



IRF WORLD ROAD MEETING 2017

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**Challenging social norms without
the use of 'fear appeal'**

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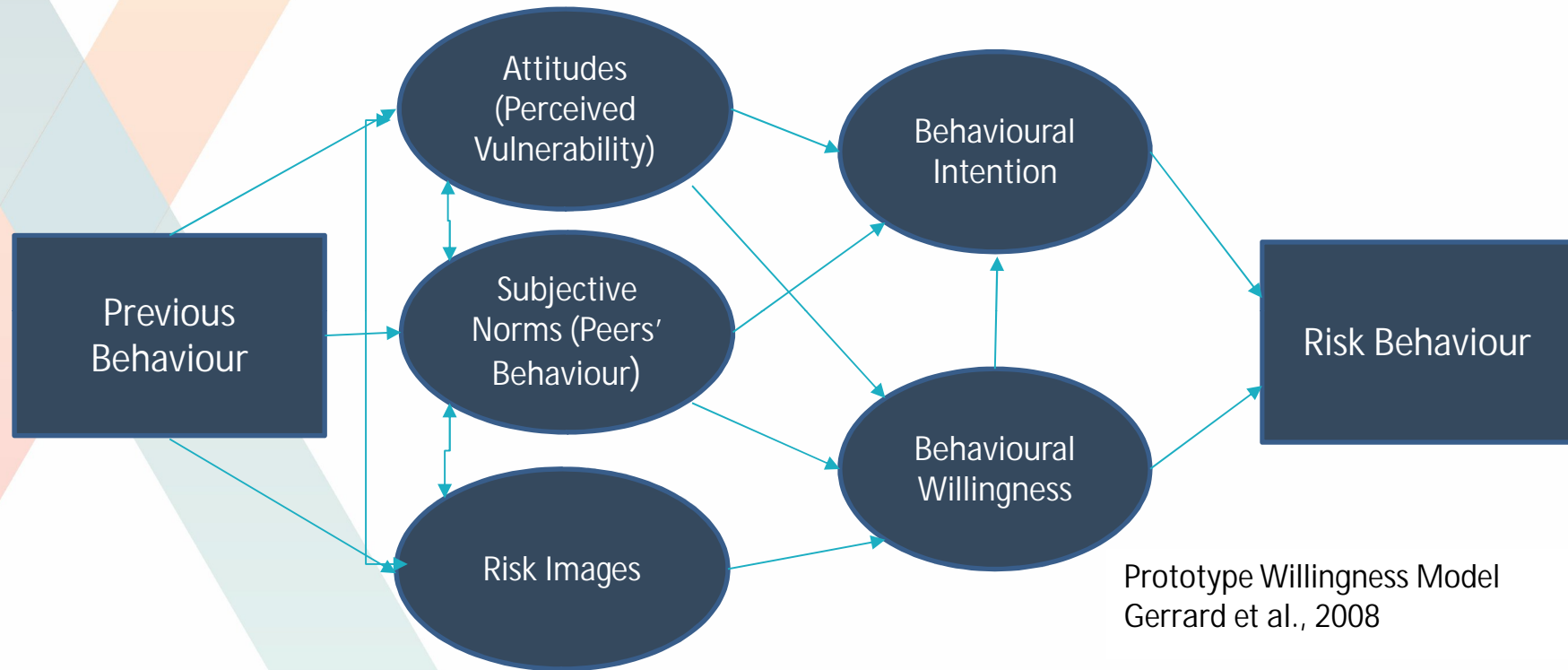
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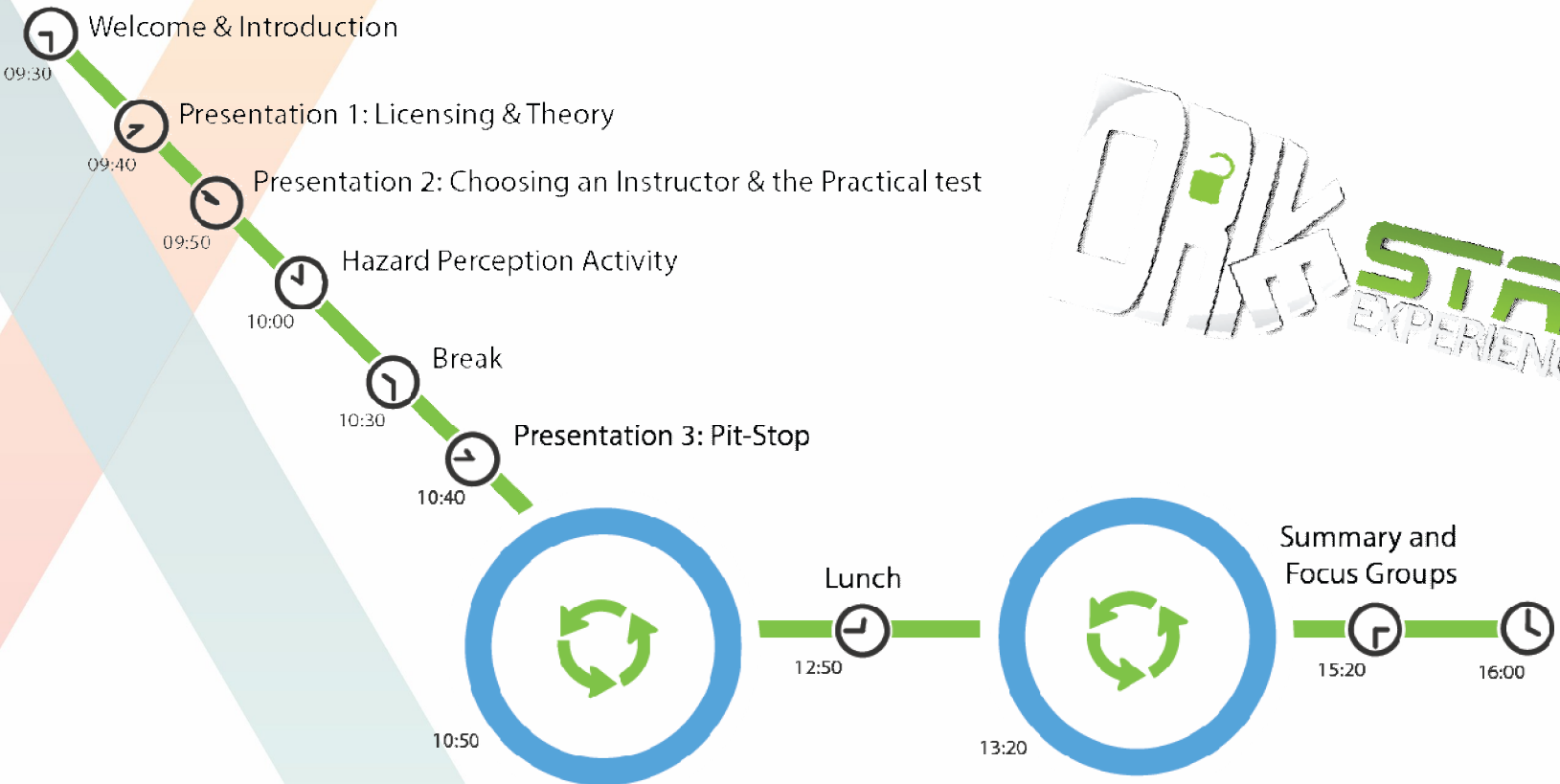
Background







