

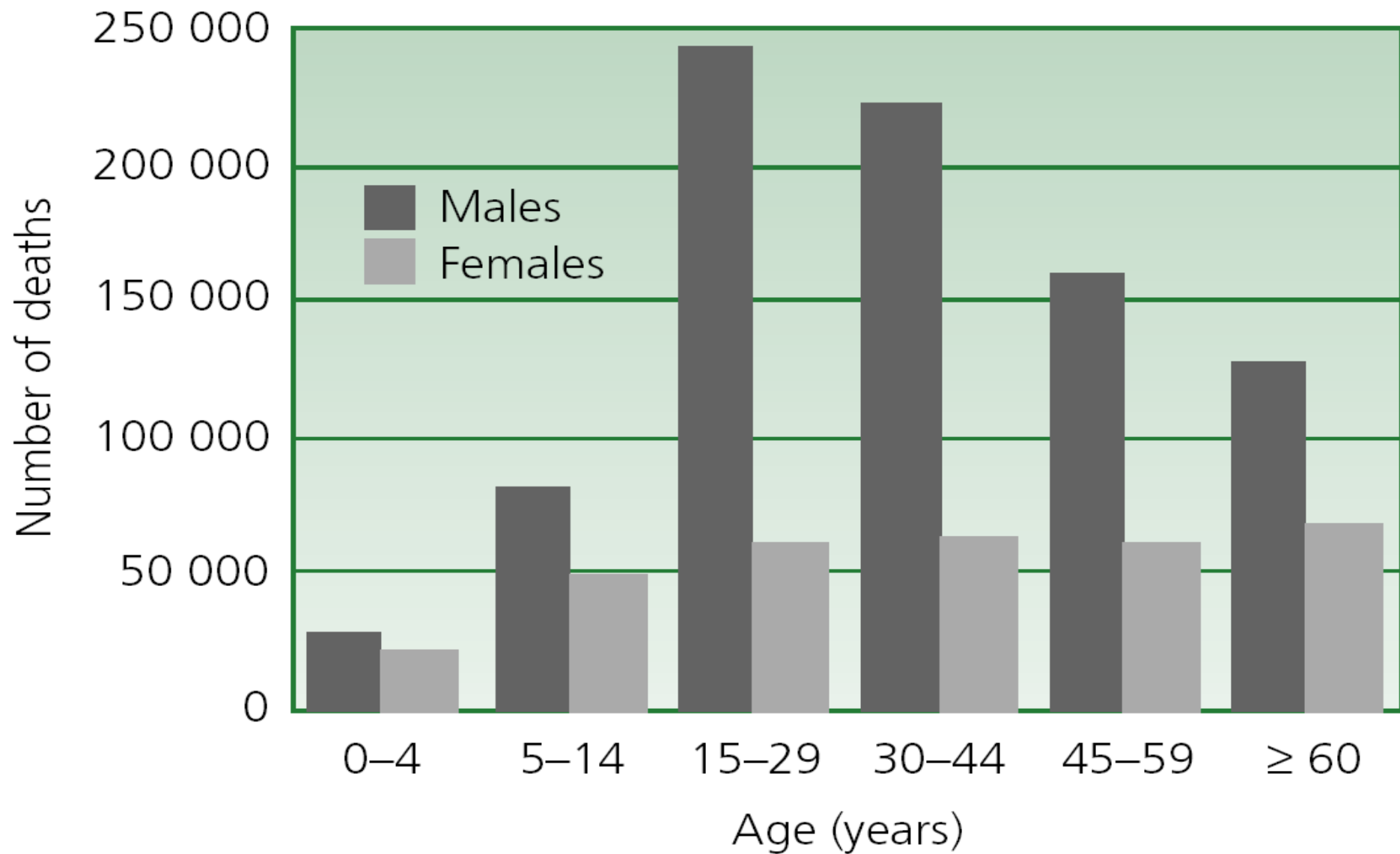
Social marketing – can it be used  
to reduce road traffic collisions  
among young male Irish drivers?

