Traffic Safety Campaigns

Rob Sadowsky
Transportation Safety Outreach Coordinator
Department of Transportation and Development

Southern county of Portland, OR metropolitan area

Clackamas County, Oregon

Background

- County Population of 415,000
- 50/50 mix of urban and rural
- Focus area includes two rural communities with 12 mile distance between them
- Targeted Population – approximately 50,000
Two different viewpoints

The Public Health Professional Sees

The Traffic Engineer Sees

The Citizen Sees

The Marketing Maven Sees

Safe Systems using a social ecological theory model

Clackamas County, TSAP 2019

DRIVE TO ZERO

Advocates the role of zero traffic fatalities will involve everyone.

Clackamas County, TSP 2019
Data on crashes in Clackamas County, TSAP 2019

Some stories from our target area

The most frequent contributing factors in reported crashes were:

- Road conditions: 36%
- Driver errors: 34%
- Environmental factors: 31%
- Speeding: 22%
- Alcohol: 21%
- Distracted driving: 17%
- Fatigue: 16%

Clackamas County Sheriff and Southridge High School Twitter Posts

Rural vs. Urban
People must drive further in rural areas to reach destinations and emergency response times can be longer than in urban areas. Speeds are also higher in rural areas and there are fewer transportation options. As a result, rural areas are more susceptible to severe crashes than urban areas. As shown below, 45% of reported severe crashes occurred in rural areas, while 20% of the population lives in rural areas.
Our Road Map for NSC Grant

Optimal Roadway Safety Treatments

Social Marketing ≠ Social Media Posts

Social Marketing ≠ Social Media Posts

An introduction to the South County Drive to Zero Micro-targeting Campaign
• **Social media** refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

• **Social marketing** is an intentional use of many channels where the social good is always the primary focus.

Source: Institute for Social Marketing

Example of Social Media approach to Safety

Source: National Safety Council

Community-based Social Marketing

A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual

Or

Behavior Change for Social Good
Social Marketing Key Concepts

• The ultimate objective is to influence action & change behavior;
• Benefits people receive must be greater than the costs they incur;
• Programs will be more effective if based on an understanding of the target audience's own perceptions;

Source: Institute for Social Marketing

Social Marketing Key Concepts (cont.)

• Target audiences are seldom uniform;
• Recommended behaviors always have competition;
• The marketplace is constantly changing.

From Clackamas County
Real Life Examples of Social Marketing

Buckle Up, Stay Alive campaign designed by LG2 advertising agency for Quebec Automobile Insurance Society, 2012.


Clackamas County 2018
Micro-Targeting is a marketing strategy that uses consumer data and demographics to create audience subsets/segments. It's possible to predict the buying behavior and to influence behavior through hyper-targeted advertising.

SEXUAL VIOLENCE PREVENTION

GOAL
PRIMARY PREVENTION OF GENDER-BASED SEXUAL VIOLENCE

PURPOSE
To increase the mutuality of relationships

FOCUS
Body autonomy

PRIORITY AUDIENCE
Middle school-aged males (11 to 14 years old)

OBJECTIVES
ATTITUDE: My behavior can affect other people's personal boundaries (bubbles) and make them feel uncomfortable.
BELIEF: I feel terrible when someone else makes me uncomfortable. I would never want to make someone feel that way.
BEHAVIOR: I ask myself whether my actions will make another person uncomfortable and engage only in physical and emotional interactions both people agree to.
Primary Audience Research

**Goal:** Gather insights from youth across WA about current experiences, perceptions and knowledge of body autonomy to inform campaign development.

**Methodology:** Qualitative audience research conducted with diverse group of 56 middle schoolers (21 girls and 35 boys) via an online discussion board over multiple days with time for concept development in between.

**Key Insights**

- **Audience:** Had foundation to understand the concept, but needed the last piece connected: they need to respect others' bodies as they expect other people to respect their bodies.
- **Behaviors:** Had experienced and were concerned by unwanted touching, photos without permission, body shaming comments and general disrespect for other's personal bubbles (i.e. boundaries).
- **Messages:** Wanted straightforward instructions (tell me what to do)
- **Messengers:** Wanted to hear from peers their own age – not adults, which were often a last resort.
- **Channels:** Best places to reach them were in-school or on social media, especially YouTube with eye-catching visuals and animations.

