

# Road Safety Guidelines

*for the Asian and Pacific Region*

# 4.8

## **ROAD SAFETY PUBLICITY AND CAMPAIGNS**



Asian Development Bank

# ROAD SAFETY PUBLICITY AND CAMPAIGNS

Mass media has a profound effect on the daily lives, health, and well-being of people, and effective publicity can influence road user behavior and raise awareness of road safety issues. Well-planned publicity can influence both short-term behavior and long-term attitudes. For instance, publicity might deter drunk-driving because of the risk of being caught by police, but may also influence the long-term way a society thinks about and accepts the need to deter such unsocial behavior.

Publicity has the potential for being highly cost-effective in that it can address the safety of large numbers of people using media and materials. However, it can also lead to wasted resources if it is not handled in a manner that is carefully planned. Publicity campaigns and selection of target groups should be based on analysis of road accident data. In the absence of detailed data, awareness-raising campaigns can be undertaken to highlight the worsening situation.

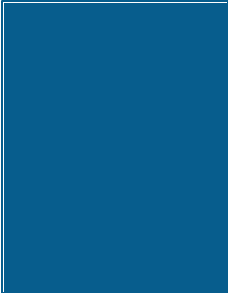
Suitable publicity should accompany, or prepare for, the following: new legislation, new standards, enforcement initiatives, new safety products, and new highway features. Such publicity should be appropriate to local conditions and should focus on a single concise message.

Where possible, the publicity should be part of a wider marketing strategy aimed at raising awareness and influencing behavior.

## PRIORITY ACTIONS NEEDED

1. Road accident data must be analyzed to identify the nature and characteristics of the problem, and the road user group to be targeted.
2. Publicity and campaigns should focus on a single concise message, and the media materials and images used must be appropriate to local conditions and the target groups.
3. Publicity campaigns should, where possible, be coordinated with engineering, legislation, and enforcement and should be evaluated by conducting before and after surveys.

**Road safety publicity is an indispensable part of any nation's road safety strategy and is most successful if used in conjunction with engineering, legislation, or enforcement.**



## 1 INTRODUCTION

These sector guidelines on “Road Safety Publicity and Campaigns” are from a set of *Road Safety Guidelines for the Asian and Pacific Region* policymakers, developed as part of a regional technical assistance project (RETA 5620: Regional Initiatives in Road Safety) funded by the Asian Development Bank (ADB).

**Publicity** is the means through which the population is given information for a specific purpose, and which contains a message that people can readily act upon. It differs from **education** in that it does not involve a face-to-face interaction between the giver of the information and the recipient. Thus it does not generally allow a dialogue.

It involves the imposition of information and opinions upon a whole population or a subset of that population. Its potential effectiveness depends on a number of factors, including:

- 1) credibility of the message;
- 2) design of the message;
- 3) implementation of the delivery; and
- 4) the extent to which the country in question has a publicity culture.

The extent to which the publicist can “reach” people depends on the number of opportunities for them to see or hear the message through the printed or electronic media. Publicity can be purely factual; for example, announcing a new law on seat belt wearing, or target a subset of the population with information about the effects of alcohol on driving performance.

It may also be used as a tool for persuasion (sometimes referred to as propaganda), where the information and use of images are designed to create support and sympathy for an opinion; e.g., creating an opinion that drunk-drivers are antisocial by depicting the injuries they cause to innocent children.

Publicity is often managed within a campaign that involves mass communication designed to promote safety through the actions of the public. Probably the single most important lesson in publicity is “know your audience,” and in particular what motivates it.

Recent experience from well-developed market economies points to the need for a more sophisticated approach to discerning adult populations that expect to exercise individual choices about behavior. The concept of **marketing** has been borrowed from commerce and adapted for social issues. **Social marketing**<sup>1</sup> is an increasingly important concept that requires road safety bodies to understand the needs of individuals, as indicated by the individuals themselves.

## 2 WHY IS ROAD SAFETY PUBLICITY NEEDED?

**A**s road user error is believed to be a factor in 95 percent of all road accidents, improving road user behavior should always be a priority. With the ability to educate and influence the general public, road safety publicity is needed in order to:

- 1) create awareness of road accident threats and vulnerability of certain road users;
- 2) educate road users as to what constitutes safe road user behavior;
- 3) change attitudes and beliefs to a more positive road safety approach; and
- 4) inform road users of changes in traffic regulations or operating conditions.