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# Globally

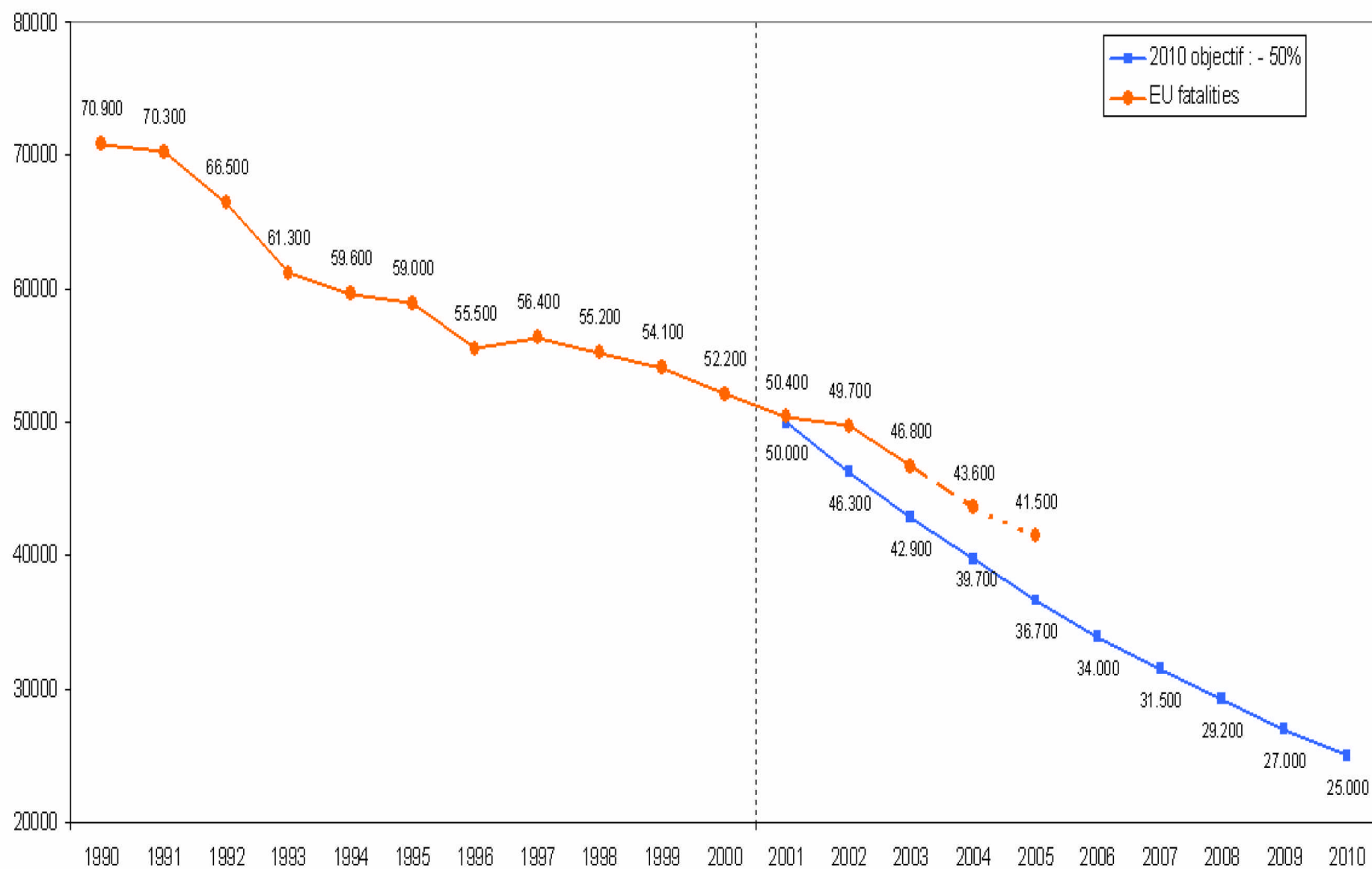
- 2002 – 1.18m people died on roads and between 20 and 50 million people injured every year.
- Countries in SE Asia account for more than half of all deaths worldwide.
- Males aged between 15 and 44 years accounted for over half of all road deaths globally in 2002.
- TRL estimate that global cost of road crashes and injuries is US\$518 billion annually.

