


Developing and Delivering Relevant and Impactful Traffic Safety Messages


August 25, 2021



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Housekeeping

- This webinar is being recorded.
- You can download a PDF of the presentation by clicking on the link in your control panel.
 - A link to a PDF of the PPT will also be in the follow up email that will go out this evening.
- All attendees are muted for the duration of this webinar.
- If you would like to ask a question of the speakers, you can use the "Questions" box on your control panel.
- You may submit questions at any time during the presentation, however we will hold all questions until the end.




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Welcome



Pam Shadel Fischer
GHSA Senior Director of External Engagement



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Developing National Consumer Campaigns

Susan McMeen, Director
Office of Consumer Information, NHTSA



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AGENDA

- National Considerations
- Identifying Our Target Audiences
- Obtaining Insights
- Influences that Impact Our Target Audiences
- What We're Doing at NHTSA
- Resources



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National Considerations

• To reach our target audiences on a national level, the messaging must be universal rather than narrowly focused.


- Using national data
- Using media channels that offer the greatest reach potential
- Must be adaptable for State DOTs and SHSOs (local level)



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Identifying Our Target Audiences

- How do we know who to reach? The data tells us...
 - Fatality Analysis Reporting System (FARS)
 - National Occupant Protection User Surveys (NOPUS)
- We analyze the data to...
 - Understand the problem
 - Help inform the development of communications
 - Develop strategies to reach our target audience



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Identifying Our Target Audiences


Gen Z
Born 1997-2010

- More ethnically diverse
- More likely to engage in risk-taking behavior
- More likely to use Instagram and Snapchat
- More likely to attend sporting events
- Less likely to have a driver's license
- More likely to use a rideshare service for transportation

Millennials
Born 1977-1996

- More likely to use Facebook
- More likely to attend concerts
- Involved in more activities
- More disposable income
- More likely to drive their own cars because they are more likely to be married or have children

VS



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Obtaining Insights – Market Research

Qualitative

- Focus Groups
 - Exploratory
 - Insights into behavior of target audience
 - Communication Checks
- Bulletin Boards
 - Communication Checks

Quantitative

- Surveys/Segmentation
 - Quantify the results from qualitative
 - Understand the different types of audience to reach



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Influences that Impact Our Target Audiences

Current Environment

- Negative perceptions of law enforcement
- Distrust that law enforcement is looking out for their own best interest
- Disbelief that law enforcement is enforcing certain laws
- Suspicion of motives
- Belief that law enforcement should focus on more important issues

Impacts the effectiveness of our messaging

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What We're Doing at NHTSA

CLICK IT OR TICKET campaign

- Seat Belt Task Force**
 - Assess the research, history and accomplishments of the CIOT program
 - Analyze seat belt use, crash and citation data to see if audience has changed
 - Explore opportunities to build and strengthen support from law enforcement and partners

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What We're Doing at NHTSA

CLICK IT OR TICKET campaign



- Findings from the Seat Belt Task Force**
 - Our hard-to-reach audience has not changed.
 - Several states have moved towards belt campaigns with lighter enforcement messaging.
 - Greater interest in promoting overall positive behaviors and life-saving messaging rather than the ticketing consequence.
 - Some law enforcement agencies believe traffic enforcement has become too confrontational at this time.

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What We're Doing at NHTSA

CLICK IT OR TICKET campaign

- Market research – Exploratory
 - Determine what influences the behavior of the non-compliant 18–34-year-old male target audience
- Research Objectives
 - Explore how seat belt usage fits in with the safety mindset
 - Uncover why drivers and passengers do not wear their seat belts
 - Identify the types of consequences and risks associated with not wearing a seat belt
 - Discover what role advertising can play in influencing behavior (what are the effective elements and measure the recognition and relevance of CIOT in the current environment)






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What We're Doing at NHTSA

CLICK IT OR TICKET campaign



- Findings from Exploratory Research
 - RELEVANCE
 - Seasoned drivers are already aware of seat belt laws and have a lack of experience with being ticketed
 - Relevant for new/young drivers who may not have same level of awareness
 - CONSEQUENCES
 - Personal injury is more compelling than receiving a fine
 - Many feel there is low risk in not wearing a seat belt
 - LAW ENFORCEMENT
 - Many drivers don't believe law enforcement are out enforcing seat belt laws

