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Department for Transport  

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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

- Environment: 2%
- Road User: 20%
- Vehicle: 3%
- 1%
- 0.2%
- 3%
- 71%

Source: TRL Road Safety Strategy Brief 2010, April 2009

4 tools of behaviour change

- Education
- Persuasion
- Design
- Control

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

TNS BMRB
The 3 ‘Es’ of road safety

**Education**

- **Broadcast**
  - Has helped us reach a wide range of audiences.

- **Commercial Partners**
  - From the private sector who support our messages.

- **Co-Creation**
  - Supported by MTV, our competition gave teens a chance to create their own road safety campaigns.

- **Sponsorship**
  - Engaged motorcycle fans with the right message at the right time.

- **Engineering**

- **Enforcement**

**Education**

- **Athlete**

**Enforcement**

- **Police**

**Engineering**

- **Design**

**THINK!** drives behaviour change through a range of media channels.

**EXPERIENTIAL**

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

**DIGITAL**

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

**BROADCAST**

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

**DELIVERY PARTNERS**

- Local Road Safety Officers have access to THINK! materials.

**COMMERCIAL PARTNERS**

- From the private sector who support our messages.

**EDUCATION**

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

**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 chance 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

THINK! makes a difference to safety on our roads

Awareness of THINK!

Source: BMRB Feb 2011, 1,371 Motorists

Behaviour change reflected in convictions as well as casualties

Source: Department for Transport; RCGP 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 breath 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

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

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

Based on a family saloon in normal driving conditions

Lucky: 2005 - 2009
THINK! Speed campaigns have had measurable benefits

It has driven attitudinal change

[Graph showing percentage of male drivers under 35 disagreeing with the statement “30mph is too slow nowadays in a residential area” from 1981 to 2010]

It has contributed to behaviour change

[Graph showing percentage of cars exceeding 30 and 35 mph on 30mph roads from 1995 to 2007]
Motorbikes campaign a tonal evolution

Take Longer To Look  
2004-2008

THINK! bike think biker  
2010 -

Clear Information  →  Shared Road

Motorcycles: Named Rider 2010 -

British Superbikes Sponsorship
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?