





a second is all it takes

**Regional Niagara Road Safety
Committee Road Safety
Strategy and Think and Drive
campaign**


**SWIPPN Networking Day
November 1, 2010
Linda Beyer**




a second is all it takes

Presentation Outline

- Overview of Niagara road safety strategy
- Who is involved?
- How did we get there?
- Think and Drive campaign & results
- Current priorities
- Key steps for community road safety
- Q & A





Niagara Snapshot

- 12 municipalities
- 420,000 population
- Layout/landscape
- Rural roads
- High rate of serious motor vehicle collisions (MVC)
- Independent road safety activities



Regional Niagara Road Safety Ctte.

Formation - common mandate

Partners represent the 4E's of IP:

- Enforcement; Police
- Education / Evaluation: Public Health
- Engineering; Public Works
- Encouragement; CAA

5 year strategic plan: road user, vehicle, driving environment + collaboration



Popularizing the Research

- Early wins
- WHO 2004
- Lay down for road safety
- Local evidence
- Re-orient community stakeholders





a second is all it takes

Committee Development

- Role of committee
- Leadership
- Working committee
- Chair – Lead
- Face behind the campaign
- Greater good
- Commitment and trust




a second is all it takes

Think and Drive Development

- Pilot Think and Drive campaign
- Community readiness
- Based in best practice
- Evaluate pilot
- Pilot campaign results provide evidence for expansion



a second is all it takes

Think and Drive Objectives


Target audiences:

- 1) male drivers aged 16 to 40 years
- 2) all Niagara drivers

- Increase awareness of crash problem
- Increase knowledge of road safety skills
- Influence attitudes and behaviours


a second is all it takes

Key Messages



www.thinkanddrive.net

Impairment Speed Rural Roads
Driver inattention


a second is all it takes

Public Health Role

- Surveillance
- Research
- Communication for cultural shift
- Re-orient community stakeholders
- Health promotion




a second is all it takes

Campaign Approach

Comprehensive Health Promotion:

- education
- skill building
- environmental supports
- policy and sustainability

Multi-pronged with three key directions:

1. Community capacity building
2. Communications and social marketing
3. Research and evaluation



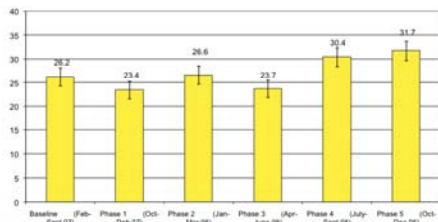
Results: Awareness and Knowledge

Niagara citizens have:

- Increased awareness of road safety issues = 48%
- Increased knowledge of the contributing factors in serious road crashes = 46%



Niagara drivers' perception that Niagara region had one of the highest rates of serious car crashes compared to other Ontario regions from Baseline to Phase 5.





Results: Attitudes

- Over the course of the campaign, Niagara drivers identified traffic enforcement and road safety education as ways authorities could reduce crashes



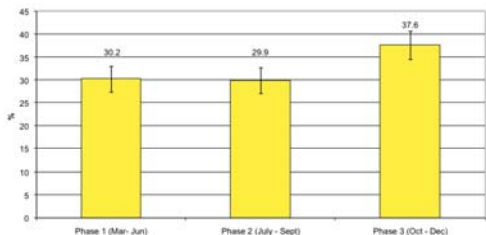
Results: Behaviours

- 18% reported having a significant or very significant change in their driving habits and 19% had somewhat of a change
- More drivers reported they would never participate in many risky driving behaviours



Results: Campaign Awareness

March to December 2008





Conclusions and Outcomes

- Target audiences
- Best practice model
- Multi-pronged approach
- RNRSC partners and key stakeholders
- Continuous Evaluation
- Comprehensive health promotion model
- Formation of partnerships
- Recommend others use this model



What's happening now?

- RNRSC new 5-year strategy – 5 priorities:
 - Data sharing
 - Sustainability of Think and Drive
 - Advocacy
 - Focus on risky driver – youth
 - Communication
- New partners
- Provincial interest



Take-away steps: Committee

- Develop business case
- Four E's of Injury prevention
- Partners of equal standing and shared responsibility and commitment
- Use unique assets of each partner
- Define Public Health role
- Strong, influential leadership
- Allow the partnerships to grow and evolve



Take-away steps: Campaign

- Base strategy in evidence
- Ensure community readiness
- Re-orient stakeholders
- Close consideration of partner involvement
- Use business and strategic planning tools
- Community capacity building approach
- Ongoing evaluation



Questions?

www.thinkanddrive.net

Contact: Linda Beyer; Health Promoter
Niagara Region Public Health

E-mail: linda.beyer@niagararegion.ca

Phone: 905-688-8248, ext. 7360

Thank you!