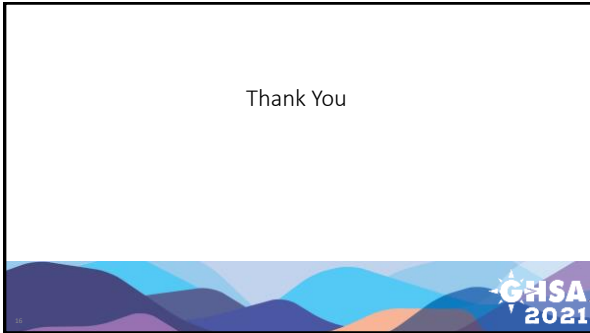
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Resources

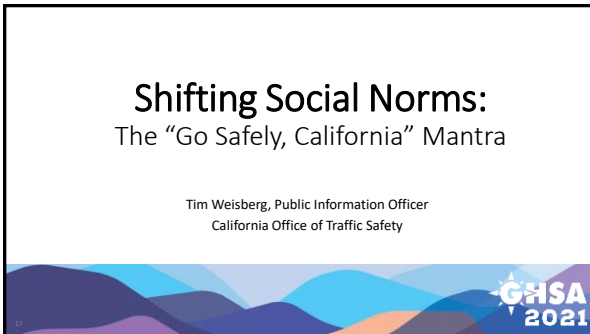
- Where can you get help?
 - Traffic Safety Marketing
 - NHTSA Campaign Managers
 - NHTSA Data
 - Advertising Agency

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The “Go Safely” (re)Evolution


Let's start looking out for each other again.




Take care out there.




Choose a sober way to go.



Give the phone a brake.





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Adapting to Changing Environment

Keep your distance.



Keep your distance.



THEY'RE FREEWAYS NOT SPEEDWAYS.



SLOW THE FAST DOWN.





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Diversity, Equity and Inclusion

- Incorporate as paid media component to reach specific, targeted audiences.
 - Hispanic Market TV/Radio
 - Station DJ Reads: Trusted on-air personality that speaks to various communities
- Sports Partnerships
 - "Influencer" messaging from athletes and on-air personalities
 - "Go Safely" game plan integration





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Using Public Perceptions to Drive Messaging

- Attitudinal surveys
- Focus Groups
- Feedback from coalitions, advocacy groups, and other traffic safety partners

OTS Annual Public Opinion Survey

- Biggest traffic safety concerns
 - Distracted driving because of texting
 - Speeding/Aggressive Driving
 - Drunk Driving



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Bicycle and Pedestrian Safety: A Safe System Approach to Education and Awareness



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Partner/Focus Group Survey on New Creative

- 407 respondents, 4.9% +/- margin of error
- 8 ads related to bicycle and pedestrian safety (split into two groups)
- "Share the Road" bike most popular initially, most likes from casual cyclists and pedestrians and those who drive
- 14 respondents among OTS grantees, sub-grantees and advocacy groups.
 - Most liked
 - Don't Just Walk. Crosswalk.
 - Cyclists Are Drivers, Too.
 - Catchy, stylistic, not as impactful as direct approach.

"The cyclist ones are more impactful because they might have new information, or at least share 'old' information in a new way. Referring to cyclists as drivers seems unusual and memorable, and it puts biking safely in a new perspective. The crosswalk one is easy to remember and has compelling imagery."

"Clear messages. No confusion. Obvious, no matter your language or age. Easy to translate into other language."

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Share the Road. Share the Responsibility.



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Share the Road. Share the Responsibility



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Co-Branding with Grantees, Media Toolkit

- Toolkit: gosafelyca.org/toolkits/
 - Activity Books
 - Posters
 - Tip cards
 - Fact sheets
 - Yard signs
 - Lesson plans
 - Animated informational videos
 - Social media posts/graphics





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Contact

- Timothy.Weisberg@ots.ca.gov
- pio@ots.ca.gov
- Phone: 916-708-5128
- gosafelyca.org
- ots.ca.gov
- Facebook, Twitter, Instagram
 - @OTS_CA, @gosafelyca





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Marijuana and Driving:

Developing Impactful Safety Messages

- Lessons learned from Colorado

Sam Cole, Traffic Safety Communications Manager
Colorado Department of Transportation



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Experiential Learning
-2014 campaign





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Experiential Learning
2014 campaign



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Experiential Learning
2016 campaign



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Experiential Learning
2016 campaign



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Experiential Learning 2017 campaign



