



## THINK! and behaviour change

November 2013



# The Road Safety Challenge

## Long standing priority

1 <sup>st</sup> speeding conviction	1896
Driving test introduced	1935
Seatbelt introduced	1967

## Impressive road safety record

By 2000 the UK had the safest  
roads in the world

## But Crashes still at unacceptable level

2000: Ten year target to reduce  
them

2011 – Published Strategic  
Framework for Road safety



# Road Safety strategy: the 3 E's

**Engineering**



**Enforcement**

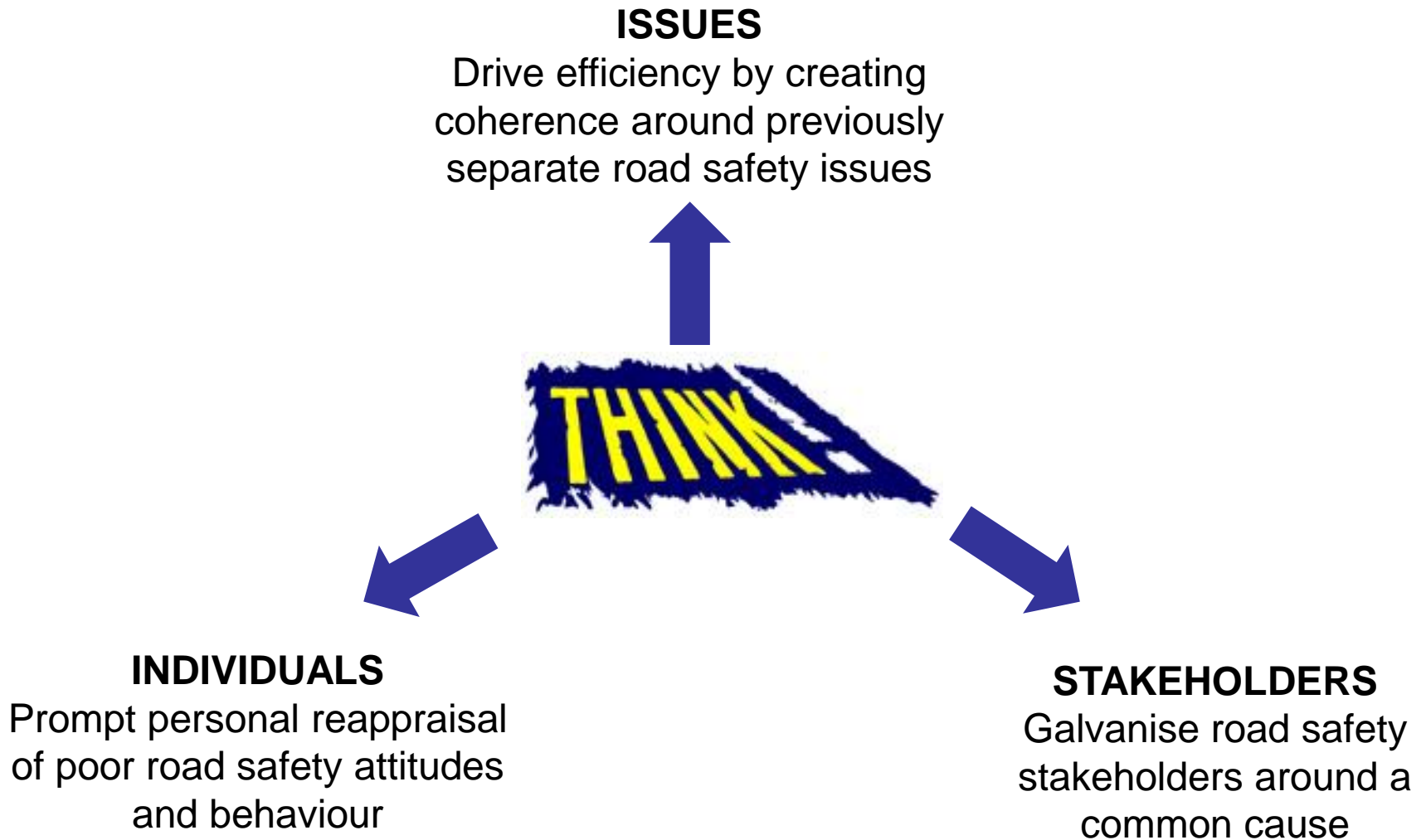


**Education**

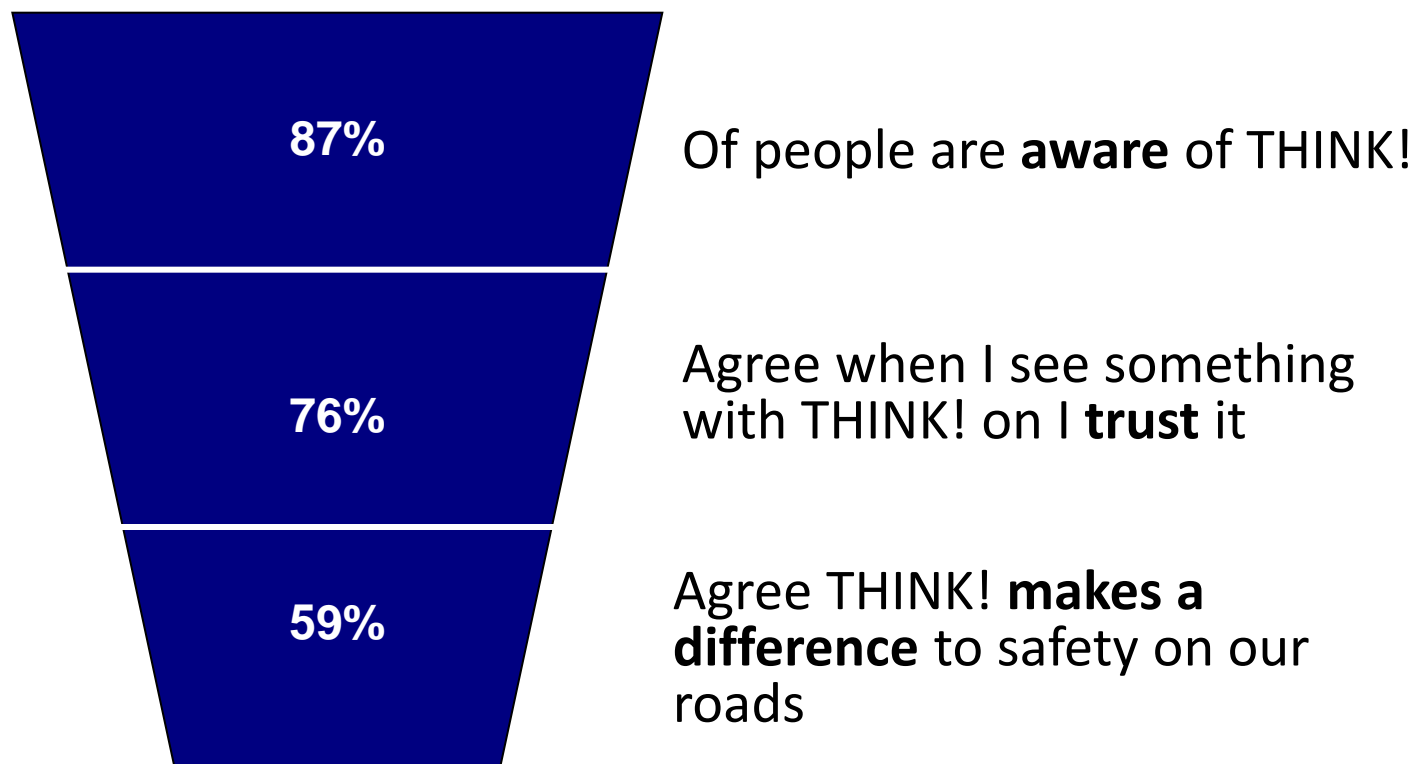




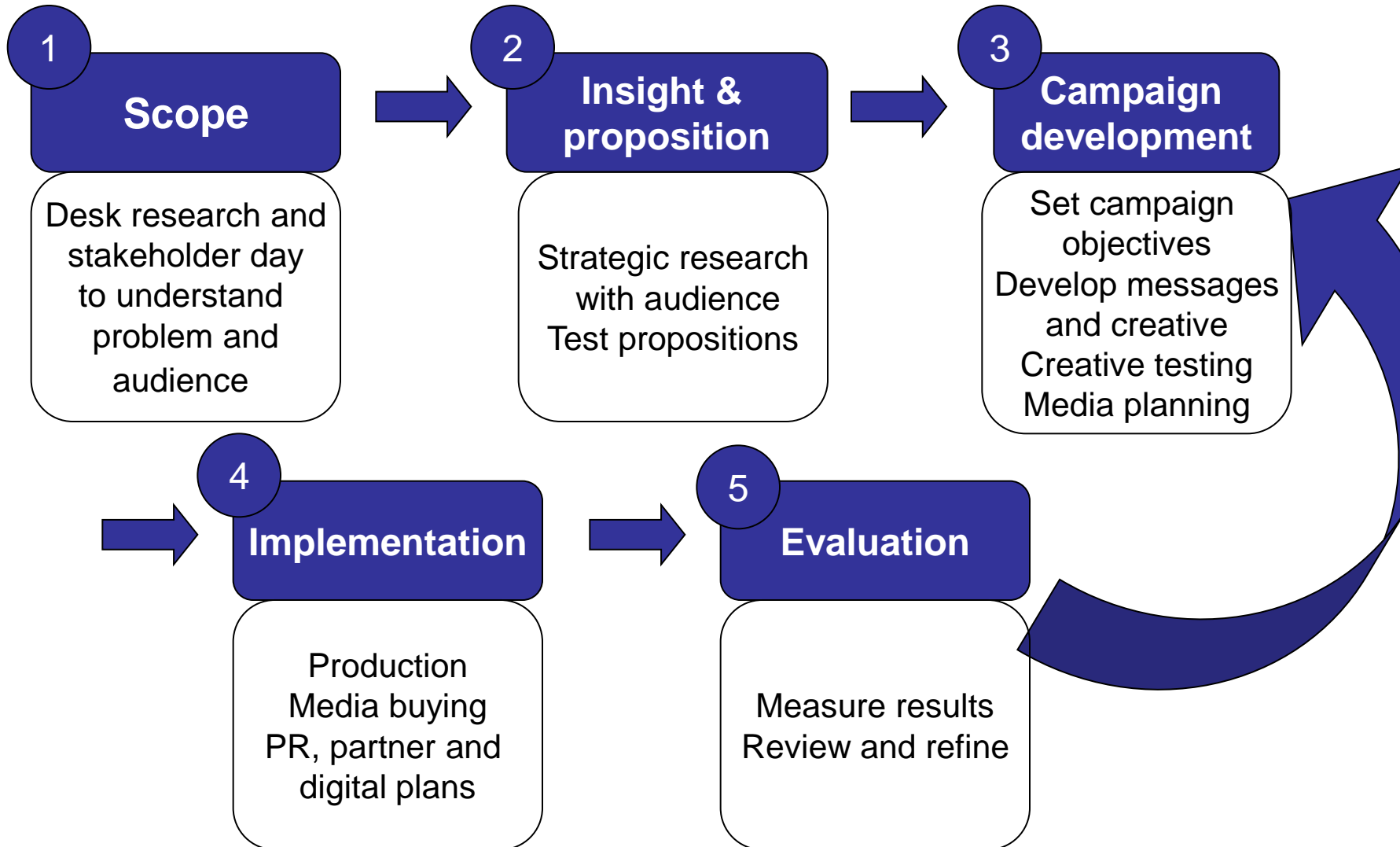
# THINK! was designed to work in three ways



