

# Road Safety Week 2014 evaluation report

*Prepared July 2014*



**Road Safety Week** 

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## About Road Safety Week

Road Safety Week is an annual event coordinated by the charity Brake, which works to stop road deaths and injuries, make communities safer, and support people who are bereaved or seriously injured in crashes.

Road Safety Week aims to raise awareness about the part we can all play in making our roads safer, through a major media campaign, and by supporting communities, schools and organisations to run road safety activities at a grassroots level. Road Safety Week is an umbrella project, designed to attract involvement from a wide range of stakeholders and to stimulate the promotion of road safety awareness year-round.

The Road Safety Week webpages, [www.roadsafetyweek.org.nz](http://www.roadsafetyweek.org.nz), act as a hub of ideas and information for those interested in getting involved. As well as managing those webpages, Brake also carries out marketing to encourage involvement among key groups, issues resources to those who sign up for the Week, and runs a media campaign during the Week at national and regional level promoting road safety.

## Summary of RSW 2014

The third Road Safety Week New Zealand took place 19-26 May 2014. We focused on the theme 'tune in to road safety', calling on everyone to pay attention when using roads, especially drivers. Our campaign during the Week appealed to drivers to stay focused on the road and never attempt to multi-task at the wheel. We called on drivers to turn off their phones or put them on silent and raised awareness of the huge risks of using a phone at the wheel, even on hands-free. As always, we encouraged communities getting involved to address whatever road safety issues are of concern to them, but the broad nature of 'tune in to road safety' meant this could be adapted for different audiences.

Partnership working was vital to ensuring the success of the Week. Brake worked with agencies such as the NZTA, ACC, Police and other emergency services in the run up to, and during the Week. Those agencies pledged their support for the Week and helped to demonstrate a collective approach to addressing road safety.

Marketing of the Week was achieved through mass emails to over 3,650 educator, organisation and community contacts, issuing seven press releases to key target media, and getting at least 18 partner organisations to promote and link to Road Safety Week. Thanks to this, community involvement continues to be at the heart of the Week. Schools and colleges, community groups, organisations, emergency services and local authorities took advantage of the Week to raise awareness of road safety locally, by running road safety promotions, events and campaigns.

620 schools, organisations and communities registered to take part in Road Safety Week via an online form, stating what activities they were planning, up from 316 in 2013. After the event, we collected feedback and information on 142 activities that took place at grassroots level during the Week. Some examples of involvement activities can be viewed [here](#), while comments from participants are below.

To support involvement, Brake sent e-action packs to all those who registered. These included downloadable road safety posters and web adverts, plus guidance on organising effective activities. Brake also offered a webinar for community groups, schools and companies providing guidance on organising effective activities during the Week and communicating key messages. Brake issued countdown bulletins to registered participants with ideas, tips and case studies to encourage active participation.

The Brake website, in particular the Road Safety Week webpages, saw a surge in traffic in the run-up to, and during the Week – with 3,438 unique visitors in March, April and Road Safety Week itself and 4,159 since the start of the year. There were 1,497 unique users during Road Safety Week compared to 492 in RSW 2013.

Media coverage was widespread and at a much higher level than in previous years. Brake issued press releases to national, regional and local press, plus specialist releases in the run up to the Week, and then issued releases at the start of the Week. A national event took place involving a photo call and filming opportunity in Auckland. Other official launch events took place in Wellington and Christchurch. Seven bereaved and injured volunteers took part in the Week to highlight the devastation caused by crashes. At least 41 pieces of national, 20 pieces of regional, and 16 pieces of specialist/trade coverage were achieved.

### **Funding**

In 2014, sponsorship of the Week was provided by business insurance specialist QBE, as headline sponsor. Funding enabled us to promote the Week to communities and carry out media work in the run-up to and during the Week. It also enabled us to produce downloadable resources for communities, run an online webinar for communities, and hold a national launch event in Auckland and regional events in Wellington and Christchurch. QBE also provided light-up and reflective snap wristbands with RSW branding to be used by schools and organisations running Bright Days.

Brake would like to thank QBE for their vital support.

### **Partnership working**

Brake was very pleased that in 2014 we worked closely with various national agencies in the run up to, and during, Road Safety Week. Agencies such as the NZTA, ACC and emergency services pledged their support of the Week and sent representatives to the launch event in Auckland (see further details below) along with Auckland Transport. In particular we worked closely with NZTA and NZ Police to ensure that the Week was aligned to the *Safer Journeys* strategy and are grateful to them for this support, and for providing quotes for use in press releases and on the Brake website, and to the Police for providing spokespeople for media interviews.

