



**Alberta Traffic Safety Communications Plan
Three-Year Strategy (2008-2010)**

Alberta



Alberta Traffic Safety Communications Plan Three-Year Strategy (2008-2010)

Presented on behalf of the Office of Traffic Safety

Transportation Safety Services Division

Alberta Transportation

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The logo for the province of Alberta, featuring the word "Alberta" in a stylized, bold, sans-serif font. The letter "A" is significantly larger and more prominent than the other letters, which are in a smaller, uniform size.

TABLE OF CONTENTS

Executive Summary	1
I. Introduction	1
II. Traffic Safety in Alberta	2
1. The Traffic Safety Challenge	2
2. Alberta Factors	2
3. Road Safety Vision 2010 Context	3
4. McDermid Report	3
5. Alberta's Traffic Safety Plan	3
i. Targets	4
6. Alberta Traffic Safety Plan Calendar	4
III. Marketing and Communications	4
1. Role of Social Marketing	4
2. Goals of the Social Marketing Campaign	5
3. Key Participation and Marketing Structure	5
4. Budget	5
IV. Challenges and Opportunities	6
V. Three-year Strategies	8
1. How We Assure Critical Success	8
2. Social Marketing Program Structure	8
i. Priority Initiatives	9
ii. Other Program Components	9
3. Target Markets	9
4. Audiences	10
5. Key Messages	10
6. Overall Design of Campaign Elements	10
i. Mass Media Advertising	10
ii. Non-Traditional	11
iii. Marketing Materials	11
iv. Public Relations	11
v. Stakeholders	13
vi. Research	15
7. Creative Approach	15

VI. Key Program Components	16
1. Multi-topic Tactics	16
i. Alberta Traffic Safety Plan Calendar	16
ii. TV News Feature	16
iii. Collision Prime Time Radio	16
iv. Displays/Demos/Interactive	17
2. Corporate Positioning and Driver Attitude/Behaviour	17
Situation	17
Objectives	17
Key Strategies	17
Key Messages – Reasons to Think Again	19
Potential Communications Vehicles	19
3. Speed Campaign	20
Situation	20
Objectives	20
Key Strategies	21
Key Messages – Reasons to Slow Down	22
Potential Communications Vehicles	22
4. Impaired Driving Campaign	23
Situation	23
Objectives	24
Key Strategies	24
Key Messages – Reasons to Not Drive Impaired	25
Potential Communications Vehicles	26
5. Occupant Restraints Campaign	27
Objectives	27
i. Occupant Restraints	28
ii. Booster Seats	30
6. Intersections Campaign	33
Situation	33
Objectives	33
Key Strategies	33
Key Messages – Reasons to Think Again	34
Potential Communications Vehicles	34
7. Vulnerable Road Users	35
Objectives	35
i. Motorcycles	36
ii. Bicycles	38
iii. Pedestrians	40
iv. Off-Highway Vehicles/All-Terrain Vehicles	43
8. Commercial Vehicles	45
Situation	45
Objectives	45
Key Strategies	45
Key Messages – Reasons to Think Again	46
Potential Communications Vehicles	46

9. Young Drivers/Riders	47
Situation	47
Objectives	48
Key Strategy	48
Key Messages – Reasons to Think Again	49
Potential Communications Vehicles	50
10. Rural Roads	51
Situation	51
Objectives	51
Key Strategies	52
Key Messages – Reasons to Survive the Drive	52
Potential Communications Vehicles	52
11. Aging Drivers	53
Situation	53
Objectives	53
Key Strategies	53
Key Messages – Reasons to Get Help	54
Potential Communications Vehicles	54
12. High-risk and Medically Unfit	55
Situation	55
Objectives	55
Key Strategies	56
Key Messages – Reasons to Think Again	57
Potential Communications Vehicles	57
13. Other Key Topics	59
i. Distractions	59
ii. School Bus Safety	61
iii. Walk the Talk Youth Education Program	63
14. Legislation	65

Appendices

Appendix I – Office of Traffic Safety (OTS) Stakeholders and Partners

Appendix II – References (Bibliography)

Executive Summary

The three-year Alberta Traffic Safety Social Marketing Plan incorporates multiple components to effectively address the diverse and complex topics within the scope of traffic safety. It brings the issues together into one comprehensive social marketing plan.

This plan addresses provincial traffic safety challenges in the context of Road Safety Vision 2010, the McDermid Report, the Alberta Traffic Safety Plan (TSP), the Alberta Traffic Safety Plan Calendar and collision data. Specifically, the plan was developed around a number of critical success factors including 2010 targets for fatality and injury reductions, consistent messaging across internal and external audiences, sound creative positioning, the right media mix and public relations supports. Leadership and coordinated efforts are critical success factors for this initiative. We must therefore engage stakeholders, partners in industry, research resources, and community level supports to reinforce and extend the strength of campaigns. Cohesive supports and synergy in approach can contribute to attaining necessary goals by 2010.

Where traffic safety issues are concerned, social marketing has a great deal of work to do. The three-year plan is intended to raise awareness of traffic safety as a serious issue, educate road users on the rules of the road, encourage compliance and actively engage hard-to-reach audiences in order to contribute to a reduction of injuries and fatalities. At the same time, each element is designed to be flexible enough to support legislation, enforcement, regional initiatives and emerging challenges as they arise.

Traffic safety is a complex social marketing challenge with multiple behaviours and contributing factors that come into play. Traffic safety is also perceived by many as a 'tired' topic, which means we must introduce new ways to communicate familiar messages in impactful ways. There are also new topics which have never before been addressed in Alberta. While there are several campaigns involved, priority initiatives at the core of the three-year strategic plan include:

- Occupant Restraints Campaign
- Impaired Driving Campaign
- Speed Campaign
- Intersections Campaign

The marketing program addresses secondary issues identified in the Alberta Traffic Safety Plan Calendar and TSP including: distractions, young drivers, commercial vehicles, motorcycles, school bus safety, pedestrians and bicyclists. The plan also covers the topics of off-highway vehicles, rural roads, and high-risk/medically unfit and aging drivers. Additional campaign components have been budgeted to include new legislation, corporate positioning for traffic safety, youth education programs, research and results tracking.

Budgets are based on current known priorities, assigned by individual campaign topic, and provide parameters within which components such as media can be planned. Priority topics receive higher resources, much of which will involve mass media and public relations support. Other topics with lesser resources may rely more heavily on collateral and public, community and media relations efforts.

Each campaign component details target audiences, market and timing considerations, core strategies, key messages and suggested communications vehicles. Priority topics and other key campaigns will be evaluated on the basis of measured outcome over time, given the critical role of research and evidence based planning requirements within the TSP.

Multi-topic tactics have been identified which allow us to speak to the same target on multiple topics. For example, this would involve tackling diverse topics at a relatively low cost in a radio campaign, which airs during morning/afternoon rush hour when drivers are most likely to engage in or confront traffic safety issues. The campaign can rotate key messages across multiple topics in an efficient manner.

At the crux of all traffic safety issues is addressing driver attitudes and behaviours. Through many research exercises, the road user mindset repeats itself: drivers blame others for misconduct, they tend to tune out traffic safety messages because they do not think the messages are relevant to them, and/or they have false

notions around personal safety and some believe they are near invincible. Key strategies in this plan involve putting the onus on all road users and denormalizing behaviours that are currently deemed acceptable in society – like speeding 10 km over the limit, which is considered ‘safe’ by many. The topic of driver attitude is a common thread that runs through every traffic safety issue. Given the magnitude of the problem, this issue receives exclusive campaign focus.

An Action Plan is currently being developed to complement this plan. It will encompass traffic safety campaigns by topic and attend to the tactical and executional requirements. This Action Plan will cover specific periods including 2008-2009 and 2009-2010.

I. Introduction

In its Mid-Term Review of *Road Safety Vision 2010* (July 2007), the Canadian Traffic Safety Institute reported that Alberta and Saskatchewan continued to have “substantially higher fatality rates than the Canadian average”. The Institute also reported that Alberta’s fatality levels have “increased substantially”.¹

On a positive note, Alberta is probably in its best position in recent memory to confront traffic safety issues. The Canadian Traffic Safety Institute described these common traits among world leaders in traffic safety: political leadership, which promotes traffic safety; a leading road safety agency; and effective coordination and management arrangements within government. On all three of these fronts, Alberta has made significant progress – with strong support from government, stakeholders, communities, industries and municipalities.²

In this context, this document presents key strategies for the social marketing of traffic safety over the next three years (2008-2010), along with a framework for actions in the 2008/09 fiscal year.

II. Traffic Safety in Alberta

1. The Traffic Safety Challenge

In 2006, the Traffic Collision Statistics Report compares figures from 2005 to 2006 in Alberta. Injuries were up 6% from 24,504 in 2005 to 25,964 in 2006; fatalities decreased by 2.8% from 466 to 453; and overall traffic collisions increased by 14.8% from 124,206 to 142,592.³

Casualty rates have been highest for individuals aged 15-24, with a skew toward male drivers between 18-19 years of age.⁴

The biggest causes of collisions remain: road users continuing to drive impaired, speeding, not practicing intersection safety and still avoiding the use of occupant restraints.

2. Alberta Factors

Alberta’s traffic safety trends are affected by these factors, referencing Statistics Canada reports:

- Alberta’s population has been the fastest growing in Canada since 1996 (3,474,000⁵ ending 2007 up from 2,975,000⁶ in 2001) and the youngest, with 57% of the population under 45 years old last year.
- A ‘boom economy’, led by the oil and gas industries.⁷
- Many new workers moving to the province.⁸
- The highest provincial consumer spending in Canada.

A number of mindsets repeat themselves and contribute to high collision rates, as demonstrated by focus groups conducted in the past few years⁹:

- Some fines viewed as relatively inconsequential.
- The task of driving taken lightly.
- Drivers having confidence in their own abilities as road users.

- ‘Pragmatic Speeder’ mentality and enforcement tolerance. ‘Pragmatic’ speeding is a common practice among individuals who consider themselves sensible drivers. They believe they are ‘in control’ and have ‘practical reasons’ for speeding.
- Traffic safety a long-standing, familiar theme in the market.
- High acceptance that collisions are inevitable.
- Belief that collisions are caused by ‘others’.

3. Road Safety Vision 2010 Context

Road Safety Vision 2010 is a national initiative involving all provincial and territorial governments supported by public and private stakeholders and governments intended to champion the ‘world’s safest roads’. Alberta’s TSP was developed around this and other national initiatives.¹⁰

National targets in Road Safety Vision 2010 are supported by recommended strategies designed to contribute to a reduction of road users injured or killed between 2008-2010. Sub-targets are also broken out across specific categories, examples include occupant restraint compliance, speed reduction, intersection awareness, impaired driving, young drivers, and vulnerable and rural road user best practices.¹¹

4. McDermid Report

In an effort to increase overall traffic safety in this province, the Alberta government in November 2006 released the Traffic Safety Plan which responds to the recommendations of the McDermid Report, Saving Lives on Alberta’s Roads. More than 35 provincial stakeholder groups including 12 provincial government departments were involved in creating the Traffic Safety Plan, which included proposals to address a wide range of legislative, engineering, education and public awareness initiatives, enforcement, research and community mobilization. Some strategies outlined in the plan are already in place, while other strategies will be introduced over the next year.¹²

5. Alberta’s Traffic Safety Plan

In 2007, the Alberta government came forward with a three year, in depth traffic safety strategy – Alberta’s Traffic Safety Plan: Saving Lives on Alberta’s Roads (TSP). This plan is built on the foundations of research, analysis and evaluation of traffic safety issues, specific to Alberta.¹³

Adoption of the TSP represented a major commitment by the Alberta government to tackle the causes of collisions in the province. Its foundations were Road Safety Vision 2010, the McDermid Report and best practices from around the world.¹⁴

Essential will be the attention and focus given to this issue at a provincial level including public awareness, education, and communications efforts. These programs are intended to come together synergistically with strategies as highlighted in the TSP’s three-year Action Plan to meet with the identified traffic safety sub-targets.¹⁵

i. Targets

The TSP overall target from 2008-2010:

- 30% reduction in number of people killed in traffic collisions.¹⁶
- 30% reduction in number of people seriously injured in traffic collisions.¹⁷

	6-Year Average	2002 Actual	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2010¹⁸ Target
Fatalities	387	372	385	387	466	453	271
Seriously Injured	2936	3462	3151	3285	3349	3812	2056
Fatalities per billion vehicle km	-	10.1	9.8	9.9	10.6	10.0	-
Fatalities per 100,000 population	-	11.9	12.2	12.1	14.3	13.4	-

6. Alberta Traffic Safety Plan Calendar

A recent initiative has been the creation of a Traffic Safety Plan Calendar shared by traffic safety stakeholders across the province, focusing on specific traffic safety topics each month.

Where possible and appropriate, the social marketing program will support the Traffic Safety Plan Calendar. However, there may be long-standing initiatives that will be continued or new ones introduced. The overall program will also allow for flexibility to account for emerging issues.

III. Marketing and Communications

1. Role of Social Marketing

In successful efforts to tackle social issues, “best practices” often include a significant component of social marketing.

This is reflected in the previously cited *Canadian Traffic Safety Institute* report of July 2007, which states that those countries with the greatest success in road safety have “enhanced road safety education programs, particularly for the young and elderly.”¹⁹

Social marketing is a pivotal element in successfully addressing traffic safety issues in Alberta. While strategies for traffic safety topics may not rely exclusively on theory-based approaches, their value is recognized as they are drawn from a wide range of disciplines including sociology and psychology. Models found useful include the Transtheoretical Model of Behaviour Change²⁰ and the Protection Motivation Theory²¹. Each of these examines phases people go through on their way to adopting a desired behaviour and act as useful reference points across various issues.

Social marketing is a planned process for ‘fostering societal change by influencing people’s attitudes, understanding and behavior’:

- Social marketing involves the delivery of messages through the mass media and other means for the purpose of impacting public awareness, attitudes and behaviours. It is an integral part and critical to the achievement of campaign outcomes. Through social marketing, traffic safety messages can consistently reach large numbers of Albertans and affect the prevalence of deaths and injuries in the province.
- One approach in social marketing is that of “denormalization” of certain behaviours – for example, as people begin to see that dangerous behaviours such as speeding, impaired driving, not wearing seat belts are less socially acceptable, the behaviours can start to decrease in prevalence.

As one example: in recent years in Alberta, social marketing has tackled attitudes toward seat belts especially in rural Alberta where there has traditionally been more resistance. Even while penalties have not involved demerit points, and enforcement has not been consistent, compliance in rural Alberta has increased from 76% in 2001²² to 86% in 2006²³. Without question, social marketing played a significant role in this change, along with community involvement at the local level.

With other traffic safety topics, the roles will vary. For example, relative to speeding, Transport Canada's report, *Driver Attitude to Speeding and Speed Management*, cites research groups reporting that "there might be greater support for an integrated campaign aimed at reducing all forms of dangerous driving, including speeding..." and "while enforcement appears to be the most effective way to curb speeding in the immediate term, to a significant group of drivers, social marketing represents the best hope for a cultural change that would see speeding, and other dangerous behaviours, become socially unacceptable and as a result, relatively rare."²⁴

Thus social marketing has two functions in traffic safety:

1. While never solely responsible, it often has its own distinct job in changing attitudes and behaviours.
2. It also has the job of supporting other activities, including legislation, enforcement and any new changes.

2. Goals of the Social Marketing Campaign

- ✓ To contribute to the prevention of road user fatalities and major injuries and a reduction of collisions.
- ✓ To raise awareness that traffic safety is a serious issue in Alberta.
- ✓ To educate/re-educate road users on safe driving basics and habits.
- ✓ To encourage compliance of rules of the road.
- ✓ To help non-compliant road users to understand the benefits of compliance.
- ✓ To develop and reinforce positive driver attitudes.
- ✓ To engage hard-to-reach audiences, such as Aboriginal communities, vulnerable road users and high-risk drivers.
- ✓ To continue to engage research resources to track and monitor awareness and attitude levels for evidence based future efforts.

These marketing goals support TSP Action Plan targets as well as Road Safety Vision 2010 national targets.

3. Key Participation and Marketing Structure

The following are key participants in the social marketing strategy:

- The Office of Traffic Safety within Alberta Transportation, the lead department in implementing the Traffic Safety Plan in conjunction with other provincial ministries.
- The Alberta Traffic Safety Communications Committee with representation from Alberta government ministries and traffic safety stakeholders.
- Community Mobilization Regional Traffic Safety Coordinators.
- Other key TSP partners including Office of Traffic Safety (OTS) committees such as enforcement, engineering, research, industries and communities.
- Communications staff within Alberta Transportation, with support from outside resources including an advertising agency selected through an open competition.

4. Budget

The total budget for the Traffic Safety social marketing program is projected to be \$5 million in 2008-09. This budget is distributed across strategic planning, creative strategy, public relations and event management, media planning and buying, media monitoring, marketing and collateral materials.

