

Road Safety Week 2016 evaluation report

Prepared July 2016



Road Safety Week 

Contents

- **About Road Safety Week & summary of RSW 2016**..... page 2
- **Funding**..... page 3
- **Partnership working**.....page 3
- **Campaign theme: #roadsafetyhero**.....page 4
- **Community involvement**..... page 4
- **Resources** page 6
- **Media campaign**..... page 7
- **Looking forward to 2017**..... page 8

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, 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 2016

The fifth Road Safety Week New Zealand took place 16-22 May 2016. We focused on the theme 'Be a #roadsafetyhero', and the part everyone can play in making our roads safer. Schools, communities and companies across the country held activities aimed at encouraging everyone to be a #roadsafetyhero. As always, we encouraged communities getting involved to address whatever road safety issues are of concern to them, but the broad nature of our chosen theme 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 NZ Transport Agency, ACC, Police, Fire Service, Wellington Free Ambulance and Auckland Transport 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 4.500 educator, organisation and community contacts, issuing seven press releases to key target media, and getting at least 10 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.

814 schools, organisations and communities registered to take part in Road Safety Week via an online form, stating what activities they were planning, which was a similar level to those taking part in 2015. 99 organisations said they were planning to hold a Giant Walk and 163 a Beep Beep! Day. After the event, we collected feedback and information on over 100 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 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 3,500 unique visitors in March, April and Road Safety Week itself and over 4,500 since the start of the year.

Media coverage was widespread and at a 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 Wellington. Other official launch events took place in Auckland and Christchurch. A number of bereaved and injured families shared their experiences with local media.

At least 76 pieces of national and 42 pieces of regional coverage were achieved, plus some international and specialist coverage.

Funding

In 2016, sponsorship of the Week was provided by business insurance specialist QBE, as headline sponsor. This was the fifth year that QBE has funded Road Safety Week. 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, provide support and extra resources to organisations holding Giant Walks and Beep Beep! Days, and hold a national launch event in Wellington and regional events in Auckland and Christchurch.

Brake would like to thank QBE for their continued support of Road Safety Week.

Thrifty Car Rental also became an additional sponsor in 2016, enabling us to produce some #roadsafetyhero videos on some of the key road safety topics from the Brake Pledge. These videos were released on social media during Road Safety Week.

Partnership working

Brake was very pleased that in 2016 we worked closely with various national agencies in the run up to, and during, Road Safety Week. Agencies such as the NZ Transport Agency, ACC and emergency services pledged their support of the Week. In particular we worked closely with NZ Police, NZ Fire Service and Wellington Free Ambulance to ensure that the Week was aligned to their work, and that we were communicating the same messages to media and the public. They also attended the launch of the Week in Wellington. Several agencies also provided quotes for use in press releases and on the Brake website. We are grateful to all the agencies involved for their support.

Brake also continued to work closely with Auckland Transport on the delivery of Road Safety Week messages and activities to schools in the Auckland region.

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 2017.

Campaign theme: Be a #roadsafetyhero

In 2016 Brake chose the theme 'be a #roadsafetyhero'. 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 part that everyone can play in keeping themselves, their loved ones, and other road users, safe on the roads. We particularly concentrated on drivers' responsibilities, and linked our messages to the key messages of the [Brake Pledge](#).

As part of the campaign we also released some 'Be a #roadsafetyhero' videos on social media. Each of the videos focused on one message from the Pledge e.g. slowing down around schools, checking everyone wears a seat belt. They were released and promoted on Brake's Facebook page and were also shared through other pages and social media sites such as Twitter, to raise awareness of Road Safety Week and key messages.

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 2015 and carried on in earnest from January 2016, with promotional emails sent to over 4,500 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 10 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.



This year was also Brake's fifth Road Safety Week, so we included some birthday celebrations, joining a school that has been involved in all five Road Safety Weeks. Glenfield School in Auckland have taken part in all five Weeks, and were joined by Sam the weatherman from TVNZ Breakfast for their walking school bus on Friday morning, highlighting road safety on the way to school and reminding drivers to slow down.

Also in 2016 Brake held a Virtual Run, with participants in NZ, Australia, the UK and further afield all completing a walk or run in aid of Brake during May. In NZ participants were encouraged to take part during Road Safety Week.

814 planned community involvement activities were reported to Brake, via the registration form, in advance, up slightly from 802 in 2015. These break down as follows:

648 educators registered, of which (numbers overlap):

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

470 were integrating road safety into the curriculum

435 were planning to talk about road safety in assemblies

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

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

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

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

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

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

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

92 were interested in holding a Giant Walk during Road Safety Week

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

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

42 were interested in taking part in Brake's Virtual Run

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

18 were promoting Road Safety Week through their website or via social media

16 were running road safety initiatives or activities with local schools or clubs

15 were putting up a road safety display in the community

15 were running publicity activities promoting safer road use

14 were planning to challenge young people to create their own road safety activities

12 were running an awareness-raising or educational event, stand or roadshow

12 were organising a fundraiser for Brake

9 were planning to invite a road safety professional to deliver a talk about road safety