# World Road Traffic Deaths (2002)



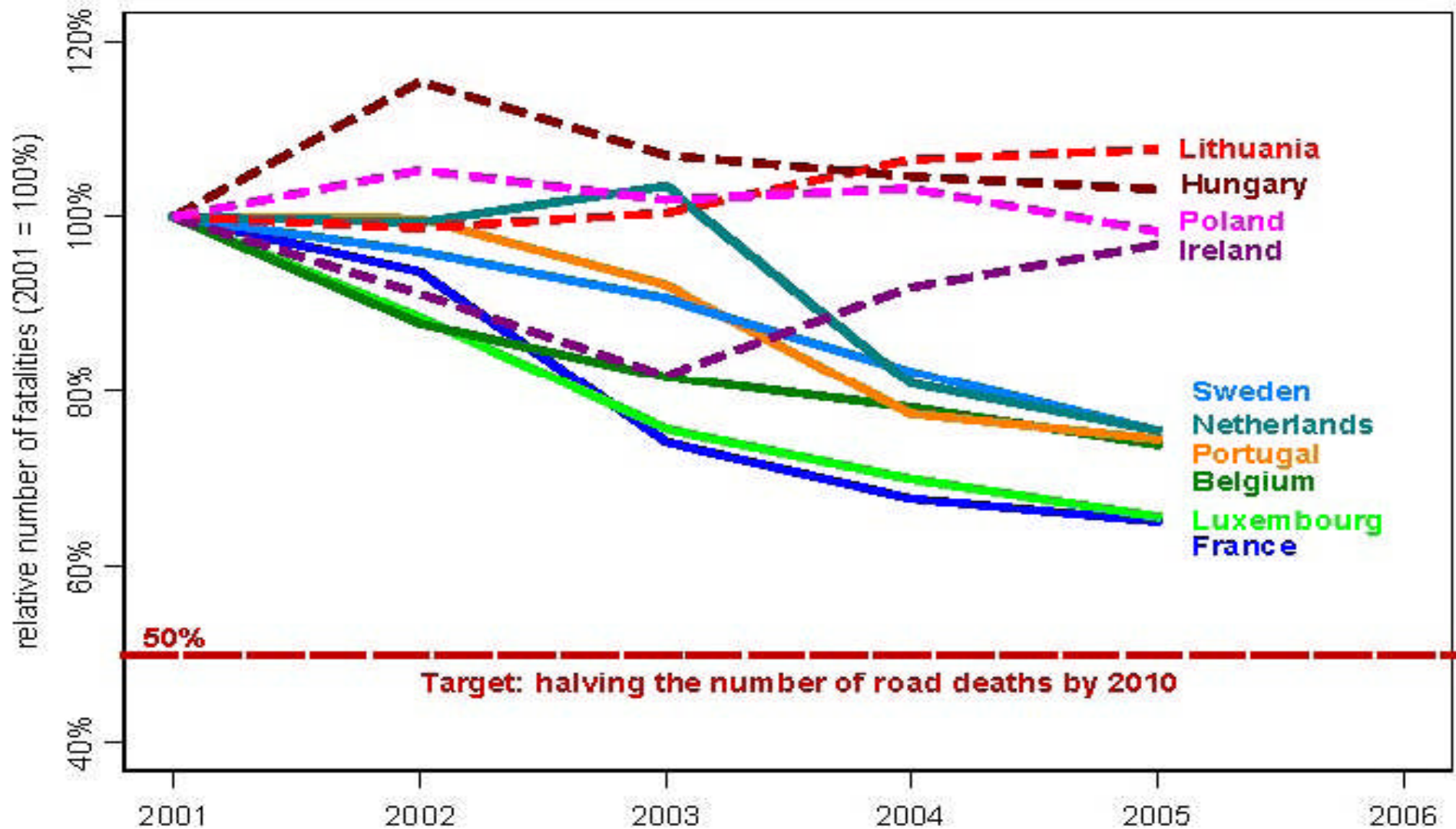


## Evolution 1990 - 2010 EU fatalities



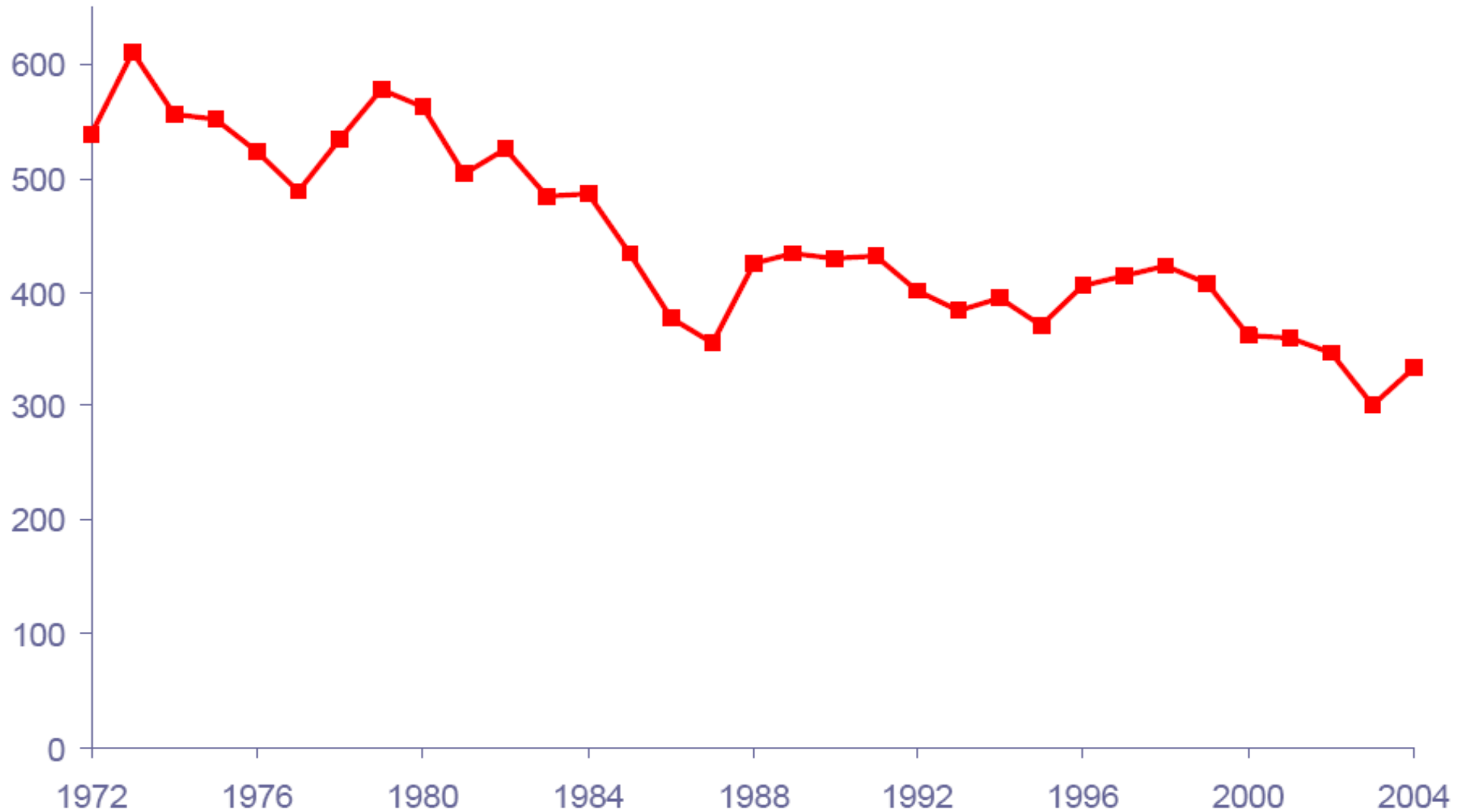
Source: - CARE (EU road accidents database)  
- National data

