

### **Campaign brief**

Essex County Council works in partnership with Essex Police, Essex Fire and Rescue Service, East of England Ambulance Service and the Highways Agency in order to reduce the number of Killed or Seriously Injured (KSI) casualties in Essex. This partnership is known as the Essex Casualty Reduction Board (ECRB).

Male drivers between the age of 17 and 25 years old were a key concern and educational activity was not having an impact. Intelligence-led communications needed to be developed to achieve a further reduction in KSI casualties so the ECRB commissioned the Essex County Council communications team.

### **Objectives**

#### **Goal**

- To reduce Killed or Seriously Injured (KSI) casualties in Essex
- To engage with 17 - 30 year old, male drivers and encourage them to positively change their driving behaviour in relation to; drink/drug driving, speeding, not wearing seatbelts and phoning/texting whilst driving.

#### **Objectives (to be achieved by 31 March 2011)**

1. 55% of target audience to be aware of the campaign
2. Cumulative agreeable attitudes towards behaviour statements to be maintained or improved (current baseline 91.76%)
3. 20% of target audience to have claimed to have changed their behaviour, in relation to the four key driving issues, as a result of seeing the campaign
4. 10,000 visitors to 'Drive Essex' website, 30,000 plays of 'Reaction Road' game and 2,000 competition entries

### **Research**

Research was fundamental in order for this campaign to be effective and involved primary and secondary research;

- KSI data provided by the road safety team
- A review of road safety/ youth campaigns by public and private sector
- Intelligence from the Department for Transport (DfT) on young driver behaviour
- Intelligence from Channel 4 into youth tribes, research into youth audiences and engagement

Research was commissioned to identify 'youth tribes' in Essex and this, combined with all the other background research, gave a detailed audience profile including;

- Key 'hotspots' of Colchester, Braintree, Basildon and Chelmsford
- Detailed information about their by lifestyles, aspirations and media consumption.
- Whichever tribe they are from, the majority of young males between 16 and 25 love their cars, so, show them a super car and immediately they are interested.

### **Strategy and Creative**

A variety of traditional and new media channels were used to maximise reach and exploited the potential in our design approach. The channels and techniques utilised were more commonly associated with the consumer brands that this audience are more receptive to. To maximise cut-through and gain social currency, the concept was pro car, anti establishment and unbranded.

A shareable game was a key element of the strategy which drew together multiple media channels and activity. As part of the integrated campaign, the game represented one element of a raft of activity designed to drive key messages to the target audience.

As this strategy was different to the design and channels used previously, a focus group was run with young drivers in order to test the visuals, messaging and channels to ensure the budget was used effectively and increase the likelihood of success.

**Tactics/Implementation**

Between 31 March 2011 and early April 2011

- 14 traditional outdoor 48 sheets in key accident hotspots
- Two special build 48 sheets (the first of their kind in the country) in key accident hotspots.
- Street clean stencils in town centres
- Supercards distributed in key residential areas targeting cars typically owned by young drivers e.g. Fiesta
- Anamorphic type at Lakeside Shopping Centre, Thurrock (identified as a key touch point during research). The equivalent value of this was around £20,000.
- Architectural vinyls and mirror stickers in relevant locations such as pubs, clubs and bars across the key hotspot districts
- An easy to play, sharable game calledT ‘Reaction Road’. This included a leaderboard and competition (only winnable by young drivers in Essex). The game highlighted areas of the highway code which are often forgotten sought to educate drivers with road safety message in a fun and informal way.
- www.drivesessex.co.uk held rich media content including images of the campaign executions and the game
- PR - This was timed to coincide with the end of the campaign so it could be ‘claimed’ and its success and achievements to date would be the key story. The ‘launch’ also served to highlight the work of the road safety team and link the campaign and the education programme so that the audience could speak to real people about the issues of road safety and engage in conversations that hold genuine value.

**Outcomes**

<b>Objective (to be achieved by 31 March 2011)</b>	<b>Result</b>
55% of the target audience to be aware of the campaign	60%
Cumulative agreeable attitudes towards a number of behaviour statements to be maintained or improved by 31 March 2011 (current baseline 91.76%)	92.3%
20% of the target audience to have claimed to have changed their behaviour, in relation to the four key driving issues, as a result of seeing the campaign	25%, 46% of respondents claimed that after seeing the campaign it made them more concerned about road safety issues.
10,000 visits to the website, 30,000 plays of the game and 2,000 entries into the competition	<ul style="list-style-type: none"> <li>• 195,000 visits to website (3,000 from Essex, 6,370 from UK)</li> <li>• 470,000 plays of the game (16,000 from Essex, just under 40,000 from UK)</li> <li>• 2,200 competition entries</li> </ul>

Although a drop in young drivers KSI’s cannot be solely attributable to this campaign, it is interesting to note that in the first six months of this year, young driver KSI’s are well below baseline and have become static.

This creative approach and strong evaluation has led to requests for information from a number of councils to share best practice and the invitation to run a workshop at the Guardian’s SmartGov Live Conference.

**Budget**

The campaign budget was £100,000, and it was crucial to use the most cost effective channels. Both online and offline were utilised to achieve maximum reach and penetration. PR was valued at £54,700.



## Campaign success

**YOUNGSTERS** across Essex are more aware about staying safe on the roads, thanks to a hard-hitting campaign.

Essex County Council launched the Drive Essex campaign at the start of the year.

Advertised on the radio and internet, the campaign aimed to get youngsters to think about safety behind the wheel, driving under the

influence of drink or drugs, not wearing a seatbelt, speeding and using a mobile phone while driving.