On the face of it, it might seem unnecessary to have to devote resources to guide people to behavior that may obviously be in the best interests of their own health and safety; e.g., not drinking and driving, wearing of safety helmets and seat belts, not driving at excessive speed. People may not actually understand the risks, or if they do, may displace the risk by acting on the basis that “it will happen to someone else, not me.” Many people are skeptical or even superstitious about certain safety measures, such as the wearing of seat belts. In some cultures there might even be a fatalistic attitude that all accidents are “the will of God.” Breaking down these barriers and convincing the public that many accidents can, and have been prevented, can be a slow process. Publicity should, therefore, be seen as a sustained commitment.

Publicity will often be most applicable to adults, as children in formal education may have the opportunity for detailed work on road safety direct from a competent source in schools (see Sector Guidelines 4.6). Adults are difficult to reach on an individual level, and mass publicity is often the only viable way of informing them and voluntarily modifying their behavior. Safety publicity will have to be sufficiently powerful to counteract influences presented in mass media, including the images of speed and glamour frequently used in the advertising of cars and powerful motorcycles. Safety will have to compete for the public’s attention with other influences that offer more immediate and tangible benefits.

Publicity is often used to tackle problems that cannot be easily solved by other means, such as altering the environment or police enforcement. There are many parallels with public health issues where the threat of disease in the population outstrips the pace at which medical or infrastructural support (e.g., clean water programs) can be applied. While the chances of complete success in such campaigns may be small, it is still accepted that some attempt has to be made to equip the target population with sufficient advice on which to act<sup>2</sup>.

Publicity is also very valuable in helping to raise the general level of expectations and desire in society for safety, and may give it a status and perceived level of importance that will prompt a culture change.

Without an effective publicity capability, other engineering, legislative, or enforcement measures may fail, or not deliver the full ben-

efits possible. It is not unusual for road safety practitioners to overestimate the understanding of the general road user population of such basic devices as road signs and lane markings.

The failure of a lane-marking program in Bangladesh in the 1970s can be largely explained by the absence of any explanation to drivers as to their meaning, and partly by inadequate enforcement to ensure compliance. In countries experiencing an explosion of traffic growth, the driving conditions and traffic laws can change rapidly. Not all drivers will understand the changes. There are also particular problems facing pedestrians, the disabled, and users of nonmotorized vehicles, who are often overlooked as road users in need of special information.

Publicity is not always easy to direct effectively to the elderly, children, or the illiterate. However, it will still have a role to play in countries where some of the population does not have access to formal schooling. While mass public education through posters, leaflets, radio, and television make less impact than school-based education, it can be effective. For instance, a targeted public information program on the effects of alcohol or drugs can go some way to fill in the gap in understanding that might otherwise be filled in school or college-based traffic education.

### 3 KEY COMPONENTS

Most of the countries in the Asian and Pacific region employ road safety publicity techniques based upon posters, leaflets, billboards, newspapers, and often radio and television. However, few of these campaigns appear to be planned in the systematic manner necessary to ensure success. The key components that need to be considered in this sector are discussed below.

#### 3.1 Problem Assessment

Publicity campaigns should be based on the best understanding of the road accident situation at the time and, ideally, publicity initiatives should be data-led. It is important to understand the nature of the particular accident or behavior problem being targeted in some detail, if the message is to be credible with the audience. There are various types of data that can be utilized, including the following.

**a) Accident data**

Accident data gives the broad picture and may give an indication of the road user group, gender, and age group most at risk. Accident data should be used as a starting point, and may be sufficient if detailed data is available or there are constraints on use of other data. Accident data from the previous three years is normally accepted as giving a fair indication of the problem.

However, accident data is often incomplete and may not be able to provide a clear understanding of the priority areas or the reasons behind the accidents (which are needed to determine how to prevent their future occurrence). Neither will accident data indicate the extent to which the road safety problem is perceived. For these reasons, the assessment of the situation should extend beyond accident data analysis and include other approaches.

