Public Awareness Practices

A perspective on Non-Engineering Measures

Presented By:
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Road fatalities in India (2017)

In most of the cases crashes occurs due to high speed

National Average of road deaths per 100,000 population is approx. 11.7.

Southern states of KA, TN, KR, AP, MH account for 46.8% of the total accidents cumulatively.
Scale of Epidemic = losing a city

1.5 lakh deaths due to road crashes

7 lakh families affected with mostly breadwinner gone

Large number of injuries, Body part loss

High hospital expense, DALY loss, downward spiral in poverty

Figure: Road Deaths in Different Indian States

Source: Advancing Road Safety in India, NIMHANS (2016)

Figure: NOIDA view by google 3-D

Source: 2011 CENSUS NUMBERS OF CITY POPULATION
Trend in India (2016)

- UNRELIABLE DATA ON INJURIES
  - SEVERE
  - MAJOR
  - MINOR

- NO RELIABLE DATA AVAILABLE ON:
  - FATALITIES BY ROAD USER TYPE
  - VEHICLES INVOLVED
  - NUMBER DISABLED
  - NUMBER INJURED
ACCIDENT PROFILE - INDIA

- Young people, predominantly males are affected most
- Pedestrians, Motorcyclists and Cyclists are the most vulnerable
- Poor and middle income sections of society are affected most
- Nearly 80% of accidents and 88% of deaths occur in rural India.
- Highways are the neural links of connectivity, but are unsafe, HDV impacts are worst and life threatening
- Collision-related accidents are the most common pattern (rear, hit and run??)
Forced / illegal speed humps at highways through villages

Safety without increase in per capita income or “education”
DETAILED CASE STUDY (peri-urban and 2\textsuperscript{nd} tier cities)

- Crashes in off peak hours
- Crashes involving pedestrians (larger segment of youth especially girls), cyclists
- M2w crashes without helmets (mostly youth and young male workers)
- Crashes at junctions - conflict and risky areas
OECD countries

- Large roads safety authorities
- Mixed scientists
- Dedicated focus-institutional and budgetary
Context setting

- Growing recognition in central ministry circle, AITD entrusted with imp role, pilot project
- Amended MV Act, 2017 has Road safety provisions
- Policy statement on communications aspects – Goldman Sachs worked for mass media
- Limited strategic interventions on road safety Awareness
- Internal communication and coordination amongst govt and non-govt agencies absent

Safety of pedestrians and non-motorised transport

Transparent, centralised and efficient driver’s licensing system

Stringent punishment for drunk-driving, over-speeding, no-helmet, no-seat belt

Support Good Samaritan and Golden Hour, Emergency medical care

States have power to penalty multiplier and Electronic monitoring / enforcement
POLICY INTERVENTIONS 2018-19

Most states have Road Safety Policy. State Road Safety Councils to periodically review laws and take remedial steps

States established by Jan 2018:
- Lead agency
- Road Safety Fund
- Road Safety Action Plan
- District Road Safety Committee
- Permanent Road Safety Cells

- Lack of credible data on road accidents and causal analysis
Defining ‘CAMPAIGN’

- PROVIDING INFORMATION
- CHANGING ATTITUDES
- PROMOTING NORMS
  (social and cultural)

- SUPPORTING LEGISLATION
- CATALYZE BEHAVIOR CHANGE

### Individual level
- Attitudes, beliefs, values
- Agency/ self efficacy
- Habit
- Emotion

### Social level
- Norms
- Cultural and social trends
- Status quotient

### Environmental level
- Local environment factors
- Wider environmental factors
Theoretical construct

STAGES OF CAMPAIGN

1. INFORMATION BASED
2. LAW AND POLICY
3. PILOTS AND PROJECTS
4. INSTITUTIONAL CHANGES
5. CULTURAL SHIFTS
10 and 20 per cent - “the “tipping point” – when the rate of adoption suddenly increases steeply.
What succeeds

- Multi-agency approach to amplify
- 360 degree communication strategy to build considerable hype in the public space
- Uncluttered message
- Lasting impression
- Longer recall value