Brake also worked very closely with Auckland Transport on the delivery of Road Safety Week messages and activities to schools in the Auckland region (see case study below).

Networks of road safety professionals were also kept informed of plans with the aim of ensuring those professionals knew about the aims of Road Safety Week and opportunities for involvement.

Brake will continue to work closely with these agencies towards Road Safety Week 2015.

### **Campaign theme: tune in to road safety**

In 2014 Brake chose the theme 'tune in to road safety'. This worked well from both a community engagement and campaign point of view. The aim was for it to be broad enough to enable various key groups working

with different audiences, such as schools and employers, to link their local/community activities to, while also enabling us to hone in on specific awareness-raising messages through our media work.

Information on this theme was used in press releases, interviews by Brake in the media, and materials issued to communities and organisations. As in previous years, Brake continued to emphasise through its marketing of the Week that community activities could focus on the main theme or any other relevant road safety issue.

Our campaign talked about the importance of everyone staying focused when using roads, and not succumbing to risky distractions. We particularly concentrated on drivers' responsibilities to make sure they're paying attention and not attempting to multi-task at the wheel. We appealed to all drivers to switch off their phone or put it out of reach to avoid temptation when driving, highlighting the huge risks of using a phone in any way at the wheel, including on hands-free. We pointed out that using a phone at the wheel is comparable to drink driving in the way it slows your reaction times and increases your crash risk, and called on everyone to refuse to speak to someone on the phone who is driving. [Read more.](#)

To support these messages, we included statistics on the number of crashes involving distracted drivers by region, and the number of drivers receiving tickets from Police for distracted driving.

### **Community involvement**

Through the ethos of partnership working, Road Safety Week inspired communities across New Zealand to devote personal and professional time to activities raising awareness of key road safety issues.

Carrying out email and online marketing, developing the Road Safety Week web pages and distributing free resources enables Brake to encourage stakeholders (including schools, organisations and community groups) to get involved in Road Safety Week at little to no cost, other than the time they put in to running activities.

Brake began marketing Road Safety Week in November 2013 and carried on in earnest from January 2014, with promotional emails sent to over 3,650 schools, organisations and individuals on Brake's databases, plus a series of seven marketing press releases targeting specialist/trade media, and links and promotions set up with 18 partner organisations. This marketing encourages community involvement, directing traffic to the Road Safety Week web pages, and encouraging people to register for a free e-action pack.

Emergency services, local councils, schools, colleges, clubs, community groups and organisations took advantage of the Week to raise awareness of road safety locally, by running road safety promotions, campaigns, talks, workshops and demonstrations, displaying road safety posters and carrying out media work. Several organisations teamed up with others locally to get their messages out to a wider audience.

**620 planned community involvement activities were reported to Brake**, via the registration form, in advance, up from 316 in 2013. These break down as follows:

**473 educators registered**, of which (numbers overlap):

342 were promoting road safety to parents in their newsletter or by email

285 were planning to run road safety assemblies

280 were integrating road safety into the curriculum

261 were planning to promote the use of safe, active and sustainable travel

249 were making a road safety display or creating posters or banners

228 were supporting young people to create their own campaigns and road safety resources

173 were inviting a road safety professional to deliver a talk on road safety

115 planned to hold Beep Beep! road safety days with activities for young children

113 were running practical roadside pedestrian or cycle training with help from their local council

47 were planning to run a Bright Day or other fundraiser for Brake

40 were running a campaign or protest about dangerous roads or dangerous driving in their community

19 were holding a road safety event for parents or the local community



**89 communities and campaigners registered**, of which (numbers overlap):

- 30 were promoting Road Safety Week through their website or via social media
- 24 were planning to send emails to people in the community about Road Safety Week
- 23 were running publicity activities promoting safer road use
- 12 were running an awareness-raising or educational event, stand or roadshow
- 11 were putting up a road safety display in the community
- 9 were engaging local media in activities
- 7 were organising a fundraiser for Brake
- 6 were running a protest against dangerous roads or dangerous road use in their community
- 1 was working with local educators or companies on a road safety initiative

**26 employers registered**, of which (numbers overlap):

- 14 were promoting Road Safety Week to staff through internal communications
- 11 were planning an education or training session to promote safe driving to employees
- 8 were putting up a road safety display in their office, foyer or depot
- 6 were promoting Road Safety Week to their partners and customers
- 6 were launching a new road safety initiative or campaign
- 4 were promoting Road Safety Week through their website or social media
- 3 were running a fundraiser for Brake
- 2 were running local or community publicity on road safety, such as engaging local media
- 2 were working with local educators or community groups on a road safety initiative