**b) Observation**

Observation of road users involved in accidents highlighted in the data may give an indication of the behavior that should be targeted. For example, if many casualties are pedestrians, there may be some indication of the behavior that needs to be modified to reduce conflicts.

**c) Police discussions**

Although the police focus following an accident tends to be on prosecutions, discussions with groups of officers who regularly attend the scene of accidents may reveal common patterns of behavior that publicity campaigns could be specifically designed to address.

**d) Attitude testing**

A person's attitude will affect the way they behave and by changing attitudes it is possible to change the resultant behavior. Attitude testing needs to be done properly to be valid. Sample groups of the target population (focus groups) can be surveyed by specialist public opinion organizations. If there is a limited budget it may be possible to involve university students to carry out the work as a piece of research.

**e) Knowledge testing**

It could be that road users are not behaving in a safe way because of lack of knowledge.

For example, if many accidents occur because of drunk-driving it may be that the drivers concerned do not know the effects of alcohol. Knowledge testing can be more easily carried out than attitude testing by means of a questionnaire or survey.

One of the advantages of using data-led methods to determine the behavior, knowledge, or attitudes that may contribute to accident causation, is that the same measures can be applied at a later date to help determine the effectiveness of the campaign.

**3.2 Campaign Design**

Once the problem has been identified, it is necessary to consider the target behavior, target audience, what will motivate the target audience to change their behavior, message content, the media, and the appeal that are most appropriate.

**3.3 Campaign Message**

The campaign has to identify the changes people should make. These should be actions that have a realistic chance of being influenced and may be the outcome of a political decision to accompany another remedial measure (e.g., new legislation) as a result of public pressure, or as part of a long-term road safety strategy. The objectives of the program should be clearly defined so that relative success or failure of the publicity can be measured.

Traditional publicity campaigns have often been seen as the imposition of ideas, or preferred behavior, upon a public that has largely remained slow to be convinced of the benefits. The problem is that often certain actions are not seen as risky when they are something the individual does, probably daily, without experiencing an accident. Whatever the behavior change that is being promoted through publicity, it must have benefits to the target audience, even if it is not directly safety-related.

The message content for publicity should be clear, unambiguous, and directional. General exhortations such as "drive safely" are not particularly effective. Campaigns should concentrate on a single concise message (e.g., do not drink and drive) and should not confuse the target audience with related messages, however well-meaning. It is easy to assume that the intended message is actually being received, but

this is not always the case, and campaign messages should be used in copy trials to ensure the proper message is conveyed and that the message catches the attention.

Market research techniques can be used to find out if the message is understood, or can decide which of several designs is the most memorable or eye-catching. It should be noted that in general, a one-off campaign is unlikely to result in any long-lasting behavioral changes. When a change in attitudes is required (e.g., drunk-driving or speeding) it is especially necessary to plan a sustained series of campaigns on a theme over a long period of say five or even ten years.

The timing of any single campaign or other initiative needs to be considered in terms of length of the campaign and also the most appropriate times of year to run it. Individual campaigns should not generally be too long as impact is lost and the message becomes diluted or ignored.

Positive instruction is preferred. As most road users overestimate their road safety behavior, if perpetrators are targeted, most viewers will not identify with the offender.

### 3.4 Target Audience Selection

Although the use of mass media will result in widespread awareness, a publicist should select messages, images, and media such that the target group will be particularly influenced by them. It may often be appropriate to direct publicity at a limited and more manageable audience of, say, local opinion leaders. In some societies, particularly those with well-developed local community structures, it is not always necessary to target the public direct, but to reach the **enablers**, who are then able to **accelerate** the information process in ways appropriate to that local community.

The target group need not be the same as the accident victim group as, in the case of pedestrian accidents, motorists are often the target group for publicity campaigns. Likewise, child accident involvement problems are often addressed through targeting parents and care providers.

Mass media can be used to advance a social or public policy initiative, such as road safety. This approach is termed media advocacy. It does not attempt to change individual

risk behavior, but focuses attention on changing the way the problem is understood as a public health issue. It attempts to use the media to increase public support for more effective policy-level approaches to public health problems.