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**Share the Road**

*Generating goodwill between motorists and cyclists*
Road Safety Challenges

- Manage speed, increase in speed limits to 120kmph
- High speed highways going through habitation
- Raised medians on highways
- Two wheelers – without helmets, high speed
- Stop impaired driving (drunk, fatigue etc)
- Use of seatbelts / helmets
- Runoff areas have trees, poles, other
- Women in veil - heavy loads on head, kids, etc.
- Roadside vending, parking, cattle etc.
- Guard rails behind curbs
Awareness building

School/institute based
At their own will, early age
No direct effect on behavior

Practitioner specific
Directed / own will
Some effect on behavior

Larger audience
Subtle / indirect delivery
Effect on behavior
Gradual, long term
<table>
<thead>
<tr>
<th>Component</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed Management</td>
<td>• Establish and enforce speed limit laws nationwide, locally and in cities</td>
</tr>
<tr>
<td></td>
<td>• Voice to Build or modify roads which calm traffic, e.g. roundabouts, road narrowing speed bumps, chicanes and rumble strips</td>
</tr>
<tr>
<td></td>
<td>• Require car makers to install intelligent speed adaptation</td>
</tr>
<tr>
<td>Leadership on road safety</td>
<td>• Create a local body / dept wing to spearhead road safety</td>
</tr>
<tr>
<td></td>
<td>• Develop and fund a road safety strategy</td>
</tr>
<tr>
<td></td>
<td>• Evaluate the impact of road safety strategies</td>
</tr>
<tr>
<td></td>
<td>• Monitor road safety by strengthening data systems</td>
</tr>
<tr>
<td></td>
<td>• Raise awareness and public support through education and campaigns</td>
</tr>
<tr>
<td>Component</td>
<td>Interventions</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Safer M2W</td>
<td>Establish and enforce regulations on motorcycle anti-lock braking and daytime running lights</td>
</tr>
</tbody>
</table>
| Enforcement of traffic laws | Establish and enforce laws at national, local and city levels on:  
  • Drinking and driving;  
  • Motorcycle helmets;  
  • Seat-belts; and  
  • Child restraints |
<table>
<thead>
<tr>
<th>Component</th>
<th>Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Survival after a crash</strong></td>
<td>Develop organized and integrated prehospital and facility-based emergency care systems</td>
</tr>
<tr>
<td></td>
<td>Train those who respond to crashes in basic emergency care</td>
</tr>
<tr>
<td></td>
<td>Promote community first responder training</td>
</tr>
</tbody>
</table>

**What?**

**PHASE 3**

<table>
<thead>
<tr>
<th>Vehicle safety standards</th>
<th>Establish and enforce motor vehicle safety standard regulations related to:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Seat-belts; Seat-belt anchorages;</td>
</tr>
<tr>
<td></td>
<td>• Frontal impact; Side impact;</td>
</tr>
<tr>
<td></td>
<td>• Electronic stability control;</td>
</tr>
<tr>
<td></td>
<td>• Pedestrian protection; and</td>
</tr>
<tr>
<td></td>
<td>• ISOFIX child restraint points</td>
</tr>
</tbody>
</table>
**Target Audience**
Identification of the target groups and making sure relevant messages reach them via a medium they comprehend and have the maximum exposure too.

<table>
<thead>
<tr>
<th>FOCUS AREAS</th>
<th>CITIZENS</th>
<th>INSTITUTIONS</th>
<th>INDUSTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Private vehicle owners/drivers</td>
<td>Road Engineering</td>
<td>Automobile engineering</td>
</tr>
<tr>
<td></td>
<td>Mass Transport vehicle driver</td>
<td>Maintenance and upkeep of roads</td>
<td>Technological advancements</td>
</tr>
<tr>
<td></td>
<td>Community/neighborhood</td>
<td>Installation of Signages</td>
<td>Improved safety standards in vehicles</td>
</tr>
<tr>
<td></td>
<td>School students/young drivers</td>
<td>Construction of forgiving roads</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offenders and accident victims</td>
<td>Enforcement Agency (Traffic Police)</td>
<td></td>
</tr>
</tbody>
</table>
CAMPAIGN STRATEGY