# THINK! has significant influence on road users



# The THINK! campaign development process



# Seatbelts



# Changing attitudes and creating new habits



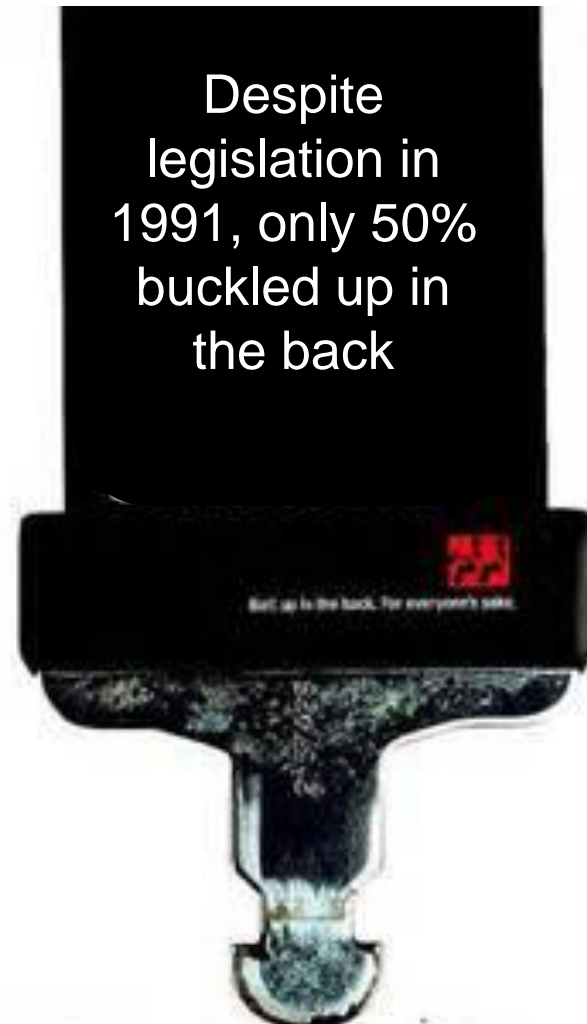
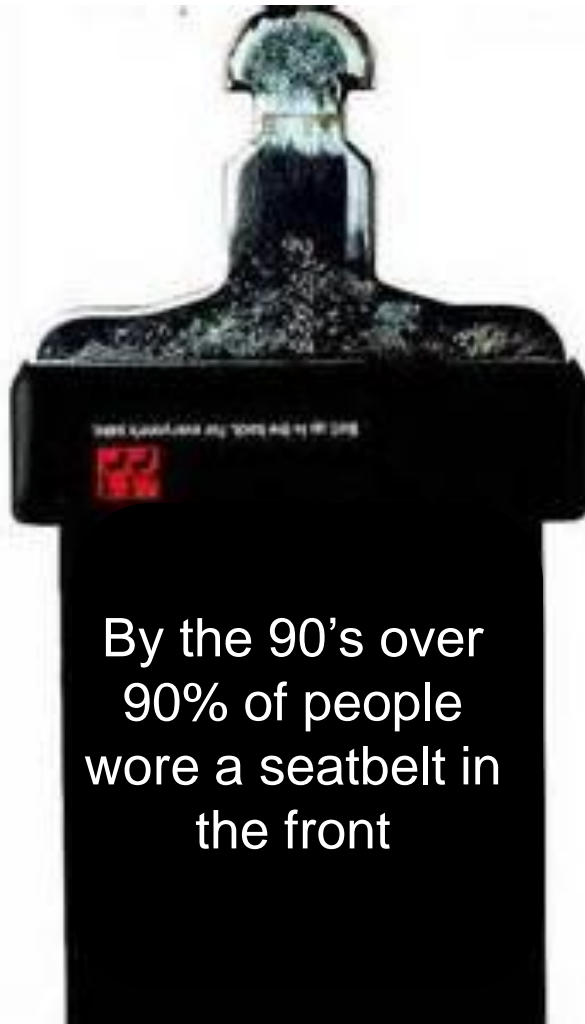
Educating people to the dangers



