



Mr. Ken Shaw
GRSP



5th IRF Regional Conference on
“Institutional Arrangement for Reduction of Road Fatalities”
25-26 November 2010 at IHC, New Delhi

Public Education Campaigns & Community Involvement

Ken Shaw

25th November 2010

The Global Road Safety Partnership

- A partnership of global businesses, governments and civil society organisations
- A network of “GRSP” organisations in 30 low and middle income countries
- Dedicated to the sustainable reduction of road crash death and injury in low and middle-income countries
- Expert staff and advisors located around the world
- Active in building partnerships and supporting the delivery of global good practice and capacity building



**vision
ZERO**



- Do road safety public education campaigns work?
- What's the formula for success?
- What does community involvement deliver?

Do public education campaigns work?



GLOBAL
ROAD SAFETY
PARTNERSHIP

- **Do not work on their own!**

- Don't deliver better road user behaviour

- Don't deliver better attitudes to driving

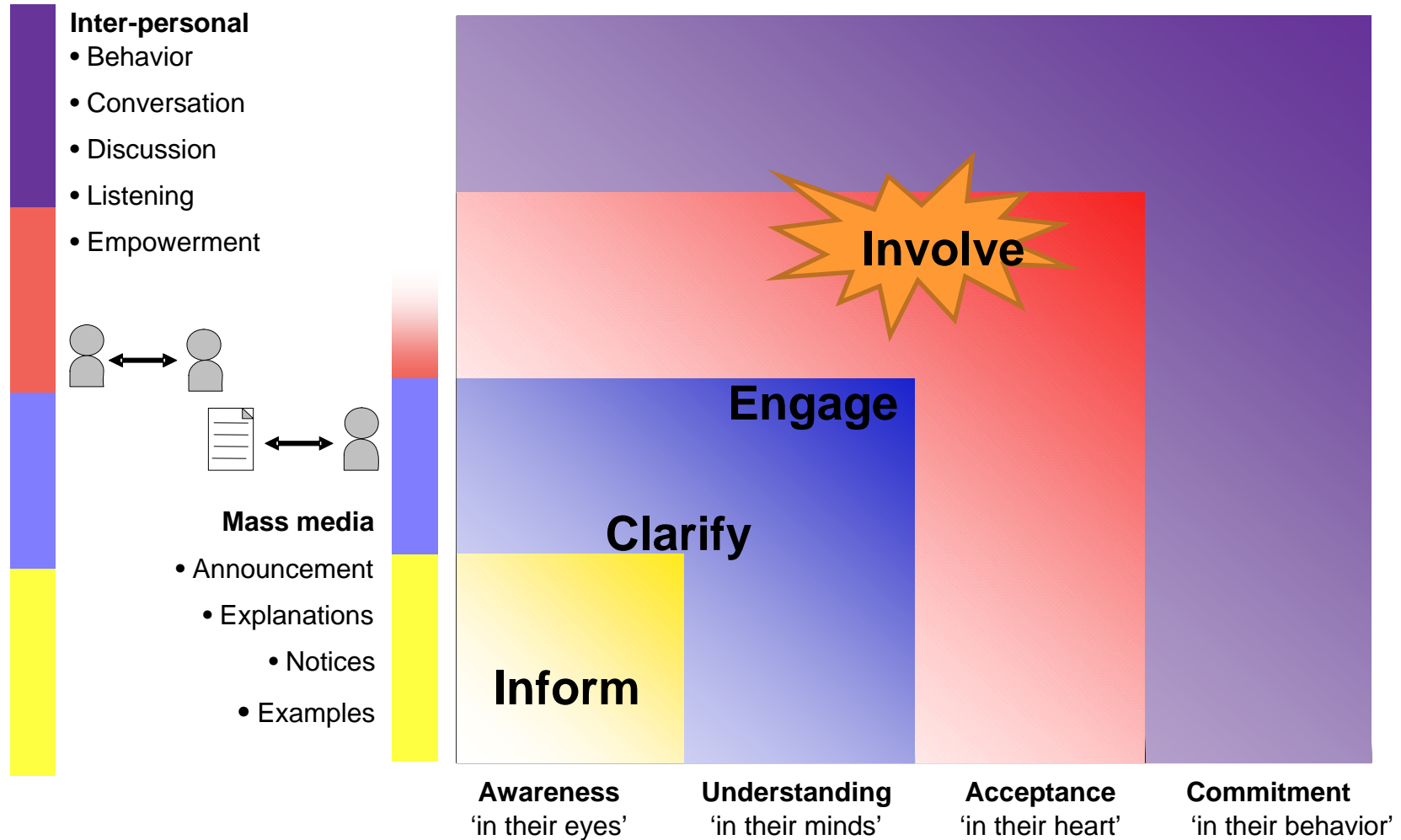
- Possibly improve understanding

- Do raise level of awareness

Depends on what the campaign is targeted to achieve

When part of a set of activities to improve road safety

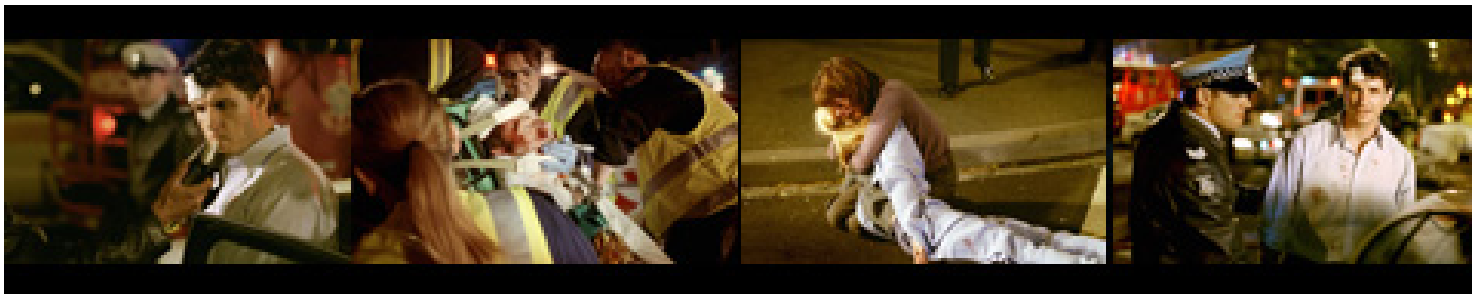
Communication & Engagement



Victoria Roads Drink Drive

- Since 1989 a 50% drop in drink drive fatalities (2007)
- Campaign in sixth phase
- Combine Mass Media advertising and Police Enforcement
- Campaigns based on research into why people drink and drive
