that conveyed the campaign's key messages. There were four rounds to the competition with a winner announced each fortnight and a grand prize awarded to the author of the overall best poster.

The fortnightly prizes were \$200 custom plate vouchers supplied by VicRoads. The competition sponsor, RACV, provided the grand prize – a \$500 RACV voucher. The competition was promoted to the public through Facebook, flyers, QR code and event staff. The competition attracted a total of 216 entries. The winning taglines were announced through Facebook, with an image of the completed road sign.

Winning slogans

- Open your eyes to blind spots (grand prize winner).
- Be an ace. Leave some space.
- Turning trucks take up space. It's not a race.
- Treat you road neighbour as you would like to be treated.

Evaluation

Pre and post campaign research

In July 2012, BDC Market Intelligence conducted pre campaign research utilising an online methodology to establish Victorian drivers' attitudes and behaviours in sharing the road with trucks.

The research was to be used as a benchmark to test the effectiveness of the Road to Respect Roadshow. The same 200 respondents were surveyed post-campaign.

The key learning from the research was that although awareness of the campaign was low, almost

two-thirds (63%) of respondents were interested in attending once they were shown a communication piece detailing the campaign. More importantly, there was a significant shift in terms of driver behaviour when sharing the road with trucks post-campaign:

- the number of respondents who said they would never or seldom ‘drive in the blind spot of a truck driver’ jumped from 62% pre-campaign to 84% post-campaign;
- the number of respondents who said they would mostly or always ‘be patient and wait for a safe opportunity when overtaking a truck’ rose by almost 50% post-campaign.

Given the Road to Respect campaign was purely a public relations campaign (i.e. not supported by advertising), and that the majority of activity took place at regional events, it is not unexpected that the BDC research, with its metro-centric sample size of 200, found low levels of awareness. To engage a broader metropolitan audience in future, it is worth considering attending university and TAFE campuses and Melbourne high schools targeting years 11 and 12. This would effectively support similar messages directed at this cohort of drivers to develop a greater awareness of how to respectfully and safely share roads with trucks.

At the post campaign de-brief it was concluded that market research was not the most effective measure for a purely PR-focused campaign such as the Road to Respect Roadshow. A future campaign may see greater allocation of resources to facilitate extensive exit interviews, which are more likely to provide an accurate reflection of the impact of the campaign on driver attitudes. Collection of visitor contact details during the exit interview process to follow up some time after the campaign would inform of the longevity of the messages. Over the course of the roadshow, ICON.Inc conducted 358 exit interviews compared to the research sample size of 200. With additional resources, more comprehensive exit interviews and follow up interviews could be conducted.

Exit interviews

The findings from 358 exit interviews were overwhelmingly positive. Most importantly, almost 85% of those surveyed said they were more aware of the challenges facing truck drivers on the road after experiencing the exhibit. The vast majority of those who answered ‘no’ to this question were truck drivers who were already aware of the issue.

Other key findings included:

- 80% said visiting the Roadshow would make them more likely to maintain a safe stopping distance
- 80% said visiting the Roadshow would make them more likely to stay out of a truck’s blind spot
- 76% said visiting the Roadshow would make them more likely to give trucks room to turn
- 75% rated the exhibit eight out of 10 or above
- 75% said they learned about stopping distances (unprompted)
- 72% said visiting the Roadshow would make them more likely to overtake safely
- 60% answered 8, 9 or 10 out of 10 as to whether they would be likely to change the way they drive around trucks (the most common response was 10 out of 10)
- 51% said they learned about blind spots (unprompted)

- 43% said they learned about overtaking (unprompted)
- 40% said they learned about turning trucks (unprompted)
- 36% said they learned about tailgating (unprompted)

The exit interviews showed that while 75 per cent of participants learned about stopping distances, only 50 per cent learned about blind spots and less than 50 per cent learned about overtaking, tailgating and turning trucks. While this finding appears to indicate many of the key messages did not get through to participants, it is believed that the results are, in part, reflective of way the question was asked, that is: "What did you learn from the Roadshow exhibit today?" The question was unprompted and did not ask participants to state more than one learning so it is reasonable to assume participants would state their key learning rather than reeling off a list of key messages.

The videos were also effective in conveying the key messages, as shown by conversations between the event staff and visitors to the truck who often expressed surprise and shock at the video footage. But because the videos were more informative as opposed to an interactive educational display, participants were less likely to specify what they had learned as a key message. In addition, recall of an interactive display is likely to be more memorable than a didactic one-way communication stream.

Possibly a better outcome is to align key messages with an experiential opportunity. The number of key messages should also be limited to a maximum of four to allow stronger focus and greater recall.

Key Observations

An analysis of the roadshow highlights some key observations.