Where budgets are shown against individual campaigns within this plan, and are based on estimates on the basis of current known priorities and subject to change.

IV. Challenges and Opportunities

The following are key strengths and weaknesses – as well as opportunities and challenges – which face traffic safety in Alberta. Many of these are traffic safety considerations, which go beyond social marketing but clearly affect the marketing environment and the chances of overall success.

Current Strengths

- Development of the Office of Traffic Safety (OTS).
- Increased resources and funding.
- Political support:
 - Premier
 - Minister
 - Members of the Legislature Assembly (MLA)
 - Cross ministry departments
- As part of the Community Mobilization Strategy within the TSP, the hiring of 11 regional and five Traffic Safety Coordinators also serving Aboriginal communities.
- Launch of 2008 Alberta Traffic Safety Plan Calendar.
- Improved compliance rate on rural adult occupant restraints.
- Youth education programs such as Walk the Talk.
- The Provincial Impaired Driving Committee (PIDC).
- Advancements in engineering technology.

Current Weaknesses

- Targets for Road Safety Vision 2010 do not take into account the major differences in per capita growth, particularly the extraordinary population increase in young adults in Alberta.
- General lack of awareness of the severity of traffic safety issues.
- General lack of accountability of road users.
- Need for a more coordinated approach to engineering/road maintenance.
- Lack of driver ownership around distractions.
- Lack of driver accountability to passenger behaviour.
- Lack of passenger accountability, influencing driver behaviour, for example, against impaired driving or speeding.
- Lack of pedestrian and bicyclist accountability.
- Disregard for enforcement and authority amongst high-risk/potentially high-risk individuals.
- Perceptions around the chances of 'being caught' and differences between rural and urban regions.
- Stagnant urban compliance of occupant restraints.
- Lack of enforcement knowledge on the use of booster seats.
- General lack of awareness regarding the difference between booster seats and child safety seats.
- Issues arising amongst young with low experience on roads, high-risk who repeat behaviour and have disregard for authority and vulnerable road users with low accountability.
- Alcohol availability and high consumption rates.
- Current stakeholder efforts are fragmented and better coordination is required.

- Hard core' group is tough to reach:
 - General disregard for authority and multiple behaviours are involved
 - Resistance to messages vary with behavior issues
- 'Frontier' attitude²⁵:
 - More common in rural regions
 - Abiding by a 'different moral code'
 - "Law and order do not apply to me"

New Opportunities

- Community level support with 11 regional and five Traffic Safety Coordinators serving Aboriginal communities.
- Launch of the Alberta Traffic Safety Plan Calendar.
- Increased enforcement capacity through coordinated efforts between the TSP and the Enforcement Committee.
- Independent stakeholder and partner initiatives to be leveraged where appropriate.
- Distractions as an issue is on the radar – opportunity for increasing awareness.
- Re-education of driver basics and habits, such as intersection hazards.
- Possible legislation to be explored:
 - Mandatory ignition interlock
 - Intersection safety devices
 - Changes to timeframes for both school and playground zones
 - Mandatory off-highway vehicle helmets
 - Demerits for seat belts
 - Booster seat legislation
- Education:
 - "Option 4" which gives a person an option to attend an education program, and the seatbelt ticket is subsequently dismissed
 - Reinvigorating the Walk the Talk youth education program
 - School assembly forums
 - Driver education information, for example, new/renewing drivers
 - Child occupant restraints such as child safety vs. booster seats
- Partnering with employers in industry to reinforce positive traffic safety practices transferable from the job site to private driving.
- Public opinion reporting and corresponding issue profiling.
- Research commitment outlined in TSP.
- TSP successes in social marketing to date to be leveraged, as example, learnings from focus groups positively impacting creative and media strategies.
- Greater coordination for engineering strategies.
- Stakeholder commitment to support TSP goals with continued efforts/involvement.
- Accountability and power of the role of the passenger as 'influencer'.

New Challenges

- Newcomer population continues to grow.
- “Distractions” is a category under evaluation and while the recognition of its importance is growing, it remains an area which traffic safety experts world-wide continue to study.
- Role of Office of Traffic Safety (OTS) in the public eye – not yet established.

V. Three-year Strategies

1. How We Assure Critical Success

These are some of the steps necessary for a successful traffic safety social marketing strategy.

1. Consistent messaging to both internal and external audiences.
2. Sound creative positioning: creative execution must deliver relevant, intriguing messaging, engaging audiences and causing them to take notice/to care.
3. The right media mix: communications and mass media must not overwhelm target audiences with too much information. Mass media should be synergistic in approach, complementing communications efforts without duplication or competing with other messaging.
4. The right tools/tactics: tactics can afford to be assertive and creative when it comes to traffic safety issues. It is important to penetrate the right audiences and foster motivation in approach.
5. Appropriate public relations support.
6. Consistent campaign tracking to understand successes and areas in need of improvement. This also lends credibility to campaign efforts in future.
7. Timing implications: seasonality and weekly trending must be considered, as example, long weekends correlate with higher rates of alcohol related collisions. And, advance planning is necessary to ensure media availability for campaigns. Support systems and scheduling need to account for this.
8. Learn more about contributing factors to campaign effectiveness and capitalize on these learnings for future efforts.
9. Understanding and leveraging of stakeholder role.
10. Work in tandem with enforcement resources in key areas.
11. Coordinate engineering and education efforts.
12. Coordinated efforts and ongoing communication between internal audiences:
 - Community Mobilization appointed Regional and Aboriginal Traffic Safety Coordinators, and all TSP stakeholders
13. Examine regional successes and leverage key learning.
14. Let the province of Alberta drive the priority initiatives and in instances, where appropriate, allow for regional adaptation.
15. Examine regional needs and leverage available resources to support efforts based on that knowledge.

2. Social Marketing Program Structure

Traffic safety is considerably different from a number of other social marketing campaigns which can be more singular in approach. If we take the example of tobacco reduction, there is one fundamental action involved – either you put a cigarette in your mouth, or you do not. This is not to minimize the challenges of tobacco reduction – it has taken many years to bring smoking rates down to today’s levels.

In the case of traffic safety, multiple behaviours and contributing factors interact. And, while there are some umbrella topics – such as driver attitude – fundamentally, the social marketing of traffic safety must involve a number of components rather than a single “silver bullet”. This fact is at the core of any structural design and there must, therefore, be a number of campaigns rather than one campaign.

i. Priority Initiatives

There are four overarching traffic safety priorities outlined in the TSP²⁶, shown against 2006 collision data:

- Occupant restraints campaign
- Impaired driving campaign
- Speed campaign
- Intersections campaign

ii. Other Program Components

The marketing program will address these additional activities and issues identified in the Alberta Traffic Safety Plan Calendar:

- Distractions
- Young Drivers
- Commercial Vehicles
- Motorcycles
- Back to School/School Bus
- Pedestrians
- Bicyclists.

These topics are also addressed:

- Off-Highway Vehicles
- Rural Roads
- High-Risk/Medically Unfit
- Aging
- Walk the Talk

In addition to these subject “silos”, these are additional campaign components:

- Informing Albertans about new or updated legislation
- The corporate positioning of traffic safety – and the overarching driver attitudes, which drive many of the behaviours
- Research in designing and measuring results

3. Target Markets

Albertans in every region are affected by traffic safety issues. However, there are regional patterns to some issues and there will therefore need to be appropriate weighting for each campaign.

For example, seat belt usage was much higher in urban areas as compared to rural areas in recent years, and resources were more concentrated in rural areas. As the rates are now comparable in both urban and rural (89% urban ending 2007; 86% rural ending 2006) the focus on a primarily rural strategy is now adjusted.²⁷

4. Audiences

While all Albertans are affected by traffic safety issues, some groups are affected more heavily than others and this will influence the weighting of the campaigns. Audiences vary depending on the specific behavioural issue. At the same time, there are commonalities – for example: many of the people who speed are also more likely to drive impaired.

5. Key Messages

In each of our campaigns, the messaging:

- a. Should speak to key audiences with appropriate key messaging
- b. Generally should be single focused although there are cases in social marketing where the bundling of messages has greater impact
- c. Must have consistency for reinforcement purposes
- d. Build on existing and leverage new key strategies
- e. Use hard core talk of enforcement, strengthening the power of messaging
- f. Hit emotional chords
 - i. Present the facts
 - ii. Showcase reality
 - iii. Avoid being dictatorial or patronizing
- g. Lead target to more information – educate and make it easy
- h. Take into account the difference between behaviours and attitudes – they are often divergent
- i. Must work to find the “nerve” which cracks not only attitudes, but also behaviours

In terms of a “corporate message” to Albertans about traffic safety, these are the key messages:

- Traffic safety is a serious issue
- The onus is on ALL road users – not just ‘the other guy’
- Enforcement measures are on the rise

6. Overall Design of Campaign Elements

Successful social marketing needs to reach its audiences from different angles. In the case of traffic safety, there will also be major tactical variations within each campaign.

Campaign elements will include mass media advertising, for example, television, outdoor, etc., web advertising, other non-traditional elements, where appropriate, including viral and guerilla tactics, collateral materials, public relations and media relations.

i. Mass Media Advertising

Even now, with all the changes in media consumption, conventional mass media often remains the most cost efficient way to reach the largest numbers of people with consistent messages.

While the mass media will vary in each campaign, there are also some mass media vehicles which can be shared. This will help reach audiences who cross over in their behaviours. It will also assist certain topics where budgets are more limited.

Two examples: in this plan will be TV News Features and a radio program comparable to Collision Prime Time radio.

ii. Non-Traditional

Non-traditional vehicles can have enormous impact on social attitudes. These include guerilla tactics (unconventional targeted marketing often with minimal resources, such as street theatre), as well as viral techniques on the Internet (the phenomenon of pass-along messaging, involving social networking; for example, online link forwards via email). When it comes to non-traditional media such as viral, it is important to be unique and evoke emotions.

However, there is also a reality that with some of these non-traditional tools, governments have often been less effective than other groups – largely because of a tendency to pursue more traditional strategies.

iii. Marketing Materials

While a great deal of the task in driver safety deals with broad issues and attitudes, there are also situations where audiences need more information and therefore will want print materials or web sources which go into more depth.

iv. Public Relations

The role of Public Relations is to:

- a. Frame traffic safety issues in a way that advertising cannot
- b. Publicize enforcement and legislative updates
- c. Provide credibility to advertising efforts, as a provider of new information
- d. Support overall marketing objectives, promoting safer roads
- e. Address some issues head on in a way that advertising cannot
- f. Foster stakeholder support
- g. Creates awareness of government's role in traffic safety

Public relations activities will leverage the advertising efforts and support the broader strategic plan by providing additional opportunities and channels for delivering key messages about traffic safety.

Media Relations

A proactive media relations strategy will work to increase public awareness with target audiences about traffic safety and assist in keeping messages top-of-mind. The media relations activities will depend on the traffic safety issue and can include:

- **Communications resource toolkits**
Develop a package of materials by topic including a sample news release and backgrounder, or fact sheet of key facts and figures. Materials may be tailored to suit the specific needs of region and can be aligned with the OTS Traffic Safety Plan Calendar.
- **Public service announcements (PSAs)**
Develop unpaid PSAs, which provide key information about traffic safety issues and are an inexpensive tool. PSAs can be used to promote awareness on a variety of topics and to announce upcoming events.
- **Story leads**
Prepare story leads for key media to encourage coverage. Include human-interest leads that highlight real people and real situations.
- **Feature articles**
Prepare articles for distribution to school newsletters, newspapers, local and industry magazines, etc. Consider human-interest stories to support campaign messages. Articles can also be prepared for government, aboriginal publications and health related newsletters.

- **Newsletter inserts**
Black and white ads created and provided as PDF files to high schools, insurance agencies, appropriate special interest groups and other organizations in the region to include in their newsletters, newspapers, mail-outs or other appropriate publications.
- **News releases**
News releases and/or articles distributed to media when appropriate to communicate campaign activities, etc. to encourage media coverage and to keep “safe roads” top-of-mind with the public.
- **Media updates**
Provide regular updates to media to encourage media to continue to keep the stories active. As an example, a human-interest story on a particular traffic safety issue.

Community Relations

- **Partnerships**
 - Leverage the role of the new Regional Traffic Safety Coordinators as part of the community mobilization strategy.
 - Led by the Regional Traffic Safety Coordinators, build upon existing partnerships and forge new alliances to support and facilitate conferences, meetings and community events. OTS continues to be supported by key stakeholders and partners to raise awareness of important traffic safety issues. OTS partners represent a variety of community groups, industry representatives, municipalities, and regional and provincial government agencies. Partnerships are designed to augment resources, extend outreach to diverse audiences, at-risk and remote communities and extend social marketing opportunities.
- **Events**
Continue to support stakeholder events across Alberta. This involves collaborating with stakeholders to successfully promote key messages at events, operations and activities.

Other Public Relations Tools

- **Information brochures**
Includes background information on key traffic safety topics and issues.
- **Face-to-face meetings with regional coordinators**
Arrange group meetings with Regional Traffic Safety Coordinators to get updates on key traffic safety topics and issues.
- **Third-party endorsement**
Appoint famous spokespeople to endorse traffic safety issues in Alberta such as an Indy racecar driver/Edmonton Oiler and/or Calgary Flame player(s). In some cases, less famous individuals can also be powerful spokespersons – for example Barb Tarbox in tobacco reduction.
- **Communications resource toolkits**
Provide a package of ready to use materials to regional Community Mobilization Regional Traffic Safety Coordinators, stakeholders and partners to support communications with media. The package can include Q&A, fact sheets, tips for news releases and media notices and samples of creative executions.
- **Collateral**
To build awareness of a specific traffic safety issue and support the campaign, messages, posters and brochures can be placed at key public places or high profile events in the region. For example: speed related collateral can be distributed at the Rexall Edmonton Indy event.

- **Websites**
Utilize existing stakeholder websites for link placement and distribute key information about the traffic safety initiatives.
- **Web 2.0**
Use a Web 2.0 presence, such as social networking sites like Nexopia, MySpace, YouTube, Facebook, Bebo, Friendster, Hi5. Also included are interactive websites, streaming video, and blogs such as Twitter, Flickr, etc.
- **Distribution lists**
OTS can develop and maintain accurate up-to-date databases for media, school, industry and other key contacts.
- **Presentations**
Topic specific presentations tailored to key audiences can facilitate education, news and provide information updates. For example, enforcement spokespeople at schools can talk about traffic safety issues such as speed, impaired driving, etc. and demonstrate the possible consequences of unsafe driving practices with an enforcement racecar, Rollover Simulator and Convincer.
- **Educational games/contests**
Promote awareness of traffic safety issues by engaging target audiences in contests and/or games.
- **Information bulletins**
Utilize informational bulletins featuring relevant, priority topic information as a vehicle to communicate to the public, as well as traffic safety practitioners, law enforcement agencies and fire departments, members of the media, legislators, key stakeholder groups, public and opinion leaders.
- **Guerilla Tactics**
Create awareness and promote the consequences of irresponsible driving by using various guerilla tactics. For example, chalk/paint drawings strategically placed on the roads around street poles or trees with a sign “Reserved for Drunk Drivers”. The idea behind this is to show what parking places are suitable for the drunk drivers and where drunk driving eventually ends.

v. **Stakeholder Relations**

The commitment of stakeholders is crucial to the overall TSP and key groups are engaged in advisory and policy roles.

This is true specifically in social marketing given the potential for stakeholders and partners to extend our messages, and to reach and influence target segments. Building strong, productive relationships with stakeholders will support the success of social marketing campaigns and programs. Through this relationship building, the following purposes will be served:

- Reinforcing the importance of traffic safety issues, with the TSP goals at the forefront
- Serving good governance, transparency, open communication and commitment to keeping stakeholders informed

Stakeholder Relationship Tools

- Building a comprehensive stakeholders list, including lists for individual topics.
- Investing time, attention and resources into managing stakeholder relations – cultivating and nurturing them over time.
- Pursuing relationships will help influence political leaders and community opinion leaders.
- Providing stakeholders with tools necessary to communicate relevant traffic safety messages. Examples of these tools include communications resource toolkits, presentations, face-to-face meetings, and regular information updates.

- Encouraging stakeholders to be involved in the community, attend meetings and seek opportunities to educate community members about traffic safety. For example – town halls, updates to community publications and newsletters.
- Strengthening relationships with like-minded organizations and services such as schools where youth education programs are in place on the topics of health and safety.
- Soliciting stakeholder input on traffic safety issues via surveys and consultations.
- Recognizing the efforts and support of stakeholders, with thank you letters, awards, giveaways, etc.

