

What problems did we have to solve #1? Problems with the nature of the lads

- These young men **leave school early**, education not valued, often unstable home life
- Feel **abandoned** by wider society
- Strong bonding and they act as a group
- Driving **very important** to them
- Chance to **let off some steam**, fun, euphoria
- BE ONE OF THE GANG

- “Boys: we want you to drive safely”
- Leads to defiance, indifference, why should I care about “you”, you have abandoned me



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- We collected personal data relating to the cohort. Pre project it was noted that:
- 9 drivers did not complete statutory mainstream education
- 11 drivers had experienced police involvement with their lives
- 4 drivers were subject to YOT orders
- 2 drivers were subject to probation orders
- 2 drivers had previously received a custodial sentence
- 31 drivers had license points



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What problems did we have to solve #2? Behaviour change issues with driving

- Driving is a semi-automatic, habitual behaviour that is rarely engaged with cognitively
- Instinctive, reactive
- Driving fast is 'easy' to do – as easy as driving slowly.
- Driving is subject to emotional responses



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We collected recent collision data from 34 of our triallists...

- | • Collisions | No of cohort |
|--------------|--------------|
| • 0 | 5 drivers |
| • 1 | 14 drivers |
| • 2 | 9 drivers |
| • 3 | 2 drivers |
| • 4 | 2 drivers |
| • 5 | 2 drivers |



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The intervention...

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Things that don't seem to work



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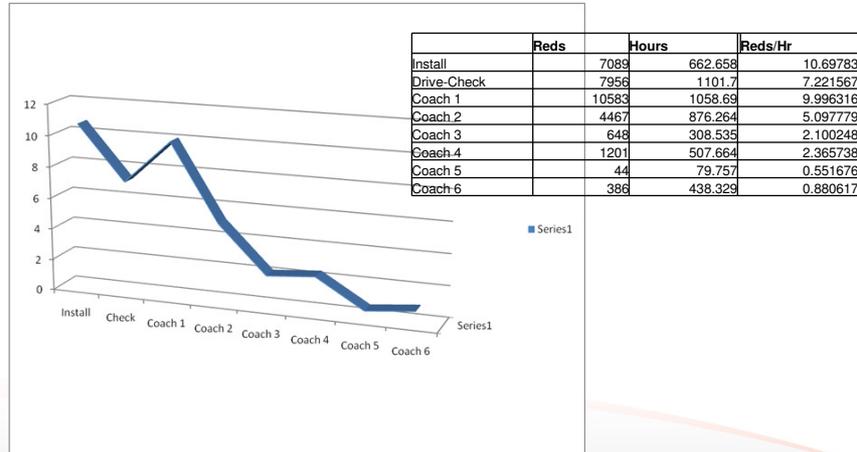
Let's have a look at the
video...

<http://www.youtube.com/watch?v=iDNEROE7aXs>

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How successful is the programme?

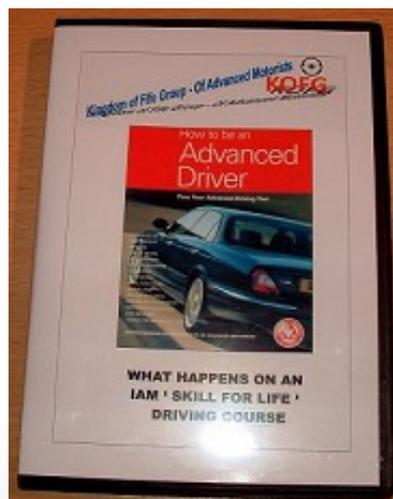
Diagram: indexed scores of 'red' events per hour driven for the accumulated cohort



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Even more miraculous

- So far 20 of the cohort are studying to be advanced drivers
 - Unbelievable outcome of this project...
 - ...and they are being taught by ex-police drivers
 -the irony



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These young men deserve help...

- Have had a tough upbringing
- Come from low income families
- Are quite often victims of crime
- Are surrounded by low aspirations
- Meet social resistance if they break from the pack.



So.... Attract and engage
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But lets not be mugs....

- Very focused on their own *immediate* needs
- Not terribly interested in keeping promises
- Have zero levels of empathy with the plight of others

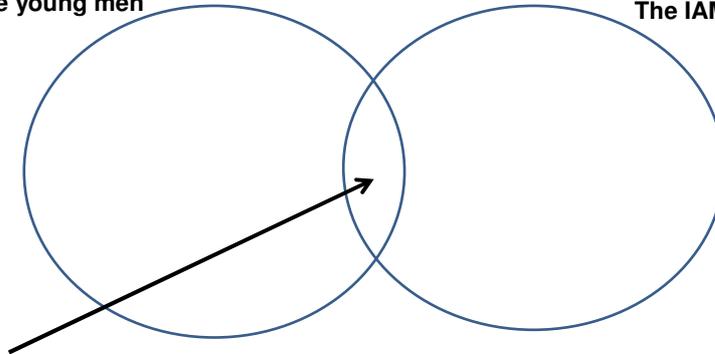


So.... Wise up, and persuade
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What is the irreducible core? What's the key insight?

The young men

The IAM



The key to this project has been the ability of the workers on the ground to make **continuous finely tuned relational judgements** that keep the game going, and then, little by little, to **quietly** change behaviours.

These judgements are guided by "social marketing instincts".

The role of the social marketer is to arm the front line workers with the marketing skills to make 'real time' judgements, steering the relationships, and steering the behaviour changes.

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A new model for social marketing...

- Helicopter pilots balance across competing forces
- Successful social marketers wear two hats simultaneously
- They continuously **iterate** between
 - Attracting, engaging, rewarding
 - Persuading



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Social marketing: the future!



Be politicians!

- 1 Fight the resources battle – keep the rhetoric going



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Be helicopter pilots!

- 2 Attract, engage and relate
- 3 And...persuade

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What is left when we have gone...

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We aren't going anywhere...



Mark and Ashley setting up a social enterprise

“positive diversionary activities” **bettertogether**

Appreciate your time

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