# Road Fatality Trends within the EU



- ETSC estimate a 27% reduction in road fatalities in the EU15 by 2010.
- But only a 10% reduction in newer states by 2010.
- Given the current trends, Ireland will only have reduced its road fatality rate to 324 by 2010.
- 411 killed in 2001 (2010 target – 205).

# Fatal Collisions in Ireland



Year	Provisional licences	Full licences	Deaths	Monthly average	No Vehicles +	No licence holders
1998			458	38	1,510,853	1,943,184
1999			413	34	1,608,156	2,039,509
2000	497,002	1,517,294	415	34	1,682,221	2,014,296
2001	462,133	1,574,491	411	34	1,769,684	2,036,624
2002	352,524	1,758,142	376	31	1,850,046	2,110,666
2003	367,807	1,849,269	335	28	1,937,429	2,217,076
2004	380,347	1,904,976	374	31	2,036,307	2,285,323
2005	404,607	1,947,933	396	33	2,138,680	2,352,540
<b>% Change 1998 - 2005</b>			<b>-13%</b>	<b>-13%</b>	<b>41%</b>	<b>21%</b>

# Young Male Irish Drivers

- 2006 – drivers under 25 accounted for 37% of fatalities and 25% of injuries but represented only 9% of all insurance policyholders.
- Young driver accidents tend to be more severe than accidents not involving young drivers, in terms of injuries sustained and the mortality rates involved.

	16-25	26-40	41-60	61-99	Female	Male
Belgium*	26%	34%	24%	17%	21%	79%
Denmark	22%	35%	21%	22%	21%	79%
Greece*	20%	34%	31%	16%	8%	92%
Spain	22%	36%	27%	15%	14%	86%
France	28%	29%	25%	19%	22%	78%
Ireland	27%	35%	17%	20%	24%	76%
Italy**	23%	32%	25%	20%	15%	85%
Luxembourg	13%	53%	29%	5%	16%	84%
Netherlands	34%	27%	22%	16%	19%	81%
Austria	31%	28%	23%	18%	21%	79%
Portugal	24%	37%	26%	14%	15%	85%
Finland	23%	22%	32%	22%	19%	81%
Sweden	21%	23%	29%	27%	15%	85%
UK	31%	29%	21%	19%	23%	77%
Total	26%	31%	25%	18%	18%	82%