EXTERNAL CAMPAIGN STRATEGY

FOR URBAN CENTRES

SOCIAL AND MEDIA BASED CAMPAIGN

FOR RURAL CENTRES AND ALONG HIGHWAYS

PUBLIC INTERACTION BASED CAMPAIGN

INTERNAL COMMUNICATION

WITHIN INSTITUTIONS

How?
INTERNAL COMMUNICATIONS FOCUS

- Advocacy and Lobbying – for stringent policies, laws and regulations
- Advocacy on political system to take action and set norms
- Lobbying with academia, think tanks for progressive standards and norms of vehicles
- Advocating for strict enforcement of road safety laws and regulations
- Planning and imitating drives with local authorities, coordinating action with them
- Developing larger networks and collaborations with NGOs, research, corporates
- Developing and contributing to public campaign plan
- Supporting public digital campaign and one-on-one intervention
Key Stakeholders

1. Public Works Department
2. Rural Development and Panchayati Raj Department
3. Transport Department
4. Police Department
5. Education Department
6. Health Department
   - National Highway Authority of India
   - Unions and Associations of Transport /freight
   - Academic Institution
   - NGO in the area / women’s group / self help groups
Multi disciplinary teams

- Urban planners / Regional planners
- Transport experts
- Sociologists
- Educationists
- Trauma care specialists / BLS and first aid experts / Basic health groups
- Marketing and media specialists
- Engineers
RURAL CENTERS

AWARENESS CAMPAIGN BASED

- **Rural areas** are not as tech-savvy
- there is a difference in the **affordability**
- **Ability to congregate** and physical campaigns

PROPOSED mass media materials

- **Local/Traditional /Community media**
  - Folk Song
  - Puppet show
  - Street Theatre
  - Courtyard drama
  - Muppet show
  - Songs or some social event in rural area

- **Inter-personal Communication**
  - Group gatherings
  - One –on- one (face to face)
  - Communication orientation /trainings/workshops
  - Courtyard meetings
  - Group counselling
  - Home visits
  - Tea stall meetings
Various Media

9:00 noon - 4:00 pm

5:30 pm

6:00 pm

2:00 pm

8:00 pm

7:00 pm
# Large gathering vs. Small groups

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition</td>
<td>Suggested in different mode, moving exhibition</td>
</tr>
<tr>
<td>Film Show Anmol Jeevan on Road safety</td>
<td>Film Show</td>
</tr>
<tr>
<td>Presentation on Road Safety</td>
<td>Small group for discussions, engagement – Mohalla Baithak</td>
</tr>
<tr>
<td>Nukkad Natak</td>
<td>Street theatre or Kathputli or Swang or Raas - As per the local culture</td>
</tr>
<tr>
<td>Presentation</td>
<td>Revised simplified COLS</td>
</tr>
<tr>
<td>First Aid and Trauma Care including CPR, Golden hour, Good Samaritan</td>
<td></td>
</tr>
</tbody>
</table>

| + + Multiple themes                                                 | + + 2-3 themes                                                              |
| Large group (100-200 people)                                        | Small group (40-50 people)                                                  |
| One location                                                        | Multiple locations                                                          |
| Only in evening                                                     | Day + evening campaign                                                      |
|                                                                     | Women and Men and kids as audience                                          |
Less than 10 years -
- should not be taught road rules except – Be with an adult when on road
- Emotional pressure to adults at home for road safe behaviour

11-14 years -
- Basic road usage and laws to respect
- bicycling alone to near by areas etc.