Embedding new habits



# Legislation and education had been effective for front seatbelts but rear seat belt wearing was still a problem



# So we reframed the issue from a personal choice to a selfish one

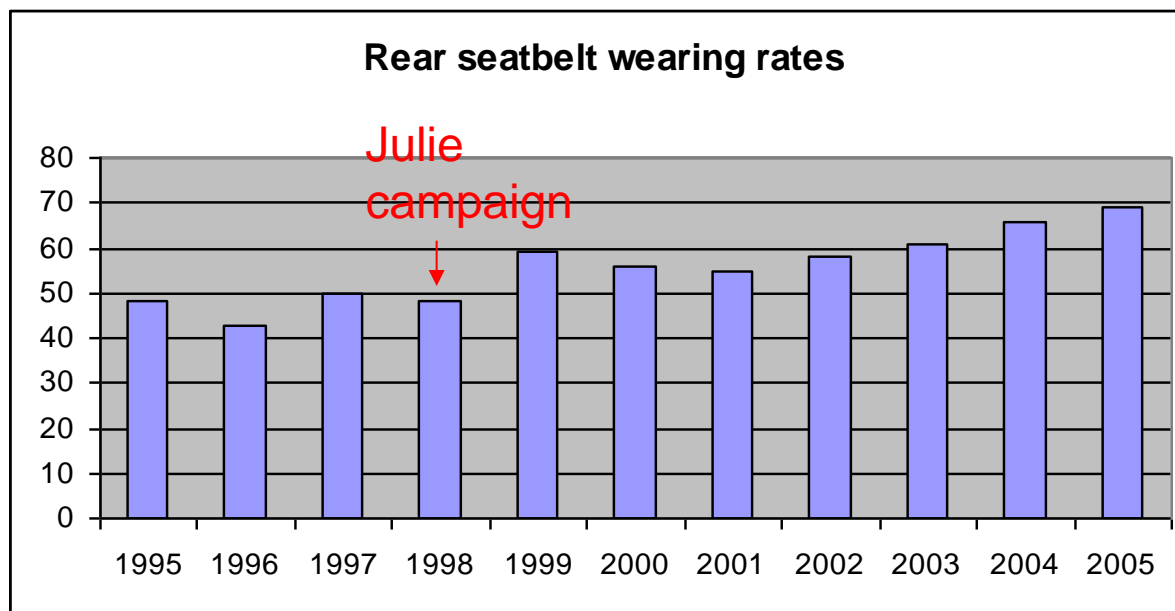
## *Creative Idea*

If you don't wear a seatbelt in the back of the car,  
you could kill the person in front of you



# The campaign was very effective in changing attitudes and contributed to changed behaviour

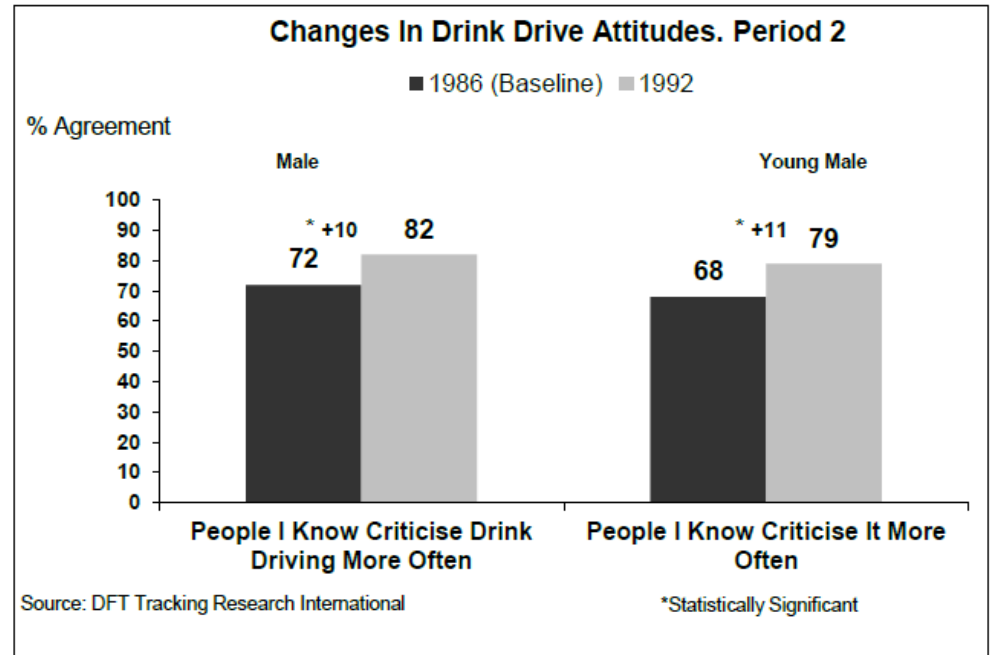
Measure	All drivers Pre campaign	All drivers Post campaign
Agree it is extremely unacceptable not to wear a rear seat belt	65%	93%