Stakeholder Communications Tools

A number of tactics can be utilized to facilitate effective communication with stakeholder groups. These mechanisms include the following:

- **Stakeholder database**
Given the size of the OTS stakeholder community, the stakeholder databases referenced above will be employed to develop and monitor distribution lists and other necessary contact information.
- **Website**
A primary web resource is made available to access traffic safety research and information, campaign updates and useful communications tools to support internal and external stakeholder efforts. Other tools such as newsletters, presentations and contact listings are also posted. All information available on the website should be updated and refreshed on an ongoing basis.
- **Project inventory**
Social marketing tools that have been developed on behalf of OTS and other partners are being assembled as an inventory for stakeholder reference and possible regional adaptation. This inventory is in progress.
- **Communications resource toolkits**
Communications resource toolkits are distributed to stakeholders on a regular basis throughout the year, and in line with the Alberta Traffic Safety Plan Calendar. These toolkits are typically the same as was noted under Public Relations Tools, intended to provide information and resources directly tied to specific social marketing campaigns, such as the April Speed Campaign. Tips and hints for customized news releases and media notices are also included. These toolkits can be tailored to the needs of internal and external stakeholders.
- **Newsletters**
To supplement other resources, a custom newsletter can be distributed to internal and external stakeholders featuring recent and upcoming activities, links to new information and research, decisions made and work in progress. This can act as a mechanism for regular intervals of information, as well as keep momentum going amongst stakeholder groups. These newsletters can be distributed via email and posted online.
- **Presentations**
Issue-specific presentations can be created to serve the needs of both internal and external stakeholder groups. Presentations can be flexible, so they are tailored to given audiences, building awareness and support. Master presentations can be posted on the website for adaptation.
- **Information meetings**
Up-to-date and relevant information should be shared face-to-face with stakeholders on a regular basis to ensure they are well informed about traffic safety related issues and activities pertaining to provincial social marketing efforts (an example, OTS Communications Committee) with opportunities to share feedback and perspectives.

- **Feature stories**

Dependent on the traffic safety issue, and whether or not it will be considered newsworthy for pick up by the media, feature stories can be produced to raise the profile on a given traffic safety topic, for example, human interest stories on impaired driving.

- **Stakeholder consultation**

Consulting with stakeholders allows the opportunity to share information and perspectives for valuable buy-in, which will contribute to the effectiveness of social marketing and communications efforts long-term. A consultation process will enable the sustainability of new directions.

- Surveying offers a cost-efficient way to gain input from multiple stakeholder groups
- One-on-one meetings are an excellent means of building personal relationships while gathering important information and feedback
- Multi-stakeholder consultations bring together various stakeholders and offer idea sharing, consensus building and increased commitment

A full list of participating stakeholders and partners is included in Appendix I.

vi. Research

Research has several key roles to play in support of social marketing campaigns on priority initiatives, including:

- Leveraging existing data and qualitative findings for advance planning purposes.
- Where possible, establishing baseline campaign awareness and post campaign tracking – thus measuring the impact on awareness and attitudes.
- Creative strategy testing – for example, in focus group scenarios.
- Ensuring that behavior change tracking by the Ministry is reflected in the social marketing.
- Learning about contributing factors to successful campaigns, such as examining elements that impacted outcome, be it a combination of social marketing and media relations and applying this knowledge to future campaigns.

7. Creative Approach

Traffic safety is a familiar, if sometimes ‘old’ topic. But most the core issues have remained the same over the past several years – impaired driving being a prime example. This increases the pressure to find new and more arresting ways to convey traditional messages.

As referenced earlier, multiple actions and behaviours are involved. For example, we know there are correlations across high-risk behavior – such as non-compliance with seat belts, speed and impaired driving.²⁸

In examining these challenges, the following creative approaches should be or are being adopted for Alberta’s traffic safety social marketing:

- Hard-hitting, assertive, reality based messaging that is direct and emotionally intriguing. Often, creative approaches should elicit a ‘hair raising’, thought provoking response. Most importantly, it must be relevant.
- Creative will have to reach audiences with frequent single focused messaging that differs by execution, so as not to confuse or dissuade key audiences. And, at the same time, efforts must be aware not to bombard people with messaging on traffic safety.
- Respecting budget parameters and other resources, a pool of creative executions should be developed, based on existing, current and future creative work, which will address different audience segments and various messaging while tuning into core topics/motivators. This will build an inventory of useful creative resources, some of which should have considerable ‘shelf life’.

VI. Key Program Components

1. Multi-topic Tactics

The bulk of resources in this plan are allocated to tackling specific driver and road behaviours, and for the most part require their own discrete campaign elements.

There are, however, some shared tactical approaches, which will support the effectiveness of our campaigns in the following ways:

- By coordinating with other traffic safety initiatives beyond social marketing
- By bringing certain behaviours together under a common umbrella – “rural roads” being an example where there is no separate budget for this concept
- By speaking to the same individuals on multiple topics – for example, young male and high-risk drivers who may be speeding, driving without a seatbelt, and also be more likely to drive while impaired. This allows for some potential to address underlying attitudes.
- By providing mechanisms which will allow smaller campaigns to have greater impact. A number of our campaigns – such as motorcycle safety or off-highway safety – have limited resources
- By raising awareness of traffic safety issues in a more comprehensive manner

i. Alberta Traffic Safety Plan Calendar

As referenced earlier in this document, there is now an Alberta Traffic Safety Plan Calendar as of 2008. This plan will be used to support these initiatives across the province.

Month	Initiative	Month	Initiative
January	Intersection Safety	July	Motorcycle Safety
February	Distracted Driving	August	Impaired Driving
March	Occupant Restraints	September	Back to School
April	Speed	October	Occupant Restraints
May	Young Drivers	November	Pedestrian Safety
June	Commercial Vehicle Safety	December	Impaired Driving

However, the social marketing campaign can dovetail with other initiatives in the same month and can be more effective and support those other efforts.

ii. TV News Feature

The concept of this initiative is to create 30-second television segments which would air during or adjacent to news broadcasts on Edmonton and Calgary Global stations. They would have more of a news feel and thus would be less expensive to produce than more standard commercials.

This would allow certain topics to have exposure needing to have a whole campaign devoted to them. As well, there would be an awareness build-up of the scope of traffic safety concerns in the province.

iii. Collision Prime Time Radio

In recent years, the Collision Prime Time (CPT) radio campaign advertised key messages during morning and afternoon rush hour time periods. This approach has proven to be a very practical means to tackle diverse traffic safety topics at a relatively low cost. It also has the advantage of speaking to drivers, in situations, when they are most likely to confront traffic safety issues.

The greatest concern with a program like this is “wear-out” and it will be essential to refresh this campaign with new messaging so it is most relevant to key audiences.

iv. Displays/Demos/Interactive

Similar audiences often congregate in the same places. For example, motorcyclists and off-highway drivers will attend the same events and trade shows and there is an efficiency to developing displays which are adaptable enough to speak to both groups in the same place.

2. Corporate Positioning and Driver Attitude/Behaviour

Situation

With direction from the Traffic Safety Plan (TSP) and the Office of Traffic Safety (OTS), key measures are in place to prevent motor vehicle collisions, build safer roads, establish and enforce traffic laws, and better educate all Albertans about traffic safety. However, most of the targets in the TSP cannot be achieved without substantial behaviour change on the part of drivers, passengers and other road users. This is perhaps one of the greatest challenges to improving traffic safety in Alberta, and starts by addressing driver attitudes.

In 2007, Johnston Research conducted a *Safe Driving Analysis* to examine perceptions on the issue of driving safety in Alberta. Many of those findings reaffirm driver attitude issues. Overall, collisions are seen as an acceptable risk for drivers and there is a reluctance to accept personal responsibility for a collision. Contributing factors to this mindset include²⁹:

- Strong confidence in one's own driving skill
- The idea that unsafe behaviours belong to 'other drivers'
- The belief that advancements in vehicle safety technologies are helping to protect drivers/passengers involved in collisions
- The belief that chances of being seriously hurt in a collision are low
- The perception that some legislation is only a guideline, and can be carefully/selectively disregarded

Cognizant of the critical nature of all traffic safety issues – whether it is occupant restraints, impaired driving, speed, intersections or distractions – we must examine driver attitudes to meet Alberta TSP targets and communications objectives.

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 30% decrease in the average number of road users killed or seriously injured (compared with average figures 1996-2001)³⁰

Communications Objectives

- Address the personal accountability of drivers in Alberta.
- Address driver attitudes toward traffic safety in Alberta.
- Motivate drivers to reconsider their attitudes and behaviours as road users.
- Raise traffic safety in the hierarchy of concerns for Albertans.

Key Strategies

A corporate positioning for OTS should be developed that addresses driver attitude and behaviour. Ideally, there should be one overarching theme that addresses objectives and can apply to every single traffic safety issue – be it occupant restraints, impaired driving, speed, intersections, distractions and others. That however, has not proven to be an easy task in other jurisdictions.

Drivers often lack of motivation to improve their conduct on the road and tend to blame others for misconduct. They may tend to tune out traffic safety messages because a collision has not impacted them yet or occurred some time ago. Their perceived sense of personal safety must be confronted by giving real

reasons to care and cause them to reflect on their actions on the road. Bad habits are difficult to influence, and to get their attention we will need to:

- Address actual penalties that apply
- Use unexpectedly large or dramatic statistics:
 - Statistics are less likely to be dismissed when they are objective measurements that would not be influenced by driver ability. For example, reporting collisions associated with unexpected events that could have happened regardless of driver skill.
- Consider using real-life examples relative to the statistics to create increased relevance to key audiences

As a specific example on the importance of driver attitude, there is correlative behaviour amongst young male drivers who do not use occupant restraints, speed and drive while impaired. The attitude of this demographic is one of the most difficult to change.

The responsibility for safer roads is on the driver. Experience and research continues to show that education can play an effective role in changing behaviour. One key example in Alberta has been with occupant restraints, when there has been limited legislated penalization and yet behaviour has been modified.

In addition to speaking to drivers as individuals, we also need to reach them as members of society where a long-term goal will be to ‘denormalize’ behaviours, which are currently seen as acceptable.

Target Market

Driver attitude is a province-wide issue and must be reflected in corporate positioning campaigns.

Target Audiences

Target audiences include:

Primary – Adult Albertans 16+. We must engage drivers of all ages and experience levels:

- New drivers who are still learning road user basics
- Experienced drivers who feel like they are the skilled minority

Secondary – Passengers and other road users, such as vulnerable bicyclists, motorcyclists, pedestrians and off-highway vehicle (OHV) riders, and the medically unfit. An additional and key secondary target is opinion leaders – who can shape the public’s views about traffic safety.

When speaking to target audiences on corporate positioning and driver attitude, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Drivers have strong confidence as road users and will tend to blame others for poor conduct as opposed to examining their own behaviour. Therefore, they lack motivation to improve.

The anchor positioning for *driver attitude*:

Safety starts with you. The driver.

The anchor for *corporate positioning* could be two-fold:

- i. **Unsafe driving is not acceptable to Albertans.**
- ii. **It’s time to take back our roads in Alberta.**

Key Messages – Reasons to Think Again

- You are the first step to safer roads in Alberta.
- Do you want to be part of the problem or the solution?
- Ask yourself who the real risk is. It's not always the other driver.
- What could you do to be a better driver?
- Do not ignore the bad signs of driving.
- The facts:
 - On Alberta's roads each year:
 - Over 400 people die³¹
 - About 26,000 people are injured³²
 - The cost to Albertans:
 - A personal toll on people and their families
 - \$4 billion annually³³
- Statistics say most people think they will never become a statistic.
- If you do not think it can happen to you, how come 453 people died last year? ³⁴
- Collisions cost a lot to families.
- Other people's lives depend on your safe driving. They are waiting for you at home.
- If you know someone who shouldn't be driving, help them in the right direction.

Tonality

The tonality for messaging on driver attitude must be thought provoking, motivating and emotionally arresting. Because many driver segments refuse to admit that they are at fault, being confrontational in tone without being dictatorial or patronizing is appropriate.

Potential Communications Vehicles

Based on a potential annual budget of \$455,000, the following vehicles will be appropriate to our target audiences to promote a corporate positioning/theme on traffic safety issues and driver attitude:

Broadcast

- Radio – such as Collision Prime Time radio.
- TV News Feature – this can fold into news programming to educate Albertans on the subject of driver attitude to a captive and informed audience. Conducting a live interview can also bring this topic to life. For example, discussing the distinction between 'Pragmatic Speeders' and 'Risk-Taker Speeders'.

E-marketing

- Tactics such as viral marketing, including youtube.com web postings for pass along, link placement on designated 'youth/tween' culture and other special interest high traffic sites.
- Online contest for young drivers who answer the question "What are you doing to become a better driver?", with an appropriate incentive for respondents.

Other Media

- Place-based communications – messaging in locations where segments of our target audience are present:
 - Guerrilla/non-traditional tactics at street corners, crosswalks and intersections during key times of year when collisions are highest (August and September)

Print

- Newspaper advertising in dailies and weeklies.
- Magazine advertising.

For the launch of a new theme, page dominant advertising in major daily and weekly newspapers can be considered as well as publications with high circulation/readership in Alberta.

Public Relations:

- Media relations, in the manner of news releases/feature stories and community relations, such as events and information resources.
- For key stakeholders:
 - Information bulletins including traffic safety theme-relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

3. Speed Campaign

Situation

Transport Canada and EKOS Research report on *Driver Attitude to Speeding* in a qualitative study conducted in May 2005. Canadian drivers were segmented into five specific categories, with about 30% of them falling into two groups: individuals who have a tendency to speed more than others and those who are not too concerned with the potential consequences of speeding. One group is referred to as the 'Risk Takers' because they actually like the experience of risk-taking and have overt disregard for enforcement. The second group, referred to as 'Pragmatic Speeders', drive over the speed limit with what they believe to be good reason, such as quicker arrival to a destination and efficiency. Both groups can be considered 'conscious speeders', but rationalize their behavior – whether it be for enjoyment or practical purposes.³⁵

The Alberta Safety Plan: 3-Year Action Plan reports 124 road users were killed in crashes directly related to speed, and another 3,496 injured, minor and major reported injuries are included.³⁶

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 20% decrease in the number of road users killed in speed related crashes.³⁷

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ³⁸ 2008 – 2010
95	88	120	101	114	124	76

- 20% decrease in the number of road users seriously injured in speed related crashes.³⁹

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁴⁰ 2008 – 2010
598	717	651	722	722	787	478

Communications Objectives

- To raise awareness of the effects of speed on driving ability.
- To encourage drivers to reflect on their own driving behaviour.
- To promote speed limit compliance.

Key Strategies

Road users throughout Alberta must come to understand that speeding is a serious issue in order to work toward compliant conduct, let alone to address severe non-compliant behaviour. Speed is a concern that crosses urban and rural regions, although there are regional disparities, which in the longer term should be factored into the planning.

Even so-called 'Pragmatic Speeders' are a danger on Alberta's roads. 'Pragmatic' speeding is a common practice among individuals who consider themselves sensible drivers. They believe they are 'in control' and have 'practical reasons' for speeding.⁴¹

The 'culture of speed' is pervasive in North America, where too many drivers consider it exciting and glamorous to speed. We need to address the 'culture of speed' issue with fact-based information and we need to underline the consequences of speeding.

We should avoid being dictatorial in our approach, telling our target audiences what to do, and instead encourage them to self reflect on their driving behaviours. This is relevant particularly in speaking with audiences who share a general distrust and disregard for authority.

We must leverage what we know is working and focus on a combination of education and enforcement.

According to Transport Canada's report *Driver Attitude to Speeding and Speed Management*, the impact of speeding and gas consumption on the environment is known to audiences, but the facts are not well known. This is a tactical message that can be considered in the mix, which has not yet been conveyed in traffic safety messaging.⁴²

Passengers influence drivers. By empowering them, we can ensure that the responsibility to obey the rules of the road is shared.

Target Markets

Speeding is a province-wide issue and should be reflected in campaign efforts.

Target Audiences

Target audiences are split into two psychographic categories: 'Pragmatic Speeders' and 'Risk-Taker speeders':

Pragmatic Speeders – people who drive over the speed limit and consider themselves 'good drivers' and 'in control' and will often rationalize their speeding behavior. This is a focal point for targeting as this mindset applies to many Albertans.⁴³

Risk-Taker Speeders – people going faster than 'Pragmatic Speeders', who have tendencies to weave in and out of traffic, tailgate and speed past other traffic on the road.⁴⁴

Primary – Pragmatic Speeders, 18-44, male/female split.

Secondary – Pragmatic Speeders, 45+, males/females.

Tertiary – Young and new drivers under 35, male skew. They are less experienced on the road and will need ongoing education and reminders about safe driving practices.

A key strategy, which should be tested, is to reach our audiences through influencers; in particular in-vehicle passengers who have potential to positively impact driver behaviour.

