



Global Best Practices In Public Awareness Strategies

Mr. Mompoti Bontsibokae

Senior Manager Injury Prevention,
MVA Fund, Botswana



Definition of road safety

Measures or safety interventions to **eliminate or reduce risk of injury or death** due to a road traffic crash.

NB: Need for deeper understanding of:

- What the risk is.
- What the contributing factors are.
- How to effectively mitigate the risk.

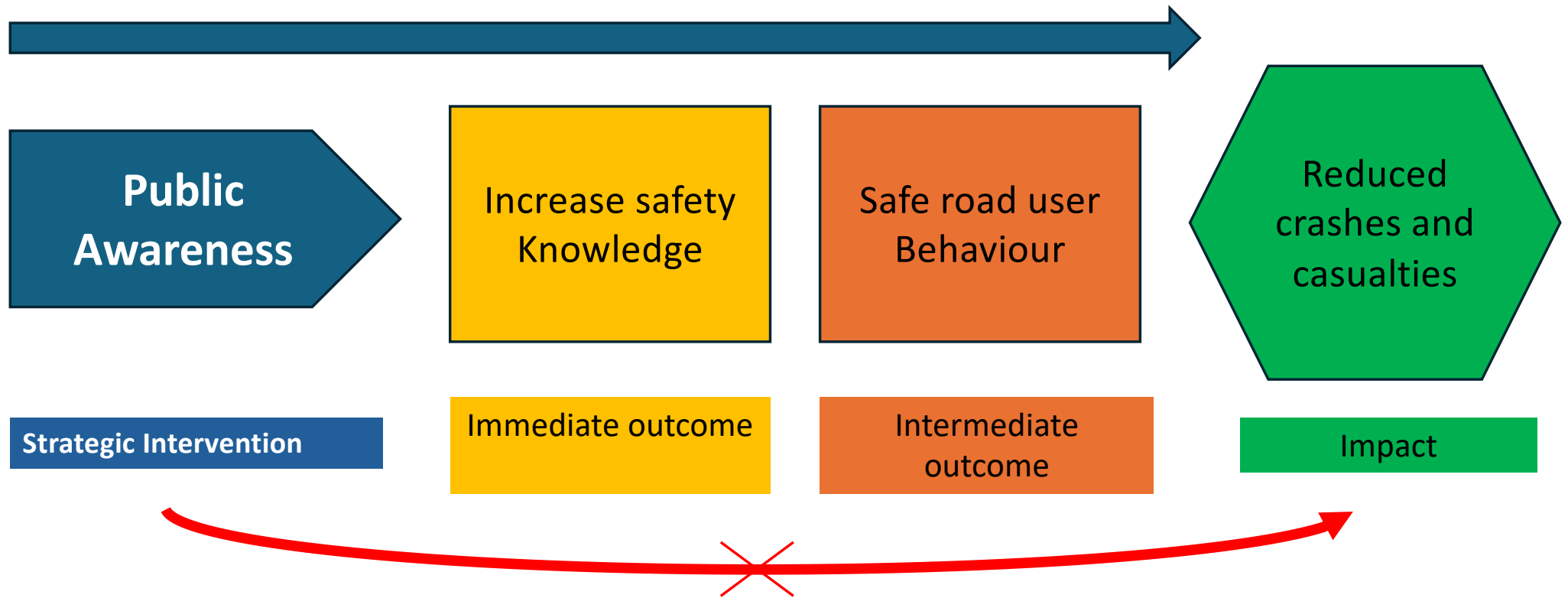


Data-Driven Approach

Importance of quality data (Going fishing where the fish are):

- **Crash data** – (where, who, when, how?)
- **Exposure data** (crashes by distance traveled etc.)
- **Other safety data** (surveys, observations etc)

Public Education and Awareness



Understanding Human Behaviour



NHCRP, 2018

Integrated Safe Systems Approach

Principles of the Safe System Approach



Integrated Safe Systems is a paradigm shift

Effective public education and awareness seeks to:

- Minimize human errors but not eliminate them,
- Reduce crash impact resulting from human error,
- Compliment other systemic interventions.

Current system

Iceberg Systems Thinking Model

Events

What are the **events** we see happening?

Crashes, injuries and deaths

Patterns & Trends

What are the **patterns** giving rise to those events? What **trends** are forming? What **patterns of connection** do you see between the events?