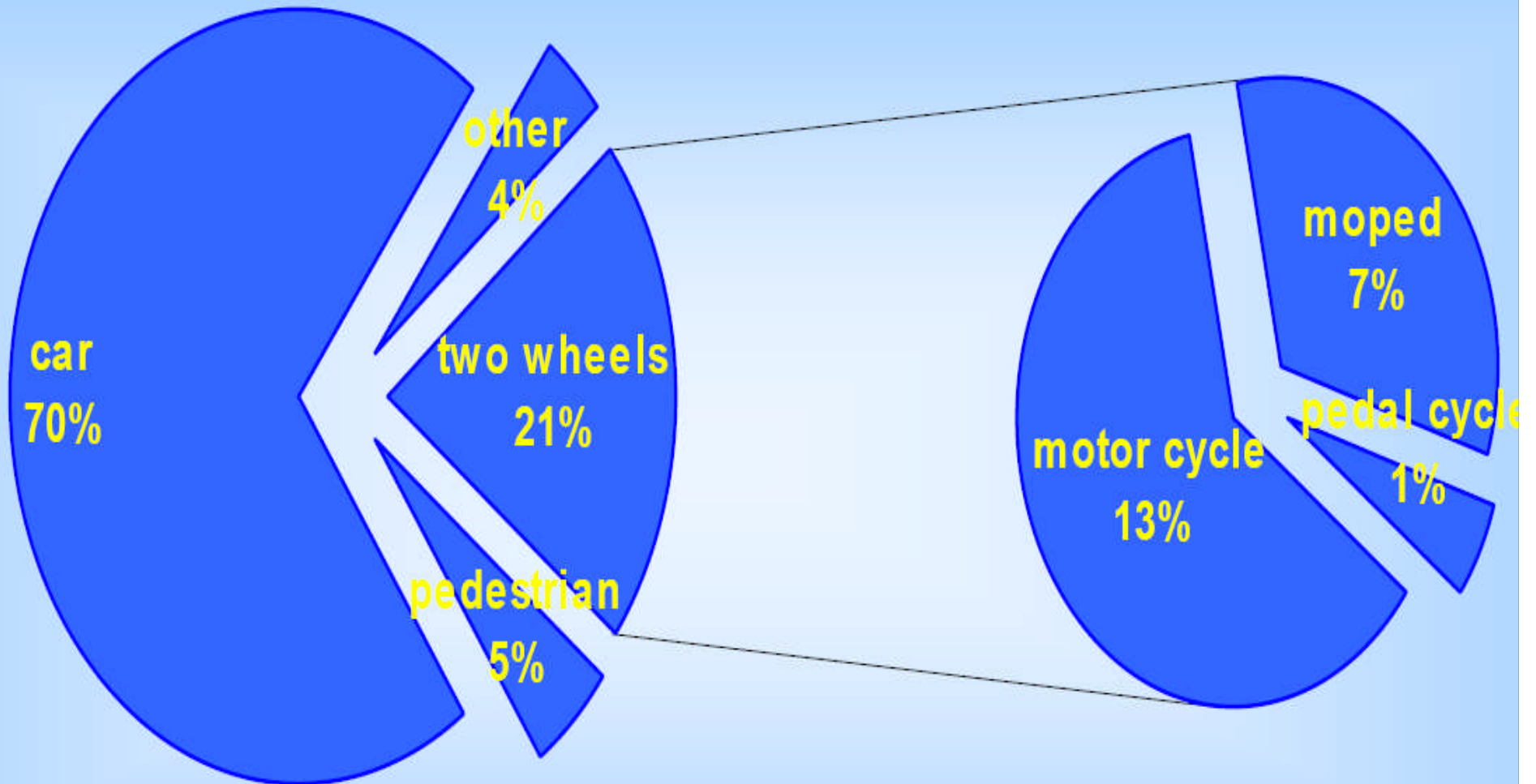
\* Data from 2001

\*\* Data from 1998

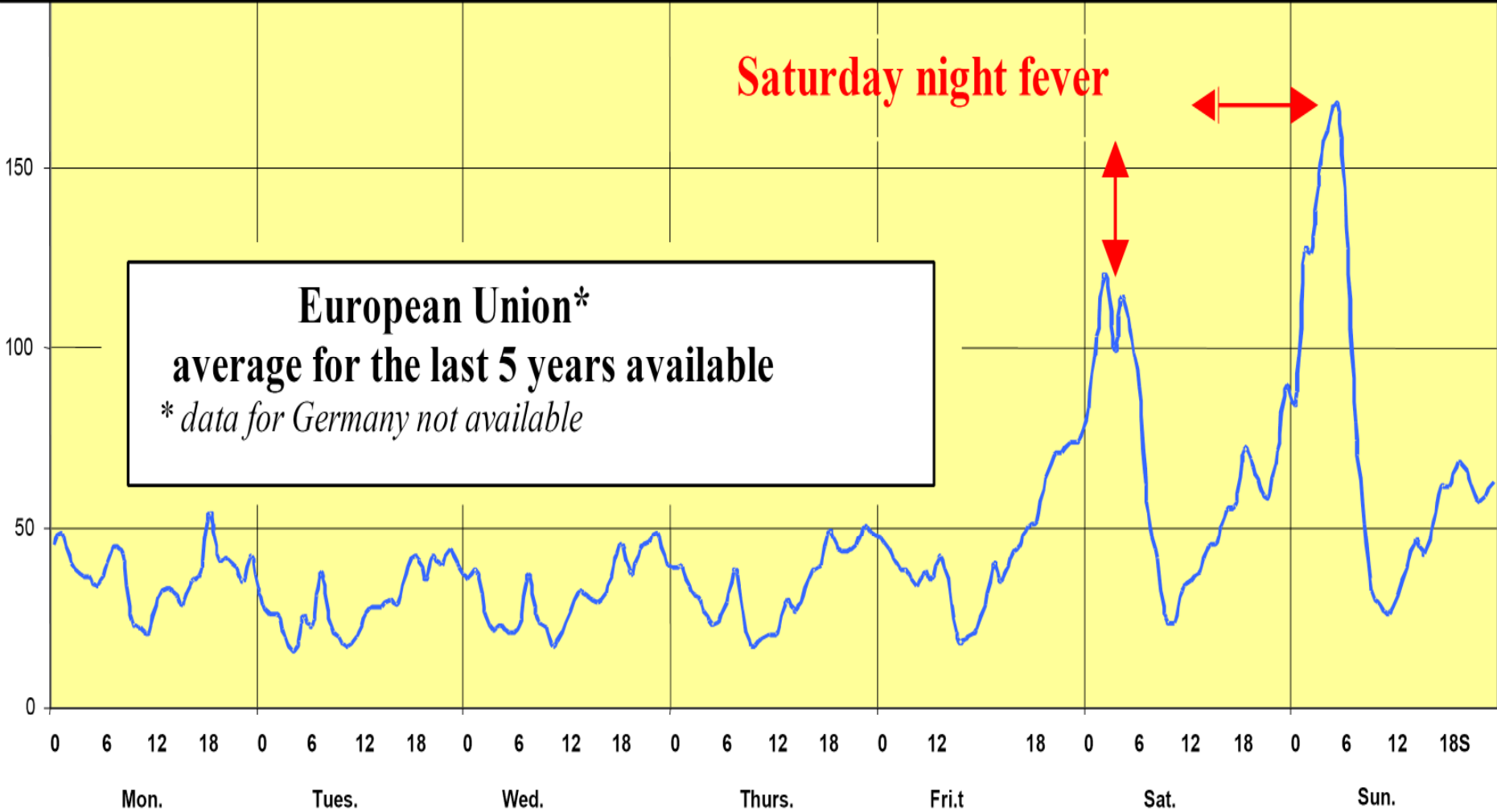
Source: CARE Database / EC

Date of query: February 2005

# EU15 Fatalities (18-25) 2004



# Number of 18-25 Year Olds killed on roads by time and day



Source: \* CARE

time and day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Belgium*	12%	11%	13%	11%	13%	20%	21%
Denmark	10%	11%	12%	13%	18%	17%	20%
Greece*	13%	11%	11%	11%	13%	18%	22%
Spain	12%	10%	12%	11%	15%	20%	20%
France	12%	13%	12%	12%	16%	17%	18%