15-18 years -
- Medium road usage skills and info,
- Helping small kids, First aid, basic trauma care info
- Respect laws, and know rules
Safe school Access Program

18 years onwards - Trainings and rules / regulations

Grade 6 Personal
ENFORCEMENT

Police
- Can ensure traffic rules are adhered
- ITS and other innovative technology

Transport Dept-
- Basic vehicle road safety worthiness
- Ensuring cheating free Licensing systems

NGO and Community
- Respect laws, and know rules
- Community Policing
When you see someone not wearing safety gears

- यदि सुरक्षा गियर नहीं पहने
- When you see someone not wearing safety gears
- तो चीख और चिल्लाओं
- Stop and Nudge
MONITORING AND EVALUATION

Recommended Monitoring
- Feedback from participants
- Content and media evaluation
- 3rd party evaluation
- ME&V Internal officer
- Survey of road safety rules compliance

Impact Assessment
- Knowledge and awareness test
- Evaluation of traffic violations

Sampling Strategy for survey
- For public, drivers/conductors and students
- Geography, sex, type of road user, age variation

Assessment of performance indicators
- Footfalls in pre-campaign
- Change in behavior through violation analysis
- Sample survey to evaluate shift in behavior
Thank You...

FOR QUERIES AND OTHER DETAILS PLEASE CONTACT

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Objective of the project

To test the effectiveness of the awareness building strategy components in **rural and peri-urban areas** along the key stretches of the select NH sections.

- Identification and listing of **critical audience and relevant messages**

- To provide feedback on the various **media components, communication activities** in terms of practical, desired response as well as feasibility of implementation.

- Measure the effectiveness in **behaviour change**
STUDY AREA

BIHAR STATE: 7 SITES

- Majarhat (GP)
- Singeshwar (Block)
- Medhepura (District)
- Chhitauli (GP)
- Madhubani (Block)
- Madhubani (District)
- Belhi (GP)
- Jainagar (Block)
- Madhubani (District)
- Bhorha (GP)
- Riga (Block)
- Sitamarhi (District)
- Chatra (GP)
- Benipatti (Block)
- Aurangabad (District)
- Badipur (GP)
- Naubatpur (Block)
- Patna (District)
- Bihana (GP)
- Barh (Block)
- Patna (District)
PROJECT TIMELINE

Road safety awareness
Research Pilot

Preparation of campaign content and implementation plan
1st - 2nd Month

Training of state coordinators, team selection and Training
3rd - 4th Month

Campaign Implementation, Campaign monitoring and evaluation
5th - 6th Month
A set of preparation, campaign and post events will be conducted in 2-3 weeks with major focus upon the target audience.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECCE, BASELINE SURVEYS</td>
<td>PRE CAMPAIGN</td>
<td>POST - AWARENESS CHANGE</td>
</tr>
<tr>
<td>STAKEHOLDER COORDINATION And MEETINGS</td>
<td>20 CAMPAIGN EVENTS</td>
<td>POST - BEHAVIOR CHANGE</td>
</tr>
<tr>
<td>VOLUNTEER TRAINING</td>
<td>PHOTO and SHORT VIDEO</td>
<td>MEDIA MAPPING</td>
</tr>
<tr>
<td>SAFE SCHOOL ACCESS AUDIT</td>
<td>DOCUMENTATION</td>
<td>RECALL VALUE : 10-15 DAYS LATER</td>
</tr>
<tr>
<td>VR-NH INTERSECTION AUDIT</td>
<td>OTHER MEDIA</td>
<td></td>
</tr>
</tbody>
</table>
6 MODULES, 5 States

1. **MAM**: The multiple activity modules is planned to include a range of activities, media for diverse target audience.

2. **LEAD ACTIVITY MODULE (LAM) 1**: target school children and general public - Nukkad Natak, interactive games.

3. **LAM 2**: Major target on school children and general public - Folk form programs along with interactive games.

4. **LAM 3**: village and town meetings - PPT and movies.

5. **USER CENTRIC MODULE (UCM) 1**: aim school children - meetings with children and their mothers.