Since the launch, a survey found 46 per cent of youngsters questioned are now more concerned about safety on the road.

In 2010, 132 accidents resulting in death or serious injury involved 17 to 25-year-olds.



## Young drivers more at risk

17 to 25s make up 20 per cent of road deaths

By James Dwan  
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**YOUNG** drivers are being warned to take extra care on the roads after new figures revealed they are most at risk from road accidents.

Accidents involving 17 to 25-year-olds make up 20 per cent of all killed or seriously injured (KSI) incidents across Essex.

Essex County Council's highways department has released figures for 2010, which show that 132 young drivers were involved in serious incidents, up from 129 in 2009.

Roger Walters, deputy cabinet member for highways, said: "Young drivers are a key area of concern for the coun-

cil, especially as they still represent 20 per cent of KSI figures.

"We have already reduced young driver KSI incidents from 204 in 2007 to 132 in 2010, so we will be continuing our proactive and innovative work in order to achieve a further reduction."

The overall figures show there were 656 serious incidents on Essex roads last year - down from 658 in the previous year.

The council said most incidents involve crashes after dark, so it is warning drivers to take extra care as there are still six weeks remaining until the clocks go forward.

The factors contributing to many crashes involving young men include careless or reckless driving, aggressive driv-

ing, speeding, poor overtaking and alcohol and drugs.

Insp Steve Butcher, of Stanway Road Policing Unit, said: "Young drivers not only cause a high percentage of incidents in which people are killed or injured, but also make up a high number of those injured."

"Unfortunately, because they are young, they don't have the benefit of years of experience behind the wheel and those who aren't married or have families are well documented to feel less vulnerable as they don't think anything will ever happen to them."

"We no longer tend to link drink-driving to young people, but there clearly is a problem with speeding and many young people go out to get thrills by driving fast."



### Twitter comments

- Great work from Essex targeting young drivers and drink drive casualties
- Very impressed with this anti drink drive campaign in Essex
- At least my council tax is paying for something useful
- Interesting use of online gaming for behaviour change by Essex County Council



# Young drivers are Essex target

New research released by Essex County Council shows that 46 per cent of young drivers surveyed are more concerned about road safety as a direct result of the 'Drive Essex' road safety campaign.

In addition, 25 per cent of young drivers said that seeing 'Drive Essex' has changed the way they drive in relation to the core

themes of the campaign;

- Drink/drug driving
- Not wearing a seatbelt
- Speeding
- Phoning/texting while driving
- Awareness of motorcycles and mopeds/scooters

'Drive Essex' is a county-wide campaign targeted at 16 to 30 year old drivers. Young drivers are notoriously hard to reach and engage with, especially for local government and the public sector. 'Drive Essex' achieved awareness among 60 per cent of 16 to 30 year old drivers in Essex.

The campaign used multiple forms of advertising in order to effectively reach young drivers while taking into account value for money and best practice. Channels were evaluated prior to use

for being fit for purpose and providing best value for money and included an on-line game, billboards, wash-room advertising, street clean stencils and anamorphic type.

This gave young drivers many varied and differing opportunities to engage with the campaign, sustaining interest through innovative design and executions. Images from the campaign can be found at <http://www.driveessex.co.uk/the-campaign>

To support the advertising and provide another level of engagement, the council developed 'Reaction Road', an online game which provides a twist on a conventional driving game to test players' reactions whilst highlighting often forgotten aspects of the Highway Code.

The game, hosted at [www.driveessex.co.uk](http://www.driveessex.co.uk), has been well received with more than 470,000 plays to date and positive player feedback at 80 per cent.

More than 2,200 players have registered their details on the scoreboard, where young drivers from Essex are entered into a competition to win a day which will test their driving skills.

The competition will be open until August, as part of

extensive educational programme delivered by ECRB, which will take the 'Drive Essex' message out into the community, through town centres, schools, colleges and various events across the county.

Councillor Norman Hume, cabinet member for highways and transportation and chairman of the Essex Casualty Reduction Board said "The board knows that getting young drivers to reconsider and change their driving behaviour is vital in order to reduce KSI in Essex. The number of people who have played Reaction Road is truly impressive and clearly demonstrates that we've chosen the right method to engage with young drivers.

"It's reassuring that

young drivers are now more concerned about road safety as this provides us with a further foundation to talk to and support young drivers. For 16 to 30 year olds, conversations with friends are a strong influence so the fact that 25 per cent are intending to change their behaviour also means they'll positively influence their friends and families too."

**BBC News**

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## Young driver casualties increase on Essex roads in 2010

The number of drivers killed or seriously injured in the 17-25 years old age group in Essex increased last year compared to 2009.

Figures for 2010 reveal 132 young driver road accident casualties compared to 120 the previous year.

The group represents about 20% of the casualties in Essex where 656 drivers of all ages were killed or seriously injured.

Future road safety campaigns are now to target the age group.

Several contributory factors have been identified to link young male drivers to crashes, an Essex County Council spokesman said.

These include careless or reckless driving, aggressive behaviour, speeding, alcohol and/or drugs and poor overtaking.

Roger Walters, deputy cabinet member for highways and transportation, said: "Young drivers are a key area of concern for Essex County Council, especially as they still represent 20% of killed and seriously injured figures.

"We have already reduced young driver casualties from 254 in 2007 to 132 in 2010, so we will be continuing our proactive and innovative work in order to achieve a further reduction."

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