

THE POLISH SEATBELT CAMPAIGN

Rationale for the Campaign

- In a crash seatbelts reduce by 50% lethal and severe injuries of vehicle occupants;
- Many people fail to buckle up;
- 600 persons could be saved each year if 90% of vehicle occupants belted up
- Nationwide seatbelt campaign undertaken by the Ministry of Infrastructure - National Road Safety Council – with cooperation of the Police.

Use of Seatbelts in Poland

- before campaign

Age of vehicle occupant:

- elderly 83%
- adults 73%
- youth 63%
- children 73%

Position inside the vehicle:

- drivers 76%
- front seat passengers 74%
- back seat passengers 38%

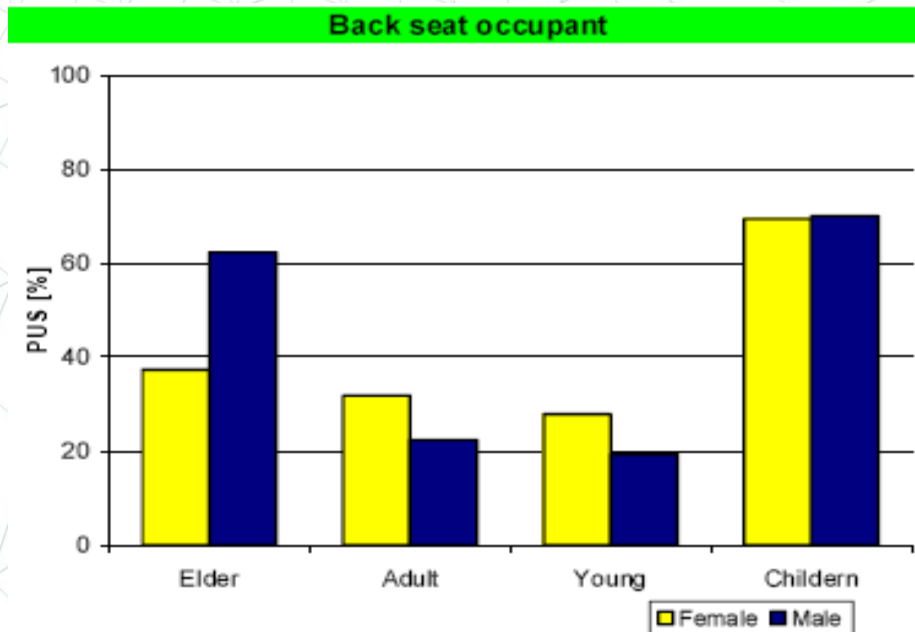
Sex of vehicle occupant:

- women 76%
- men 71%

Use of Seatbelts in Poland *

- before campaign

- Seatbelts are used more on the front seats than in the back;
- On the back seats young people show the lowest wearing rates



Why people fail to buckle up? – research results, March 2005

Two main reasons:

- they have an **illusion to master the traffic situation** and **believe to be in control of the risk;**
- they **lack the habit of wearing the seatbelts**

Campaign Objectives

- Increase the use of seatbelts among the car occupants by:
 - building awareness that road crashes are a real and unpredictable hazard and non use of seatbelt will cost you life,
 - refuting false beliefs and myths related to seatbelts,
 - Creating a habit to wear the seatbelt on the back seat

The Campaign shall contribute to making the use of seatbelts a social norm.

Target Group

- Young people aged 18-24 who study or work;
- They own a car or borrow from the parents. The car is a key attribute of social life – enables to go out with friends;
- Message is addressed to: „careless” and „forgetful” persons who often fail to buckle up but recognize it is important to wear seatbelts.

Youngsters are the most at risk: they show the highest fatality ratio and the lowest percentage of seatbelt use

Message

Your nearest or yourself may be involved in a crash any time and everywhere. Buckle up. Always.

- Crashes take place not only on highways but also in towns at low speeds;
- Nobody can predict and avoid a crash;
- Passengers on the back seats are as much in danger as those in the front;
- In a crash, even at small speed, an unbelted rear passenger can kill the person in the front seat.

