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Department for Transport

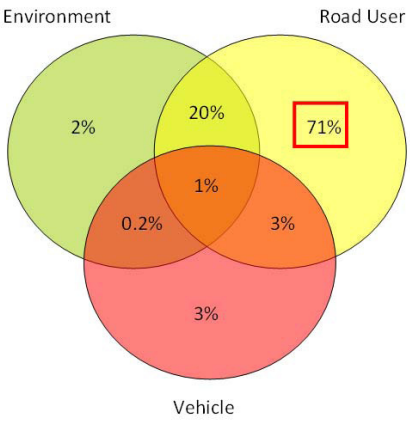
12 April 2011

Agenda

- Introduction
- The THINK! brand
- Drink Drive
- Speed
- Motorcycles
- Child road safety

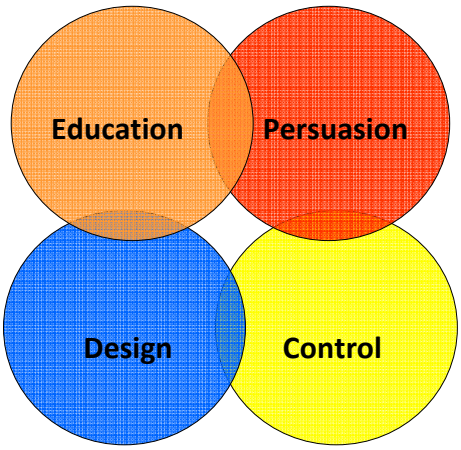
The case for behaviour change in road safety

Contributory factors recorded in road accidents



Source: TRL, Road Safety Strategy Beyond 2010, April 2009

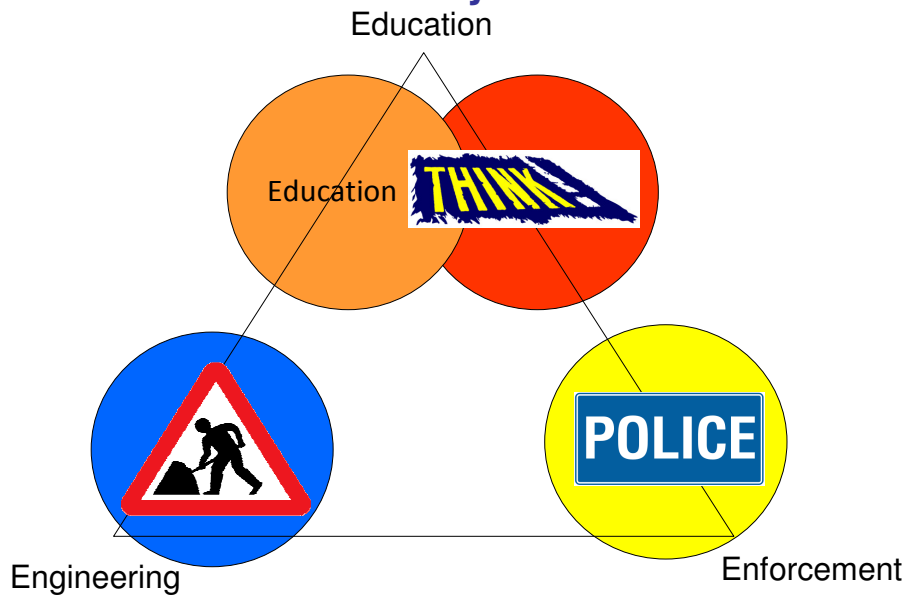
4 tools of behaviour change



TNS BMRB

Successful programmes run an integrated strategy with all four tools in full force, over time (smoking; HIV; road safety)

The 3 'Es' of road safety



COMMERCIAL PARTNERS from the private sector who support our messages

BROADCAST
Has helped us reach a wide range of audiences.

AMBIENT
Used in our Fatigue campaign to deliver its message in a clear but an unusual way.

SPONSORSHIP
Engaged motorcycle fans with the right message at the right time.

THINK! drives behaviour change through a range of media channels

DIGITAL
The THINK! website remains the main source of information for all audiences..

EDUCATION
The Child Road Safety campaign is used in teaching materials to help educate children on the issues of road safety.