### 3.5 Pilot Testing

It should be stressed that publicity is a culturally sensitive device and is probably the least directly transferable from country to country of all the road safety measures available. It is also a demographically sensitive tool, and the use of language, images, and messages should be designed for precise target population groups, whether by age, sex, ethnic origin, or the recently revealed importance of lifestyle. Of prime importance in publicity is not only **knowing your audience**, but, in particular, what motivates it. Certain general principles and techniques may, however, be established that will be of relevance to all countries in the region.

### 3.6 Success Indicators and Methods of Evaluation

Unless clear objectives have been defined, it will not be possible to devise effective evaluation methods. The indicators used will vary according to the complexity of the subject and the time period involved. Criteria for effectiveness may involve one or more of the following:

- 1) drop in numbers or severity of accidents;
- 2) changes in actual (observed) behavior;
- 3) changes in claimed (not observed) behavior;
- 4) changes in knowledge;
- 5) changes in opinions; and
- 6) recall of the campaign.

In general, this list may be seen to be in ascending order of validity, but descending order of convenience and ease of use. If reduction of accidents is to be used as a measure, then the time interval must be great enough to pick up any effects. While use of accident statistics may be appropriate, especially in the case of long-term (five- or ten-year) campaigns, in the shorter term it is not appropriate to use ac-

cident data alone. Wherever possible, multiple measures should be used. If accident data is used as a means of evaluation, only the stimulus, i.e., the publicity, and the end result are known. It can be helpful to have information on the best path that will achieve the end result. It may help to indicate why certain programs were successful and other why other programs failed. The information gained should be fed back into the design of future campaigns so that there is a dynamic process of improvement.

### 3.7 Identify Any Other 'Players'

It is sometimes preferable to have the message come from more than one source. Other groups with a likely interest include police, doctors, health promoters, interest groups, and the private sector. Where different agencies have responsibilities for road safety, it is important to ensure that coordination takes place to maximize effectiveness and to reduce fragmentation of effort.

Some countries will find it useful to create a campaign planning group that will steer the initiative. Once a message has been agreed upon by the safety specialists, it is sometimes the subject of top-level political scrutiny. Although road safety is generally not regarded as party political, there may be political sensitivities about the nature of the message or the likely public response. Clearly, politicians are not always ready to publicize a safety issue that opponents could seize upon to point to past failures, or that might conflict with policies from elsewhere within the administration.

It is probably at this stage also that consideration will be given to employing the services of a professional advertising and marketing agency. These companies can offer good value for money with their creative advice, media buying power, and experience of the market place. A good agency should be able to extend the **reach** of the campaign by drawing in the financial or service support of other organizations.

These agencies can be asked to compete for a single contract, or for a more long-term association. They can usually be asked to provide a speculative presentation of how they would tackle the brief if they won the contract. Those agencies with a proven track record in safety,

health, or public service publicity will obviously have the advantage.

### 3.8 Sources of Funding

Although some countries will have direct access to radio and television time, or be able to influence program controllers, it is likely that paid advertising will form part of the publicity strategy. This can be expensive, especially if prime air-time or newspaper spots are sought. Sharing the cost of advertising with others, including commercial sponsors, may extend the buying power of the campaign planning group. Many businesses, particularly those in the field of insurance, will have an interest in being associated with safety. Part of the brief to an advertising agency could be to locate other sources of funding or **value added** from within the private sector. It may also be possible to negotiate special rates with the media to increase value, as part of their public responsibilities.

### 3.9 Select Carriers of the Message

The carriers selected will depend on their cost in relation to the available budget, and their appropriateness to the target population group. Not all publicity needs to utilize paid media advertising, though this is the obvious route to take in any country with a well-developed commercial press, radio, and television. In these countries, a budget for advertising should create a media mix suitable for the target group and message. Thus a campaign aiming at youth might concentrate on popular journals and radio and television programs with high audiences of teenagers.

Television is by far the most potent medium for awareness, though in some countries this will preclude certain rural areas, and certain socio-economic groups that do not have ready access to the electronic media.

In countries with well-developed family and community networks, these may be accessed to great effect, and most countries have their informal communication network. The practices and expertise within health agencies should be closely observed in this field, as they usually have had many more years of experience than road safety practitioners in changing individual behavior through community action and public education.