9 were interested in taking part in Brake's Virtual Run

8 were engaging local media in activities

7 were interested in holding a Giant Walk during the Week

7 was running a protest against dangerous roads or dangerous road use in their community

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

40 employers registered, of which (numbers overlap):

10 were planning to launch a new road safety initiative in their company/organisation

22 were planning an education or training session to promote safe driving to employees

15 were promoting Road Safety Week to their partners and customers

33 were promoting Road Safety Week to staff through internal communications

12 were promoting Road Safety Week through their website or social media

19 were putting up a road safety display in their office, foyer or depot

4 were working with local educators or community groups on a road safety initiative

6 were running a fundraiser for Brake

5 was setting up a road safety display or roadshow in their community

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

17 were publicising road safety through posters or adverts

17 were working in partnership with schools or community groups

15 were delivering road safety training or educational activities

14 were promoting Road Safety Week through their website or via social media

12 were putting up a road safety display in their reception area or a public venue

10 were running a road safety event, roadshow or open day

- 6 were engaging local media in activities
- 6 were running a road safety enforcement campaign
- 3 were interested in holding or supporting a local Giant Walk
- 1 was interested in taking part in Brake's Virtual Run

After Road Safety Week, Brake collected information on over 100 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 with the level of post-event feedback, and Brake is committed to encouraging as many participants as possible to provide feedback.

Examples of the grassroots activities that took place in Road Safety Week 2016 are available online [here](#) to inspire anyone thinking of running a road safety activity.

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

Beach Haven Scout Group: *We did a mini walk down the street and across the road looking at safe places to walk, crossing with adults and watching out for sneaky driveways. We also did a demonstration of blind spots around vehicles.*

Beaurepaires and Michelin: *The tyre distributors offered free tyre safety checks throughout the week.*

Green Bay School: *We promoted use of the pedestrian crossing. Our local police officer did road safety lessons with junior classes. Some of our juniors also did cycle safety training, and we had a Wheels Day and assembly on safe cycling and scootering.*

Kohungahunga Mayfield: *We went for a walk with the children looking at safe crossings and sneaky driveways, made pedestrian crossings in art and invited the community constable to visit.*

Mairangi Bay School: *We held a Kea Crossing Week, promoting safe walking to school and using the patrolled school kea crossing.*

Maori Hill School: *Some senior students worked on creating a video of road safety tips, which was played in assembly. We had some people acting out the wrong thing (e.g. not wearing a helmet), then had some road safety heroes come and help them to do the right thing.*

Molyneux Educare: *The children made a large poster of vehicles, sang songs about crossing the road, listened to road safety stories, and made road signs. They also played in the playground using pedestrian crossings and stop signs.*

Toll Global Forwarding: *The company fundraised for Brake with a Bright Day, raffle, and hot dog and ice cream sale.*

Wairarapa Road Safety Council: *The council ran a competition with a local radio station asking children to nominate a #roadsafetyhero they know, with prizes available for the winners.*

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 814 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.

Electronic action packs with additional resources were also provided to those who registered to hold a Beep Beep! Day. Giant Walk packs were provided thanks to funding from QBE, which included a banner, stickers, posters and other resources that organisers could use on their walk.

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), 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.

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 89 participants that completed the feedback survey:

- 60% displayed the posters; 96% of those thought they were appropriate for the audience;
- 59% used guidance and information from the Brake website or action pack
- 82% want to know about Road Safety Week 2017 when details are available

Media campaign

Brake's RSW 2016 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 'be a #roadsafetyhero' 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 everyone, but particularly drivers, to be a #roadsafetyhero by following the key messages of the Brake Pledge and giving the road their full attention.

A national launch event took place at Queen's Wharf Square in Wellington, involving a photo call and filming opportunity. Brake began coordinating the national launch, and additional regional launches at the start of 2016. Activities for the national launch were coordinated by Brake along with emergency services and other agencies.

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

Media coverage

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

78 items of national media coverage:

- 8 television (including Breakfast(TVNZ),One News, Newshub, 3 News and World TV);
- five radio (including Newstalk ZB and Radio Live);
- eight press (including The New Zealand Herald, Otago Daily Times and Dominion Post);
- 68 online (including One News, MSN, Yahoo, Voxy, Stuff and Scoop)

42 items of regional and local media coverage:

- one TV (Canterbury TV)
- 26 press (such as Marlborough Express, Timaru Herald, Southland Times, Nelson Mail)
- 15 online

7 items of specialist, trade and consumer coverage:

- 7 online (such as One More Second, DieselTalk and Bus and Coach Association)

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 and Twitter, 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 2017.

Looking forward to 2017

Brake has set the date of the 2017 event as 8-14 May. This is week two of term two for schools. The theme will be speed, and the Week will coincide with the next UN Global Road Safety Week, which has the same theme. 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 2016, 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 2016 to engage communities early and encourage planning of activities.
- Encourage community involvement and participation in the 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 play their part in making roads safer, and to review their risk management policies, 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 NZ Transport Agency, 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 engagement in road safety, and promoting the following year's event.

- 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 2016. A more detailed proposal will be put together for the consideration of funders and potential funders.

/Ends