**Pilot Strategy**

- **Digital advertising:** 5-week media buy via YouTube, SnapChat, Facebook and display; hyper-targeted by geography, age, gender and interests (gaming, memes, sports, etc.)
- **In-school campaign:** Provided communications tools to inform staff, teachers and parents ahead of the campaign. Installed 70 posters in high traffic areas.
- **Evaluation:** Post-campaign survey administered to students at a pilot school and a control school with nearly identical demographics that was not exposed to the campaign.
Personal Space Video

https://vimeo.com/313484886/468cc90ea6

In-School Posters

Results

Media Buy
• 619,097 impressions
• 16,719 video views
• 2,680 clicks to landing page

Campaign Recall
• 70% reported noticing the posters
• 25% reported noticing the videos

Student Survey Highlights
• Positive impacts across nearly all attitudes, behaviors and social norms measured
• Pilot school students asked permission before touching others 39% more often than control school
• Pilot school had 32–46% more agreement with social norms around respecting other’s feelings and physical and personal boundaries.
Big Data is Key

"Whoa! But, that's stuff we don't do in government, young man".

New Home Buyers obtained from tax records.

New Water Utility Accounts

2019 City of Austin, Texas
Pitfalls and Challenges

- Some data is too private for government.
- Big data costs money.
- Big data requires big storage.
- Protocol, policies, and expertise.
- Sharing? Disclosure? Access?

Our Micro-Targeting Project

- Use behavioral and cultural change education using micro-targeting in order to effectively reach a targeted rural area.

Our Micro-Targeting Project

- Professionals will be utilized to build the internal capacity to conduct micro-targeting using social media, social media ad buys, and direct email campaigns.
Social Marketing Planning Process

Step 1: What is Success? Identify Purpose, Goals & Objectives
Step 2: The What. Identify the Desired Behavior Change
Step 3: Stop, Look and Listen. Defining Research Needs
Step 4: The Who. Chose & Prioritize Target Audiences
Step 5: Why They Do / What They Do. Map Barriers, Benefits, Motivators and Influential Others
Step 6: What’s the Hook? Create an Effective Message Strategy
Step 7: The How. Plan your CBM Intervention
Step 8: Who Else Can Help? Identify and Engage Partners
Step 9: Chart the Right Path. Develop your Communication Plan
Step 10: Are We There Yet? Create an Evaluation Plan

CAUSES OF CRASHES

DESIRED BEHAVIOR IMPACT ON REDUCING FATAL AND SERIOUS INJURIES

CAMPAIGN PURPOSE

<table>
<thead>
<tr>
<th>CAUSE OF CRASH</th>
<th>CURRENT BEHAVIOR</th>
<th>SOCIOMETRIC INDEX FOR CURRENT BEHAVIOR</th>
<th>COMBAT BEHAVIOR</th>
<th>SOCIOMETRIC INDEX FOR COMBAT BEHAVIOR</th>
<th>CURRENT BEHAVIOR</th>
<th>SOCIOMETRIC INDEX FOR CURRENT BEHAVIOR</th>
<th>COMBAT BEHAVIOR</th>
<th>SOCIOMETRIC INDEX FOR COMBAT BEHAVIOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distracted Driving – Cellphone</td>
<td>High – 14</td>
<td>High – 14</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
</tr>
<tr>
<td>Set your map/music before you go</td>
<td>Medium – 9</td>
<td>Medium – 9</td>
<td>Low – 5</td>
<td>Low – 5</td>
<td>Low – 5</td>
<td>Low – 5</td>
<td>Low – 5</td>
<td>Low – 5</td>
</tr>
<tr>
<td>Engaging with Community</td>
<td>Wrapping messaging with developing community norms, classic presentations, community events and tabling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Engaging with Community
Wrapping messaging with developing community norms, classic presentations, community events and tabling.
In the classroom

In the auditorium

At events
Partners

Resources

- www.drivetozero.org
- Clackamas TSAP/Local Road Action Plan: https://www.clackamas.us/transportation/tsap.html
- Social Marketing Association of North America (local chapters): https://smana.org/
- All photo credits Clackamas County unless otherwise cited.

Positive Culture Framework

- Positive Culture Framework Training: https://chsculture.org/training/
Thank you

Questions?

Roadways@Clackamas.us
503-742-4776