On the Air

- The „Last Bash” campaign run in September / October 2005 in:
 - the biggest TV stations
 - movie theaters
 - radio
 - internet
 - outdoor formats: billboards, bus ends, posters in pubs & discos, LCD on fuel stations and leaflets

Part of Long Term Awareness Activities

- The campaign does not use the logo either of the Ministry of Infrastructure or the National Road Safety Council
- „Last Bash” is the first campaign of a series of national awareness activities in the field of road safety under a common headline



- A special umbrella „Turn on Thinking” was designed for use in all road safety campaigns

Creative Concept TV / Cinemas



Creative Concept



Campaign Website



The website includes:

- crash simulator (with/without seatbelts);
- speed calculator (what happens if...);
- information about the use of seatbelts;
- media adds to play and download;
- crash tests records.

www.pasybezpieczenstwa.pl

Media - numbers

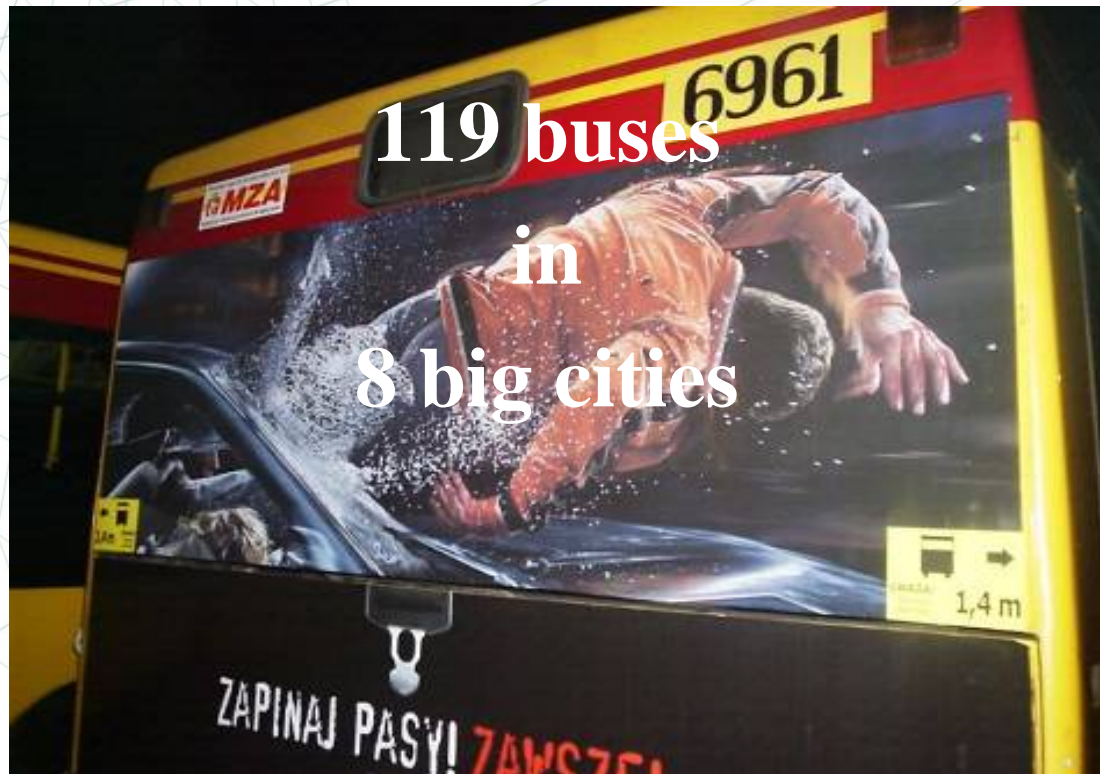
12 TV Stations



**TVP, Polsat, TVN, TV 4, TVN 7, Tele 5 oraz MTV, Viva,
TVN Turbo, Polsat Sport, 4funTV**

10 milion viewers

Add on the back of buses



400 billboards

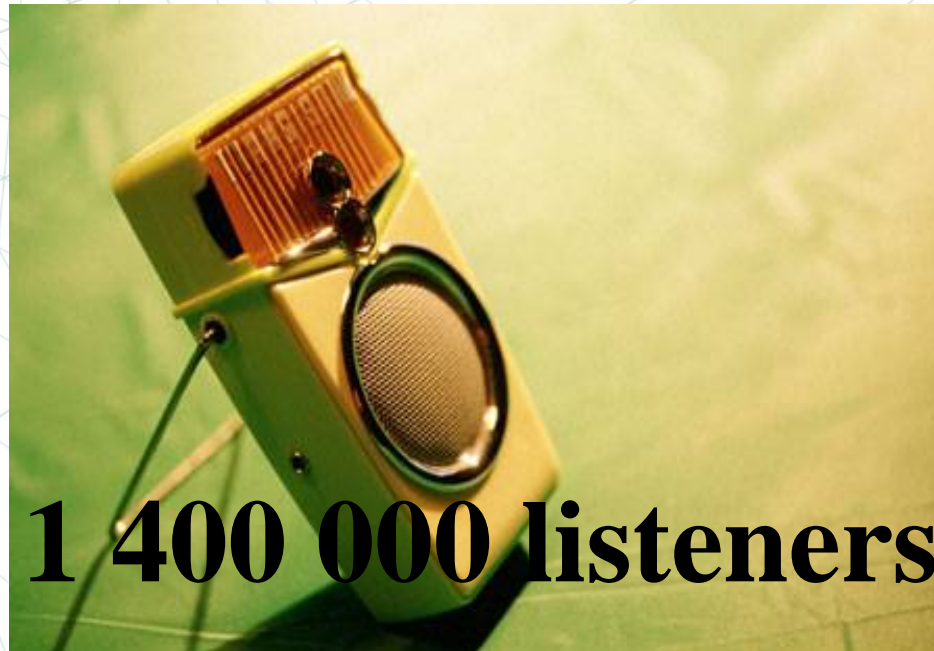


**People have seen the spot in 73 cinemas
in 13 cities for 4 weeks.**

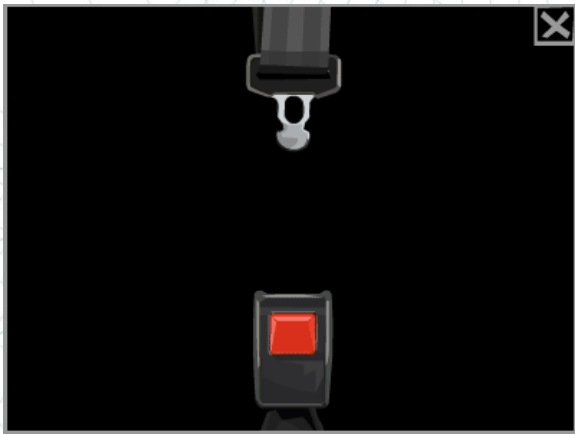


3 radio stations

Eska, Radiostacja, PR Bis
306 emissions

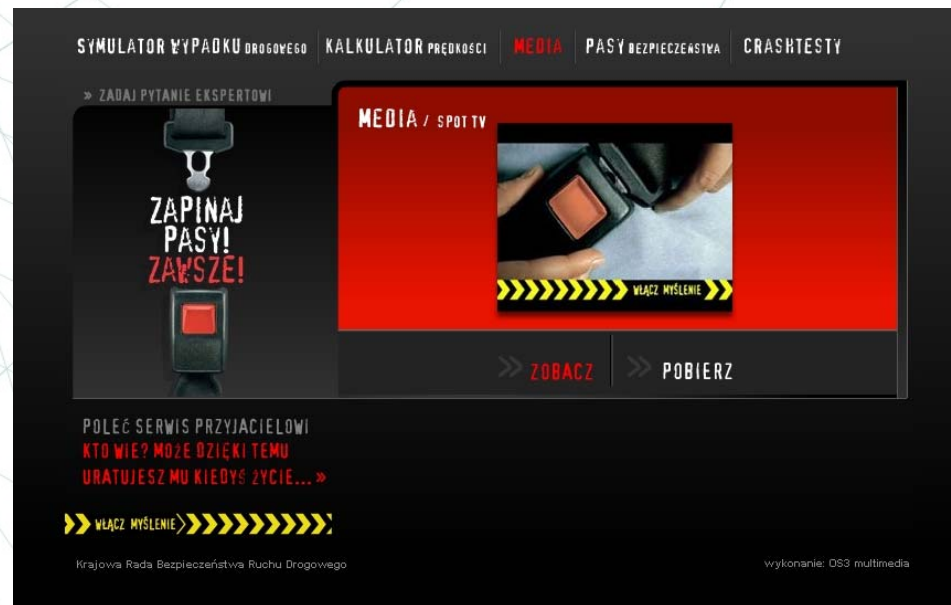


Internet



8 719 000 PopUps

291 990 website visits



SYMULATOR WYPADKU DROGOWEGO KALKULATOR PRĘDKOŚCI MEDIA PASY BEZPIECZEŃSTWA CRASHTESTY

» ZADAJ PYTANIE EKSPERTOWI

ZAPINAJ PASY! ZAWSZE!

MEDIA / SPOT TV

WŁĄCZ MYŚLENIE

ZOBACZ POBIERZ

POLEĆ SERWIS PRZYJACIELOWI
KTO WIE? MOŻE DZIĘKI TEMU
URATUJESZ MU KIEDYŚ ŻYCIĘ... »

WŁĄCZ MYŚLENIE

Krajowa Rada Bezpieczeństwa Ruchu Drogowego wykonanie: OS3 multimedia

1 137 Posters in 495 toilets of pubs, clubs and restaurants

2 547 000 visitors



240 LCD screens on gas stations

3 650 000 emissions



100 000 leaflets



Public Relation activities:

98 media reports:

- 40 press articles,
- 11 TV reports,
- 13 radio reports,
- 34 Internet publications

Other activities



- **NGO's support** - 7 organizations covered the expenses of producing materials on their own and actively participated
- **Catholic Church** - 10 000 parishes across Poland put up campaign's posters, Sunday mass on life protection and responsibility.
- **Taxi companies** - 1 000 taxi drivers distributed campaign leaflets and fresheners

Campaign evaluation

- 85% spontaneous campaign awareness among target group (91% drivers and 80% non-drivers)
- 93% prompted campaign awareness among target group (98% drivers and 89% non-drivers)