6. **UCM 2**: aim two wheeler users and commercial vehicle drivers – repair shops, petrol pumps, etc

<table>
<thead>
<tr>
<th>State</th>
<th>No. Of sites</th>
<th>Site 1</th>
<th>Site 2</th>
<th>Site 3</th>
<th>Site 4</th>
<th>Site 5</th>
<th>Site 6</th>
<th>Site 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rajasthan</td>
<td>2</td>
<td>MAM</td>
<td></td>
<td>LAM 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bihar</td>
<td>7</td>
<td>MAM</td>
<td>MAM</td>
<td>UCA 1</td>
<td>LAM 1</td>
<td>LAM 1</td>
<td>LAM 3</td>
<td>UCA 2</td>
</tr>
<tr>
<td>Odhisa</td>
<td>3</td>
<td>LAM 2</td>
<td></td>
<td>UCA 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Karnataka</td>
<td>2</td>
<td>LAM 3</td>
<td></td>
<td>UCA 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Bengal</td>
<td>1</td>
<td>LAM 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sensitization of key stakeholders

• Local politicians
• Local officers / doctors / headmasters
• Local Industries
• Local shops/haat/markets
BROCHURES
TEAM TRAININGs
PUBLIC EVENTS
दुर्घटना के एक घंटे के भीतर (गोल्डन ऑर्बर) दी गयी सहायता जानबूझने में सहायक हो सकती है

1. प्रामाण्य की तरफ से सहायता करें, यदि कोई दोस्त नहीं है।
2. प्रामाण्य में सहायता करें, यदि कोई दोस्त नहीं है।
3. प्रामाण्य की तरफ से सहायता करें।
4. ती-बी-एस. का प्रदर्शन की जाए।
5. प्रामाण्य की तरफ से सहायता करें।

चढ़ाने का सत्य नहीं है, दोस्त की जगह से सहायता करें।

बच्चों के बीच से रुकावट पर न करें।

स्पीड लिमिट के अन्दर तो आप रोड के सिक्कर रहें।
GAMES
SCHOOL CAMPAIGN

Venues selection
• Govt and Pvt. schools with middle and secondary classes
• Large Tuition classes, Coaching Classes
• Colleges
पैदल हो या साइकिल सवार
आने-जाने बाले
बाहन दिखें
ऐसी जगह से ही
करे सड़क पार

गाड़ी पर पीछे बेठे हुए ब्यक्ति को भी हेलमेट
पहनना अनिवार्य है

हेलमेट ISI मार्क
बाला ही पहनें
Drivers Trainings

Venues selection
• Large truck/bus terminals /Transport Nagars
• Private Company driver rest houses (logistics company)
• Large Mandi/whole-sale hubs
• Large industrial sites /stone quarries
• RTO/DTD office areas
Recall value research
• ~400 sample
• 10-15 days late: perception, attractiveness

Qualitative Research
• Detailed interviews
• Media, message and audience preference, risks
Thank You...

FOR QUERIES AND OTHER DETAILS PLEASE CONTACT

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p4planning@gmail.com
+91 – 99103 18811
गांव की सड़क

- यदि गांव की सड़कों पर किसी भी खतरनाक स्पोट
- प्रकाश और अन्य उपायों का उपयोग
- समुदाय के धन का उपयोग
गांव की सड़क

- अगर गांव की सड़कों पर यदि खाड़यों, नालियों, जल जमाव आदि
- सामुदायिक सेवा (श्रम दान)
- स्थानीय लोगों द्वारा खुद ठीक
1. हेल्मेट ना पहनने वालो को बार बार याद दिलाकर उन्हें हेल्मेट पहनने के लिए प्रेरित करना

2. सीट बेल्ट ना लगाने वालो को बार बार याद दिलाकर उन्हें सीट बेल्ट लगाने के लिए प्रेरित करना
भूमिका
1. शराब पीकर गाड़ी चलाने वालों के गाड़ी में बैठने से इनकार कर उन्हें शराब पीकर गाड़ी ना चलाने के लिए प्रेरित करना