# Drink drive



# Years of ads showing the deadly consequences of drink driving created powerful new social norms



# Confronting drivers in denial

Even a quick drink can  
have terrible  
consequences

Tackling the excuses used  
to justify a drink

Showing the personal  
consequences to you if  
caught

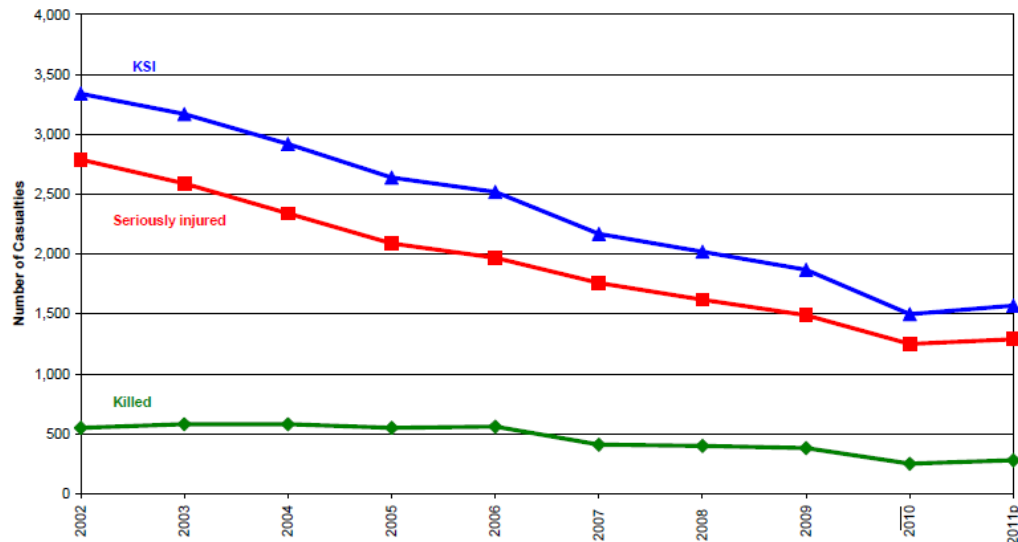


# Salience – making it relevant at the point of decision



# The campaign has achieved significant shifts in attitudes and casualties have continued to fall

KPI	Pre 2007	2012	% change
Agreement its extremely unacceptable to drive after two pints	51%	60%	+9%
Agreement that being caught drink driving would change my life dramatically	73%	87%	+14%





# Speed





# When is speeding, speeding?

Driving 'a little over the limit' wasn't seen as speeding – speeding happens on the motorway

Drivers believed their ability could transcend risk

Breaking 30mph limit was not perceived as socially unacceptable – dropping litter is worse



Department  
for Transport

# Explaining why the limit is 30mph

Previous campaigns aimed to show why there was a 30mph limit and the difference a few mph can make