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Experiential lessons

- Tone is important – humor vs serious. Both have advantages.
- Don't pair images of death and destruction with marijuana use
- Put aside bias and stereotypes – remain neutral
 - Don't offend – Goal is to engage your audience
- Positive social norming can be a powerful approach
- Be clear – Are you driving people to awareness (law, dangers) or behavior change (take ride share, plan ahead)
- "Marijuana" perceived as racist
- Local dispensaries = trusted messengers
- Cannabis partnerships:
 - At press conferences on impaired driving
 - Provide feedback on campaign and collateral material

[Enter – Colorado Cannabis Conversation survey results](#)

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Research-based learning: 2020-21 Campaign



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Research-based learning: 2020-21 Campaign


Campaign name:

- *Uncomfortable High*

Tactics:

- Online videos, radio, print, blogs






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- 2018-2019
- 20,000 surveys completed
- 30 Stakeholder partners from the marijuana industry, universities, law enforcement, local government, etc..
- 7 Town hall / community events
- 4 Ad concepts tested







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Cannabis Conversation – Findings

- Being under the influence of marijuana doesn't affect their ability to drive
- Small minority think it makes them a better driver.
- Alcohol is more dangerous
- Rely on subjective feelings and passenger feedback to determine if they are going to drive
- Frequent users **more likely** to drive high than infrequent users
- Most users are critical of laws, policies, and enforcement
- Want: Better detection methods
- Want: Guidelines on how long to wait before driving
- Financial and legal consequences were two of the most common deterrents
- Avoid scare tactics or propaganda






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Current Research

Grant: Colorado Office of State Planning and Budgeting

- Goal: Identify campaign characteristics to change attitudes and modify behaviors related to driving under the influence of cannabis (DUI/C)
- Research team: PRR, Seattle, WA
 - Phase I - Lit Review (done)
 - Phase II - Surveys, online panels, focus groups to fill knowledge gaps

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Current Research

Message recommendations

- Show cannabis consumers making responsible choices.
- Talk about waiting longer after using cannabis since more appealing than planning ahead.
- Emphasize slowed-down reaction time after using cannabis.
- Avoiding stereotypes by showing a range of people who use cannabis.
- Tone:
 - Be direct and concise.
 - Avoid being preachy or overbearing.
 - Discuss credible risks and consequences.
- Choosing effective messengers is important

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Current Research

What we know that doesn't work
(Cannabis Conversation 2018, Williams 2007, Capler et. al., 2017):

- Scare tactics, fear, or overstating the dangers of DUI/C (e.g., damaged vehicles).
- Threats, especially the threat of government or law enforcement intervention.
- DUI/C as overly risky, which may backfire (some young people like risk).
- Unrealistic or derogatory scenarios that may elicit mockery.

Messengers
Effective messengers include:

- Dispensaries and budtenders
- A range of people who use cannabis demonstrating safe behavior

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Current Research

Next Steps

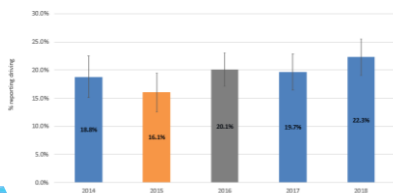
- Seek to either validate - or reject - the findings from the literature
- Need for more research to learn which campaign attributes generate behavior change
 - Few campaigns show evidence of actual behavior change
 - Few campaigns provided specific insights into target audience

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Driving After Using Marijuana

Marijuana users reporting driving within 2-3 hours of using marijuana



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Sam Cole
Traffic Safety
Communications Manager
Colorado Department of
Transportation
sam.cole@state.co.us
303-757-9484

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Planning: The Forgotten Step in Campaign Development


David Ocamb, Chief Research Officer
GDC Marketing + Ideation



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Steps in Campaign Development


- Identify goal of campaign
- Research
- Planning
- Outline Strategies and Tactics
- Build Out and Test Materials
- Conduct Tactics and Optimize as You Go
- Test Efficacy and Refine for Future Iterations



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What is Planning?