When speaking to target audiences on the topic of speed, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Most Pragmatic Speeders think they are in control. Most 'Risk-Taker Speeders' repeat the behaviour because they have gotten away with it so far.

The anchor positioning for speed that addresses both 'Pragmatic' and 'Risk-Taker' speeders:

By the time you realize you are going too fast, it's too late.

Key Messages – Reasons to Slow Down

One of the challenges with speeding is that Alberta has not had a major anti-speeding campaign, at least in recent years. This means that a number of message options should be tested in order to prioritize the one or two messages, which will have the most impact.

As example for 'Pragmatic Speeders': "You can make a difference simply by slowing down" or "Speed limits save lives everyday – maybe today it's yours".

Some supporting facts will need to be layered into the messaging for 'Pragmatic Speeders' to convey the serious consequences of speeding. Some of these will reaffirm what speeders already know, or will inform them of new information:

- Speeding increases the severity of a crash.⁴⁵ The faster you drive, the harder you hit.
- Speeding increases the distance traveled during recognition, reaction and braking necessary to stop a vehicle.⁴⁶
- Speeding saves little time.
- Few drivers know how much time or distance it takes to fully stop a vehicle. The faster you go, the longer it takes to stop, which can be the difference between life and death in a collision.⁴⁷

For passengers, the messages could include: "Speak out for your own life".

We know that speeding damages the environment, and while this may not be priority messaging, it can be considered progressive and in addition to other messaging. The root of this approach lies in social responsibility. We may find some synergies in combining messages of speed and fuel economy.

Overall, speed related key messages may be relevant to 'Risk Taker Speeders' from a communications perspective but in reality, may not be hard-hitting enough because this group can tend to be dismissive with overt disregard for authority. We can reach this group by speaking to them indirectly, and talking to the general road user population, empowering them to help foster safer roads in Alberta. In this way, we are reinforcing enforcement as consequence for speeding, and we are developing an overall 'road watch' in urban and rural communities to reign in aggressive behaviour.

Tonality

Tonality for speed should be serious, fact based, thought provoking and, in some cases, emotionally arresting. Language should be straightforward and approachable to get attention, as well as resonate with people. We need to avoid being dictatorial, patronizing or authoritarian so as not to be immediately disregarded.

Potential Communications Vehicles

The potential annual budget is \$522,000. With this budget, the following vehicles can be appropriate to our target on the issue of speed.

Broadcast

- Radio – conveys emotion, speaks to people in their vehicles, and has high frequency.
- TV – conveys emotion, presents facts and has broad reach. It can be particularly effective in tackling a "new topic".

- TV News Feature – this can fold into long weekend news programming to convey highlights on the issue of speed to a captive audience. Conducting a live interview can also bring this topic to life.

Outdoor

- Billboard advertising.

E-marketing

- Tactics such as viral marketing, such as youtube.com web postings for pass along, and parent/child education links on Government of Alberta (GoA) website.

Other Media

- Place-based communications – messaging in places where we know segments of Albertans are captive:
 - Washroom advertising
 - Arena/stadium venues during key events
 - Cinema movie preview advertising can be particularly powerful in introducing a new message even though it is not as wide in its reach
 - Demonstrations and displays at auto shows/car races

Print

- Newspaper advertising.
- Newspaper supplement – such as a ‘driver’ or ‘auto’ special feature.
- Niche program ads – for example, the Rexall Edmonton Indy program.
- Specialty publications addressing the ‘culture of speed’.

Public Relations

- Appoint a famous spokesperson to champion the issue of speed in Alberta, examples being a NASCAR or Open Wheel celebrity, particularly of interest if this individual is a local ‘star’ and if event is confirmed for Alberta.
- Media relations, such as news releases/feature stories and community relations like events and information resources.
- For key stakeholders:
 - Information bulletins including speed relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

In summary, broadcast – and television in particular – can be considered as the primary media. Because of the timing of the 2008 Alberta Traffic Safety Plan Calendar, we believe it would be realistic to produce television in 2008/9 and broadcast it during the March/April overlap in fiscal years.

4. Impaired Driving Campaign

Situation

On average, approximately 7,700 people were convicted of impaired driving each year from 2004-2008; another 8,290 receive 24-hour disqualifications during the same time⁴⁸. Nearly 23% of drivers involved in fatal collisions had consumed alcohol prior to collision compared to 4.6% of drivers in injury collisions.⁴⁹

Statistics reveal that gender is also a factor in alcohol-related collisions. In 2006, males between 18 and 24 were most likely to have been drinking before a crash, and there were five times as many male drivers as female drivers who had consumed alcohol prior to a collision.⁵⁰

When asked about impaired driving, most Canadian drivers feel that fewer people are driving while impaired by alcohol, and that very few people who drink and drive get stopped by police – especially on weekday nights.⁵¹

In 2007, Edmonton Police Services (EPS) implemented Curb the Danger, an initiative focused on increasing public involvement in traffic safety by assisting police in identifying and apprehending impaired drivers. From January 1 to March 31, 2008 the EPS received 2,099 calls from citizens reporting suspected impaired drivers on Edmonton streets.⁵²

Alcohol consumption is one of many factors that cause traffic collisions, and the use of legal and illegal drugs prior to driving are among the most misunderstood issues. Most Canadian drivers felt that more people are driving under the influence of both legal and illegal drugs. When asked, young drivers say that most youth frown on drinking and driving, but do not frown on driving high. Also, driver fatigue causes almost one in five fatal crashes.⁵³

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 40% decrease in the percentage of road users killed in crashes involving drinking drivers.⁵⁴

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁵⁵ 2008 – 2010
107	91	111	106	105	127	65

- 40% decrease in the percentage of road users seriously injured in crashes involving drinking drivers.⁵⁶

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁵⁷ 2008 – 2010
619	627	550	584	595	658	372

Communications Objectives

- To contribute to a reduction of the number of collisions caused by drinking drivers.
- To raise awareness/reinforce the penalties/consequences associated with impaired driving.
- To raise awareness that drugs and fatigue are both considered forms of impairment and are just as dangerous as drunk driving.
- To encourage Albertans to plan for safe transportation home prior to consuming alcohol.

Key Strategies

A focused and personalized campaign is needed to impact the number of drinking drivers, particularly for young males. In fact, a two-pronged approach is suitable for this topic; that is, a social marketing approach to reach casual impaired drivers and a strong enforcement campaign/approach to reach hard-core impaired drivers.

All Albertans must be reminded of the realities of impaired driving, its many implications, including those on the province – a strong reminder that impaired drivers will eventually get caught is also required. There is a need to increase perceived enforcement through promoting programs such as the EPS’s Curb the Danger Program.

There is a need to raise awareness on the consequences of impaired driving: 24-hour suspension, three month suspension, or six months for injury or death through the Alberta Administration License Suspension Program. Promoting 'zero tolerance' for impaired driving through the Graduated Driver Licensing Program is also necessary. Albertans need to be reminded that impaired driving is a criminal offence – one that affects future freedoms.

A preventative approach to impaired driving is also strongly needed to eliminate temptation to drive impaired. The role of a designated driver needs to be redefined and encouraged for those consuming alcohol as well as for establishments serving alcohol. Encouragement to pre-plan safe transportation to and from drinking establishments is yet another complementary way to assist with impaired driving prevention.

Target Markets

Impaired driving is a province-wide issue and should be reflected in campaign efforts.

Specialized messaging can be considered heavying-up for example: in young, male-dominated cities; including Fort McMurray and Grande Prairie.

Target Audiences

Primary – Young adult drivers, 18 – 29, heavy male skew.

Secondary – Adult drivers, 30 – 55, male skew.

Tertiary targets include passengers who may act as influencers as well as recreational/commercial servers that are responsible for monitoring alcohol consumption of patrons.

Drivers also have different personality traits, and attitudes, that need to be considered. There is a difference between a driver who knowingly consumes in excess before driving and one who justifies driving having only marginally exceeded the limit. Ultimately, perceived intoxication is often associated with perceived risk, which is defined by the individual⁵⁸.

When speaking to target audiences on the topic of impaired driving, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Positioning the topic of impaired is two-fold.

Campaigns need to reinforce that impaired driving is a criminal offence with serious consequences. The anchor positioning for hard-core impaired drivers is:

Alberta's getting tough on impaired drivers. You will be caught.

There is a second positioning that speaks to the less hard-core audience that focuses on the impact on family and friends as well as the social responsibility to not drive impaired. The anchor positioning for casual impaired drivers is:

Make the right choice for everyone – never drive if you have been drinking.

Key Messages – Reasons to Not Drive Impaired

The inconvenience and/or expense of having to use public transportation or the humiliation of having to rely on friends/family/co-workers for a ride are seen to be consequences that matter if caught.

The fear of being caught is described as a significant deterrent although there is a lack of understanding with young male drivers and the general public regarding the implications of being caught.

- Choosing to drive while impaired will cost you:
 - i. Your freedom
 - ii. Your dignity
 - iii. Your job/chance of getting a job
 - iv. Your life
- If you plan to drink, plan for safe transportation.
- Designated drivers should not consume any alcohol.
- If you drive impaired – lose your license automatically for three months.
- Your luck will run out...you will get caught.
- It's a criminal offence.
- People are watching.
- You can harm those you love and care for.

Tonality

- Hard-hitting. Graphic images are perceived to be most relevant and meaningful when the audience can see the depth and breadth of the impact of impaired driving.⁵⁹
- Serious/unsettling. The message should leave them thinking about the issue, their attitudes, and the severe consequences of their behaviour.
- Occasionally non-authoritarian – the message to not “drink and drive” is well known. We do not need to tell people what they already know, but rather we must relate to them on a different/more emotional level. However, there are instances where an enforcement message is best delivered in an authoritative manner to ensure messages have impact and are taken seriously.

Potential Communications Vehicles

The potential annual budget for the impaired driving component is \$830,000. With this budget, the following vehicles could be appropriate for our target.

Broadcast

- Radio – conveys emotion and speaks to people while they are in their vehicles
- TV Advertising – particularly effective in conveying emotion and presenting facts
- TV News Feature – this can fold into news programming to educate Albertans on the subject of impaired driving to a captive and informed audience

Outdoor

- Billboard advertising.

New Media

- Place based communications – messaging in places where we know segments of Albertans are captive:
 - Washroom advertising in bars/restaurants
 - Arena/stadium venues during key events
- Tactics such as viral marketing, such as youtube.com web postings for pass along.
- Facebook/MySpace social groups.
- Online games.

- Text messages just prior to peak hours (Saturdays 11:00 p.m. – 3:00 am) for impaired collisions. An example: “If you are out tonight, take a taxi home if you have been drinking. Get home safely”. Note – this area of communication is developmental as databases become more refined. There are challenges with text messaging as a potential communications vehicle because of the sensitivities with texting as a driver distraction.
- Web 2.0 presence – piggyback on existing partnerships such as MADD, SADD, and police services across the province.

Collateral

- Designated driver message for high schools/bars.

Public Relations

- Appoint a spokesperson to share real human-interest stories. Consider a previously convicted or injured impaired driver or, approach spokesperson opportunities from a preventative/positive angle using a famous person, such as a sports figure.
- Media relations, such as news releases/feature stories and community relations including events and information resources.
- Leverage/collaborate with the *Curb the Danger* program.
- Leverage relationship with Alberta Hotel and Hospitality Association – example: designated driver promotional incentive.
- For key stakeholders:
 - Information bulletins covering impaired relevant information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

5. Occupant Restraints Campaign

The category of occupant restraints includes adult seat belts, child safety seats and booster seats. Communications strategies for occupant restraints are guided by the Alberta Occupant Restraint Program (AORP). AORP is partnered with and funded by a combination of OTS, Alberta Health and Wellness, the Royal Canadian Mounted Police, the Alberta Centre for Injury Control and Research (ACICR). The primary goal for AORP is to work toward a reduction in the number of fatalities and injuries associated with non-compliant occupant restraint use.⁶⁰

Currently, AORP leads an overarching provincial approach to promote occupant restraint use that is also implemented at the local level. AORP ensures the program remains on target with provincial and national goals, to ensure measurable outcomes and to drive evidence based planning.⁶¹

AORP is operating within the framework of the TSP and its budget parameters, and is integrated as part of the annual Alberta Traffic Safety Plan Calendar.

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 40% decrease in the number of fatalities involving unbelted occupants.⁶²

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁶³ 2008 – 2010
118	104	100	116	105	115	71

- 40% decrease in the number of serious injuries involving unbelted occupants.⁶⁴

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target⁶⁵ 2008 – 2010
566	494	463	388	381	382	340

i. Occupant Restraints

Situation

Overall, 89% of Albertans are using occupant restraints, combining urban and rural areas, according to Transport Canada.⁶⁶ We see overall improvement from the 1996-2001-baseline average in comparison with the 2002-2006 period from Road Safety Vision 2010 data.

	1996-2001 Average	2002-2006 Average⁶⁷
Unbelted Fatalities	118	108
Unbelted Serious Injuries	566	422

While 89% compliance can be considered reasonable, there continues to be a contingency of drivers that either avoid compliance altogether, or are inconsistent in their use. Non-compliant users come with a myriad of excuses as to why not buckling up is acceptable. A 2001 Alberta-wide omnibus survey was conducted by Criterion Research, indicating the following reasons that are most often used to excuse non-use of seat belts⁶⁸:

- Traveling a short distance
- Forgetting to wear a seat belt
- Feeling uncomfortable when wearing a seat belt
- Believing the seat belt to be unsafe
- Being too lazy to wear the seat belt
- Driving on one's own property
- Habit

According to a study conducted in 2007 by the Alberta Centre for Injury Control and Research (ACICR) titled 'An analysis of contextual features for oil worker seat belt wearing in Northern Lights Regional Health Authority', focusing on regions such as Fort McMurray and surrounding areas, it is evident that there is a correlation between these workers and non-compliant occupant restraint use. There are well-populated regions with large numbers of workers with the 'work hard – play hard' mentality. It is this group that is perhaps the most difficult to reach, let alone emotionally penetrate. A key factor is the demographic of these workers, especially the younger, single males.⁶⁹

Communication Objectives

- Encourage compliance of occupant restraints.
- Promote the safety benefits of occupant restraint use.

Key Strategies

Inconsistent and non-compliant adult users need to be educated and reminded of the very serious implications of non-compliance when driving, with a focus on consequences in order to resonate with them effectively.

As well, there is a need for a maintenance strategy, where the momentum of compliant occupant restraint usage is leveraged with dedicated awareness efforts throughout Alberta.

New, young road users are amongst some of the most vulnerable, merely due to inexperience on the road. As they continue to practice safe driving basics, they need to be educated on the importance of wearing seat belts – both for drivers and passengers. Passengers are by no means exempt from the consequences of fines, injuries or deaths.

Engineered life space refers to technological advancements intended to protect in-vehicle passengers when they are in proper positions – such as air bags.⁷⁰ We must communicate to road users that they can only be protected when they are buckled up because this ensures their bodies remain in designated positions.

A core strategy to tackle trades workers' attitudes on the issue of seat belt compliance is to partner up with key industries and employers in Alberta to produce, for example, safety videos with hard-hitting, reality based and consequential messaging that hits home with non-compliant occupant restraint users. With a tendency to disregard enforcement and government, messaging that comes from the employer may be taken more seriously. According to the 2007 ACICR Northern Lights regional study, workers actually suggested that safety videos be integrated and positioned as educational in nature, showing the seat belt simulator in action, in conjunction with severe consequences for non-compliance.⁷¹

Target Markets

In recent years, heavier weight was placed on rural regions. Now the target markets include both rural and urban regions throughout Alberta.

Target Audiences

Target audiences include:

Primary – Alberta road users, 18+, consistent and inconsistent seat belt users.

Secondary – Young drivers 16+ and non-compliant seat belt users.

When speaking to target audiences on the topic of occupant restraints, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Inconsistent and non-compliant seat belt users understand seat belts are required but may not understand the true safety benefits that may impact themselves and the lives of others. They think they are good drivers, in control and some reasonable exceptions can be made for their non-compliant behaviours. Perhaps nothing critical has happened to them yet, so we need to reinforce the importance of buckling up.

The anchor positioning for occupant restraints is:

What's holding you back?

Key Messages – Reasons to Buckle Up

For compliant, inconsistent compliant and non-compliant seat belt users:

- Protect yourself against the unpredictable.
- Seat belts save lives.
- Buckle up in all seats of the vehicle.
- Do not let safety take a back seat.
- If you do not buckle up – you become a deadly weapon to others in the vehicle.

Non-users will be more difficult to reach and resonate with effectively, although we can leverage the above messages with reality based, consequential and hard-hitting executions, such as in videos with partnering industries that host the material. We can also include:

- Do not wait until a collision happens.
- It takes seconds to buckle up and a lifetime to make up for a loss.
- You can drive without wearing one, but you might not be here to drive again.