2. ओवर लोडिंग वाली गाड़ी में सवारी करने से मना कर उन्हें ओवर लोडिंग ना करने को प्रेरित करना
उज्जवल कपड़े के माध्यम से वाहन चालकों द्वारा रात में देखा जाने के लिए किसी भी प्रकार के सड़कों पर सीमा से अधिक तेज गति
उज्जवल कपड़े के माध्यम से वाहन चालकों द्वारा रात में देखा जाने के लिए किसी भी प्रकार के सड़कों पर सीमा से अधिक तेज गति
भूमिका

- सड़क को गैरकानूनी ढंग से क्षति पहुँचने वालों का विरोध करना और इसकी सूचना स्थानिय प्रशासन को देना।
- सड़क सुरक्षा नियम तोड़ने पर जुर्माना।
- सड़क की सफाई और नुकसान से सुरक्षा।
स्थानीय नागरिक समुदाय अपने इलाके के में सड़क सुरक्षा अल्पविद्या को आगे बढ़ाके कई पारिवारिक असमान दुर्घटना का लक्ष्य होने से बचा सकते हैं। भूलमका
## Mass Media Information Campaigns on Road Safety

### Hague | Netherland (EUROPE)

"Public information as an instrument to improve road safety"

### Key Components
- Public information
- Mass media
- Social media
- Pre-testing of message
- Pre-testing of medium
- Continuous research on content

### Purpose / objectives
- Voluntary change in traffic behaviour
- Permanent change in traffic behaviour

### Strategy Adopted
- Continuous research in determining content
- Combined with police enforcement & rewards
- Merge small campaigns under a single unified name promoting as a national campaign
- Campaigns accompanied by a toolkit

### Target audience and outreach
- Public information campaign made a part of larger campaign containing elements of police reinforcement, rewards etc. making it a nationwide campaign
- Through social media target group not receptive to a specific message nor to a specific group

### Tools used (mode / medium)
- Social media like Facebook, Instagram etc
- Demonstrate exemplary/ideal behaviour in target groups surroundings
- Attract attention by referring to emotions or abuses
- Material/immaterial rewards to ideal behaviour

### Success
- Larger audience, greater appreciation.
- Interaction with citizens

### Failures
- People add unchecked information
- Conflicting or too much information

### Learnings
- Examine relation between problem & behaviour
- Pre-testing of campaign message
- Pre-testing of medium/mode

### Summary
- Campaign more effective when it appeals to personal responsibility
- Changing behaviour through public information as a stand alone measure is not sufficient

### Community and Road Safety Campaigns

**Dhaka | Bangladesh (ASIA)**

"**Multi-sectoral road safety planning for a safer society**"

#### Key Components
- Community campaigns
- Institutional development
- Multi sectoral approach
- Capacity building
- Education (Formal/Informal)
- Drivers training
- Stakeholders role

#### Purpose / objectives
- Decrease the fatalities to 50% from 2013 to 23
- Decrease in road accidents by 30%
- Improve knowledge, attitudes, behaviour of road users via combination of techniques.

#### Strategy Adopted
- Multi disciplinary approach – Planning-Management, Accident Data System, Road Safety Engineering, Driver Training, Vehicle Safety, Education and publicity, medical services for victims

#### Target audience and outreach
- Students
- Motor vehicle drivers
- Rickshaw pullers
- Institutions

#### Tools used (mode / medium)
- Formal education
- Non formal education
- Materials
- Community Programmes
- Publicity
- Capacity building

#### Learnings
- Identification of target audience
- Campaign carried in presence of stakeholders
- Learning by sharing experiences of victims
- Use of IEC materials to cause impact

#### Summary
- Face-to-face close interaction are more effective.
- Use of visuals-banners, posters, hoardings
- Digital medium – road safety theatre

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# Road Safety and Publicity Campaigns

**Hong Kong | SAR China (ASIA)**

"Road Safety councils publicity campaign to achieve zero accidents on road"

## Key Components
- Publicising safety messages
- Use of public light buses for the same
- Community participation
- Promotional gifts as an incentive
- Road safety talks
- Seminars
- Deploy regional road safety teams
- Quiz and essay writing for bus drivers