- Taking all available research (primary, secondary, subscription, big quant, etc.) and using it to identify the “insights” that will guide a campaign
- Insight: an understanding of a market segment’s beliefs, motives, wishes, regrets, concerns and reasons based solely in actual research and not on bias or assumption
 - The “why” / the “key”



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Case Study: Prescription Drug Impaired Driving in Texas Message Development

- Hypothesis: Prescription drug impaired driving is a significant problem in Texas
 - Limit scope: Benzos, Opioids, and non-benzo sleep medications (such as Ambien)
- Goal of campaign: convince high-risk potential prescription impaired drivers to not drive after using prescription drugs



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Research Objectives

- Identify what percentage of the population uses impairing prescription drugs (IPDs) and what percentage of the population admits to driving on IPDs in relation to admitting to driving on other impairing substances such as alcohol
- Identify people most likely to drive on IPDs
- Measure public attitudes and awareness regarding the risks and consequences of driving on IPDs
- Identify a messaging strategy to inform the public about the risks and consequences of driving on IPDs and ultimately reduce the incidences of driving on IPDs



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Results of Research


- 19% of Texas population takes at least one of these three IPDs. 10% admit to having driven under the influence of one of these three IPDs in the past three months.
- Significantly over-indexes female and middle aged (34-54 years old)
- Significant divergence on type of IPD with very low recognition of risk for benzos and opioids and very high for sleep aids such as Ambien
- Message testing uncovered messaging that informed the public the risks were similar to alcohol and penalties the same as alcohol were highly effective



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Planning


- Perceived risk is drowsiness, not impairment
 - If not tired = fine to drive
- Audience most likely to drive after impairment due to family obligations
 - Bringing kids to school or other events a common reason
- Biggest fear in this demographic is loss of child or to leave child an orphan
 - Contrasts completely with alcohol and enforcement



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Planning

- Audience remembers previous generation alcohol awareness ads and those ads resonate
 - Once it clicks that impairment by RX is the same as impairment by alcohol, they "get it"
- Pharma ads are ubiquitous on TV with all of their side effects being expected to be listed
 - Respondents wonder why pill bottle and ads don't explicitly state "don't drive after using"



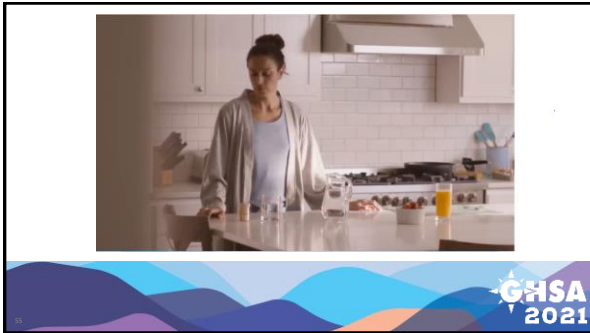
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Campaign Strategies and Tactics

- Partnership with doctors and pharmacists
- Earned media
- Digital media
- Experiential
- TV, radio, OOH, and other traditional media



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Case Study Conclusion

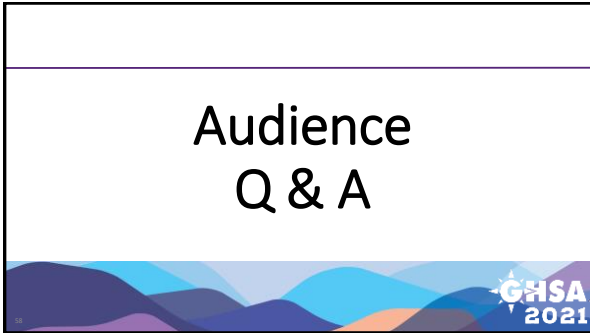
- Research allowed us to understand the scope of the problem, the target audience most at risk, and the messages that worked with this audience
- Planning allowed us to understand how to create an emotional connection to get that audience to pay attention and ultimate change behavior

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Moving Forward with Planning

- Bad research can be worse than no research and bad planning comes from making assumptions not based in good research
- With limited budgets, it's best to "phone a friend" in the community to uncover what resources and experts you can speak with
 - The traffic safety community has many people conducting research and many people who work on public information and education campaigns
- Even with a larger budget, ineffective creative is common
 - Group think is the number one reason ad agencies fail to produce effective creative

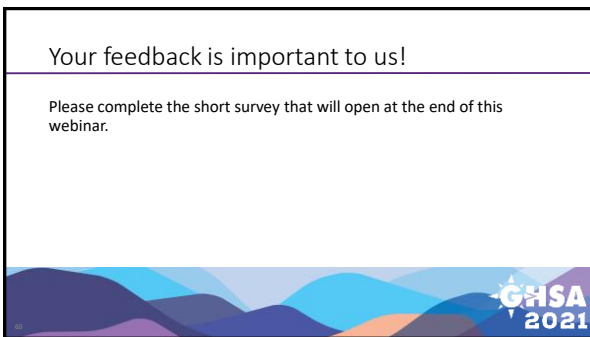
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