

The development of an enforcement campaign with the *Towards Zero* framework

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Abstract

The Transport Accident Commission (TAC) in partnership with Victoria Police required a new enforcement campaign that fit within the new *Towards Zero* framework. The TAC worked with a creative advertising agency to develop the creative concepts, tested them amongst the community and utilised Victoria Police's valuable enforcement and crash data to inform the media buying strategy and placement. The process resulted in the successful development of a new campaign and positive community and stakeholder outcomes.

Background

The overarching target of Victoria's *Towards Zero Road Safety Strategy and Action Plan*¹ (Towards Zero) is to reduce the number of fatalities on Victorian roads to fewer than 200, and serious injuries by fifteen per cent by 2020.

The risk of being caught by police is one of the strongest motivators for behavioural change in road safety. And enforcement coupled with communications has a far stronger affect than enforcement on its own.

Since the introduction of *Towards Zero* the way the TAC communicates and educates the community has shifted. There is now a particular emphasis on road safety being a shared responsibility and specifically for enforcement, the focus is that it's about protection, not punishment.

Objective

Working in partnership with Victoria Police to develop a campaign targeting – drink driving, speeding and distracted driving. The long term objectives were:

1. Increasing the perception of police presence on the roads
2. Maintaining the support of Victorians who agree that Victoria Police help keep them safe on the roads and minimise the perceptions of “revenue raising”, and
3. Decreasing the proportion of people who self-report that they travel above the speed limit, above the BAC limit or hold their mobile phones while driving.

Method

Creative development and testing

The TAC and its creative advertising agency developed four different creative concepts, all aligning with the ‘protection’ brief. Each concept was tested with the community with the target audience to determine the preferred approach.

This process ensured the concept aligned with the brief, objectives and *Towards Zero* tone and approach. The concept – *Think of us before you drive* – deters risky behaviour before it happens by encouraging people to consider the presence of Victoria Police on the roads each time they drive.

This concept was then used to create the final suite of advertising material such as TV, radio, newspaper, digital and outdoor billboard advertising.

Campaign implementation

TAC's geo-spatial tool was utilised to determine the best locations and times to display the advertising material. The tool, built in partnership with Victoria Police, maps out the locations and times where enforcement and crashes have occurred for key road safety issues. Using this knowledge allowed for the most appropriate messaging to be shown in the right locations. For example outdoor billboard advertising around distracted driving was placed in areas identified as high risk for that behaviour and bespoke digital advertising was designed to specifically target regional areas focusing on the most concerning issue.

Outcome

Following this involved process a new enforcement campaign was successfully developed within the *Towards Zero* framework. Community and stakeholder feedback was positive and steps have been made to help shift community belief that enforcement is primarily about protection, not punishment.

Initial results reveal that the majority (80%) of Victorians agree that the police keep our roads safe and almost eight in ten (78%) agree that seeing police on the roads makes them feel safer and believe that police play an important role in reducing fatal crashes (79%).

References

¹https://www.towardszero.vic.gov.au/__data/assets/pdf_file/0010/183556/STU_0206_RS_STRATEGY_2016_web.pdf