



1

About the Toolkit

What is the Community-Based Toolkit for Road Safety Campaigns?

The Toolkit is a user-friendly tool for communities to help them develop an effective road safety campaign. It contains knowledge, guidance and resources that can support communities in the development and delivery of their own campaign. It includes:

- a clear summary of the research about road safety campaigns; and,
- a more detailed, comprehensive report that describes the evidence-base for road safety campaigns, what is known about their effectiveness, common theoretical approaches that guide the development of campaigns, and the latest knowledge regarding the ways that people learn.

In addition, the Toolkit also contains a variety of fact sheets created by experts in social marketing, research and evaluation that present strategies to help communities to:

- engage a group of interested stakeholders who can play a role in delivering a road safety campaign;
- identify an appropriate issue and target audience for the campaign;
- use a solid approach to create campaign messages and visuals;
- develop a practical dissemination strategy to promote the campaign; and,
- prepare for an evaluation of their campaign.

Finally, the Toolkit also contains a pedestrian fact sheet as well as two examples of a pedestrian campaign that were created by Safer Roads Ottawa using this approach, and a list of road safety resources that can help communities learn the facts about priority road safety issues.

An expanded version of the Toolkit that includes additional fact-sheets will be made available in the Fall of 2016 regarding a range of other road safety issues (e.g., distraction, alcohol and drug impairment, cyclists, speeding) that communities can choose from when creating a road safety campaign. Stay tuned for updates at www.tirf.ca.

Why was the Community-Based Toolkit created?

Campaigns are one of the most commonly-used tools to promote road safety, and in the past decade much has been learned from research emerging from several disciplines that can inform the development, implementation and delivery of road safety campaigns.

The Toolkit was created to fill an important gap between research and knowledge about effective road safety campaigns, and the desire among communities to take action on important road safety issues in their own communities. In particular, it was noted that it can be challenging for communities to gather and access research about effective campaigns and



important road safety issues, as well as to tap into expertise and resources that make it possible for them to create local campaigns.

The Toolkit was also created because road safety problems are local. While many national and provincial/territorial road safety campaigns exist, they can be difficult for communities to use at a local level for a variety of reasons.

- **Communities may be unable to find a national or provincial/territorial campaign that specifically addresses the road safety problem, and the characteristics of that problem which they are experiencing in their community.** Moreover, larger-scale campaigns are typically directed towards a general audience of all ages which can make them less effective in relation to specific audiences that may be a focus of concern (e.g., young drivers, female drivers, elderly drivers) in a community. And, local communities often find it difficult to make national or provincial/territorial data relevant to the local context.
- **Communities may find that the creative design of the campaign, the key messages and/or the use of specific visuals is inconsistent with their experiences or not relevant to their community.** To illustrate, distracted driving campaigns that utilize cell phones in vehicle and emphasize talking/texting as visuals are often inappropriate for many rural communities where cell phone coverage is limited or non-existent (e.g. northern Ontario) and where other types of distractions may be considered more relevant (e.g., changing CDs or using GPS). Also, the choice of wording and approach associated with key messages may not fit with local culture or context. This has important implications for community buy-in and support.
- **National and provincial territorial campaigns generally cannot acknowledge the different types of communities that exist (e.g., urban, rural) and it can be difficult to link them to local government or policy issues that are relevant to the campaign.** This may include: past high-profile crashes in the community, infrastructure improvements or lack thereof, the presence or lack thereof of alternative transportation, the presence of wildlife, and the lack of sidewalks or bicycle paths). It is important that campaigns resonate with communities, reflect their experience, and strike a personal or emotional chord within the community to encourage behaviour change.
- **Finally, and perhaps most importantly, communities often struggle with the development and implementation of road safety campaigns because successful campaigns require knowledge and tools in relation to research as well as social marketing that can be challenging or expensive for communities to effectively leverage.** Gaps in these areas can result in key partners involved in campaign initiatives having very different perspectives and understandings of road safety issues and also effective campaign strategies, and these, often-opposing, viewpoints can be a barrier to campaign development and delivery.

What process was used to develop the Toolkit?

The Toolkit was developed using a step-wise and logical approach that involved a series of meetings with a coalition of community members representing local government agencies and advocacy organizations.



1

As a first step, the research about effective road safety campaigns and pedestrian road users was presented to the group by research staff from the Traffic Injury Research Foundation (TIRF). This helped to create a common base of knowledge for discussion which helped to identify priority road safety issues, and to document local attitudes, experiences and perspectives in relation to pedestrians in Ottawa. In addition, group members were asked to review brief summaries of the research on these topics to identify what information was most relevant and useful for inclusion in the Toolkit to inform the development of a road safety campaign.