Tonality

The tonality for occupant restraints must be unexpected, thought provoking, motivating and emotionally hard-hitting. Because the inconsistent and non-compliant seat belt users think they have reasonable explanations for their attitudes and behaviours, being direct in tone without being dictatorial or patronizing is important.

ii. Booster Seats

Situation

Through continued research and consultation with safety experts, AORP also leads the position that booster seats are required for children who have outgrown child safety seats, but are too small to fit into adult seat belts. Based on evidence, AORP states that “all child passengers under nine years of age, who weigh less than 36 kg/80 lbs and are less than 145 cm in height should be in an approved and properly used booster seat while traveling in a vehicle.”⁷² According to AORP, children using seat belts instead of booster seats are four times more likely to suffer significant injuries, and four times more likely to suffer head injuries.⁷³

For those Albertans who are aware of booster seats, there tends to be a misunderstanding of how old children need to be before they can use only adult seat belts. Parents tend to rely only on adult seat belts because they feel their child is either too big for a booster seat, they face resistance from the child, their children claim the seat is uncomfortable, or parents see the seat as an inconvenience.⁷⁴

Communication Objectives

- Raise awareness and compliance with booster seat requirements in Alberta.
- Promote the safety benefits of booster seat use.
- Encourage parents to be better informed about when booster seats are appropriate.

Key Strategies

AORP uses a report from Simpson, Moll, Kassam-Adams, Miller and Winston (2002) stating that parental knowledge, parenting skills, child behaviour, misconceptions about risk and cost are potential barriers to booster seat use. Of these four areas, we can work on parental knowledge and perceptions of risk through awareness and education measures.⁷⁵

Albertans are aware of booster seats, but are not clear on potential risks of non-usage or overall safety benefits. We must therefore educate parents on the purpose of booster seats so that children are adequately protected.

With little understanding around booster seats, the distinction between child safety seats and booster seats may be blurred for parents. The graduation from a child safety seat to an adult seat belt may seem intuitive by the time a child reaches a certain age. The booster seat stage may be missed, simply due to lack of understanding. Education is needed to raise awareness of booster seat usage parameters.⁷⁶

Parents who use booster seats for their children may not understand that their children are at risk of potential injury if they are taken out too early. This is another area requiring awareness.

Parents need to understand potential consequences resulting from non-usage of booster seats so that perceptions of usage are positively impacted.

Target Markets

Rural and urban regions throughout Alberta.

Target Audiences

Target audiences include:

Primary – Albertan parents 25-49 with children aged three to eight years old. Female skew.

Secondary – Grandparents 55+ of children aged three to eight years of age.

When speaking to target audiences on the topic of occupant restraints, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

With a general lack of awareness of the purpose, benefit and parameters of booster seats, strong awareness is needed to help this information become common knowledge.

The anchor positioning for booster seats is:

Booster seats are for big kids.

Key Messages – Reasons to Use a Booster Seat

Effective messaging must be factual yet emotionally engaging. Parents inherently want to protect their children – knowing that they are putting them at risk of injury by non-usage of booster seats can inspire positive change in behaviour.

- Protect your older children against the unpredictable
- Booster seats save children's lives
- Taking your child out of a booster seat too early is a safety risk
- A seat belt can not protect your child the way a booster seat can

Tonality

The tone for booster seats must be thought provoking, motivating and emotionally hard-hitting, and at the same time, informative in some cases due to education requirements.

Potential Communications Vehicles

The potential annual budget for occupant restraints, including booster seats is \$500,000 and the budget will be allocated based on TSP Action Plan priorities. With this budget, the following vehicles can be appropriate to our target audiences to promote occupant restraint use:

Broadcast

- Radio
- TV News Feature – this can fold into news programming to educate Albertans on:
 - 1) The subject of driver attitude around seat belt usage
 - 2) Child safety seats, and the parameters around booster seat use

Outdoor

- Outdoor billboards
- Transit shelter advertising

- Bus kings (ads on the side of the bus) and bus backs

Collateral

- For seat belts:
 - Posters, brochures and tear pads for enforcement distribution with ticketing
- For booster seats:
 - Posters, brochures, safety checklists distributed to pediatricians, daycare providers, children's stores and children's sections in stores

E-marketing

- For seat belts:
 - Tactics such as viral marketing, such as youtube.com web postings for pass along, link placement on designated 'youth/tween' culture sites appropriate for young drivers and trades workers
 - Link placement on trades unions', or other appropriate, websites on the topic of work-site safety
- For seat belts and booster seats:
 - Promote website resources for supplementary education/information, for example www.boosterseats.ca and www.health-in-action.org/aorp
 - Link placement on provincial parenting websites

Print

- For booster seats:
 - Presence in regionally/provincially distributed parenting magazines

Other Media

- Place-based communications – messaging in places where we know segments of Albertans are captive:
 - For seat belts:
 - Cinema movie preview advertising
 - Washroom advertising
 - For booster seats:
 - Grocery carts with child seating where there are panels for advertising space

Public Relations

- Media relations.
 - News releases/feature articles:
 - Seat belts – share real stories featuring real people on the issue of seat belt safety
 - Booster seats – discuss the distinction between booster seats and child safety seats; parameters of usage for booster seats and safety facts
- Partner with industry and employers, such as Work Safe Alberta, to present educational videos for safety training with components of relevant occupant restraint information.
 - Consider promoting 'employee safety committees' within industry and supporting 'reward programs', while recognizing successes on behalf of actively engaged industry partners
- Community relations.
 - Events and information resources:
 - Seat belts – consider public demonstrations of rollover/convincer devices

- Booster seats – consider public demonstrations of booster seats versus child safety seats and proper installation requirements
- For key stakeholders:
 - Information bulletins including occupant restraint and booster seat relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

6. Intersections Campaign

Situation

From 2002-2006 in Alberta, 155 people have been killed and 35,673 injured in collisions at intersections with traffic lights. Driver error was listed as the contributing factor in approximately 90% of those collisions.⁷⁷

Twenty-five per cent of all fatal and serious injury collisions occur at controlled intersections in rural locations.⁷⁸ Rural drivers often come to rolling stops rather than complete stops; or if familiar with a particular area, might not stop at all if they think no one is coming/around.⁷⁹ At urban intersections, between 2002 and 2006, there were 138 people killed and 35,080 injured.⁸⁰

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 20% decrease in the number of road users killed in intersection-related crashes.⁸¹

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁸² 2008 – 2010
82	83	71	91	79	91	66

- 20% decrease in the number of road users seriously injured in intersection-related crashes.⁸³

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁸⁴ 2008 – 2010
846	1059	862	946	923	1123	677

Communications Objectives

- To raise awareness of unsafe driving behaviours at intersections.
- To raise awareness of the dangers associated with intersections.

Key Strategies

Specific acts cause collisions at intersections: running a red light, speeding, left turns, not watching for pedestrians, and the like. Even so, the TSP clearly states that Albertans need to be informed of the risks associated with driving through intersections, educated on what to watch out for, and re-educated on intersection driving rules.

Rural Albertans should also be reminded of the importance of compliance when it comes to intersections, even in remote settings.

Target Markets

Intersection collisions are a province-wide issue and should be reflected in campaign efforts across both urban and rural markets.

Target Audiences

Because intersections involve all drivers, the audience breakdown is fairly generic with the exception of urban and rural locations.

Primary – Urban Alberta drivers, aged 18 – 44, gender neutral.

Secondary – Rural Alberta drivers, aged 18 – 44, gender neutral.

Urban pedestrians, that is, pedestrians within the city limits of A and B markets, are an additional target for consideration as pedestrian safety concerns are heightened at intersections.

Positioning

Despite a driver's belief that they might be a skilled driver, intersections are dangerous places where all drivers, and their behaviours, intersect. The complexities of proper driving rules mixed with multiple drivers, multiple lanes of traffic and pedestrians can lead to high-risk/stressful situations where collisions are more likely to occur. There are unique situations to watch out for at intersections.

The anchor positioning for intersections:

Intersections are dangerous – pay close attention to your driving and others'.

Key Messages – Reasons to Think Again

Drivers need to be informed of the complexities and dangers that arise at intersections.

- Be prepared for dangerous intersections.
- Watch out for other drivers and pedestrians.
- Always look before proceeding through intersections, regardless of the traffic light colour.
- Don't...
 - i. Run red lights
 - ii. Roll through a stop sign
 - iii. Speed through intersections
 - iv. Follow too closely
 - v. Make unsafe left-hand turns
 - vi. Rely on the premise that you have/had the right of way

Tonality

The complexities of intersections are not easily understood and because this is essentially a new campaign topic, various approaches should be explored; therefore the tonality should be direct, thought provoking and factual.

Potential Communications Vehicles

The potential annual budget for intersections is \$210,000. With this budget, the following vehicles could be appropriate.

Broadcast

- Radio advertising – including Collision Prime Time radio.
- TV News Feature – this can fold into news programming to educate Albertans on the subject of intersections to a captive and informed audience.

E-marketing

- Online games/contests – entrants have to answer multiple choice, situation-based scenarios correctly to get a chance to win a prize.

Public Relations

- Media relations, such as news releases/feature stories, and community relations including, events and information resources.
- Ensure that links between the educational system and road safety agencies are maintained to ensure that lifelong messages are integrated, as per the TSP Action Plan.
 - For example, the Walk the Talk (WTT) youth education program and events for elementary students
- For key stakeholders:
 - Information bulletins including relevant news and information pertaining to intersection safety
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

7. Vulnerable Road Users

Vulnerable Road Users is a category that includes motorcycles, bicycles, pedestrians and off-highway vehicles (OHVs). OHVs include motocross bikes, go-carts, snowmobiles and all-terrain vehicles (ATVs).⁸⁵

The Alberta Traffic Collision Statistics (2006) indicates there were 73 reported fatalities and 2,684 injuries, including minor and major injuries, sustained by vulnerable road users.⁸⁶

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 30% decrease in the number of fatalities involving vulnerable road users, including pedestrians, motorcyclists and cyclists.⁸⁷

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁸⁸ 2008 – 2010
57	70	53	81	75	73	40

- 30% decrease in the number of serious injuries involving vulnerable road users including pedestrians, motorcyclists and cyclists.⁸⁹

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ⁹⁰ 2008 – 2010
439	455	512	565	590	684	307

One over-arching strategy applies to vehicle drivers: respecting and sharing the road with motorcyclists, pedestrians and bicyclists. In fact, given the commonality of some of this messaging to drivers, a common ‘share the road’ campaign, likely on radio, could combine these campaigns. There would still be individual programs aimed at bicyclists, motorcyclists and pedestrians.

i. Motorcycles

Situation

A total of 3.1%, 820 individuals, of all casualties were motorcyclists in 2006. There were 31 fatalities reported and 789 injuries. The majority of collisions involved male drivers under 25, with the highest rate among 16-17 year olds. Compared to drivers involved in all types of vehicle collisions, motorcycle drivers were more likely to have consumed alcohol prior to the crash. The majority of casualties occurred on dry road conditions. From 2002 to 2006 the number of collisions involving motorcycles has increased 31.4%.⁹¹

Communications Objectives

- Raise awareness amongst drivers and motorcyclists of best practices when sharing the roads.
- Raise awareness amongst motorcyclists of:
 - Rider protection law to wear a certified helmet at all times
 - Impaired riding and consequences

Key Strategies

Drivers province-wide should be addressed in order to maintain compliant conduct and tackle non-compliant behaviour where motorcycle safety is concerned. This issue occurs in urban and rural regions, although long-term regional disparities should be considered.

Drivers and motorcyclists should be educated on what it means to effectively 'share the road'. Drivers need to be sure to take a second look for motorcycles. For motorcyclists it can feel invigorating yet liberating to ride, and other road users need to be respected.

Drivers and motorcyclists must be educated on the realities of the road and hazards to avoid. There is a difference between a four-wheel vehicle and a motorcycle in the way each one handles road conditions, making riders more vulnerable.

Motorcyclists need to be reminded that there are consequences for being unprepared to ride. Equally, and including drivers, they need to be aware of implications of their unsafe conduct on the road, which could lead to fatalities, injuries and/or fines.

Different bikes require specific skill levels. Motorcyclists need to match their skill levels with the bikes they choose to ride.

Target Markets

Rural and urban regions throughout Alberta.

Target Audiences

Target audiences include:

Primary – Albertan drivers 18+.

Secondary – Motorcyclists 16+, skew male with varying levels of education on safety and compliance requirements. There are two groups: new and young riders, and returning, more mature mid-life riders.

When speaking to target audiences on the topic of motorcycle safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Riding a motorcycle can be invigorating, and a sense of confidence can come easily or prematurely. Motorcycles require a high degree of skill, attitude and awareness. With continued casualties, motorcyclists need to be reminded of what it takes to be safe and smart on the road.

Drivers always need to be on the look out for motorcyclists.

The anchor positioning for motorcycle safety is:

Take a second look and respect others on the road.

Key Messages – Reasons to Think Again

For motorcyclists:

- Live to ride by keeping yourself safe.
- Protect yourself with the right gear and a certified motorcycle helmet.
- When it comes to other drivers, your speed can be easily misjudged.

For drivers and motorcyclists:

- There is one road and plenty of users.
- Drive/ride defensively and make every effort to enhance your visibility.
- Be alert at intersections, making eye contact with drivers/riders before making your move.
- Be aware of what's going on behind you to avoid a deadly rear-end collision.
- Ensure you are seen by vehicles and avoid their blind spots.
- Showing off and speeding doesn't pay off.

Tonality

Detailed information is important for educational purposes, but not when it dissuades the target from wanting to learn. Therefore, the facts need to be direct and pointed, and conveyed in a manner that gets this target thinking about their attitudes and actions while riding.

Potential Communications Vehicles

A combination of these vehicles can prove useful to leverage the topic of motorcycle safety:

Collateral

- Targeting motorcyclists and distributed to/made available at specific venues they frequent:
 - Motorcycle Live to Ride series with safety tips and hints to learn to be 'better bikers': brochure, handbook, posters and safety checklist
- Targeting motorcyclists and drivers:
 - Information slips included in insurance or vehicle registration mailings

Other vehicles for consideration include:

Broadcast

- Radio – targeting primarily drivers.
- TV News Feature – this can fold into news programming to educate on motorcycle safety themes and road sharing tips.

E-marketing

- Tactics such as viral marketing, such as youtube.com web postings for pass along and link placement on designated 'youth/tween' culture sites.
- Ad or link placement on appropriate websites.

Other Media

- Place-based communications – messaging in places where we know segments of Albertans are captive:
 - Motorcycle shops
 - Guerrilla/non-traditional tactics
 - Direct mail

Public Relations

- Media relations and community relations at motorcycle shows, clubs, associations or events in specific regions. These events may have exhibit opportunities to promote safety programs, including skills training and bike maintenance.
- For key stakeholders:
 - Information bulletins including motorcycle relevant news and information; strategies for drivers to watch out for motorcyclists.
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases.

In summary, with a potential annual budget of \$99,000, the core program could be based on a two-week radio campaign in urban and major rural markets in July.

ii. Bicycles

Situation

Bicyclists are more likely to disobey a traffic signal or fail to yield right of way at uncontrolled intersections.⁹² Collisions involving bicycles are more likely to occur during the month of July and the largest number of these collisions occurs during evening rush hour. Per capita, individuals 10-14 and 15-19 years of age are most frequently injured in bicycle casualty collisions.⁹³

Communications Objectives

- Raise awareness amongst drivers and bicyclists of best practices when sharing the roads.
- Raise awareness amongst bicyclists of:
 - Rider protection requirements including helmet use at all times
 - Mandatory legislation for all cyclists under 18

Key Strategies

Drivers, province-wide, should be addressed in order to maintain compliant conduct and tackle non-compliant behaviour where bicycle safety is concerned. This issue affects urban and rural regions.

For prevention of injuries and fatalities education on various topics is essential for drivers and bicyclists so they learn and practice what it means to effectively 'share the road'. Both groups also need to be made aware of realities on the road and hazards to avoid.

The focus for driver education:

- Drivers must take extra caution by taking a second look for bicyclists.
- Drivers need to be mindful of implications for unsafe conduct on the road, leading to fatalities, injuries and fines.

Priorities for bicyclist education:

- Abide by the same rules as drivers, despite their agility and size on the road.
- Exercise safe and smart cycling practices, starting with bicycle helmet use at all times.
- It is the law for anyone under the age of 18 to wear a helmet while cycling.
- Four-wheel vehicles handle road conditions differently than bicycles, making bicyclists more vulnerable.

Target Markets

Bicycle safety is an issue that affects Albertans throughout the province and should be reflected in campaigns.

Target Audiences

Target audiences include:

Primary – Alberta drivers 18+.

Secondary – Bicyclists 16+ with varying levels of education on safety and compliance requirements
Younger bicyclists under 16 can be reached through school initiatives and parents.