- Young Drivers account for 18% of all road collisions in the UK
- Young Drivers account for only 5% of miles driven
- Text messaging while driving increases risk of collision 23 times
- Mobile phone use increases culpability of crash by 70%
- Peer approval and Peer behaviour influence risk behaviour

Prototype Willingness Model (PWM)

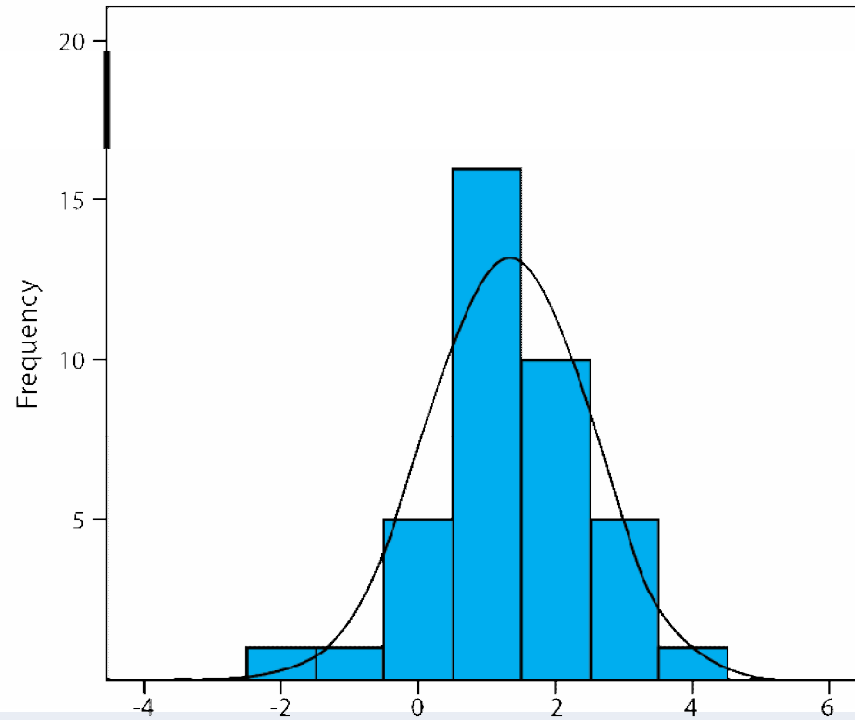


Road Safety Intervention Overview



-  Workshop 1: Driving
-  Workshop 2: Impairment
-  Workshop 3: Commentary Drive
-  Workshop 4: Vehicle Maintenance
-  Workshop 5: Distractions
-  Workshop 6: Stopping Distances
-  Workshop 7: Costs of Driving
-  Workshop 8: At the scene