<b>Ireland</b>	<b>17%</b>	<b>9%</b>	<b>10%</b>	<b>12%</b>	<b>13%</b>	<b>15%</b>	<b>25%</b>
Italy**	14%	12%	11%	13%	14%	18%	19%
Luxembourg	13%	6%	15%	12%	17%	29%	8%
Netherlands	10%	11%	10%	12%	18%	21%	17%
Austria	12%	13%	12%	13%	12%	18%	20%
Portugal	12%	11%	9%	11%	16%	17%	24%
Finland	18%	13%	14%	15%	15%	12%	13%
Sweden	13%	14%	13%	16%	14%	17%	12%
UK	13%	13%	13%	12%	17%	17%	16%
Total	13%	12%	12%	12%	15%	18%	19%

\* Data from 2001

Source: CARE Database / EC

\*\* Data from 1998

Date of query: February 2005

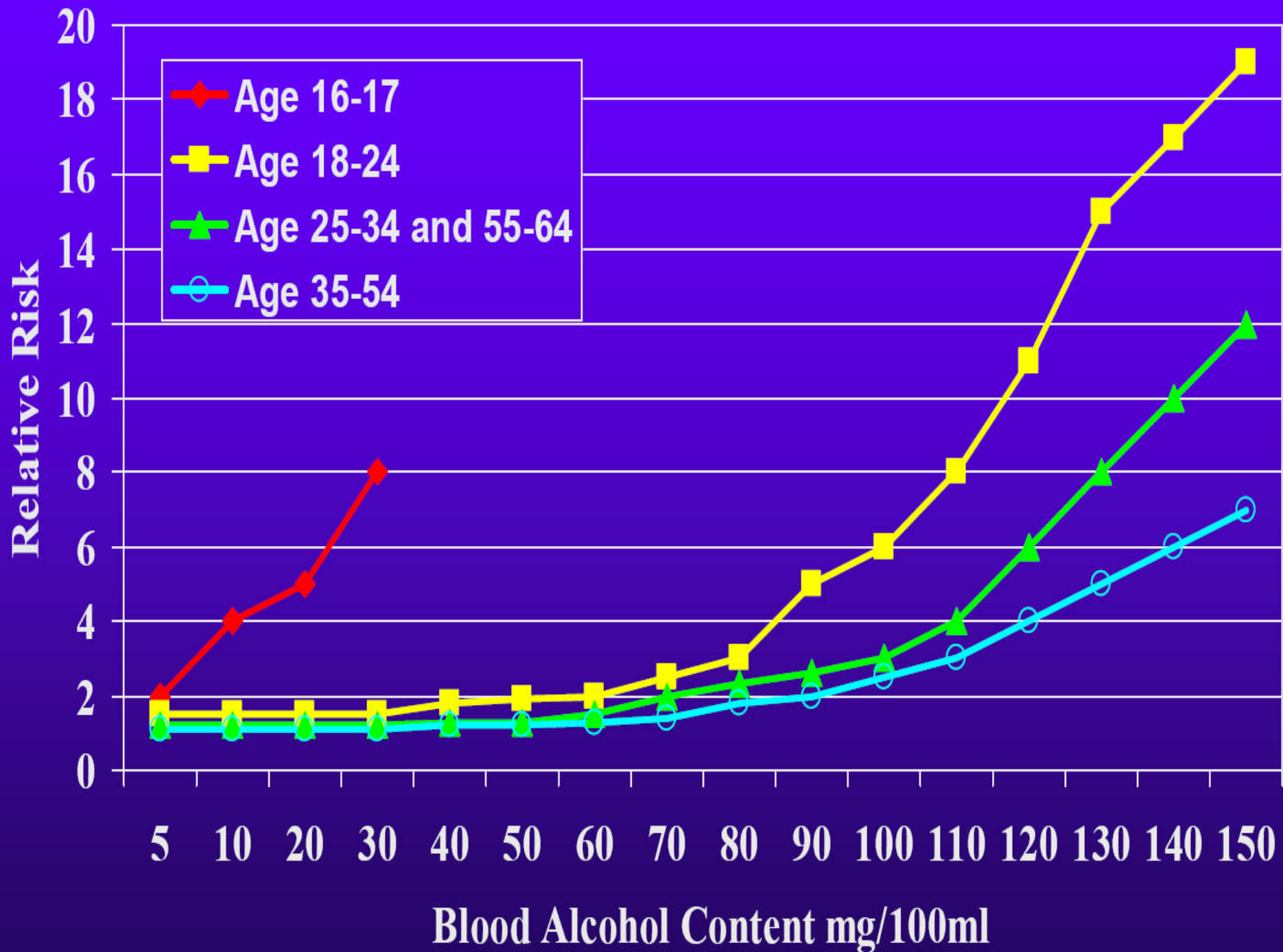
	midnight-4am	4-8am	8am-noon	noon-4pm	4-8pm	8pm-midnight
Belgium*	22%	16%	11%	14%	18%	19%
Denmark	7%	16%	13%	24%	23%	18%
Greece*	13%	21%	13%	19%	17%	16%
Spain	12%	17%	15%	18%	21%	17%
France	10%	15%	16%	17%	24%	17%
<b>Ireland</b>	<b>32%</b>	<b>7%</b>	<b>13%</b>	<b>11%</b>	<b>21%</b>	<b>17%</b>
Italy**	18%	15%	16%	18%	19%	15%
Luxembourg	23%	15%	6%	21%	19%	15%
Netherlands	17%	16%	13%	18%	20%	17%
Austria	16%	20%	13%	14%	21%	15%
Portugal	15%	16%	16%	14%	23%	16%
Finland	10%	10%	15%	24%	23%	17%
Sweden	11%	14%	16%	23%	23%	12%
UK	14%	9%	12%	19%	26%	20%
Total	14%	15%	15%	18%	22%	17%