Happening at night, on weekends, involves young males etc

Structures & Processes

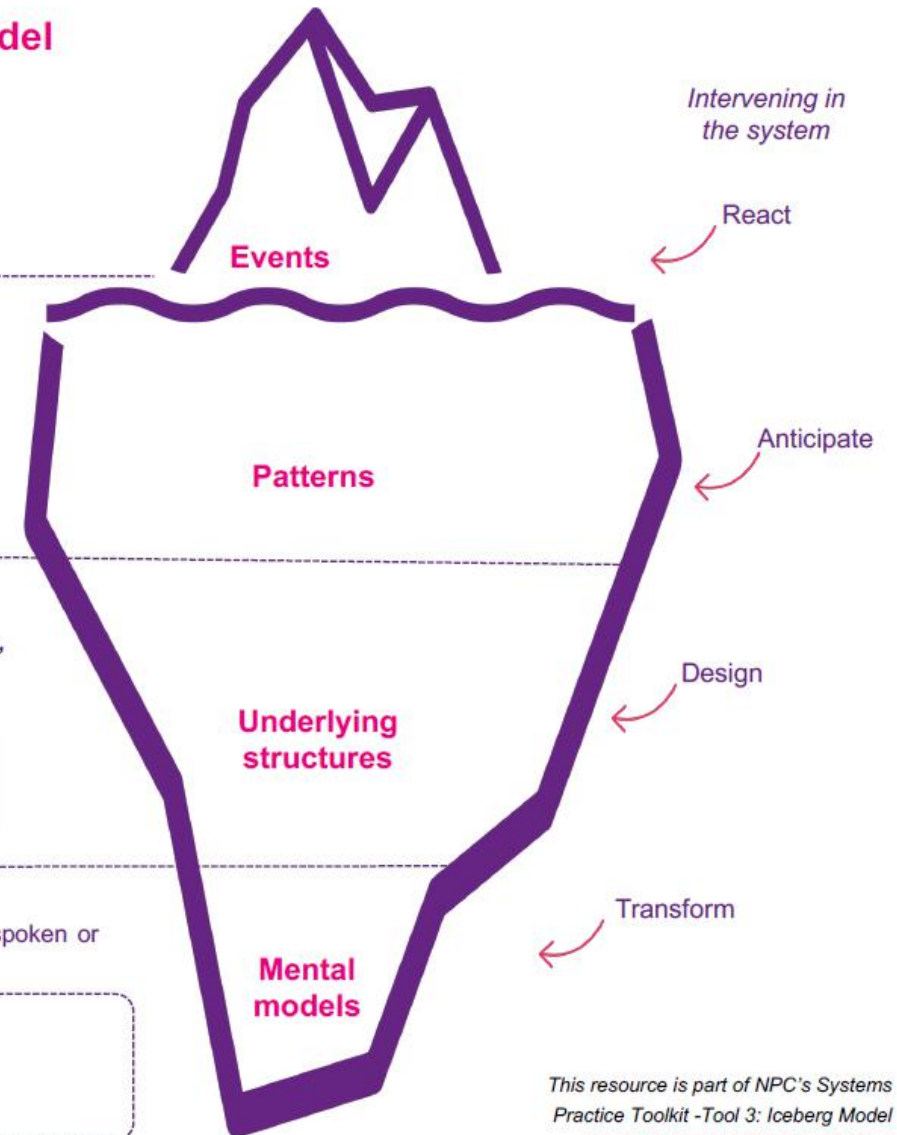
What **underlying structures** are helping produce these patterns of events? What **processes, practises, policies** are helping perpetuate them? What **power structures** are reinforcing them?

Adjacent land use, Infrastructure design, social beliefs, culture etc.