**26 road safety, health and emergency services professionals registered**, of which (numbers overlap):

- 6 were publicising road safety through posters or adverts
- 6 were putting up a road safety display in their reception area or a public venue
- 5 were promoting Road Safety Week through their website or via social media
- 4 were working in partnership with schools or community groups
- 4 were delivering road safety training or educational activities
- 3 were running a road safety event, roadshow or open day
- 3 were running a road safety enforcement campaign
- 2 were engaging local media in activities

**6 driving instructors registered**, of which (numbers overlap):

- 4 were delivering road safety training or educational activities
- 4 were running publicity activities promoting safer road use
- 3 were promoting Road Safety Week through their website or via social media
- 2 were putting up a road safety display
- 2 were working in partnership with local educators or community groups
- 1 were running an awareness-raising or educational event, stand or roadshow
- 1 was engaging local media in activities

The communities and campaigners who registered include a number of people who selected the 'other' category to identify themselves. These include 20 who are teachers and child carers, 21 who are employers, and three who are road safety professionals.

After Road Safety Week, Brake collected information on 141 school, community and company involvement initiatives that took place, through a feedback survey issued to those who registered, direct contact with partners and participants, and analysis of media coverage. Brake is confident there will be many more initiatives that took place but have not been reported. While it will never be possible to measure precisely levels of engagement in the Week because of its nature, Brake is pleased that levels of post-event feedback have increased, and Brake is committed to encouraging as many participants as possible to do so.

Examples of the grassroots activities that took place in Road Safety Week 2014 are available online [here](#) to inspire anyone thinking of running a road safety activity.

## **Case study – Auckland Transport**

For Road Safety Week 2014 Brake and Auckland Transport (AT) worked closely together on a number of activities aimed at schools across the region. Primary schools were encouraged to be Travelwise and work with their community transport coordinator from AT to deliver road safety and Travelwise activities during the Week. Activities could be entered into competitions for individual students, class, and whole school prizes. AT also ran its Make it Home youth road safety expo during the Week, featuring a theatre in education piece by performing arts students and Attitude, and opportunities for secondary school students to learn more about road safety from Police, ACC, AT, Brake and others. Parents were invited to a talk by Nigel Latta on young people and learning to drive.

A selection of comments from Brake's survey of participants after the Week, and other information received on activities, is given below:

**Tiritea School:** *The class made safety posters to display around the school and present at assembly for the school community. The children were also interviewed by a local paper and there was a very good write up about Road Safety Week activities. The messages about distractions were very clear and the children enjoyed pretending to be the adults in the images used e.g. parent texting while driving.*

**Kaiapoi Borough School:** *We incorporated our Safe Cycling Unit of work with Road Safety Week and had our local Police Education Officer involved.*

**Waimea Contract Carriers Ltd:** *We put on BBQ breakfasts for our log truck drivers at our Nelson and Blenheim yards, raising funds for Brake and road safety awareness. The drivers loved it because the management team had to start work at the same time as them for a change!*

**Avonhead Playcentre:** *We went to the Westburn Bike Park for hands on, practical road safety use. We used the "stop, look and listen" song a lot as well because the kids understand it well.*

**Te Kura o Matapihi:** *It was an awesome day; we had tamariki on bikes, skateboards and scooters, and some walking. The whole school participated with the help of parents.*

**WEL Networks:** *We printed off the posters and displayed in common areas. We also sent emails to all staff with a different theme for each day of the week, such as Lights on at all times, Drive smart, not on the phone etc.*

**Marlborough Primary:** *Child Safety Restraints - Travelwise leaders designed and created a school mascot and used him to measure the height of students aged 7yrs and older - to see who should be on a booster seat. Helmets - Travelwise leaders used 2 - 4- 1 rule to check that cyclists and scooterers were wearing their helmets correctly. They issued stickers they had made to those wearing them correctly.*

**Rural Women New Zealand:** *Used Road Safety Week to raise awareness of our 'Either Way It's 20k' campaign and trial of active 20km/h signs on school buses.*

**Coastline Roadmarking:** *Sent out communications to all staff on distractions and what measures they can take to avoid distractions whilst driving. Messages were also included in weekly talks and safety briefings.*

## **Resources for participants**

Brake produced a range of electronic resources for use by participants in the Week, to help them promote road safety effectively. Fundraising resources were also provided to those fundraising for Brake during the Week. Using our extensive experience in developing road safety resources, Brake continued to ensure materials were powerful, carefully geared at the target audience, and contained simple but attention-grabbing messages on safer road use. Brake continued to make use of a low-cost email service to be able to provide these materials in a way that was professional and accessible.

