

# Global Best Practices In Public Awareness Strategies

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# Definition of road safety

Measures or safety interventions to **eliminate or reduce risk of injury or death** due to a road traffic crash (FHWA, 2017).

**NB:** Need for deeper understanding of:

- the risk,
- contributing factors,
- effective mitigating measures.

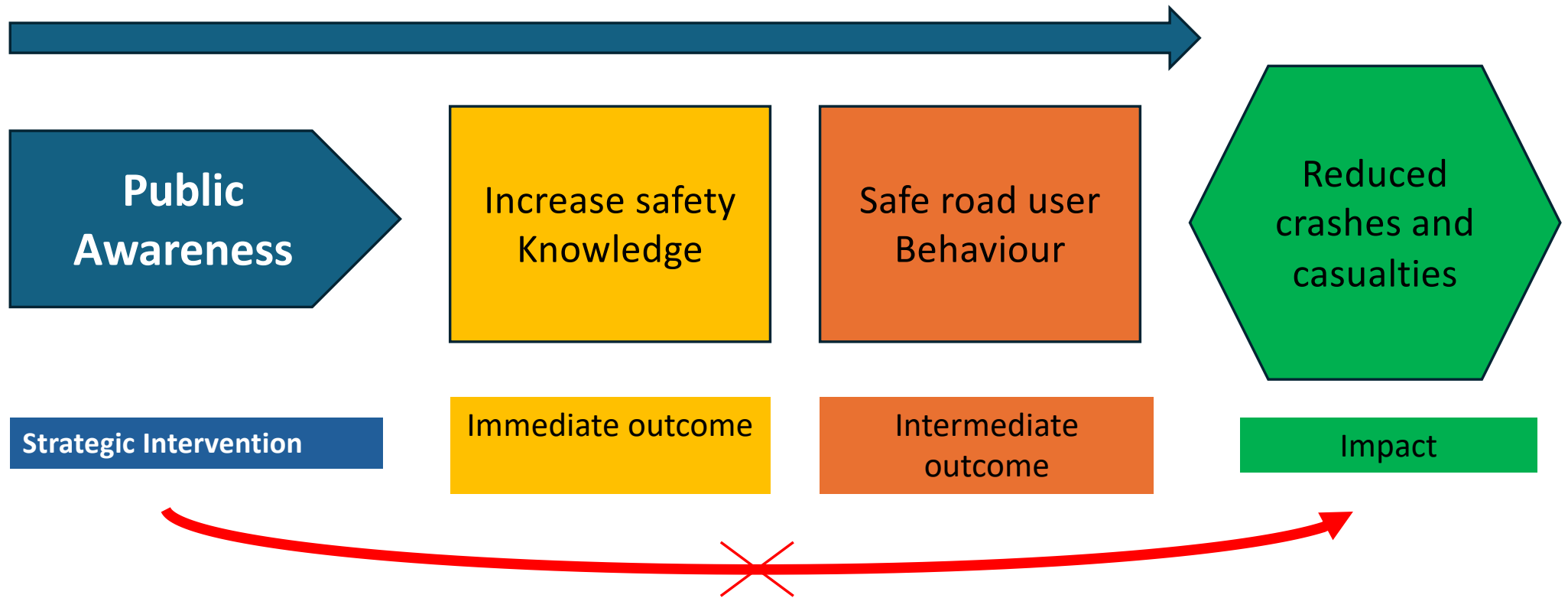


## Data-Driven Approach

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

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**This is a paradigm shift**

Public education and awareness aims to:

- Minimize human errors but not eliminate them,
- Reduce crash impact resulting from human error,
- Complement 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