When speaking to target audiences on the topic of bicycle safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

With continued casualties, drivers and bicyclists need to be reminded that they are both accountable for bicycle safety. Bicyclists need to be reminded of what it takes to be safe and smart on the road and drivers need to keep their eyes open for bicyclists.

The anchor positioning for bicycle safety, consistent with some of the other ‘vulnerable road user’ campaigns is:

Take a second look. You are sharing the road.

Key Messages – Reasons to Think Again

Supporting facts and safety tips need to be relayed in messaging to both cyclists and drivers.

Safety tips for drivers should be included in materials:

- Check blind spots when turning left or right, changing lanes or pulling away from the curb.
- Do not follow too closely or crowd a cyclist.

Safety tips for cyclists should be included in materials:

- Use hand signals to let other road users know what you are doing – lane changes, turns and stops.
- Be visible and wear bright or reflective gear particularly at night or in poor weather conditions.
- Be aware of and avoid motorists’ blind spots.
- You need to hear vehicles approaching so do not wear headphones.
- Certified helmets should be worn at all times and are required by law for those under 18 years.

Drivers and cyclists must always focus on operating their vehicle/bicycle while remaining aware of those around them. Particular attention is needed in intersections, during weather changes and busier times of day like rush hour.

Tonality

The tonality for bicycle safety should be information based and thought provoking. In some cases, particularly when communicating with hard-to-reach teens, an emotionally arresting, reality check-based message may be appropriate. It can be confrontational in approach, demanding active and shared responsibility. Information-heavy material needs to be delivered in terms that are direct, factual and easily understood so the take-away is clear.

Potential Communications Vehicles

These vehicles can be appropriate to our targets on the issue of bicycle safety:

Collateral – distributed to/made available at specific venues where our target audiences frequent, such as bike shops:

- Educational books and safety checklists for young children, such as the Walk the Talk series for elementary students
- Bicycle safety brochures
- Helmet safety brochures/posters

Broadcast

- Radio – such as Collision Prime Time radio
- TV News Feature – this can fold into news programming to educate a captive and informed audience on the subject of bicycle safety

Other Media

- Place-based communications – messaging in places where segments of our target audience are captive:
 - Guerrilla/non-traditional tactics at street corners, crosswalks and intersections

Public Relations

- Media relations and community relations during key times like ‘bike week’ or a community initiated ‘bike week’, bike rodeos, ‘how to ride safe’ day camps in a given region and sponsorship of BMX-type stunt shows or websites.
- For key stakeholders:
 - Information bulletins including bicycle safety news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases
 - Toolkits can also include information on bicycle safety training clinics for community level implementation, similar to ACICR Safety Council’s Pedal Pushers

In summary, with a limited annual budget of \$14,000, funds should be allocated primarily to Collision Prime Time radio, leveraged with other ‘vulnerable road user’ funding, to support the strategy of ‘road sharing’ awareness. Springtime is also believed to be most appropriate for this campaign.

iii. Pedestrians

Situation

In 2006, approximately 5.1% of total casualties, 1,346 were pedestrians, according to the Alberta Traffic Collision Statistics (2006). There were 39 fatalities and 1,307 injuries.⁹⁴ Provincial trending shows these casualties were most likely to occur in the months of October and March, on Fridays and during evening rush hour.⁹⁵

A primary driver error resulting in a collision involving a pedestrian was failure to yield the right of way to the pedestrian. Of pedestrians involved in fatal collisions, 43.8% had consumed alcohol prior to the incident and 17.3% resulting in injury collisions.⁹⁶

Communications Objectives

- Raise public awareness:
 - On the issue of ‘sharing the road’ with road users
 - Of intersection safety precautions
 - Of pedestrian and driver accountability
 - Of collision prime time – rush hour
- Promote pedestrian responsibility and safety tips with a focus on all pedestrians.

Key Strategies

Road users province-wide must be addressed in order to maintain compliant conduct and tackle non-compliant behaviour. Pedestrian safety is an issue that affects urban and rural regions, although this issue can vary and is more pronounced in urban areas where there is increased pedestrian traffic. However, an initiative unique to rural communities to address the deaths associated with commuting between reservations and walking on highways is also needed.

Drivers and pedestrians need to be educated on road user basics in order to understand their respective roles in relation to one another.

There is a tendency to ‘blame the other person’ which alleviates responsibility. The onus must be shared between pedestrians and drivers to be accountable for their actions and those of others.

Target Markets

Pedestrian awareness and safety is a province-wide issue and should be reflected in campaigns. There is an urban skew associated with pedestrian involved collision reporting.

Target Audiences

Target audiences include:

Primary – Albertan drivers 18+.

Secondary - Pedestrians skew 20-24 years of age as well as the elderly 65+ and young children.

When speaking to target audiences about of pedestrian safety consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Drivers and pedestrians are accountable for pedestrian safety. When a casualty occurs, it can not always be the other person’s fault.

The anchor positioning is:

Before you proceed, make sure it is safe to do so.

Key Messages – Reasons to Think Again

Supporting facts and safety tips need to be relayed in messaging to both pedestrians and drivers.

For drivers and pedestrians:

- Make eye contact to see and be seen.

For drivers:

- Always be prepared to slow down or stop, looking ahead and abiding by speed limits.
- Use caution when approaching intersections and crosswalks. You will be fined \$575 and lose four demerits, when you fail to yield to a pedestrian.

For pedestrians:

- Abide by traffic signs and signals. They are in place to protect your safety.
- Understand and practice crosswalk and intersection safety:
 - Avoid crossing unless you are at corners or crosswalks, preferably with traffic lights.
 - For crosswalks without traffic lights, stop and use arm signals to let drivers know you wish to cross the road.
- Ensure you are visible to other road users by wearing bright, light coloured clothing or wear reflective strips.
- It is advisable to seek assistance and alternative transport if you are impaired.

Tonality

The tonality for pedestrian safety should be information based and thought provoking. In some cases, emotionally arresting, reality based messaging may be appropriate. It can be direct in approach to address both pedestrians and drivers to take active, shared responsibility. Information-heavy material needs to be conveyed in terms that are direct, factual and easily understood.

Potential Communications Vehicles

With a potential annual budget of \$105,000, included in the overall intersection safety budget, these vehicles can be appropriate to our target on the issue of pedestrian safety:

Broadcast

- Radio – driver focused, such as Collision Prime Time radio
- TV News Feature – this can fold into news programming to educate on the subject of pedestrian safety to a captive and informed audience

Other Media

- Place-based communications – messaging in places where segments of our target audience are captive:
 - Guerrilla/non-traditional tactics at street corners, cross walks and intersections, such as sidewalk chalk in the outline of a person

Public Relations

- Media relations, such as, news releases/feature stories and community relations, including events and information resources
- For key stakeholders:
 - Information bulletins including pedestrian safety news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

For pedestrian safety, radio could be the core campaign element with a two-week campaign in urban and major rural markets.

iv. Off-Highway Vehicles/All-Terrain Vehicles

Situation

The off-highway vehicle (OHV) category includes motor vehicles designed for off-highway travel such as quads, trikes, motocross bikes, snowmobiles, amphibious vehicles and off-road go-carts. While not applicable to all vehicles in the OHV category, the term 'all-terrain vehicle' (ATV) is also used.

There were 12 fatalities and 165 injuries reported in 2006, based on two, three, four wheel and other recreational vehicles.⁹⁷

While there may be new legislation or regulatory initiatives underway, and the target audiences will learn of such changes, the greater question is whether they will change their behaviours.

Communications Objectives

- Promote best practices for new and experienced OHV riders.
- Raise awareness of:
 - Rider protection such as helmets should be used at all times, regardless of where they are riding
 - Adults, parents or guardians also need to play a stronger role in ensuring their children use helmets when operating off-highway vehicles
 - Legislation and implications on riders
 - Off-highway considerations such as respect for other riders, private property, and wildlife
 - Prevention and consequences of impaired riding
 - Young children do not have the strength, skills, or judgment to operate OHVs

Key Strategies

Through Community Mobilization Initiatives, OHV users province-wide must be addressed in order to maintain compliant conduct and tackle non-compliant behaviour. OHV safety is an issue that filters into urban and rural regions, although regional disparities should be considered with priority focus on areas with highest collisions over the most relevant period.

We must confront the "mindset of temptation" to:

- Show off
- Speed
- Drink when using a recreation vehicle
- Break the rules

We must resonate with riders in a way that reinforces responsible and compliant behaviour.

- Riders need to be made aware of consequences for their own unsafe and irresponsible conduct, which has been known to cause casualties.
- Riders have rules and laws by which to follow; there are implications for non-compliance, including fines. This is an area that requires the attention of enforcement.

Riders should know the facts before they ride. Some of these facts include laws, which may be disregarded, particularly in rural regions, because riders think 'nobody is watching' or 'they won't get caught'. Education for new riders and re-education for experienced riders is key, particularly on the topic of impaired riding and the likelihood of a serious injury.

Target Markets

Rural and urban regions throughout Alberta. While the issues more often occur in non-urban settings, the users are from both urban and rural regions, predominantly in rural, farm and First Nation regions.

Target Audiences

Target audiences include:

Primary – Adult Albertans 18+.

Secondary – Young riders 12-17+, skew male. They are on- and off-road riders with varying levels of education on safety and compliance requirements.

When speaking to target audiences on the topic of OHV safety, consideration must also go to stakeholders and industry partners in communities and municipalities. This is a traffic safety issue that requires support from Community Mobilization Regional and First Nations Traffic Safety Coordinators.

Positioning

Most OHV riders think they have a good handle on their vehicles. With the number of casualties increasing, they may benefit from information refreshers on safe and smart conduct.

The anchor positioning for OHVs is:

Go the distance and come back. Live to ride.

Key Messages – Reasons to Think Again

Protect yourself. Wear protective gear including an approved helmet.

Doubling up on a single seated OHV impairs your riding and is dangerous.

There are rules by which to play that could save you dollars, or could save your life:

- Stay off the road.
- Pay attention.
- Be aware of other persons.
- Drinking and riding doesn't mix.
- If you have a collision, deal with it responsibly and report it immediately.
- Save yourself. Get registered and insured, for those required by law.
- Be prepared for seasonal off-road conditions.

Tonality

Detailed information is important to serve educational purposes, but not to the extent of dissuading the target from wanting to learn. Therefore, the facts need to be direct, pointed, and communicated in a manner that gets this target audience thinking about its attitudes and actions while riding.

Potential Communications Vehicles

These vehicles have proven useful and can continue to be leveraged:

Collateral

- 'Live to Ride' brochure
- Snowmobile handouts and safety checklists

Collateral can be distributed to/made available at specific venues frequented by new/existing riders such as retailers and insurance centers, as well as events like the Snowmobile Show.

E-marketing

- OHV web information link – example: saferoads.com/vehicles/snowmobile.html.
- Easy link for public relations support that includes injury reports and other news.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- For key stakeholders:
 - Information bulletins including OHV news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

In summary, with a relatively limited budget of \$14,000, we recommend a focus on demonstrations and a presence at fitting shows where our audience is likely to attend.

8. Commercial Vehicles

Situation

From 2002 – 2006, there were 3,157 large trucks involved in casualty collisions in Alberta. Thirty-five truck drivers were killed; 13 of these were killed in single vehicle rollover collisions.⁹⁸

During the same time period, statistics revealed that truck drivers were more likely than all drivers in casualty collisions to be fatigued or asleep at the time of the crash. Forty-three per cent of the truck drivers who were fatigued and involved in a casualty collision crashed between 11:00 p.m. and 7:00 a.m.⁹⁹

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 20% decrease in the number of road users killed in crashes involving commercial vehicles.¹⁰⁰

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹⁰¹ 2008 – 2010
93	76	105	109	106	106	74

- 20% decrease in the number of road users seriously injured in crashes involving commercial vehicles.¹⁰²

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹⁰³ 2008 – 2010
349	414	416	414	497	528	279

Communication Objectives

- Increase awareness of safety issues around commercial vehicles amongst road users.
- Re-educate commercial vehicle drivers of driving safety requirements and potential risks, such as driving impaired/fatigued.

Key Strategies

Drivers of passenger vehicles need to be informed of the prime constraints faced by the operators of heavy commercial vehicles. This will allow them to better understand why truckers operate their vehicles the way they do and how to drive comfortably around commercial vehicles.

Trucker drivers may need to be re-educated on driving safety basics and how to recognize potential risk such as fatigue.

As they are developed, promote safety programs and information in partnership with organizations such as Work Safe Alberta, Enform and other industry partners as well as skills training workshops when available.

Target Markets

Commercial vehicle road safety is a province-wide issue and should be reflected in campaign efforts across both urban and rural markets.

Target Audiences

Target audiences include:

Primary – Alberta drivers of passenger vehicles/road users, 18+.

Secondary – Commercial vehicle drivers and industry partners.

When speaking to target audiences on the topic of commercial vehicle safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

The anchor positioning for commercial vehicle safety is:

Be considerate. Share the roads with commercial vehicles.

Key Messages – Reasons to Think Again

For drivers of passenger vehicles:

- Stay out of blind spots! Make sure you can see both side mirrors of the truck.
- Allow yourself extra time to pass a big rig.
- Give lots of notice when planning to turn or change lanes.
- If you are driving beside a truck – watch for turn signals. Many trucks require a wide turning radius.
- Do not follow too closely.

For drivers of commercial vehicles:

- Pull over when feeling tired – it could save your life or someone else's.
- Keep our roads safe and drive smart.

Tonality

The messaging for commercial vehicle safety is fairly straightforward so messaging needs to be factual and direct.

Potential Communications Vehicles

The potential annual budget for commercial vehicles is \$101,000. With this budget, the following vehicles are appropriate for our target.

Drivers of passenger vehicles:

Broadcast

- Radio – high concentration during high-traffic periods.
- TV News Feature – this can fold into news programming to educate on driving safely around commercial vehicles to a captive and informed audience.

Outdoor

- Highway billboards.

Internet

- Website – link in GoA website with information/access to resources.

Print

- Posters in highway gas stations.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.

For key stakeholders:

- Information bulletins including commercial vehicle safety news and information.
- Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases.

Drivers of commercial vehicles:**Broadcast**

- Radio – high concentration during high-traffic periods

Collateral

- Trinkets/takeaways with safety messaging that are useful to keep in the cab of a truck, examples being air fresheners or key chains.
- Signage at driver truck stops/gathering places such as lounges, diners, restaurants, maintenance/repair shops.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- Continue to work with industry partners to leverage/promote developing safety programs and information.

For key stakeholders:

- Information bulletins including commercial vehicle news and information
- Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

9. Young Drivers/Riders**Situation**

An average of 375 Canadians between the ages of 15 and 19 are killed in motor vehicle crashes each year. Almost 30,000 need treatment for their injuries.¹⁰⁴ Male drivers 18 to 19 years old were more likely to be involved in a casualty collision than any other age group; the next age group being males aged 20 to 24.¹⁰⁵

Teen drivers have the highest crash involvement of any age group.¹⁰⁶ One in five 16-year-old drivers experience a collision in their first year of driving¹⁰⁷, with the crash rate highest in the first month after becoming a licensed driver. Statistics show that of those involved in casualty collisions between the ages of 16 and 19, males and females accounted for 63% and 37% of total collisions, respectively.¹⁰⁸

Inexperience, however, is not the only factor that contributes to a high collision rate amongst teenagers. Both male and female drivers exhibit similar poor behaviours when driving, including driving impaired, running red lights, talking on cell phones, text messaging, speeding and tailgating.¹⁰⁹ Overall, this group hasn't yet developed their ability to think ahead and visualize consequences.¹¹⁰

Furthermore, there is a common misconception amongst teens that drug impairment is less serious than alcohol impairment. The Road Safety Monitor 2002 study found that 18% of drivers reported using illegal drugs, certain prescription drugs or over-the-counter medicines within two hours of driving. Data from the 2005 Canadian Addiction Survey showed that about 1% of Canadians aged 15 or older drove within two hours of using cannabis, marijuana or hashish at least once within the previous 12 months. A significant number of drivers killed in road crashes had a combination of drugs and alcohol in their systems. In fact, in some urban parts of the country, young people are more likely to “toke and drive” than they are to drink and drive.¹¹¹

Alberta implemented the Graduate Driver Licensing (GDL) program in May 2003 to help combat some of the challenges associated with young drivers and riders, as listed above. Under this program, all new drivers, regardless of age, are required to complete a two-stage process before they receive a full-privilege license. The GDL program is designed to improve road safety by creating a low-risk, controlled environment with the goal of reducing injuries and deaths.¹¹²

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 20% decrease in the number of young drivers/riders, 16-19 years old, killed in crashes.¹¹³

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹¹⁴ 2008 – 2010
24	21	29	19	23	26	19

- 20% decrease in the number of young drivers/riders, 16-19 years old, seriously injured in crashes.¹¹⁵

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹¹⁶ 2008 – 2010
213	248	197	218	198	232	170

Communication Objectives

- Increase awareness of the responsibility associated with driving.
- Promote increased awareness of the definition and dangers of impaired driving, whether it is drugs, alcohol, or fatigue, along with speed and seat belts.
- Educate/re-educate young drivers/riders of safe road user basics.