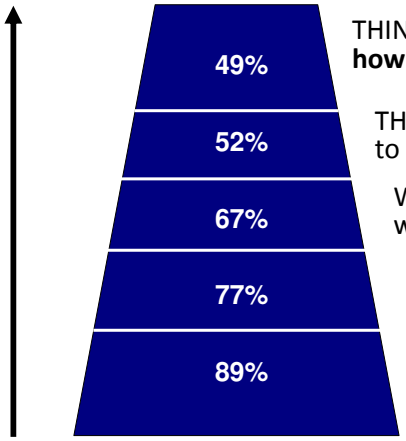
DELIVERY PARTNERS
Local Road Safety Officers have access to THINK! materials

EXPERIENTIAL
Drug Drive raised awareness with the target audience at festivals.

PR
Man in a Pint Glass generated £3.5 million of news value for drink driving.

CO-CREATION
Supported by MTV, our competition gave teens a change to create their own road safety campaigns.

THINK! has significant influence on Road Users



THINK! has a **strong influence on how people behave** on the roads

THINK! **makes a difference** to safety on our roads

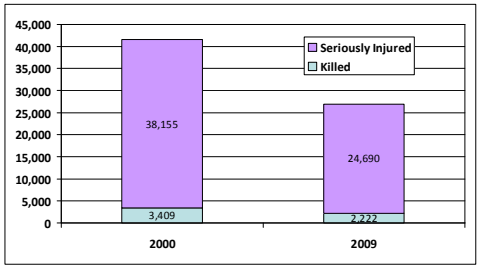
When I see something with THINK! on I **trust** it

When I see something with THINK! on **I take notice**

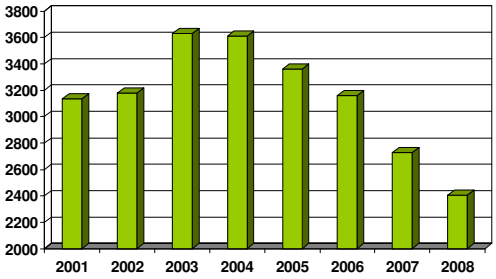
Awareness of THINK!