Mental Models

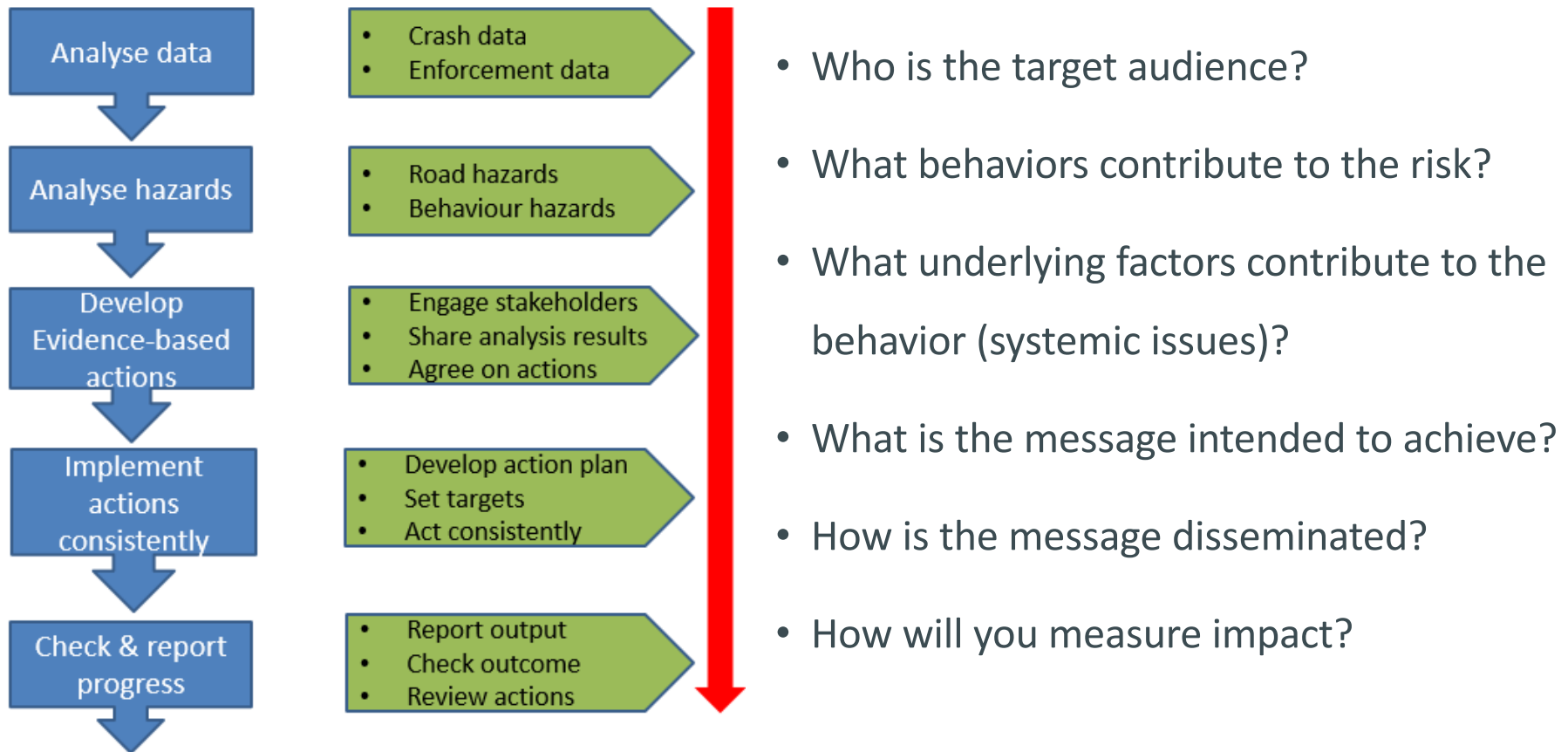
What are the 'mental models' – the **shared mindsets, assumptions, beliefs and values**, sometimes unspoken or unacknowledged – which give rise to these structures and create this system?

Everyone drinks, speed thrills, traditionalism, etc.



This resource is part of NPC's Systems Practice Toolkit - Tool 3: Iceberg Model
www.thinknpc.org/systemspractice

Effective Planning & Implementation



Example of how to develop road safety programme

Problem?

- Low use of seatbelts by drivers and passengers
- **High seatbelt-related injuries & deaths**

Objective?

- Increase seatbelt use by drivers and passengers by 10%
- **Reduce seatbelt-related injuries and deaths by 5%**

Intervention or How?

- Conduct **'Click it or Ticket'** road safety campaign
- High visibility seatbelt enforcement operation
 - Consistent educational/awareness seatbelt campaigns

Implementation target?

- Enforcement: Thrice a week for 2 months
- Educational campaigns: weekly for 2 months

Traditional Silo Approach

“The recent plateauing of fatality and injury reductions in many jurisdictions reflects the fact that the highly successful ‘3Es’ approach of education, enforcement, and engineering is now experiencing diminishing returns (Salmon et al., 2019).”



Conclusion

Effective public education and awareness requires:

- Quality data
- Supported by High Visibility Enforcement (HVE)
- Consistency and sustained action
- Proven behavior change theories



*Thank
you*