- More people visited the exhibit at the regional agricultural shows than metropolitan events.
- Regional agricultural shows were also more likely to draw an audience that had the time and the desire to explore the exhibit.
- Roadshow stops linked to a pre-existing event were far more successful than stand-alone events such as Chadstone Shopping Centre or the Hargreaves Mall in Bendigo. In part this was due to the fact that the pre-existing event's marketing and communications materials could be leveraged to raise public and media awareness of the roadshow.
- A greater number of staff to support the campaign driver and travel with the campaign may have enhanced the experience for the visitor.
- The stopping display and stress ball car s were the most well received activities in the truck. They enabled visitors of all ages to participate and it was a clear, simple message that had strong impact. The videos were also well received and effective at conveying the campaign's key messages.
- Where possible, key messages should be aligned with an experiential opportunity. The number of key messages should also be limited to a maximum of four to allow stronger focus and greater recall.

The truck

Some constraints exist with refitting a vehicle used for a different purpose. These include the

configuration of the vehicle to manoeuvre visitors through the exhibit and converting existing materials to reflect the theme of the campaign. A purpose built vehicle would offer the opportunity to overcome these limitations however this would prove to be an expensive option. The fact that the exhibit itself was a truck and that it was visually striking worked as a strong draw card for audiences, particularly heavy vehicle drivers who were curious about the truck. The presence of the truck and face to face engagement with the campaign's truck driver and exhibit staff enabled valuable conversations on the driving challenges faced by truck drivers.

A final word

Finally, it should be noted that through a collaborative relationship, VicRoads with ICON.Inc, developed and delivered a highly successful campaign to remind and educate roads users of their responsibility to share the road safely. Weekly formal meetings and regular open contact was a formula for success. The professionalism and dedication of ICON.Inc to the task was unwavering and enabled VicRoads to deliver this important road safety education campaign.

To finish – quotes on the Road to Respect Roadshow from members of the driving public, their families and friends.

- A father in his fifties was so impressed with the truck exhibition that he drove home, collected his three young drivers and returned to the truck. Each young driver acknowledged they had learnt something new.
- One man who had been driving for 15 years didn't realise that trucks have such large blindspots. He was very appreciative of the tip to stay back from the truck so that he had a clear view of the truck driver and in turn, the truck driver had a clear view of him. !
- "This is a great idea – it should have been done 20 years ago, but it's great they're doing it now."
- "It's definitely made me more aware of sharing the road with trucks."
- "It's a great idea. There's nothing like this in Queensland – they should take it all across Australia." – A heavy vehicle driver in his 40s.
- "I've been driving for more than 40 years but everyone can always learn how to become a better driver." – A car driver in her 60s.
- "They need to introduce tougher laws for drivers but education is just as important as enforcement so this is a good initiative." – A car driver and cyclist in his 50s.
- "It's about time they did something for trucks. I'm used to country driving but in the city everyone just cuts in. I hope the message gets through." – middle-aged female.
- (After watching the video where a car gets clipped by a turning truck): "That same thing happened to me the other day at a roundabout. It's great you're doing this because otherwise people wouldn't know what can happen when you drive next to trucks unless they have a bad experience." – male in his 30s.
- "I didn't know truck blind spots were so large. My husband nearly got bumped by a truck the other day and it must have been because the driver couldn't see him." – female in her 30s.
- "The video footage is the most effective. The games are good for kids but it would be great to see more graphic video footage like the VicRoads Truck Rollover video." – male in his 60s.

- The model table was popular, with many people shocked at the differences in stopping distances between trucks and cars.
- Several truck drivers, ex-truck drivers said that the examples provided in the video and key messages of the campaign were indeed the most common problems that they were faced with on the road, in their experiences.
- A middle-aged woman took quite a bit of time going through all the messages and took some flyers for her sons who are on their P-Plates, saying that the Road to Respect was a great campaign – “it’s good to have these messages reinforced”.
- “These materials are great – they should be included in the stuff you get when you go for your licence.” – a middle-aged man.
- A male heavy vehicle driver in his 50’s said, “It’s good you’re doing this. Anything to cut the road toll is a good thing. I have a 19 year old son and it makes you nervous when they’re on the road.”
- A male heavy vehicle driver in his 40s said the campaign is a great idea and that, “even if you change one person’s behaviour then that might be one less serious accident on the road.”
- A man in his 70’s and heavy vehicle driver said the campaign is a good idea stating, “Be aware and share is exactly right. People don’t have any idea about turning trucks. Hopefully the message gets through.”
- “It’s really good you’re here. Thank you.” – male in 40s
- “This is great. My friend told me to come check it out.” – female in 50s
- “Is this the same thing that was on ABC radio this morning? I heard the guy talking and it’s exactly right. People are in too much of a hurry. This is really good – respect is a great word for it actually.” – female in 60s
- “Never overtake or travel beside a turning truck!” – said by a five year old boy to his parents as he was exiting the truck.

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