# Campaign evolved to engage emotions and bring the consequences of their actions much closer to home



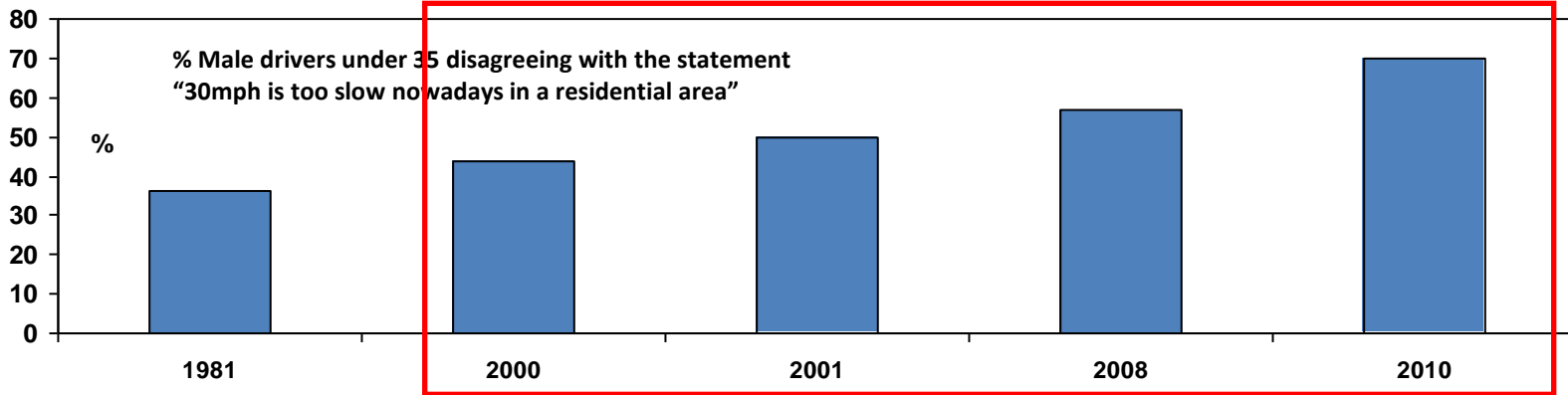
## *Creative Idea*

If you hit someone while speeding you  
will have to live with it.

