Driver Safety Campaigns: What's Working?

Speaker: Karen Bowman
Director, Drop It And Drive™ Program
ABOUT TIRF/DIAD

TRAFFIC INJURY RESEARCH FOUNDATION
> National, independent road safety research institute
> Registered charity
> Focus on road user

DROP IT AND DRIVE™ PROGRAM
> Worked with TIRF since 2013, joined TIRF Jan. 2017
> Youth and workplace education programs
> Partnered in 2016 to create the Canadian Coalition on Distracted Driving
THEORIES TO GUIDE CAMPAIGNS

> Theory of planned behaviour
> Health belief model
> Protection motivation theory
> Transtheoretical model of change
> Theories of social persuasion
> Fear-based campaigns
But she can tell you where her purse is.

Source: Abbotsford Police Dept.
DIAD: IT’S ABOUT BEHAVIOUR
RISK AWARENESS ≠ COMPLIANCE

> “98% agree that texting while driving is dangerous and yet nearly 75% have texted while driving.”

> “People need to realize they’re part of the problem before they change their behaviour.”

Sources: Dr. David Greenfield, University of Connecticut Medical School professor ‘It Can Wait’ Compulsion Study, 2014 & AAA
THE PERSONAL COST
USE OF RELATABLE VISUALS
PERCEPTION REACTION TIME

Ticket for driving with ferret around neck among more than 2,000 violations issued during big ticket event

Distracted driving, from eating noodles to curling hair

Woman taking topless selfie while driving slams vehicle into cop car, gets arrested

Driver corralled watching Lone Ranger

BY JENNA MCMURRAY, CALGARY SUN
LINK NEW INFORMATION TO REALITY
REINFORCE & REPEAT MESSAGES

TAKE ACTION. PREVENT DISTRACTION.
CREATE A CLEAR CONNECTION
NOT PART OF THE JOB
PAINT A CLEAR PICTURE

Figure 4. Where drivers not using a hands-free cell phone looked.
Source: Transport Canada

Figure 5. Where drivers using a hands-free cell phone looked.
Source: Transport Canada

MAKE IT MEMORABLE

On speaker phone while holding is **not** hands-free

TAKE ACTION. PREVENT DISTRACTION.
RISKS OF UNRESTRAINED PETS
SAFER FOR YOU, SAFER FOR THEM
CONCLUSIONS

> It’s difficult to change behaviour.
> A range of individual, social factors shape behaviour.
> Different people are more/less influenced by various factors.
> Persuasion, positive emotion, social norms, self-efficacy and attitudes/perceptions hold much promise; fear-based should be used with caution.
> Road safety campaigns that are well-designed, well-executed can contribute to behaviour change.
> Combining campaigns with other approaches can increase effectiveness.
STAY INFORMED! CONNECT WITH US!

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