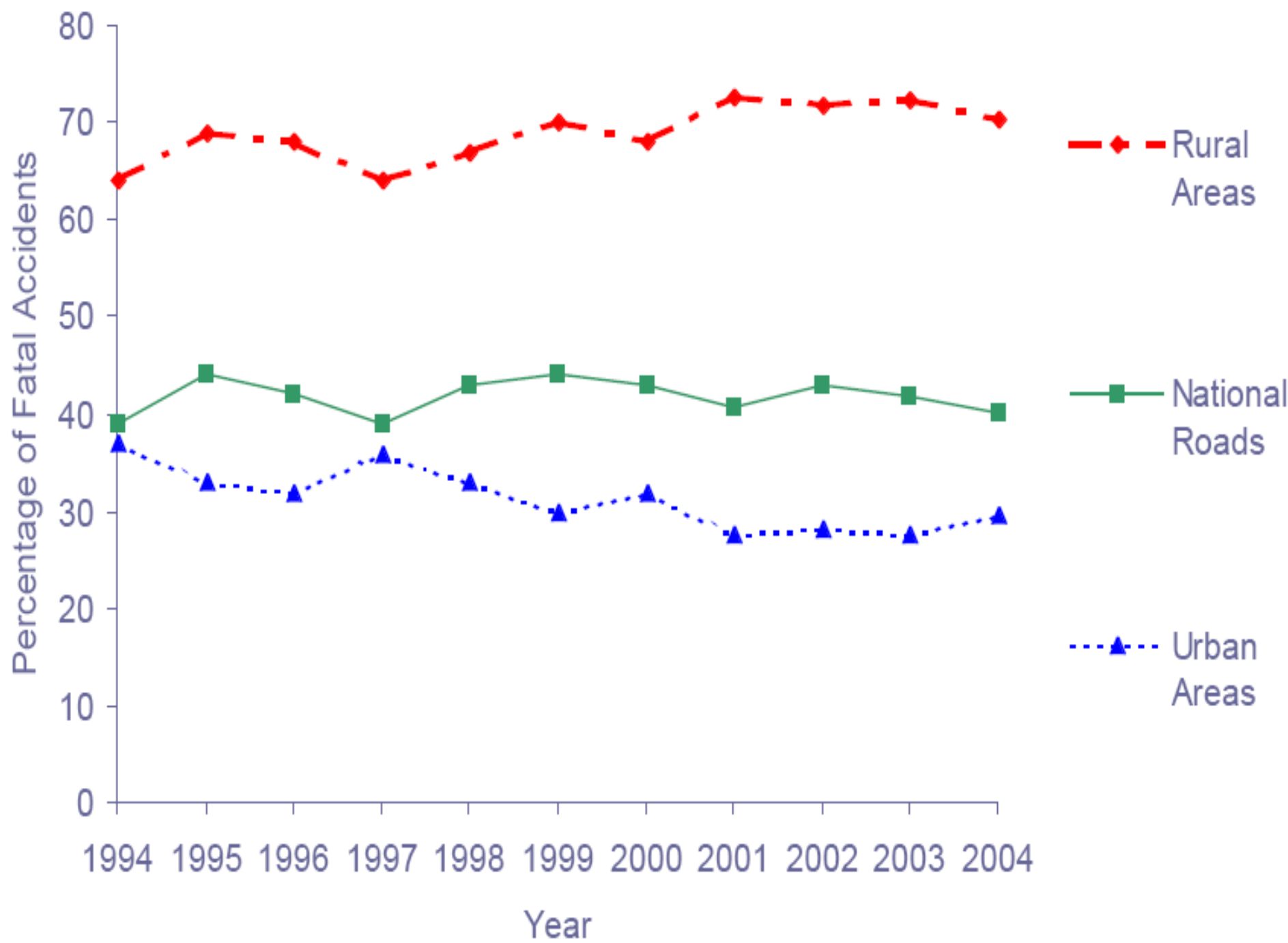
\* Data from 2001

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Road Character	Fatal	Serious Injury	Minor Injury	Total	%
Straight	173	329	2,484	2,986	51.7
Bend	72	155	972	1,199	20.7
Hillcrest	12	22	150	184	3.2
Some Gradient	37	75	492	604	10.4
Other	7	6	75	88	1.5
Not Specified	33	75	612	720	12.5
<b>TOTAL</b>	334	662	4,785	5,781	100.0

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# Road Networks

- ETSC estimate that a 1km reduction in travel speed results in a 3% reduction in accident frequency.
- Busy urban roads (high volumes of slow moving traffic) – 6% reduction.
- Rural roads – 2% reduction.
- Excessive speed causes a third of fatal and serious injuries in the EU.

# Young Drivers

- Fuller (2005) – 14% of Irish driving population are high risk drivers
- 90% of these are young male drivers
- Mean age – 26 years
- High risk drivers are problematic as their driving behaviour is derived from attitude
- Attitude is difficult to alter
- Even if a change in attitude is achieved, behavioural change is by no means assured.

# Young Drivers

- *“They want to find and explore the envelope, or else to assume they know where it is and to operate on its edges. They talk and behave as if this envelope, the dividing line between accident free driving and collision, is visible, precise and stable. But they are prancing on the edge of a cliff, not a hard edge. If it gives way, it will do so without warning, without apparent cause and without the chance for recovery... The only skill is to keep well away from the edge (of the envelope)”.*

# Reasons for over representation of young drivers in road collisions

- Related to young drivers' propensity for risky driving
  - Driving at excessive speed
  - Dangerous overtaking
  - Close following
  - Driving after drinking
  - Driving after drugs

# Reasons for over representation of young drivers in road collisions

- Psychometric features
  - Inexperience
  - Inattention
  - Poor risk/hazard perception
  - Impulsivity
  - Propensity for thrill/sensation seeking
  - Over confidence

# Can social marketing have an effect?

- Investigate the effect on young male drivers of fear appeals that focus on death and disability as a consequence of bad driver behaviour.
- Investigate the effect of high physical fear advertisements on young male driver attitudes

# Social Marketing?

- “Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research”.

# Our study!

- Seven focus groups of young male drivers aged from 17 – 24 years.
- Participants were students from the Automotive Department of CIT.
- Shown 2 short road safety films by RTE showing young, paralysed drivers as well as families talking about being left behind.
- Also shown Irish and international advertisements and reactions gained.

# Results- Acknowledgment!

- *“The way I look at it anyway is that when you’re 18 to 25, you’re a lunatic...”*
- *“It’s a phase at the start when you’re young...you’re watching films and you’re influenced by all these things and you just want to get out and burn road...”*
- *“You do get a buzz throwing your car into a corner, especially at night time, when you know there’s not much traffic on the road...”*

# Results – Confidence!

- *“There is a buzz, driving fast, rallying on the road a bit...I’m not saying every day but I would test the car out every now and then”*
- *“If you know your car can hold bends, it makes you drive on harder”*
- *“If you’re travelling away there at say 55 or 60mph, you’re not going to be paying much attention to what’s happening, whereas if you’re travelling at 70mph or so, you’d be paying more attention”*

# Results – RTE Films

- *“Most people when they’re going out on the road don’t think about who they are leaving behind...”*
- *“Well that would make people think more about their family and about how it would affect them...”*
- *“The film was biased talking about boy racers...”*

## Results – RTE Films

- *“I thought the Shattered Lives film was more effective, looking at lads paralysed. If I was in a crash, I’d rather be dead than paralysed”.*
- *“I know if it was me, I couldn’t stick it, I’d rather be dead than paralysed”.*
- *Once you’re dead, you’re dead but if you have to look at your family and you are paralysed from the neck down and they’re all trying to help you, I’d say you’d feel a lot worse...”.*

# Conclusions

- Wearing seatbelts especially back seat belts seen as unmanly
- Advertising should undermine the acceptability of speeding.
- Adverts should have credibility to effect attitude and behaviour change.
- Lecture type adverts can trigger defensive cognitive processes.
- High threat adverts work

# Conclusions

- Focus on serious injuries rather than death.
- Adverts should highlight the threat of killing or seriously injuring friends.
- “Traffic informers” – the most effective and credible road safety communication medium
- “Traffic informers” are crash casualties that have been severely and permanently injured in a road crash
- Using them in adverts or live presentations
- Most effective for attitude change

# Conclusions

- Effective marriage of enforcement and advertising.
- Integrated road safety strategy.
- Enforcement levels by Gardai must match the threat communicated by the advert.
- The perceived certainty of punishment is more powerful than the perceived severity of punishment in order to effect attitude change.