Key Strategies

Teens need to be warned of the dangers that come with driving a vehicle to keep their perspectives in check – passing their drivers' tests is not all it takes to make them qualified drivers. The consequences of poor driving should be reinforced so that they do not become too confident too quickly.

Further to explaining the dangers of driving, a hard-hitting campaign clearly demonstrating what is at stake because of poor driving behaviours would help teens have a better idea of the impact of their driving habits. Teens need to be continually re-educated on proper driving rules. Because many teens have trouble

understanding consequences, traffic safety messages must enable them to, in some way, experience the effects that a crash might have.

The definition of impaired driving has evolved in recent years. Young drivers need to be re-educated on the definition of impaired driving and understand that the effects for any kind of impairment, such as drugs or fatigue, are just the same as impairment by alcohol.

The risks of speeding and seat belt non-compliance also need to be reinforced through direct and emotionally engaging messaging.

Young drivers not only have to focus on their driving aptitude but also on the behaviours of their passengers. Examples of risks caused by passengers include tickling the driver, covering the driver's eyes and encouraging risky driving behaviour.¹¹⁷ Empowering the driver to take control of the vehicle's environment will help inspire passengers to behave responsibly. This strategy is two-fold however as passengers will need to be educated on the important role they play in encouraging safe driving.

For all strategic endeavors, campaigns must avoid being patronizing or dictatorial in approach. Otherwise, teens may lose focus and interest in the message.

Target Markets

Young driver/rider safety is a province-wide issue and should be considered in campaign efforts.

Target Audiences

Target audiences include:

Primary – Teen drivers aged 16-19 years old, male skew and teen GDL drivers/learners aged 14+. This group also includes young adult drivers aged 20-24 years old.

Secondary – Young riders aged 16-24 years old.

Influencers, including parents between 35–60 years old and teachers/educators, are also a key target for implementing change with young drivers.

When speaking to target audiences on the topic of young drivers/riders, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Teens are not always aware that it takes time and experience to become skilled drivers. Some think they are invincible and not at risk of injury or death.

The anchor positioning for young drivers/riders:

You have got a lot to lose. Drive responsibly.

Key Messages – Reasons to Think Again

- You can lose your licence.
- Your insurance costs will increase.
- You'll wreck/lose your car.
- What will you tell your parents?
- You'll have to live with the guilt for the rest of your life.
- A criminal record is for life.
- Live to see your graduation – do not drive impaired.

Tonality

The tone for young drivers should be emotionally arresting and direct – avoiding patronizing or dictatorial language. Teens are the most likely individuals to influence the driving behaviour of other teens.¹¹⁸ Messaging needs to be thought provoking – almost letting the audience come to the conclusion.

Potential Communications Vehicles

With a potential budget of \$82,000, the following vehicles are be appropriate mediums to reach our target on the issues of traffic safety for young drivers:

Broadcast

- Radio – consider station-sponsored messages hosted by DJs teens relate to

E-marketing

- Website
 - Add a teen-oriented page/section to the existing saferoads.com site
 - Add web links with tips/hints for parents and educators
- Chat rooms/forums initiated by radio stations.
- Online games.
- Facebook/MySpace social groups – exemplified by creating designated driver clubs
- Podcasts – such as teen/tween human-interest discussion teams - possibly hosted by SADD

Other Media

- Place-based communications where we know our target audience is captive or frequenting.
 - Washroom advertising in schools
 - Guerilla advertising to engage youth on particular issues

Print

- Daytimer ads – Junior/senior high schools, universities and colleges.
- Impaired grad ads/collateral.

Collateral

- Continue to develop “Getting into Gear” book for grade nine students to inform them about GDL and the risks associated with driving. This also includes the “Geared to Go” program component for parents and driving coaches.
- Collateral – locker and school posters.

Public Relations

For key stakeholders:

- Media relations, such as news releases/feature stories and community relations, events and information resources
- Information bulletins including young driver/rider news and information
- Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases
 - Assemblies – hosted by a spokesperson directly affected by an injury or fatality to share human-interest story
 - Partner with driver education curriculum/teachers
 - Initiate a challenge between schools, examples including, design a poster, shoot a commercial, etc.

10. Rural Roads

Situation

According to the Alberta Traffic Collision Statistics (2006), fatal collisions were more frequent in rural regions over urban areas. There were 30,604 collisions reported in rural areas. Of those, 275 were fatal. In contrast there were 111,988 collisions in urban areas with 129 of those being fatal.¹¹⁹ Causation is primarily attributed to low compliance on occupant restraint usage, speed management, aggressive road use and impaired driving – all magnified by a lack of enforcement in rural regions.

According to a study conducted by Keltie Paul, titled *Traffic fatalities in North Western Alberta: factors, determinants and discussion of best practices in remote/frontier regions*, we see correlating behaviour amongst young male trades workers who drive impaired, speed and do not wear seat belts. They also demonstrate an overt disregard for authority, operating by a ‘different moral code’.¹²⁰ Their statements include:

- “Law and order is good – for people in Calgary.”
- “You can get away with just about anything, because no one is watching.”
- “You are safe from traffic enforcement once you have reached a certain point.”
- “Speeding is the norm.”
- “I can drive to the road conditions. I’m a good driver.”
- “Time is money.”
- “Nothing has happened to me yet.”

Objectives

Road Safety Vision 2010/Alberta TSP Target

- A 40% decrease in the number of road users killed on rural roadways.¹²¹

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹²² 2008 – 2010
294	273	369	273	343	317	177

- A 40% decrease in the number of road users seriously injured on rural roadways.¹²³

Baseline 1996 – 2001	2002	2003	2004	2005	2006	Target ¹²⁴ 2008 – 2010
1623	1777	1631	1664	1683	1799	974

Communications Objectives

- To raise awareness of risk factors in rural regions.
- To reinforce collision and enforcement implications for irresponsible/complacent driving practices.
- To reinforce the consequences associated with non-compliance on specific issues:
 - Impaired driving
 - Occupant restraints
 - Speed management

Key Strategies

A core strategy for rural awareness is to incorporate rural issues into core campaigns through topical 'spill' into appropriate regions. To explain the issues of speed, impaired driving and occupant restraints can be developed to meet the requirements of both urban and rural objectives given these are three primary issues in urban regions.

Rural drivers must be challenged and confronted to examine their driving abilities not only for themselves, but their families. In order to succeed and cause the target to self-reflect we will need to ensure messaging is relevant and personal. Regional Traffic Safety Coordinators will be part of this key strategy.

Passengers in the northern regions are reportedly less compliant with occupant restraints than some drivers. In situations where passengers are present, empowering passengers to act as influencers may also have impact on drivers.

Target Market

Rural regions throughout Alberta, with strong focus on areas with high collision, injury and fatality reporting.

Target Audiences

Primary – Young adult drivers 18+ skew male and experienced drivers who are perhaps complacent about compliancy.

Secondary – Passengers who may act as influencers

When speaking to target audiences on the topic of rural road safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

With the potential for resignation and complacency amongst rural road users, a reality check is needed to shift perceptions.

The anchor positioning for rural drivers will be customized in keeping with issues of speed, impaired driving and occupant restraint compliance.

Key Messages – Reasons to Survive the Drive

Key messages are covered by the topics of speed, impaired driving and occupant restraints, focusing on personal and emotional impacts of non-compliance. Stop signs at intersections should also be integrated into rural key messages.

Tonality

The tonality for messaging toward rural drivers must be thought provoking, motivating and emotionally arresting. With a driver mindset of complacency in rural regions, being confrontational or challenging in tone can be appropriate, provided it is not dictatorial or derogatory.

Potential Communications Vehicles

The following vehicles can be used for our target groups on the issue of rural driver safety:

Broadcast

- Radio – such as Collision Prime Time radio or focus on speed, impaired driving and occupant restraint campaigns on rural stations.
- TV News Feature – this can fold into news programming to educate on the subjects of speed, impaired driving and occupant restraints to a captive and informed audience in urban regions, with spill into rural areas.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- For key stakeholders:
 - Information bulletins including rural driver relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

In summary, no annual budget has been assigned to rural driver safety as they will be reached through major media buys across the topics of impaired, occupant restraints, speed and other topics with rural spill/coverage.

11. Aging Drivers

Situation

Total casualties reported in 2006 for drivers 55-64 years of age included 34 deaths and 1,976 injuries. For drivers over 65 years of age, there were 48 deaths and 1,511 injuries.¹²⁵ Urban and rural driver environments are very different and the impact on an aging driver can be distinctive.

In February 2008, Banister Research and Consulting surveyed 100 City of Edmonton residents in the monthly Poll Station report on the topic of traffic safety. Respondents were informed that senior citizens 75 years of age are required to submit medical reports and provide vision screenings to renew their driver's licenses. When asked if these seniors should also be required to take a road examination, 67% were in agreement, 19% disagreed and 12% were neutral. 77% of all respondents indicated there were no additional regulations that should apply to seniors, beyond the addition of a road examination. At the time of writing this plan, the category of aging drivers continues to be under evaluation. Until the analysis is complete, aging driver safety will be included in the 'medically unfit' category. For purposes of providing full context however, and in support of future planning efforts, this topic is addressed on a preliminary basis.¹²⁶

Objectives

Road Safety Vision 2010/Alberta TSP Target

- A decrease in the number of fatalities and serious injuries involving aging drivers with exact number still to be determined.¹²⁷

Communications Objectives

- Raise awareness of medical issues and conditions that can affect safe driving.
- As they become developed, promote programs and services to support the aging driver population.

Key Strategies

In addition to aging drivers themselves, a primary strategy must be to leverage the role of the influencer as an agent of social responsibility. The influencer can be a family member, doctor, pharmacist or optometrist of an aging driver. They are more likely to have a chance to engage with an aging driver, with the potential of having an influential impact. Law enforcement officers are another group who have interfaces on key occasions with aging drivers.

The risks associated with aging driver aptitude can be very serious in some cases, but we must avoid making aging drivers feel scapegoated or singled out. The influencer must first take the initiative toward aging driver safety.

Prevention of fatalities and injuries of aging driver-related incidents occurs through education and resources. As intervention strategies, programs and services are being developed and intended to support aging driver safety issues. These and other support systems must be leveraged.

Target Market

The concern for aging driver safety reaches every part of Alberta. Not being able to drive can be a more serious challenge for rural residents who have fewer alternative transportation options available to them.

Target Audiences

Primary – Aging driver influencers in Alberta, mostly 35+, including family members, doctors, pharmacists, optometrists and other medical professionals.

Secondary – Aging drivers 65+ in Alberta.

When speaking to target audiences on the topic of aging driver safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Most seniors want to believe they have the freedom to enjoy their elderly years. We must be sensitive to their mindsets and avoid being disempowering. One of the best ways to reach aging drivers is therefore through their influencers. Positioning must speak directly to influencers and at the same time indirectly to aging drivers.

The anchor positioning for influencers:

If you know someone who may not drive safely, there are ways to get help.

Key Messages – Reasons to Get Help

The responsibility belongs primarily to influencers of aging drivers to keep these individuals safe and smart on Alberta's roads.

- Together we share the responsibility to keep our aging drivers safe.
- If someone you know is under certain limitations, help them in the right direction.
- If you are unsure of how to approach someone you know, who is an aging driver, we can help, with suggestions, tips/hints, etc.
- People can report drivers anonymously to Alberta Transportation.

For aging drivers themselves: "There are many positive ways to maintain your lifestyle without driving or with more limited driving."

Tonality

The tonality of communications for aging drivers should be approachable, friendly, informative and empathetic, without being patronizing or derogatory. This target needs to feel empowered by knowledge as opposed to aged, incapable and/or out of control.

Potential Communications Vehicles

This subject is in early development. No annual budget has been assigned to aging drivers as the topic is under review; a budget will be allocated at a later date. The following vehicles can be used for our target groups on the issue of aging driver safety:

Collateral

- Brochures with 16 point font for seniors
 - Safe driving basics

- Influencer assessment of driver and driver self-assessment
- Intervention tips and hints

Distributed to/made available at specific venues where license and registration renewals occur, at pharmacies, optometrist offices, medical centres and senior’s associations. Important too is legibility of messaging for the mature audience members.

Successful resources and programs from partners, such as Alberta Motor Association (AMA), can also be leveraged.

Public Relations:

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- For key stakeholders:
 - Information bulletins including aging driver relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

A final consideration may be to integrate the topics of ‘aging drivers’ and ‘medically unfit drivers’ given the developmental stage of supporting programs and services for each of these, as well as commonality between the two topics. This may also help to avoid singling out one group over another, making the topics perhaps more approachable.

12. High-Risk and Medically Unfit

Situation

High-risk drivers are defined in the 2005 Annual Report for Road Safety Vision 2010 as individuals who have been involved in three or more events such as traffic violations, impaired driving convictions or collisions within a two-year period; convicted of a first offence due to refusal to provide a breath sample; or have had two or more Criminal Code convictions within a five-year period.¹²⁸

As the *TSP Action Plan* states, the subject of medically unfit drivers is derived referencing extensive literature where we see a higher risk of collisions associated with “drivers who have diabetes, sleep disorders, organic brain disorders, mental illness, chronic physical illness and vision problems.”¹²⁹

The University of Toronto’s Dr. Donald Redelmeier led a Canada-wide five-year study from 1996 through 2001 on the topic of ‘physicians of patients potentially unfit to drive’. Of 1,605 drivers involved in a crash over the period, 37% had a chronic medical condition such as alcoholism which was most common, Alzheimer’s, a seizure disorder or congestive heart failure that may have contributed to the crash. Those that had a reportable condition made a total of 20,505 prior visits to 2,332 physicians before the crash. Approximately 85% of patients visited a doctor prior to the crash, but only 3% were reported to authorities.¹³⁰

Due to the complexity of high-risk and medically unfit driver issues, these areas are under evaluation to understand the extent of the problems at a provincial level and gather information on effective programs throughout the world that model best practices. In the interim, policy elements are underway, and awareness mechanisms can be examined to work toward minimizing risks.

Objectives

Road Safety Vision 2010/Alberta TSP Target

- 20% decrease in the number of fatalities or serious injuries in crashes involving high-risk drivers¹³¹

High-Risk Drivers

Communications Objectives

- To raise awareness of potential consequences for the high-risk driver category.
- Promote the implications of enforcement and legislation.

Key Strategies

High-risk driver behaviour is an issue that crosses urban and rural regions although there are regional disparities, which should be factored into long term planning once evaluations are complete.

A prevention strategy is required that speaks to potential high-risk drivers on the consequences for their behaviour.

Consequences to high-risk drivers should be communicated two-fold: emotionally (personally and socially) and practically (enforcement, legislation and fines).

A targeted educational campaign can be instituted to foster awareness around what qualifies as a high-risk driver and costly implications.

Target Markets

High-risk driver behaviour is a province-wide issue, across urban and rural regions.

Target Audiences

Target audiences are split across three main groups, according to Transport Canada's Road Safety Vision 2010 update online¹³²:

Group 1 – Drivers under 25 years of age.

Group 2 – Hardcore drinking drivers

Group 3 – Drivers with three previous collisions or violations within a two-year period

With this in mind, target audiences include:

Primary – Defined as adult drivers, 16-25 years old, skew male, who have a strong tendency to drive heavily impaired or otherwise at risk to themselves or others, and this behaviour is exemplified on a repeat basis.

Secondary – Influencers of high-risk drivers; friends 16-25 years of age who may have a more effective impact in given scenarios as well as parents of young drivers 35+ who can educate their teens/tweens on safe driving basics.

When speaking to target audiences on the topic of high-risk driving behaviours, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Most young, high-risk drivers believe they are invincible until something happens to them or someone they know.

The anchor positioning for high-risk drivers is:

Luck only takes you so far.

Key Messages – Reasons to Think Again

- Ask yourself if you are a road hazard.
- Consequences are severe.
- Your license is the first loss. Your life could be the second.
- You will get caught.

Tonality

The tonality for high-risk driver messaging needs to be serious, hard-hitting and direct in delivery.

Potential Communications Vehicles

The following vehicles can be considered to reach our target regarding high-risk driving without specific budget allocation, as this target can be reached through key hard-hitting campaigns such as impaired driving and speed.

Broadcast

- Radio – to convey emotion through audible consequences while drivers are in their vehicles. Messaging for high-risk drivers can be integrated into or offset from campaigns such as Collision Prime Time, impaired and speed.