 - Characteristics of drink drive offenders
 - Attitudes of drivers to drink driving
 - Measures audience reactions and changes in attitudes

Only a little bit over? campaign



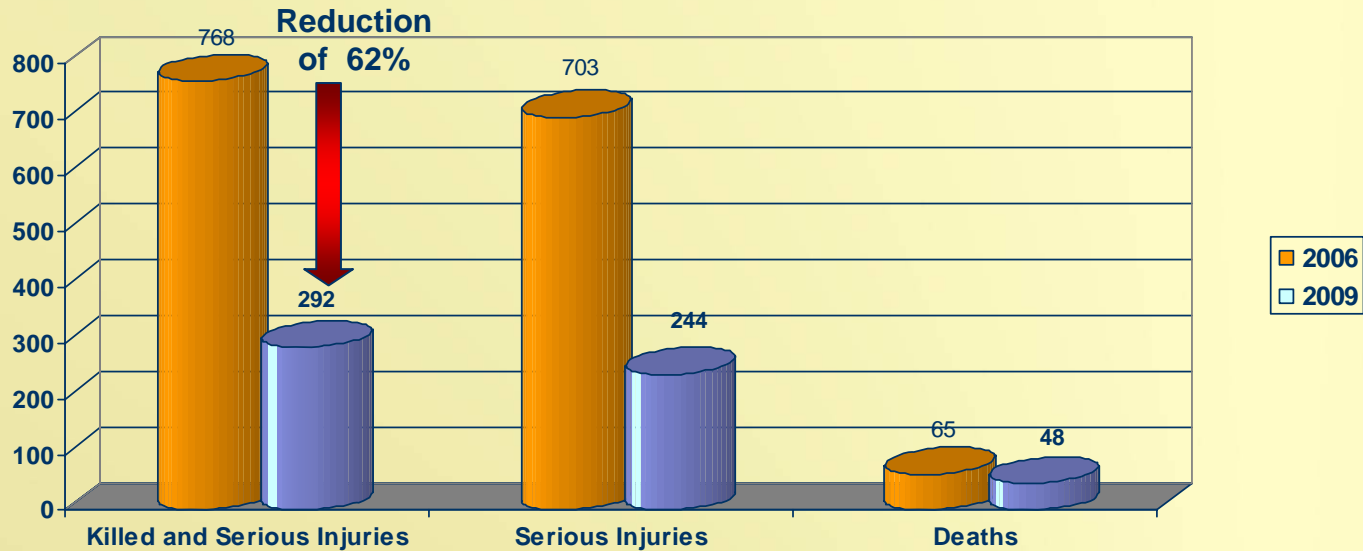
What does community involvement deliver?

- A sense of ownership (key to attitude & behavioural change)
- Provides:
 - Understanding of the publics' priorities and issues
 - Increases public support for efforts of the authorities
 - Promotes effective delivery of campaigns & interventions
 - A “watchdog” and advocates for road safety

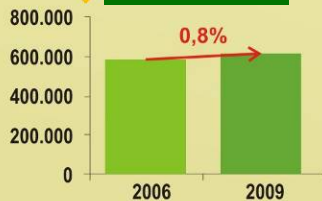




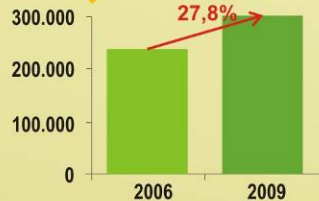
Proactive Partnership Strategy



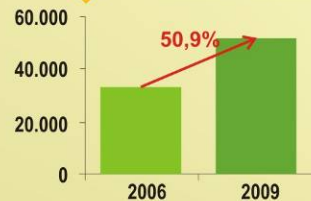
Population



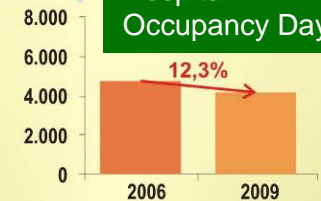
Vehicle Fleet



Motorcycle Fleet



Serious Injuries Hospital Occupancy Days



Vietnam Helmet Legislation Change

Before 15 Dec 2007



After 15 Dec 2007



Results

- 1537 fewer deaths in 2008

Why?

- Many collaborative partners
- Government leadership
- Sustained preparation effort
- Good practice approach
- Co-operation of public

Conclusion



- Public education campaigns work when part of a set of activities to improve road safety
- Success comes from targeted campaigns with wide ownership – partnership, collaboration & cooperation – with clear strategic plans
- Community involvement delivers a greater chance of success in changing road user behaviours

Thank you



Further information is available at the following website:



GLOBAL
ROAD SAFETY
PARTNERSHIP

www.grsproadsafety.org