Once the problem has been identified, it is necessary to consider the target behavior, target audience, what will motivate the target audience to change behavior, message content, and the media that is most appropriate.

The media used will depend largely on the target audience. It is necessary to consider where the targeted road users are likely to see a message, e.g., what newspaper do they tend to read, and issues such as literacy rates. The choice of media will also be influenced by cost. A combination of media should be considered and could include: television, radio, cinema, newspapers, posters, billboards and hoardings, leaflets, stickers, speeches, or special events such as conferences, exhibitions, and competitions.

### 3.10 Appeal

The images chosen will depend on the target audience. Shock/horror is not always appropriate or effective though, effectively handled, it can tackle complacency among the target population.

The campaign's appeal could be based on: horror, fear, grief, humor, information, endorsement, or responsibility. It is often possible to combine celebrity status with personal appeal as road accidents have affected so many. Actors and sports celebrities in many countries have begun campaigning for road safety after loved ones have been injured or killed in road accidents.

Campaigns can have several appeals, as in the case of pedestrian safety. Different approaches might be taken with pedestrians than with drivers and with children than with adults, although all will be aimed at reducing the risk of a selected pedestrian accident pattern.

### 3.11 Implementation

The timing of the publicity should be synchronized such that it is associated with another **partner measure**, such as the planned introduction of a new law, an enforcement initiative or engineering initiative, or the availability of new safety equipment (e.g., reflective clothing for use by pedestrians and cyclists after dark). It is particularly useful to synchronize a centrally-run campaign with local initiatives on the same theme.

Formal launches designed to attract free media coverage can also be a useful opportunity

to involve the appropriate minister or other figurehead, and thus further legitimize the measure. Thereafter, every effort should be made to put the message in front of as many of the target group as possible, as often as possible. There is evidence that people need to see the publicity many times before they acknowledge it, and even more times before they act upon it.

### 3.12 Monitoring and Documenting

Once the campaign is over, it is important to collect data regarding its effectiveness. This should be documented, in order that it may contribute to a knowledge of what does and does not work.

The above-mentioned aspects of planning and implementing road safety campaigns represent the ideal. Developing countries should review their procedures and devise a program that will allow campaigns to become more targeted and effective according to these principles, but in a way that is feasible for their particular circumstances. There are now various tried and tested methods available in the field of road safety publicity and several documents that offer guidance<sup>3,4</sup>. The consensus of professional opinion is that road safety initiatives should be data-led and evaluated to determine their effectiveness.

## 4 STAGES OF DEVELOPMENT

For a country to make progress with road safety publicity there are some preconditions to satisfy, and then a logical and progressive course of action to follow.

A publicity campaign can be pursued only if there are the material and human resources available to give it a chance of success. Qualified staff should be sufficiently familiar with publicity techniques to run the campaign, or to commission and monitor a campaign run by a professional publicity and marketing consultancy.

While a certain amount of free publicity can be expected from media editorial, or by piggy-backing on other organizations' materials, a realistic budget is needed to penetrate the market.

There also needs to be a companion initiative running alongside the publicity. This could



be an engineering development, new legislation, a new enforcement program, or a new safety product. In many countries, political will is also an essential precondition.

The main milestones and activities recommended during the different stages of development are as follows:

- 1) **collect data**, not just about accidents but also about the people involved. Many campaigns fail because they are devised by one type of person (often in the professional classes), yet are directed at another type of person (often in lower socioeconomic classes) whose motivations have not been adequately researched;
- 2) **decide who you want to communicate with, and what you want them to know or do**. Do not try to communicate with

Plate 1:  
Speeding campaigns supported  
by posters in the United  
Kingdom (UK).



everyone just because you are using mass media. Choose a specific target sector;

- 3) **design the campaign and build in performance indicators**. When you have selected the best type of media, write down what success indicators you would expect for each phase, and review them regularly;
- 4) **implement the campaign** alongside other measures and agencies if possible. It pays to link the publicity to related safety measures. It can also be useful to have the campaign backed by other agencies or organizations. Commercial sponsorship is useful not only for the extra money, but because it implies the endorsement of the message by another organization not usually associated with road safety. Linking road safety with health promotion is particularly useful; and
- 5) **learn from the success or failure of the campaign**. The temptation can be for the campaign organizers to neglect monitoring outcomes and claim success based on output alone. The temptation must be avoided whereby the production of a glossy poster can be seen as a success in itself. To justify the diversion of scarce safety funds into publicity requires more than an act of faith. It requires **evidence** that its objectives have been met.