66% eager to fasten seatbelts

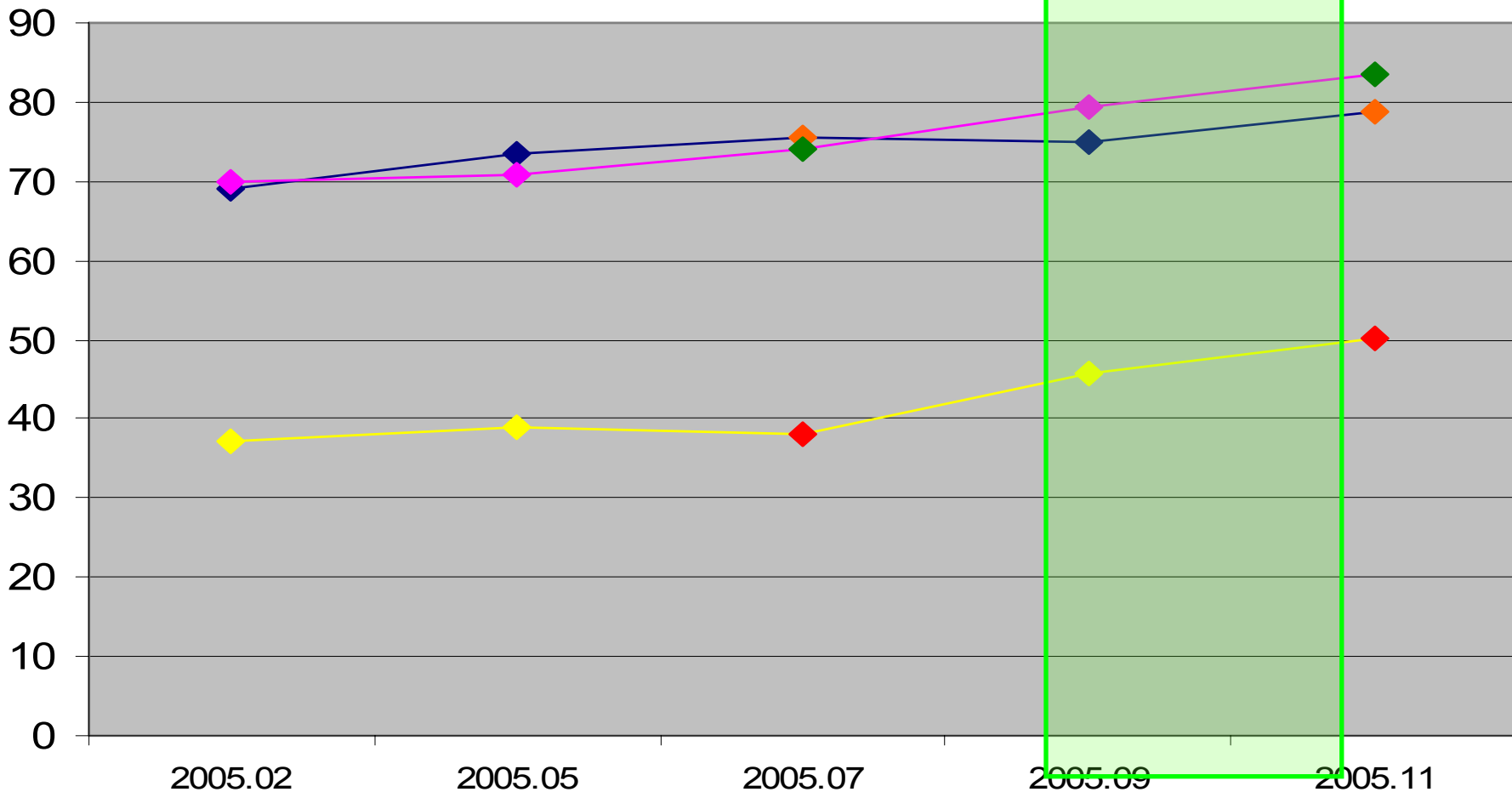
RESULTS OF OBSERVATIONAL STUDY

- Campaign target group:
Young people (18-24)
- Position in car: Passengers in the back