Email action packs were issued to all 620 schools, communities and organisations that registered to take part. These were issued weekly from late March to ensure those registering did not have to wait long. The packs included guidance and ideas for different audiences on getting involved, plus a range of downloadable, printable posters and web adverts with road safety messages for different audiences, and some simply promoting Road Safety Week and the date. Some of the posters were simple black and white designs that could be printed on basic printers, others were full colour.

Brake also issued countdown bulletins to registered participants with ideas, tips and case studies to encourage active participation. This aimed to build enthusiasm and excitement for the event, by creating, a sense of being part of a Road Safety Week community.

Brake also carried out work on the Brake website ([www.brake.org.nz](http://www.brake.org.nz)), including adding ideas and tips for getting involved to the Road Safety Week pages, information on planned activities by organisations, and adding case studies from people bereaved and seriously injured in road crashes.

Brake held an online webinar on communicating road safety messages effectively and delivering Road Safety Week activities. The webinar was free of charge and nine participants booked places from schools, community groups and companies.

After the Week, Brake issued a short feedback survey to those who registered. This asked for views on materials provided and how their activities went. Feedback was very positive on the quality of resources, information on the website, and around getting involved again in future.

Of the 108 participants that completed the survey:

- 65% displayed the posters; 91% of those thought they were appropriate for the audience;
- 65% used guidance and information from the Brake website or action pack
- 83% want to know about Road Safety Week 2015 when details are available

### **Media campaign**

Brake's RSW 2014 media campaign was a great success, reaching thousands of people with crucial road safety messages. Brake issued a press release to national and regional media, plus specialist outlets, promoting road safety messages under the 'tune in to road safety' theme. The press releases can be seen online [here](#). These were issued and sold-in to media in the two weeks running up to Road Safety Week, to generate interest in the campaign, and set up interviews for Brake staff and other spokespeople.

Through the media, Brake appealed to drivers to turn off their phones or put them on to silent and out of reach, and urged everyone to refuse to speak on the phone to someone who's driving. The campaign highlighted the extent of driver distraction, as Brake revealed statistics showing the number of crashes involving distracted drivers and the number of infringements issued by Police.

A national launch event took place at Kelston Boys High School in Auckland, involving a photo call and filming opportunity, coordinated by Brake in the months leading up to the Week and in partnership with local and national agencies and emergency services. Brake ran this event on the Monday of the Week to maximise coverage. The launch involved a number of spokespeople for various agencies and young people available for photos and vox pops.

Road safety practitioners, including police, fire and Auckland Transport, once again played a key role in the launch, running demonstrations and activities with young people that media could film and photograph, and giving interviews. Activities included young people using a driving simulator to look at the effect being on the phone has on your driving, and a police checkpoint for vehicles driving past the school.

The campaign also benefitted from supportive press releases from the Associate Minister for Transport (with responsibility for road safety), other MPs and national agencies, and quotes from agencies including the NZTA and ACC.

The media campaign was supported by Brake volunteers who had experienced a bereavement or injury in a crash. Some of these volunteers gave media interviews to give an insight into the devastation caused by crashes. In each case Brake spent time in the run up to the Week gathering and verifying information and writing up case studies, and liaising with the volunteers to ensure they felt comfortable and supported in their involvement in the campaign. These volunteers included:

- Jade Beale, from Tokoroa, who was seriously injured when a driver who was texting whilst driving hit the car she was a passenger in head-on. [Read more.](#)
- Hayley Byron-Wood, from Auckland, who was seriously injured in a crash in which her partner Andrew was killed. [Read more.](#)
- Malcolm and Sharlene Bennett, from Taupo, whose daughter Krystal was killed in a crash in Upper Hutt by a driver who was on drugs. [Read more.](#)
- Neill Glover, from Dunedin, a cyclist who was seriously injured when a car reversed over him out of a parking space. [Read more.](#)
- Michelle Vaneeden, from Auckland, who was hit by a car whilst crossing the road on her way to work and suffered serious injuries. [Read more.](#)

Brake researched and analysed coverage that mentioned Road Safety Week. The following known coverage was achieved:

**39 items of national media coverage:**

- seven television (Breakfast(TVNZ), One News, 3 News, Sky News, SevenSharp and World TV);
- three radio (Newstalk ZB (x2), Radio Live);
- three press (The New Zealand Herald (x2), Otago Daily Times);
- 26 online (including 3 News, One News, Yahoo, Voxy, Stuff and Scoop)

**22 items of regional and local media coverage:**

- four radio (Newstalk ZB (x2), More FM, Atiawa Toa)
- 18 press (such as Manukau Courier, The Star, Wanganui Chronicle, Northern Advocate)

**16 items of specialist, trade and consumer coverage:**

- two television (Maori TV and Te Karere)
- one print (Tots to Teens magazine)
- 13 internet (such as School News, Cycling Advocates Network, Bus and Coach Association)

Links to some of the media coverage achieved:

[One News](#)

[Te Karere](#)

[New Zealand Herald](#)

[Wanganui Chronicle](#)

[Live News](#)

In addition to working to generate coverage through traditional media, Brake is working hard to build the social media profile of Road Safety Week, particularly through Facebook, by posting messages, photos and videos, and by providing social media messages, posters and images that other organisations can use to highlight Road Safety Week with their supporters and followers. Brake will continue to grow this area of work for RSW 2015.

**Looking forward to 2015**

Brake has set the date of the 2015 event as 4-10 May. This will coincide with the next UN Global Road Safety Week and should work well for schools and other organisations. We have selected our main theme as 'look out for kids', with a focus on drivers protecting children in communities and outside schools, and fitting with the UN theme of children and road safety. As in previous years our marketing will continue to emphasise that community involvement in the Week can focus on any road safety topic. Our campaign strapline and headline messages are being developed and will be available shortly.



Our initial intentions in delivering next year's Road Safety Week include to:

- Make use of participants' feedback on RSW 2014, and examples of road safety and public health materials from around the world, to ensure the information and resources we provide are of the highest quality, relevant and effective for our audiences.
- Provide high quality electronic resources in the run-up to the Week, ensuring we are effectively directing participants to guidance and resources to support their activities, and continuing to use our email marketing platform to do this.
- Begin marketing the Week at the end of 2014 to engage communities early and encourage planning of activities.
- Encourage community involvement and participation in the 'look out for kids' awareness campaign Brake delivers during the Week by providing ideas and materials in advance that communities can use to promote the messages of this campaign.
- Continue to build our network of voluntary, community and educational partners and marketing routes to ensure that we engage an even wider audience.
- Heavily target employers with staff who drive for work to call on them to run awareness-raising activities during the Week encouraging their drivers to look out for children, and other vulnerable road users, and to review their risk management policies on this issue, through provision of simple ideas and tools, and working with industry associations and fleet suppliers/insurers to market the event.
- Continue to work in partnership with external agencies in promoting and delivering Road Safety Week, such as NZTA, emergency services and local council road safety coordinators, engaging this group early in the planning stages to ensure they have time to build plans for activities.
- Promote specific fundraising activities to particular audiences, which are relevant to the theme and include an awareness-raising element, to help improve the financial sustainability of the event.
- Develop the Week's online presence and aim to drive more traffic to the RSW webpages, particularly by developing SEO, and reviewing sources of traffic and aiming to achieve more coverage on important partner sites.
- Ensure the surge in traffic generated by media coverage during the Week is effectively captured, through engaging visitors in the campaign online, encouraging year-round in engagement in road safety, and promoting the following year's event.
- Run media launches on the Monday of the Week, highlighting key messages, and where possible, engage launch event partners to run activities linked to wider programmes, so these support year-round local road safety work.
- Seek to achieve features in key specialist, trade and consumer publications in the run-up to the Week, encouraging participation, promoting the main campaign messages and driving traffic to the RSW webpages.
- Seek to obtain and release data that can be broken down at a regional level, and work with police to seek to arrange a national enforcement campaign, to add weight to the media campaign and maximise impact.
- Explore whether relevant academics might be involved in the campaign, to lend further weight to the campaign messages.
- Ensure launch events include simple, visually effective filming and photo opportunities that clearly demonstrate our messages – such as visibility, stopping distances, and the ease with which drivers can fail to spot children.
- Focus efforts on achieving widespread media coverage across New Zealand.

Brake will be developing this plan, in consultation with partners, and in light of feedback received from organisations and communities that took part in 2014. A more detailed proposal will be put together for the consideration of funders and potential funders.

/Ends