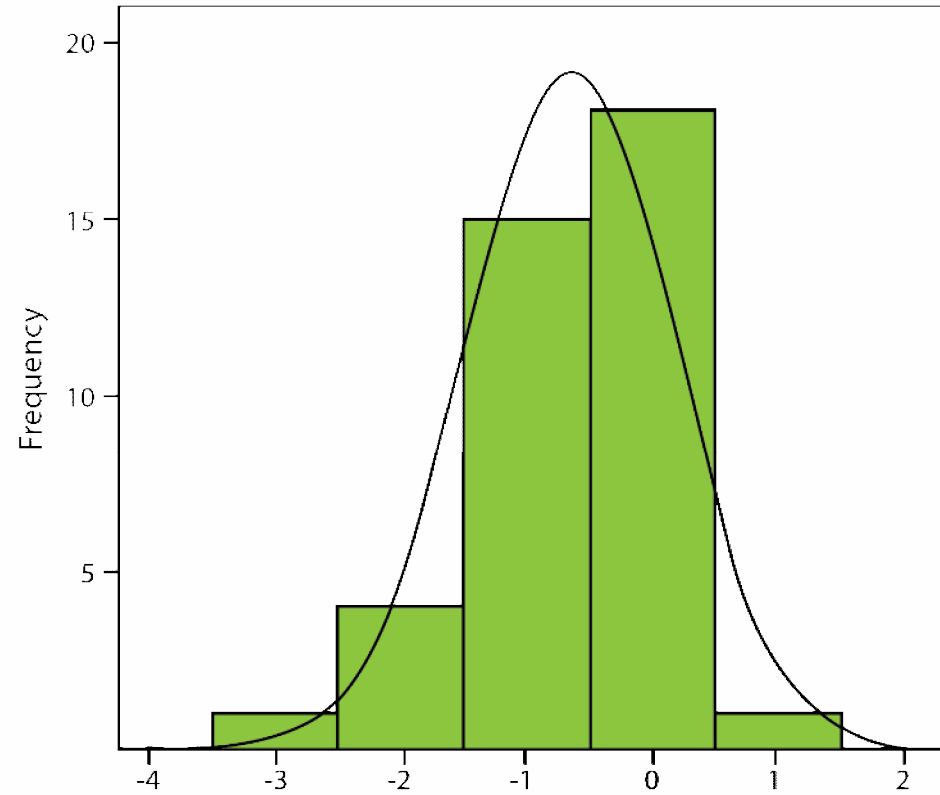
Social Norms



Paired samples statistics for mobile phone use norms (median values and recoded)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PhoneUse_pre	40.128	39	19.8261	3.1747
	PhoneUse_post	18.590	39	15.8197	2.5332
Pair 2	PhoneUse_preRec	3.31	39	1.004	.161
	PhoneUse_postRec	1.97	39	.986	.158