Other Media

- Place-based communications – messaging in locations where segments of our target audience are captive:
 - Washroom poster advertising

E-marketing

- Tactics such as viral marketing, such as youtube.com web postings and social networks on appropriate sites frequented by our target audience.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources.
- For key stakeholders:
 - Information bulletins on the topic of high-risk driving behaviours, news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

Medically Unfit Drivers

Communications Objectives

- To raise awareness of medical issues that can impact safe driving.
- Promote the process of anonymously reporting at-risk individuals.
- Promote programs and services as they become developed.

Key Strategies

Medically unfit drivers and candidates need to feel that their lifestyles are not inhibited in order for them to seek help and assess their potential risk on the road.

Intervention strategies are key to addressing the issue of medically unfit drivers. Influencers therefore need to be empowered with access to information and resources to make the problem more approachable.

There are correlations between the categories of aging and medically unfit drivers. A consideration is to integrate aging driver and medically unfit communications efforts so neither group is singled out, and in consultation with the Ministry of Seniors and Community Supports, the Canadian Council of Motor Transport Administrators (CCMTA) and medical practices.

As programs and services continue to be developed with medically unfit drivers in mind, they must be leveraged and promoted so support systems continue to be accessible to target audiences.

Target Markets

This issue is relevant to urban and rural regions throughout Alberta.

Target Audiences

Primary – Medically unfit drivers 18-65 years old, who understand the impact of their condition on driving but are not emotionally prepared to take preventative action or are not aware/knowledgeable of a possible medical challenge that may come in the way of their driving safety.

Secondary – Influencers of medically unfit drivers 18-65 years of age, including family members, physicians and other health professionals.

Positioning

Individuals with health challenges already experience restrictions in their lifestyles. When speaking to medically unfit drivers and their influencers, we must approach messaging with sensitivity and respect, while directly attending to the issue.

The anchor positioning for medically unfit drivers is:

If you think your health puts you at risk while driving, there is help.

Key Messages – Reasons to Seek Help

- There are many positive ways to maintain your lifestyle when you do not drive or restrict your driving.
- If you or someone you know has a medical condition that puts their driving at risk, there are options.
- Together we're responsible for safer roads.

Tonality

The tonality for medically unfit driver messaging needs to avoid being patronizing or threatening. It must address this issue by being direct, serious and informational in tone and at the same, sensitive in approach.

Potential Communications Vehicles

Currently, no annual budget has been assigned to medically unfit drivers as the topic is under review. A budget will be allocated at a later date. The following vehicles can be considered to reach our target:

Collateral

- Brochures and posters.
- Personal health safety checklists/driver self-assessments.

Collateral can be distributed to/made available at specific venues where drivers are likely to learn they may be at risk for being medically unfit, for example health treatment centres and offices.

E-marketing

- Tactics such as link placement on appropriate sites to lead our target audiences to category relevant learning and information.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- For key stakeholders:
 - Information bulletins on the topic of medically unfit drivers, relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

13. Other Key Topics

i. Distractions

Situation

Driver distraction is a growing concern for both policy makers and the public. Distracted driving occurs when a driver diverts attention from driving and focuses on an object, activity, event or person unrelated to driving.¹³³

Each day, there are many activities that occur in a vehicle during the task of driving, all of which represent increased risk for road users. These activities include personal grooming, changing CD's, eating or drinking, using a laptop, talking to passenger(s), tending to children in the back seat, pets, using cell phones, and using other telematic devices.

Research indicates that distraction contributed to over 22% of all crashes and near crashes.¹³⁴ A concerted effort is needed to contribute to public awareness and attitudes on the topic of distracted driving. Social marketing, in tandem with other communications efforts, will be necessary to impact this issue in Alberta.

Objectives

Alberta TSP targeting on the issue of driver distractions is included in the overall collision reduction strategy.

Communications Objectives

- To educate drivers about the dangers of driver distraction.
- To encourage drivers to reflect on their own driving behaviour.
- To encourage Albertans to take driving seriously and remain focused on the task and to make distractions less socially acceptable.

Key Strategies

Road users across Alberta should be addressed in order to tackle non-compliant behaviour. Driver distractions create issues in urban and rural regions. Longer term, regional disparities should be considered with priority focus on areas with highest collisions over the most relevant period.

Drivers need to be re-educated about underlying themes when it comes to driver distraction.

- Basic in-vehicle behaviours that seem inconsequential can be near fatal or fatal.
- Quick shifts in attention span qualify as driver distractions, which is all it takes to cause a collision.
- Drivers need to pull over to a rest area when it is safe, and come to a complete stop to attend to anything other than driving.

Many drivers have survived multitasking while operating a vehicle and therefore have a false sense of confidence. Temptation is high when driving to attend to other needs or interests, such as a phone ringing, for example. To encourage drivers to reflect on their own behaviours, we need to help them:

- Identify with real life examples of behaviours that can lead to distraction instead of unspecific references.

- Understand real consequences for their actions.
- Recall their own 'close calls' due to distractions.

As with other traffic safety issues, passengers are driver influencers and can be empowered so the onus is shared between drivers and passengers to discourage driver distraction.

This issue already receives a good deal of media attention and momentum can be strengthened with additional communications efforts, such as public relations and media relations, to bring more focus to this critical problem.

Target Markets

Driver distraction is a concern in regions throughout the province.

Target Audiences

Target audiences include:

Primary –Adult Albertans, 18-44.

Secondary – Adult Albertans, 45-64.

Tertiary – New drivers 16+, continuing education on safe driving practices.

When speaking to target audiences on the topic of driver distractions, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Drivers may not be clear on what qualifies as a distraction and under the illusion that they are exempt from risk.

The anchor positioning for distractions:

It only takes a second and a collision can occur.

Key Messages – Reasons to Stay Focused On Driving

Drivers must be reminded of the facts, challenged to think again, and be clear on the potential consequences for their actions.

The facts:

- Distracted driving literally impairs your driving ability.
- Multitasking while driving is exercising poor judgment that could lead to a collision.

Consequences:

- One in four collisions involve driver distraction.¹³⁵
- One second is enough to be distracted, leading to a collision.

Educate:

- Use a cell phone responsibly. Do not use it while driving.
- Stay focused on driving.
 - Pull to a rest area over to consume food or a beverage.
 - A ringing cell phone can wait until you have pulled over. Alternatively, your passenger can answer on your behalf.
 - Be familiar with the route you are driving.

- Be familiar with your vehicle's controls.
- Avoid conversations that are emotionally charged while driving.
- End a call with someone if you know they are driving.

Tonality

Tonality for distractions should be direct, fact based and thought provoking. Language should be straightforward and approachable. Every driver will have had their own "close calls" with distractions and there could be power in reminding them of their own potential incidents, but being patronizing or authoritarian in tone risks being immediately disregarded.

Potential Communications Vehicles

With a potential annual budget of \$205,000, the following vehicles can be appropriate to Albertans on the issue of distracted driving:

Broadcast

- Radio
- TV News Feature – this can fold into news programming to educate on distracted driving to a captive and informed audience. A live interview can bring the topic of distractions to life

E-marketing

- Tactics such as viral marketing, such as, youtube.com web postings for pass along, link placement on designated 'youth/tween' culture sites that correlate well with texting while driving, as one example.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources.
- For key stakeholders:
 - Information bulletins including driver distractions news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

ii. School Bus Safety

Situation

School buses in Alberta transport nearly 267,000 students twice a day and the greatest danger to student passengers is during loading and unloading procedures.¹³⁶

During the 2005-2006 school year, there was one fatal collision, 61 non-fatal injury collisions, and 439 property damage collisions. The majority (62%) of collisions occurred in the morning between 7:00 a.m. and 11:00 a.m. and in the afternoon (33%) between 3:00 p.m. and 7:00 p.m.. The majority of school bus collisions occurred in urban areas (88.6%) and the most common driver error involved following a school bus too closely (14.2%) according to Alberta Traffic Collision Statistics 2006: Alberta Collisions Involving School Buses 2005/2006.¹³⁷

School bus collisions are often the most publicly sensitive occurrences of all traffic collisions.

Objectives

- To reduce the number of children/other vulnerable road users killed/injured near or around school buses.

Communication Objectives

- To increase traffic safety knowledge for young students.
- To promote awareness of school bus safety/rules and ensure the safety of children.
- To inform drivers of safety measures when sharing the road with school buses.

Key Strategies

Young students need to be educated in all matters related to traffic safety and consistently reminded of safe conduct around school buses. The Walk the Talk (WTT) Program has helped to foster such education.¹³⁸

Drivers of passenger vehicles need to be reminded of driving rules pertaining to school buses. There are peak hours of the day and at high-risk times of the year to be mindful of.

Target Markets

School bus safety is a concern affecting urban and rural regions province-wide and should be reflected in communications strategies.

Target Audiences

Due to the generic nature of school bus safety, all drivers will need to be reached.

Primary – Alberta drivers of passenger vehicles, 16-65 years old.

When speaking to target audiences on the topic of school bus safety, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

Drivers of passenger vehicles will need a straightforward approach to ensure that the takeaway is clearly understood and easily remembered.

The anchor positioning for school bus safety is:

Flashing red lights mean stop for school buses!

Key Messages

- Flashing red means stop – no matter which direction you are coming from on rural roads.
- The penalty for passing a bus with flashing red lights is \$402 and six demerit points.¹³⁹
- Always watch for children crossing roads. Prepare to slow down and stop.
- Alternating flashing yellow or amber lights means a bus is slowing down to stop. Do the same.

Tonality

School bus safety is an important yet sensitive issue that requires a direct and informative approach while at the same time being thought provoking.

Potential Communications Vehicles

With a potential annual budget of \$156,000, the following vehicles are appropriate for ensuring school bus safety.

Broadcast

- Radio – as messaging can engage drivers while in their vehicles.
- TV News Feature segment – this can fold into news programming to educate on driving safely around school bus safety to a captive and informed audience.

Outdoor

- Billboard advertising.

Collateral

- Poster – “Flashing Red Means Stop!”.

Public Relations

- Media relations, such as news releases/feature stories and community relations, events and information resources, for example.
- For key stakeholders:
 - Information bulletins including school bus safety news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

iii. Walk the Talk Youth Education Program

Situation

The Walk the Talk (WTT) program began in 1996 to teach children from kindergarten to grade six about traffic safety, including topics surrounding pedestrian, bicycle, skateboarding and inline skating safety. Three activity books for WTT were developed in 2001 along with an Educators Resource Guide to assist teachers with working the books into their existing lesson plans.¹⁴⁰

In 2007, 203 schools ordered the WTT books with only 17% of those reporting that their schools and daycares planned a WTT event.¹⁴¹ The number of WTT participants that plan a WTT event has decreased since 2000 (56%) for numerous reasons, such as little to no awareness of the program, schedule and timing conflicts and some activities not being age appropriate. However, WTT remains to be popular with Alberta schools that have used the materials.¹⁴²

Objectives

- To give children the tools and knowledge they need to stay safe in pedestrian situations.

Communication Objectives

- To engage children in the topic of traffic safety.
- To increase the number of schools participating in the WTT event.
- To increase the number of schools ordering WTT materials.
- To encourage educators to examine traffic safety as a priority in children’s learning.
- To promote the WTT Program as a useful tool in annual lesson planning.

Key Strategies

Due to the trend of decreasing participants in the WTT program¹⁴³, a significant refresh of the existing material is needed to give educators new teaching materials while re-engaging students in an important topic that will enhance their life skills. Revitalizing the content, illustrations and characters will bring new life to the program and ultimately inspire new interest in WTT for both children and educators.

There is a strong opportunity to approach educators in a personalized way to help raise awareness of what the WTT Program is about, who it involves and why they should take part. Educators need to feel that WTT will benefit their lesson plans and compliment the demands of their already hectic workloads.

Target Market

Child safety is a province-wide concern and should be reflected in all WTT components.

Target Audience:

While the focus of the program is on children parents, teachers and educators need to support the program to ensure its effectiveness.

Primary – Alberta students from Kindergarten to Grade Six

Secondary – Alberta teachers/educators

Parents will also need to be engaged to not only understand the importance of teaching traffic safety to their children, but also to encourage it.

When speaking to target audiences on the WTT program, consideration must also go to stakeholders and industry partners in communities and municipalities.

Positioning

The WTT program is a positive approach to teaching children how to behave in potentially dangerous situations. The overall message needs to be inspiring and friendly while still supporting the educational element to ensure compliance.

The anchor positioning for the WTT Program is:

Get out there! Walk, skate and ride around safely!

Key Messages

- Wear your safety gear when you go skateboarding.
- Put on your helmet before you go inline skating.
- Always look out for danger when crossing the street.
- No helmet! No bike!
- Make sure you always ride the school bus safely – follow the bus safety rules.

Tonality

As they already are, the WTT Kinetic Kids and activity books need to be approachable for children – meaning, they need to be friendly and engaging while remaining educational.

Potential Communications Vehicles

The potential annual budget for the WTT Program is \$126,000. Using separate funding for collateral WTT reprints/updates the following vehicles can be used for our target groups for the Walk the Talk Program.

For Students

Collateral

- Brochure
 - School Bus cut-out
 - Bicycle Helmet cut-out
 - Safe Cycling Checklist cut-out
- Kids Fact Sheet – “About School Bus Safety”
- Three Activity Books – Grades K – 1, 2 – 3 and 4 – 6

E-marketing

- Interactive Online Educational Games

Public Relations

- Passports for WTT Day
- Media relations, such as news releases/feature stories and community relations, events and information resources
- For key stakeholders:
 - Information bulletins including WTT Program/event relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news releases

For Educators

Print

- ATA Magazine display ads (four).

Other media

- Direct Mailer to all teachers in August.

Collateral

- Educator Resource Guide.

Public Relations

- Consider a school challenge between elementary schools in Alberta as incentive for educators to prioritize the event – participation in WTT Day will provide a change at winning a bursary for new school computers.

Parents

E-marketing

- Interactive online educational games to play with their child
- Downloadable tips on how to help their child learn about traffic safety
- Links to other community resources/events/groups that teach similar safety and life skills. Some examples include: Pedal Pushers, School Patrol sites and babysitter courses.

14. Legislation

Situation

As the Government of Alberta publicizes new legislation it is generally handled in a standard format. Budgets will be determined as required.

Communications Objective

- To create awareness of new legislation.

Key Strategies

Legislation updates should reach urban and rural regions so Albertans are informed and alerted of the repercussions of non-compliant behaviour. Regional disparities should be considered with strongest focus on areas with highest relevant collisions.

Inform Albertans of new legislation and remind them of effective dates so they can be prepared to comply.

Target Markets

Legislation affects road users throughout Alberta and regional focus is contingent upon the issue it addresses.

Target Audiences

Target audiences could include a combination of on- and off-road users in Alberta, 16 years of age and older, depending on the nature of the legislative announcement.

Positioning

The anchor positioning for legislation:

This is information you need to know.

Key Messages

Specific key messages are contingent upon the legislation.

The proclamation date must be announced.

Tonality

The tonality for legislative updates should be informative and direct.

Potential Communications Vehicles

The following vehicles can be appropriate to our target on the issue of legislation:

Print

- Newspaper advertising, including all major dailies, weeklies and community publications is the core medium for government announcements

Print can be supplemented by:

E-marketing

- Links and information on key GoA websites, such as saferoads.com, with new legislation updates and relevant archived legislation.

Public Relations:

- Media relations, such as news releases/feature stories and community relations, events and information resource
- For key stakeholders:
 - Information bulletins including legislation-relevant news and information
 - Communications resource toolkits including fact sheets, Q&A, key messages, sample creative executions and tips for media notices and news release

Appendix I – OTS Stakeholders and Partners

Government of Alberta:

- Alberta Aboriginal Relations
- Alberta Agriculture, Food and Rural Development
- Alberta Education
- Alberta Employment and Immigration
- Alberta Finance and Enterprise
- Alberta Gaming and Liquor Commission
- Alberta Health and Wellness
- Alberta Municipal Affairs and Housing
- Alberta Solicitor General and Public Security
- Justice and Attorney General
- Seniors and Community Supports
- Service Alberta

Federal

- Health Canada

Police Services

- Calgary Police Services
- Edmonton Police Service
- Royal Canadian Mounted Police

Municipalities

- Alberta Association of Municipal Districts and Counties
- Alberta Urban Municipalities Association
- City of Calgary
- City of Camrose
- City of Edmonton
- Strathcona County

Universities

- University of Alberta
- University of Calgary

Safety-related organizations

- Aboriginal Traffic Safety Coalition
- Alberta Centre for Injury Control and Research
- Alberta Kids Safe Connection
- Alberta Motor Association
- Alberta Motor Transport Association
- Alberta Motor Vehicle Industry Council
- Alberta Roadbuilders and Heavy Construction Association
- Centre for Transportation Engineers (C-TEP)
- ENFORM
- Insurance Bureau of Canada
- Mothers Against Drunk Drivers
- Motor Dealers Association of Alberta

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