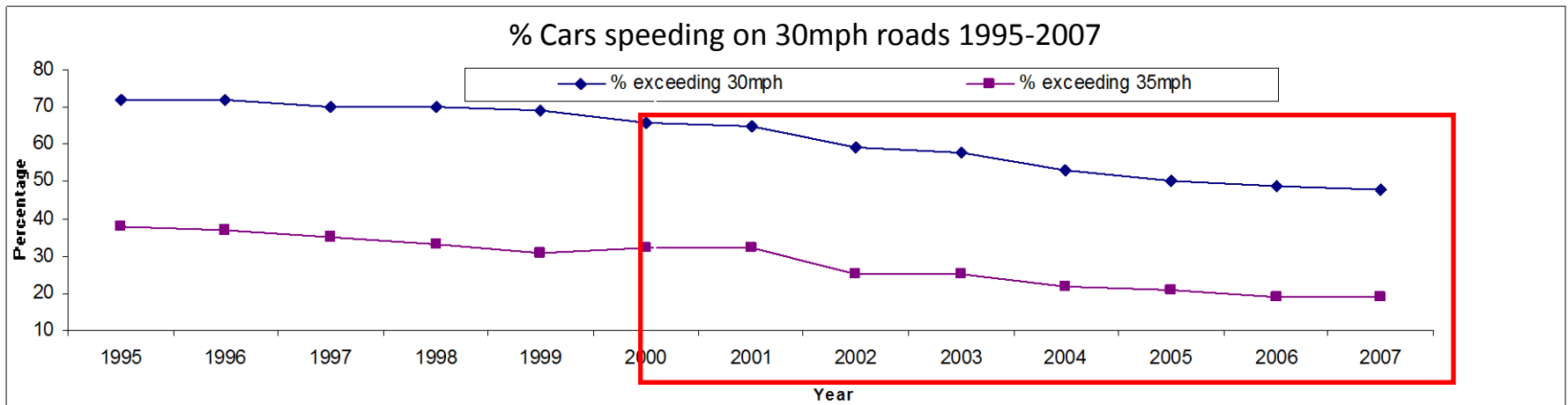


# THINK! Speed campaigns have had measurable benefits

## It has driven attitudinal change



## It has contributed to behaviour change

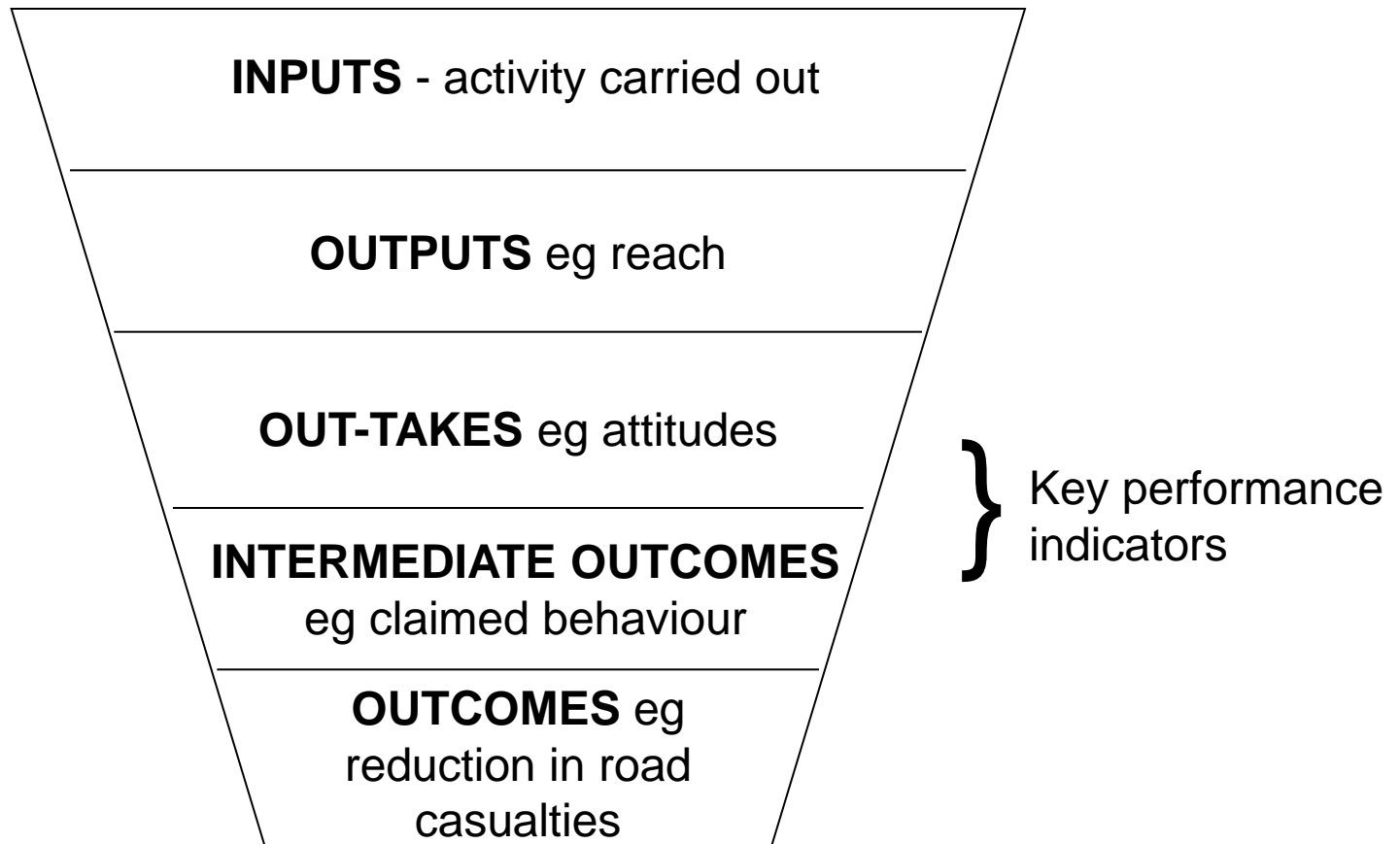


# THINK! has used a range of techniques to influence behaviour

- Changing attitudes
- Breaking negative and creating new (positive) habits
- Reframing the issue
- Creating new social norms
- Making it personally relevant
- Reminding at the point of decision
- Engaging emotionally



# Our campaign evaluation model



Casualties have fallen and KPIs have been met but  
how do you isolate the impact of communications?

**Engineering**



**Enforcement**



**Education**





# Econometric analysis proved the drink drive campaign has been effective

- In 30 years the campaign is estimated to have saved 2,000 lives and prevented 10,000 serious injuries, creating a value of £3bn to society.



Department for Transport: how thirty years of drink drive communications saved almost 2,000 lives

Josh Bullmore and Steve Watkins, Leo Burnett



# What next for THINK!?

- Have completed a strategic review of THINK! to decide what we focus on how we communicate.
- **What:** exploring speed on rural roads, and failing to look properly at junctions.
- **How:** interested in creating triggers, continuous messaging and messages in situ.
- Thinking harder about proving effectiveness: using driving simulators, observational research, regional pilots, econometrics.