SEATBELT USE BEFORE & AFTER CAMPAIGN

General

Poland, Use of Seatbelts in 2005



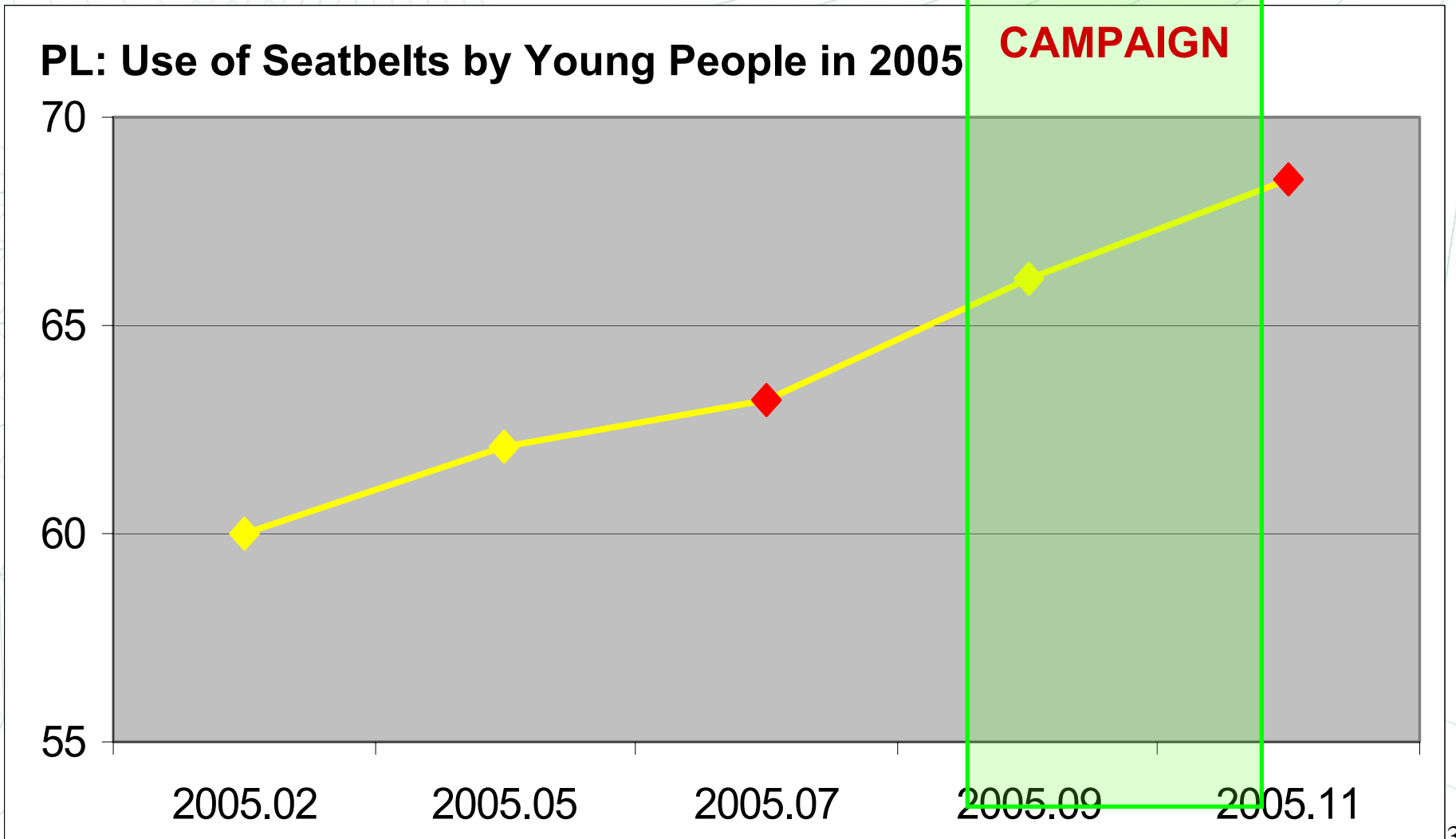
◆ Driver ◆ Front Pass. ◆ Rear Pass.

SEATBELT USE BEFORE & AFTER CAMPAIGN General

Measurements	Driver	Front Passenger	Rear Passenger
2005.02	69 %	70 %	37 %
2005.05	74 %	71 %	39 %
2005.07	76 %	74 %	38 %
2005.09	75 %	79 %	46 %
2005.11	79 %	84 %	50 %

SEATBELT USE BEFORE & AFTER CAMPAIGN

Target Group: Young People



SEATBELT USE BEFORE & AFTER CAMPAIGN

Target Group: Young People

Measurements	Young people
2005.02	60 %
2005.05	62 %
2005.07	63 %
2005.09	66 %
2005.11	69 %

SEATBELT USE BEFORE & AFTER CAMPAIGN

Summary Results

- The campaign made a difference in the target group by age (young people): 10% increase in seatbelt use
- The strongest impact was achieved in the target group by position in the car (back seat occupants) – the use of seatbelts raised by 32%
- During the campaign (Sep.-Oct. 2005) in road crashes was 118 less fatalities than in the same period of time in 2004. Drop by 10%, while Sep.-Oct. are the most dangerous and causing most deaths months on Polish roads for years!
210 people less died if we take into account the fact that campaign have had still very strong impact on the behaviour of road users one month after the broadcasting.

Next road safety campaigns



ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
SEATBELTS									
ALCOHOL									
SPEEDING									
VULNERABLE									