Next, an overview of social marketing strategies and approaches was presented to the group by Acart Communications, Inc. to provide a common base of knowledge about messaging, branding and dissemination of campaigns. Collectively, this content knowledge was used to generate ideas for a pedestrian campaign for Ottawa. The group also again reviewed brief summaries of the knowledge that was shared in relation to messaging, branding and dissemination to identify the most useful and relevant information for the Toolkit.

Feedback from discussions was then used by TIRF and Acart to develop concepts for a pedestrian campaign for Ottawa. These concepts were then refined and focused with additional feedback from the group to create the final campaign designs which are included in the Toolkit as examples of the work emerging from the Toolkit. Finally additional fact sheets with regards to stakeholder engagement and campaign evaluation were developed by TIRF and reviewed by the group and included in the Toolkit.

Who was involved in developing the toolkit?

Several partners played important roles in bringing together the knowledge and resources included in the Toolkit. These partners included national experts in road safety research and social marketing, as well as Ottawa-based government, business and advocacy organizations.

- **Safer Roads Ottawa** (ottawa.ca/en/residents/transportation-and-parking/safer-roads-ottawa-program) is a partnership between Ottawa Fire Services, Ottawa Paramedic Service, Ottawa Police Service, Ottawa Public Health and the Public Works Department.
- **Community-based advocacy organizations** include Ottawa chapters of the Multiple Sclerosis Society, the Heart and Stroke Foundation, Gotta Walk, Citizens for Safe Cycling, Green Communities Canada (School Travel Planning program), the Council on Aging of Ottawa, and Walk Ottawa.
- **Traffic Injury Research Foundation** (TIRF; www.tirf.ca) is Canada's road safety research institute. It is a world leader in research, program and policy development, evaluation, and knowledge transfer focusing on the road user and behaviours that result in driver error and account for 80% of road crashes. TIRF's mission to reduce deaths and injuries resulting from road crashes is achieved by designing, implementing, evaluating and promoting evidence-based strategies. Since 1964, TIRF has received international recognition and acclaim for its accomplishments related to identifying the causes of road crashes and developing programs and policies to address them effectively.



- **Acart Communications, Inc.** (www.acart.com) is a long-time partner of TIRF. Acart helps clients change attitudes, provoke action, and improve lives. They are a specialized social issues marketing agency that combines social marketing and corporate social responsibility. As a one-stop shop, Acart offers a complete range of in-house communications services including: branding and corporate identity; design; marketing and communications planning; copywriting; partnerships; digital media; social media engagement; advertising; HR marketing; and, media. Established in 1976, Acart has experienced continuous growth and enjoyed national and international recognition for outstanding creativity.

Special Acknowledgement

TIRF gratefully acknowledges the following individuals who shared their insights, experiences and expertise about road safety issues and community-based road safety organizations to inform the development of the Toolkit:

Louise Brunelle and Dianne Breton – Council on Aging of Ottawa, Greg Killough – GottaWalk and the Heart and Stroke Foundation, Wallace Beaton - Green Communities Canada, Karen Scott - MS Society, Joanne Veldman - Ottawa Public Health, Rob Wilkinson - Safer Roads Ottawa, Alistair Hensler - Walk Ottawa, Chris Bradshaw – Walk Ottawa, John Woodhouse – Walk Ottawa.

Who funded the development of the Toolkit?

The Toolkit was funded by the **Canadian Automobile Association** (www.caa.ca). CAA is a federation of nine Clubs providing 6 million Members with exceptional emergency roadside service, complete automotive and travel services, Member savings and comprehensive insurance services. CAA also advocates on issues of concern to its members, including road safety, the environment, mobility, infrastructure and consumer protection. The mission of the Association is to enhance Clubs' ability to better serve the Members and to prosper as a national organization. CAA's National Office executes the vision and strategic plan of the National Board in service of this mission.

Who can use the Toolkit?

The Toolkit is freely available to organizations and groups that are concerned about road safety issues in their communities, and that are interested in implementing a road safety campaign to encourage safer habits on the roads.

This document is part of the Community-Based Toolkit for Road Safety Campaigns.

Visit www.tirf.ca to download digital copies of the complete set.

To order a printed toolkit please contact the Manager, Marketing and Communications at the Traffic Injury Research Foundation.
1-877-238-5235 | tirf@tirf.ca



Safer Roads Ottawa | Sécurité des routes Ottawa
Toward Zero | Vers zéro