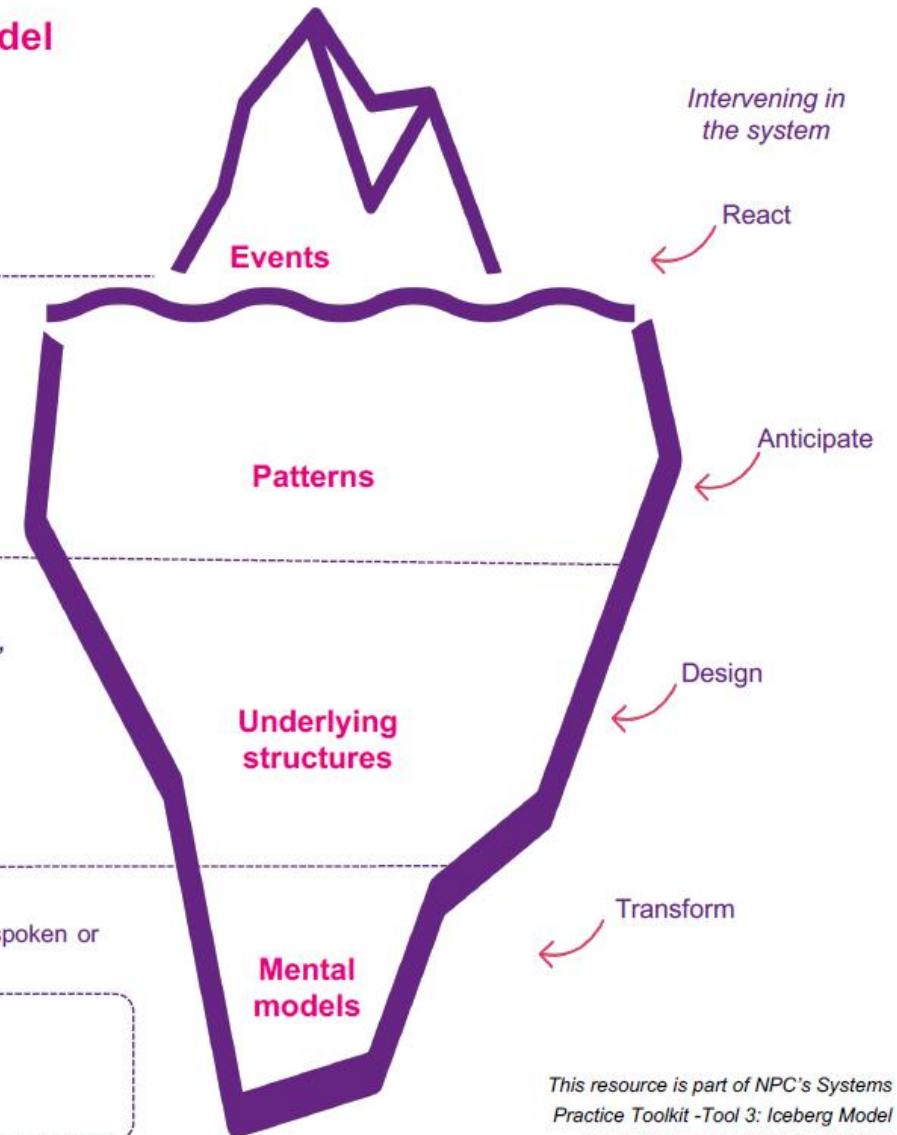
What **underlying structures** are helping produce these patterns of events? What **processes, practises, policies** are helping perpetuate them? What **power structures** are reinforcing them?

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

### Mental Models

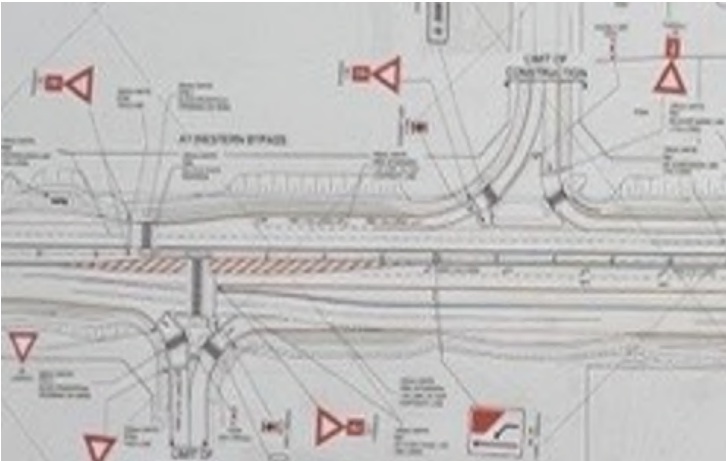
What are the 'mental models' – the **shared mindsets, assumptions, beliefs and values**, sometimes unspoken or unacknowledged – which give rise to these structures and create this system?

Everyone drinks, speed thrills, traditionalism, etc.