## 5 BENEFITS AND EFFECTS

Publicity can help achieve compliance with road traffic laws, and help achieve general public support for the aims of road safety, thus making it easier to justify the continued allocation of central resources to other measures. Publicity can create a better informed public and contribute to that elusive achievement of a safety culture, where the demand for safety eventually comes from the population itself. Even the publicizing of road accident data in itself can boost the awareness among the public of the scale of the country's safety problem.

If the campaigns are potent enough, most people are likely to be affected, including the nation's opinion leaders, magistrates, politicians, and police. These key people may not always be as well-informed, or give safety the

personal priority and attention they might. Enforcing a drunk-driving program will be easier if the public perceives that politicians lead by example, magistrates give appropriate sentences, and police are not themselves suspected of drunk-driving practices.

Publicity is an indispensable part of any nation's road safety strategy, though it should not be used in isolation of other measures. Campaigns will be successful if they are implemented alongside an engineering, legislative, or enforcement measure. If road safety publicity is mishandled it can be ineffective, and a waste of resources. To be successful in meeting its objectives, publicity deserves to be given the same specialist attention and thorough preparation that would be given to the other technical components of the road safety plan.

## 6 EXAMPLES OF GOOD PRACTICES

The following documented examples of successful road safety campaigns are taken from both developed and developing countries. They illustrate the benefits of targeting, planning, and monitoring the results of publicity. Themes for campaigns can be adapted from those found to be successful in other countries, but they must be adapted to local needs and cultural sensitivities.

**Subject:** Child pedal cycle helmets

**Location:** Australia

**Facts:** As a result of a social marketing strategy, involving mass media, head injury rates for cyclists declined by 20 percent within three years, and helmet wearing rates rose in young children from 5 percent to 39 percent in a little more than a year. These results were due to a number of changes that made helmets more attractive to the target group, and the use of television and other media reinforced the benefits of making the exchange in social marketing terms.

**Subject:** Encouraging left-turn drivers to yield to pedestrians

**Location:** Victoria, Canada

**Facts:** After an intensive five-month multimedia publicity campaign, a significant improvement in yielding behavior was observed. This occurred in the longer, rather than shorter term, and may have been more effective with older and female drivers.

**Subject:** Public awareness of accident problems, particularly to children, and awareness of a new National Road Safety Council

**Location:** Fiji

**Facts:** Using funding from a national levy on car insurance policies, the newly established Fiji National Road Safety Council recruited the services of a local advertising agency with a clear brief to promote awareness of the Council. To demonstrate the function of the Council, there was publicizing of road accidents to children by the distribution of a child accident leaflet, a junior road code, a touring safety theater production, and printed advice to parents in several languages.

**Subject:** Pedestrian safety

**Location:** Nepal

**Facts:** A road safety project in Nepal funded by the Overseas Development Administration (ODA) of the UK provided a road safety publicity technical assistance input that supervised the design and production of a pedestrian safety campaign and produced a road safety publicity design manual for use with future campaigns. Market research surveys and focused discussion groups were conducted to determine the most effective media for different road user groups, including drivers, adults, and children. The pedestrian safety campaign was directed at pedestrians and motorists alike. Good coordination was achieved with traffic police as initially offenders received warnings and instructional leaflets.

**Subject:** Drunk-driving campaign

**Location:** UK

**Facts:** A sustained media advertising commitment between 1979 and 1994, combined with improved police testing procedures, resulted in a halving of the numbers of men who drove after drinking, and a reduction from 15 percent to 4 percent of men who drove while over the limit. The proportion of men who felt it was difficult to avoid drinking and driving in the social context fell from 61 percent to 30 percent. Between 1979 and 1994, drunk-driving deaths dropped from 1,780 per year to 550. The breath test failure rate dropped from 42 percent to 6 percent. Drinking and driving is now popularly regarded as a totally antisocial activity.