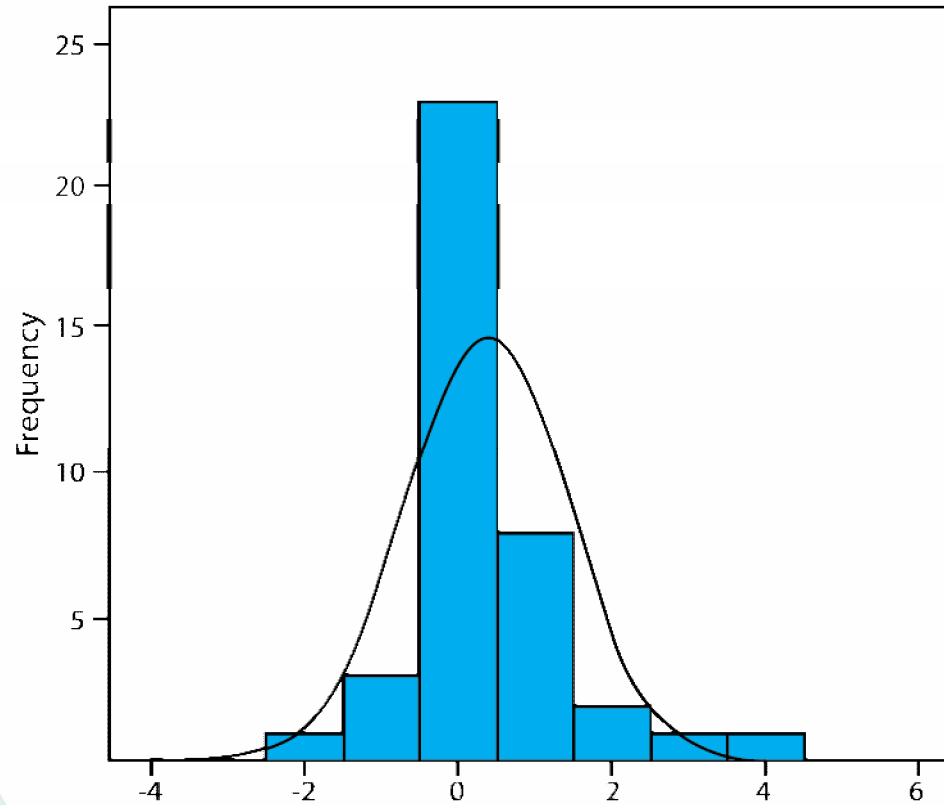
Vulnerability



Paired samples statistics for mobile phone use risk (vulnerability)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Texting Pre	3.84	38	.789	.128
	Texting Post	4.50	38	.647	.105

Behavioural Willingness



Paired samples statistics for mobile phone use risk (willingness)

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Talking Pre	2.71	38	1.393	.226
	Talking Post	2.34	38	1.146	.186

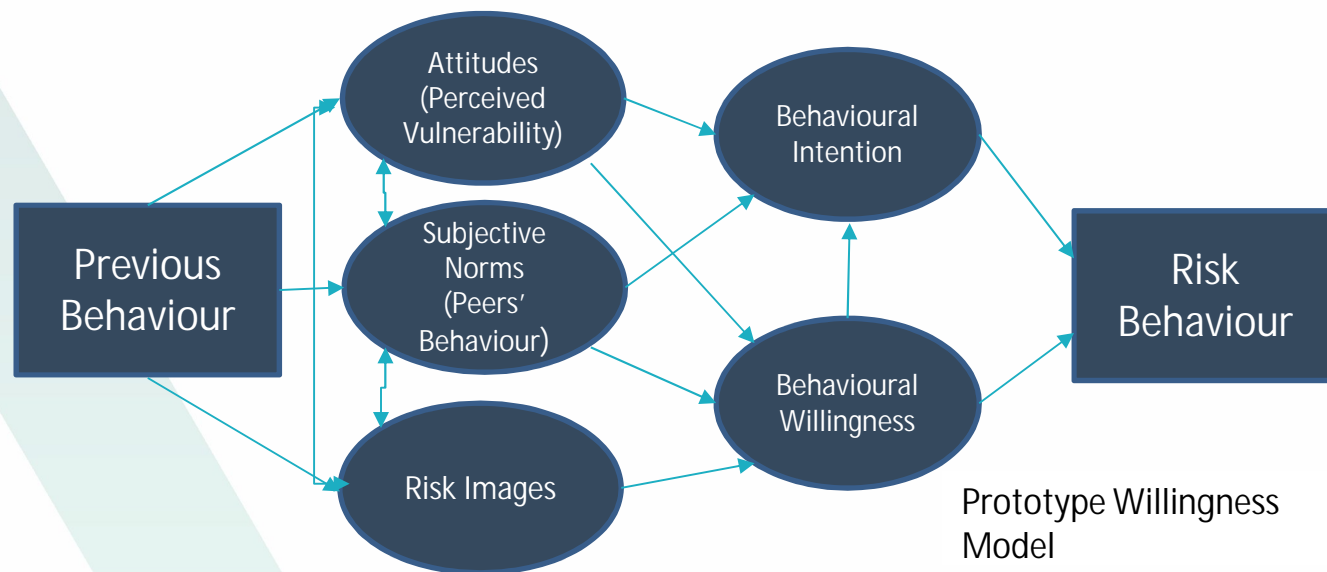
Discussion

Drivers Using Phones (Norms)		Mean	Change
Intervention Group	Phone Use Pre	40.13%	
	Phone Use Post	18.59%	21.54 %
Comparison Group	Phone Use Pre	34.17%	
	Phone Use Post	29.72%	4.44 %

How many drivers do you think get involved in activities such as texting or watching videos while driving?

Future Steps

- Larger Sample sizes
- Progress Pilot to full scale intervention
- Inform future intervention design
- Naturalistic study



Prototype Willingness
Model
Gerrard et al., 2008

Summary

- Road Safety Education can be more than ‘scaring people straight’
- Self Reflective BCTs are effective at altering social norms
- Improvement in social norms leads to a lower willingness to engage in the risk behaviour.