## Purpose / objectives
- Decrease fatalities via intense publicity
- Custom made campaigns for different target sectors

## Strategy Adopted
- Reach widest range of public
- Partnership programmes to increase community participation

## Target audience and outreach
- Tailor made campaigns for sectors
- Pedestrians
- Promotion of safe cycling
- Public light buses user
- Drivers (Regular health check ups)
- Drug users

## Tools used (mode / medium)
- Television
- Radio
- Outdoor advertising
- Print materials
- Press releases
- Events and activities

## Learnings
- Improvisation on the current campaigns
- Creative development of materials
- Co-operation with medical NGO to provide free health check-ups to drivers

## Summary
- Face-to-face close interaction are more

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Framework to develop Road Safety Programs

**Germany | (EUROPE)**

“*Human factors, infrastructural innovations and automobile technology*”

### Purpose / objectives
- To facilitate safe and secure mobility
- Mobility environmentally friendly
- Reduce climate change impact
- Positive support to technological innovations

### Strategy Adopted
- Provides a reference framework for federal states and institutions.
- Invite all stakeholders
- Major action areas for targeted user groups

### Key Components
- Human factors
- Innovation (Infrastructure and automobile)
- Reference framework for the nation
- Equal commitment from all stakeholders
- Detailing of action plan for each group

### Tools used (mode / medium)
- Awareness campaigns
- Cycle training (from primary school)
- Improving pre-test driver training
- Enforcement (penalty point system)
- Target group specific communication

### Purpose / objectives
- To facilitate safe and secure mobility
- Mobility environmentally friendly
- Reduce climate change impact
- Positive support to technological innovations

### Target audience and outreach
- Children/Young people
- Novice drivers
- Cycle training in primary schools
- Elders (encourage health check ups)
- Motorcyclists/cyclists
- Institutions (reforms in penalty point system)

### Learnings
- Classifying the target groups made easier to comprehend the problem.
- Equal focus on all the target groups
- Separate awareness strategies for each.

### Success
- Separate awareness strategy for each group

### Note
- Succeeded largely due police enforcement rather than human behaviour.

**Road Safety Campaign Handbook**

### Sweden | (EUROPE)

"Vision Zero - No loss of life is acceptable"

#### Key Components

- Acknowledgement of human error
- Forgiving roads
- Creative content
- Specialised team of professionals for the same
- Appeal to common sense and rational decision making of people
- Philosophical ways of appealing for attention

#### Success

- Co-ordination with police to help in the campaign
- Improvising creative content

#### Note

- Community level participation not encouraged

#### Purpose / objectives

- No loss of life is acceptable
- Acknowledge that drivers need to rest
- Recognize our own signals of tiredness

#### Target audience and outreach

- Major reason: Fatigue and tiredness
- Main target group: Bus Drivers
- Drivers wives association
- Police wives association
- Driver union meetings
- Teacher facilitators

#### Tools used (mode / medium)

- Training to cope with fatigue
- Local media and activities
- Radio activities
- National campaigns (meetings, handout materials, awareness program)
- Co-ordination campaign with police

#### Strategy Adopted

- Acknowledges that humans make mistakes
- Designed to protect us at every turn
- Acknowledge that drivers needs to rest
- Vehicle owners should improve working conditions of the automobile

#### Learnings

- Creative content has a certain style and tone
- Different ways of appealing:
  - Logos: rationally appeal to common sense
  - Ethos: to appeal to emotions towards system
  - Pathos: For emotional engagement

#### Summary

- Intense use of professionals to create content
- Pre-testing the campaign material with the target group
- Focus group interview to test ideas

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Road Safety Campaign Handbook Jette Ravn, February 2008 Grontmij
Thank You...

FOR QUERIES AND OTHER DETAILS PLEASE CONTACT

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✓ Multi-agency approach to amplify

✓ 360 degree communication strategy to build considerable hype in the public space

✓ Uncluttered message
✓ Lasting impression
✓ Longer recall value
Forced / illegal speed humps at highways through villages

Safety without increase in per capita income or “education”