**Subject:** Home safety

**Location:** Newcastle, UK

**Facts:** A television campaign on safety resulted in 9 percent of families in the study taking action to make their homes safer. When

another mass media campaign was followed by targeted advice by health visitors during home visits, the proportion of families making changes rose to 60 percent.

**Subject:** Seat belt wearing

**Location:** UK

**Facts:** It took 22 years between the first Parliamentary questions relating to mandatory front seat belts in cars to their approval in legislation in 1981. Before legislation, long-term intensive media promotion of belts resulted in a slight increase in voluntary wearing. The wearing rate after legislation rose to more than 95 percent, and this has been sustained. The media phase helped convince the nation, including policymakers, of the benefits of belts, and the subsequent passing of legislation was the cue for most people to change their behavior.

**Subject:** Children falling from windows

**Location:** New York, United States (US)

**Facts:** A combination of mass media, individual education, home inspection, and provision of reduced price window locks resulted in a 35 percent decline in deaths due to falls.

**Subject:** Traffic safety

**Location:** Viet Nam

**Subject:** Drunk-driving

**Facts:** The National Traffic Safety Commission of Viet Nam initiated a regular television series on traffic safety. Each program lasted ten minutes and more than 80 percent of the programs related to road safety. While Commission funds paid for the production costs, Viet Nam television did not charge for the broadcasting time and showed each program during peak hours (before the Wednesday evening film, as well as another showing during the day). Many topics were covered by the series and the program could have benefited

from fewer messages being regularly reinforced. One message, on motorcycle racing, had been reinforced by increased enforcement targeted at motorcycle racing. The Commission also began publishing a traffic safety magazine, but had not been able to coordinate the topics with the television series.

## 7 REFERENCES AND KEY DOCUMENTS

1. Hastings, G., and A. Haywood. 1991. *Social Marketing and Communication in Health Promotion*: Health Promotion International. UK: Oxford University Press.
2. Glanz, K. et al. (Ed.). 1990. *Health Behavior and Health Education*. California, US: Jossey-Bass.
3. Organisation for Economic Co-operation and Development (OECD). 1971. *Road Safety Campaigns: Design and Evaluation — The Use of Mass Communication for the Modification of Road User Behavior*. Paris, France: Road Transport Research, OECD (out of print).
4. OECD. 1975. *Manual on Road Safety Campaigns*. Paris, France: Road Transport Research, OECD.
5. OECD. 1993. *Marketing of Traffic Safety*. Paris, France: Road Transport Research, OECD.
6. OECD. 1994. *Improving Road Safety by Attitude Modification*. Paris, France: Road Transport Research, OECD.
7. Preusser, D. F., and R. D. Blomberg (Ed. J. A. Rothengatter). 1987. *Development and Validation of a Road Safety Public Education Process*: Road Users and Traffic Safety. The Netherlands: Van Gorcum.

# Road Safety Guidelines for the Asian and Pacific Region

The guidelines cover 14 individual sectors affecting road safety, with four introductory chapters and four appendices. Information is presented in a series of freestanding documents that can be extracted for distribution and discussion.

## Executive Summary

- 1:** Introduction and Background
- 2:** Road Safety Trends in the Asian and Pacific Region
- 3:** Road Safety Action Plans and Programs
- 4.1:** Coordination and Management of Road Safety
- 4.2:** Road Accident Data Systems
- 4.3:** Road Safety Funding and the Role of the Insurance Industry
- 4.4:** Safe Planning and Design of Roads
- 4.5:** Improvement of Hazardous Locations
- 4.6:** Road Safety Education of Children
- 4.7:** Driver Training and Testing
- 4.8:** Road Safety Publicity and Campaigns
- 4.9:** Vehicle Safety Standards
- 4.10:** Traffic Legislation
- 4.11:** Traffic Police and Law Enforcement
- 4.12:** Emergency Assistance to Road Accident Victims
- 4.13:** Road Safety Research
- 4.14:** Road Accident Costing
- Appendix A:** Useful Documents Worth Acquiring
- Appendix B:** International Contacts and Organizations
- Appendix C:** Comparative Study: Fiji Road Safety Action Plan
- Appendix D:** Comparative Statistics



For more information on ADB, visit: <http://www.adb.org>