

Summary:

A review of 45 anti-speeding campaigns

The report characterises 45 contemporary, anti-speeding campaigns, mainly conducted in Europe and Australia. The most commonly target group are young males. Campaigns often combine several strategy or content types in attempts to persuade the target. The most usual are rational approaches using facts and information or attempts at emotional persuasion (either hard-hitting or sentimental). Both of these are used in 40 % of the campaigns. Two out of three campaigns emphasise the risk of harm to others. The most commonly used delivery methods are television and outdoor posters or billboards. Use of ‘edutainment’ websites as gateways to a number of different media forms appears to be a growing trend. None of the campaigns were evaluated with respect to effects on observed driver behaviour or accident counts. Self-reported data were available for 20 % of the campaigns and tend to show reductions in the share of drivers admitting to speeding behaviour. It is difficult to compare campaigns because of differences in measures used. The report therefore recommends that speed campaigns place a greater emphasis on evaluation in the future.

The report describes 45 anti-speeding campaigns carried out in 20 different countries outside Norway, retrieved mostly using the websites of responsible authorities identified. For each campaign the report attempts to describe the slogans and tag-lines used; the content of the campaign; the communication channels used to deliver the content; the groups targeted; and any evaluation carried out on the campaign (Section 6). In most cases the report gives context to this knowledge by providing a background to the road safety activities carried out by the relevant country (Section 7). Different approaches used to deliver an anti-speed message are classified and discussed (Section 5). The report contains thus an overview of a sample of recent anti-speeding campaigns, a reference document giving examples of different campaign approaches, and a reference document giving examples of the types of campaigns conducted in different countries.

The anti-speeding campaigns retrieved are mostly

- from Europe (50 per cent) or Australia (27 per cent);
- national campaigns (80 per cent);
- less than five years old (84 per cent).
- short campaigns lasting up to a year, although long-running campaign programmes are included.

Of those 62 per cent of campaigns for which information was available, the following groups were most often targeted:

- young males or males in general (39 per cent);
- all drivers (26 per cent);
- urban drivers (18 per cent).

Analysis of campaign content revealed several different content styles. The most common styles were:

- rational persuasion, using facts and information (40 per cent of campaigns);
- hard-hitting (38 per cent);
- themes addressing risk of harm to others (40 per cent) or specifically children (13 per cent);
- themes addressing risk of harm to self (16 per cent);
- attempts to address social norms (16 per cent).

Usually campaigns mix these different styles, the most popular mixture being rational and emotional persuasion, where the emotional content is either hard-hitting or more sentimental.

The following themes were also identified by the analysis:

- persuasion of a male target (by means of facts and information) by experts (e.g. *Ta' 10 af farten*);
- humour to deliver an infectious social message to a male target (*Pinkie*);
- persuasion of all drivers using sentimental films highlighting risk of harm to others (e.g. *Pictures of You*)
- hard-hitting films emphasising risk of detection (e.g. *Same cop*)
- use of a child victim to deliver the campaign message (e.g. *THINK!*)
- persuasion of a younger target using 'edutainment', involving the use of websites to deliver a mixture of real accident footage, campaign films, games, competitions, peer-persuasion (e.g. *Creepers*).

Of the delivery methods used the most common were:

- television (80 per cent); and
- outdoor posters or billboards (38 per cent).

Different methods were usually combined together to achieve maximum coverage. Notably, websites were used by several campaigns. So-called 'edutainment' websites are highlighted as a potentially effective new trend in which supportive campaign elements, such as emotionally persuasive tv films, or radio ads can advertise the website, which in turn can link to sources of information and other campaign elements.

Of the campaigns in the sample, several evolved the content using prior consultation with a sample of the target audience. In particular, the creative social message conveyed by the *Pinkie* campaign was evolved in this way.

Finally, we were not able to find evaluations of the effect of any of the anti-speeding campaigns on observed speeding behaviour or on accident risk. Some evaluations based on self-reported speeding behaviour were available. Of these,

- *Ta' 10 af farten* resulted in a 31 per cent drop in self-reported speeding behaviour;
- *Pinkie* resulted in a 53 per cent increase in desired behavioural intentions;
- *Wipe-off 5* resulted in an 11 per cent reduction of self-reported speeding.