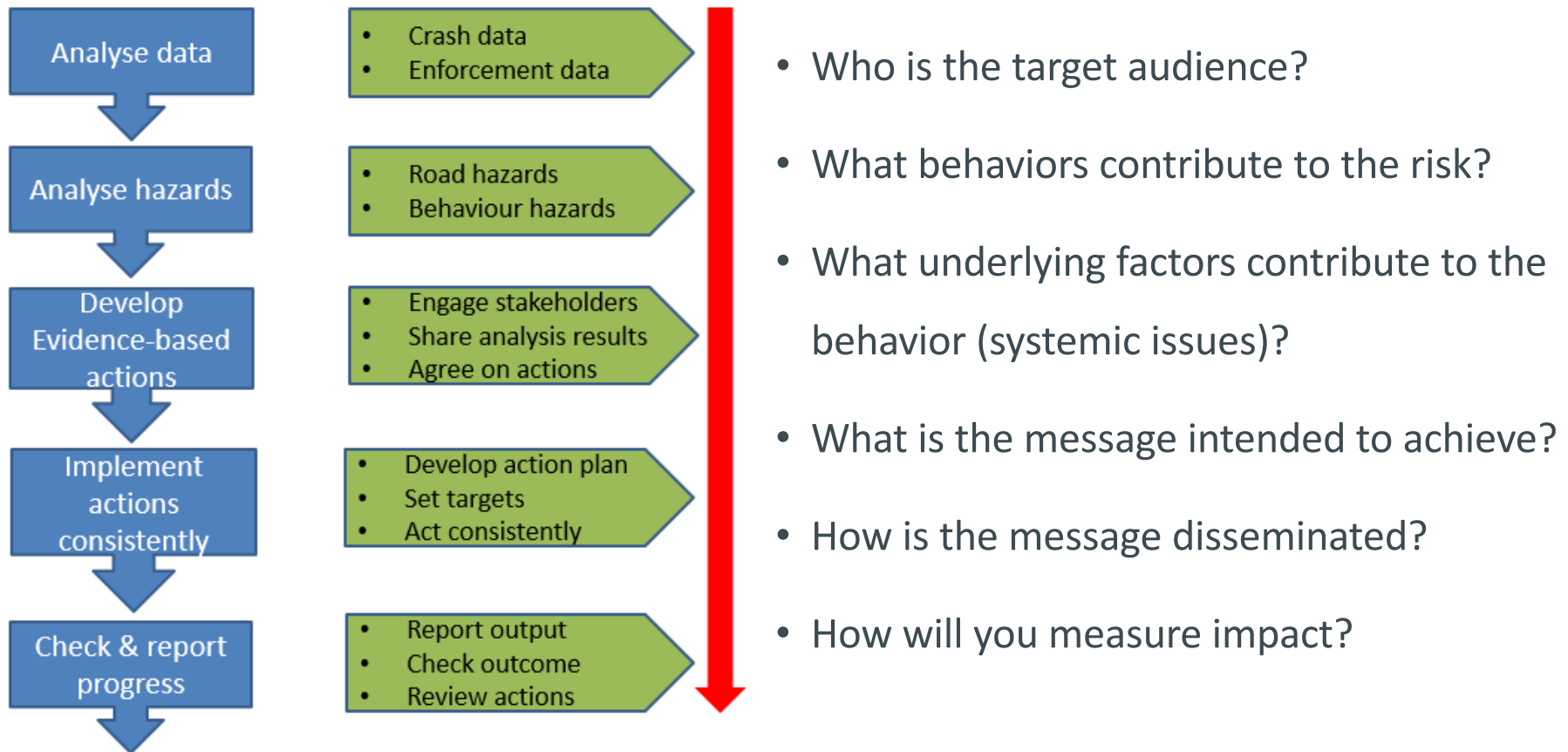
This resource is part of NPC's Systems Practice Toolkit - Tool 3: Iceberg Model  
[www.thinknpc.org/systemspractice](http://www.thinknpc.org/systemspractice)

# Examples of System-created Risky Behavior





# Effective Planning & Implementation



## Enforcement- supported public awareness campaign 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
- High Visibility Enforcement (HVE) support
- Appreciation of other system-related issues
- Consistency and sustained action
- Application of proven behavior change theories

# Important Resources

1. Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices (NHTSA, 2023)
2. CMF Clearinghouse website (<https://www.cmfclearinghouse.org/>)



*Thank  
you*