Source: BMRB Feb 2011, 1,371 Motorists

Behaviour change reflected in convictions as well as casualties



Motor vehicle offenses: England & Wales



Source: Department for Transport RCGB 2009
Home Office statistical bulletin 2008

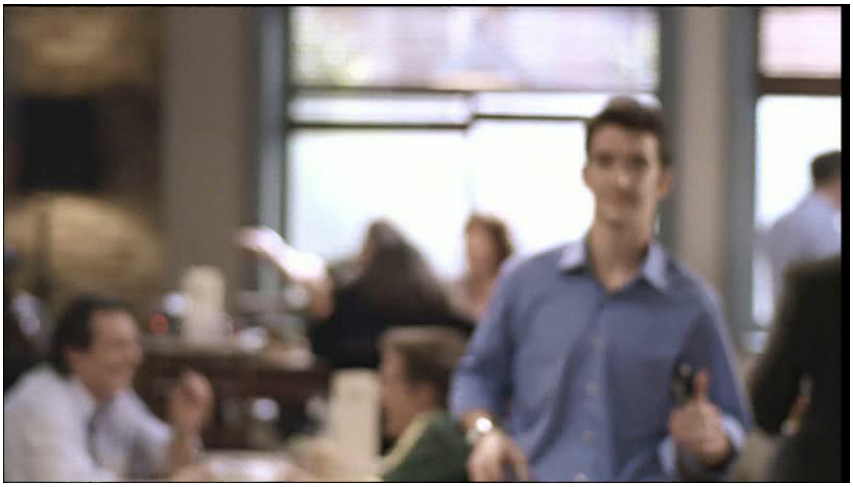
Drink Drive

"Crash"
2004 - 2006

"MOMENT OF DOUBT"
2007 - 2009

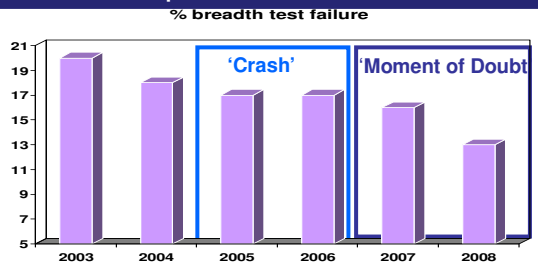
Drink Drive: Crash 2004 - 2006

Drink Drive: Moment of Doubt 2007 - 2010

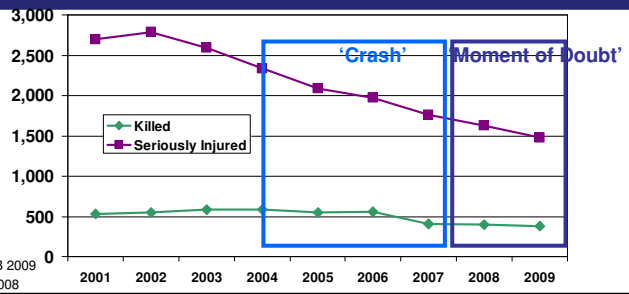


The campaign has had measurable benefits

It has contributed to improvements in breadth test failure rate



It has contributed to Drink Drive KSI decline



Department for Transport RCGB 2009
Home Office statistical bulletin 2008

The campaigns have had measurable benefits

And it has driven a change in attitude

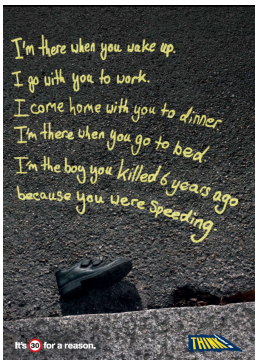
Moment of Doubt Campaign Results **Young male drivers aged under 30 % agreeing:**	**July 2007**	**Jan 2010**
It is extremely unacceptable to drive after drinking two pints	49	**54**
If I were to drink and drive I would be likely to be caught by the police	58	**72**
It is likely that being caught drink driving would change my lifestyle dramatically	72	**85**

Source: TNS BMRB

Speed campaign: an emotional evolution

THINK! slow down: 2001 - 2004

Lucky: 2005 - 2009



Live with it: 2005 - 2009

Rational Reasons → Emotional Consequences

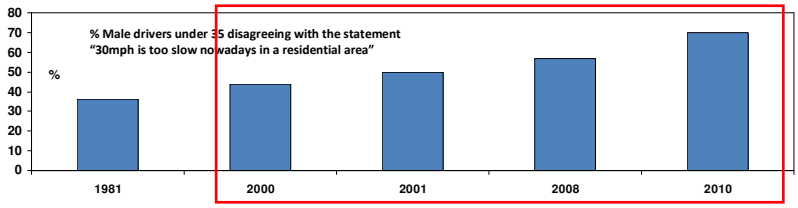
THINK! slow down: 2001 - 2004

Lucky: 2005 - 2009

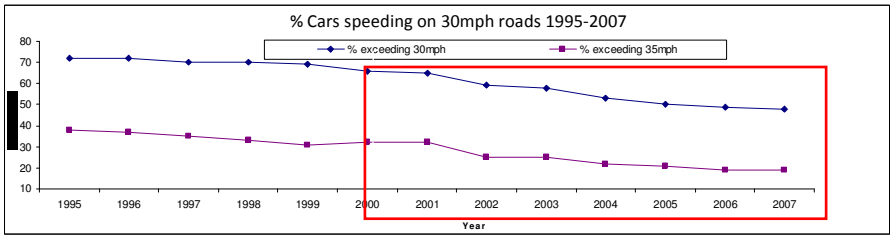
Speed: Live with It 2009 -

THINK! Speed campaigns have had measurable benefits

It has driven attitudinal change



It has contributed to behaviour change



Motorbikes campaign a tonal evolution

Take Longer To Look
2004-2008

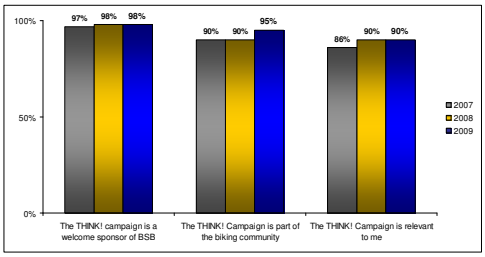
THINK! bike think biker
2010 -

Clear Information → Shared Road

Motorcycles: How Close 2004 - 2008

Motorcycles: Named Rider 2010 -

British Superbikes Sponsorship



Child road safety 6 – 11 year olds

First appeared in 1961

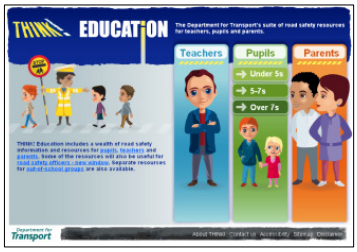
First appeared in 1971

First appeared in 1997

First appeared in 2007

Successive Child Road Safety Campaigns have become part of popular culture

Child education programme



A comprehensive suite of evaluated education products to cover pre-school to secondary

Questions?