



# The Science and History of Traffic Safety Messaging: What Works, What Doesn't



Michigan  
Traffic Safety Summit  
March 2010

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Office of Communications and  
Consumer Information



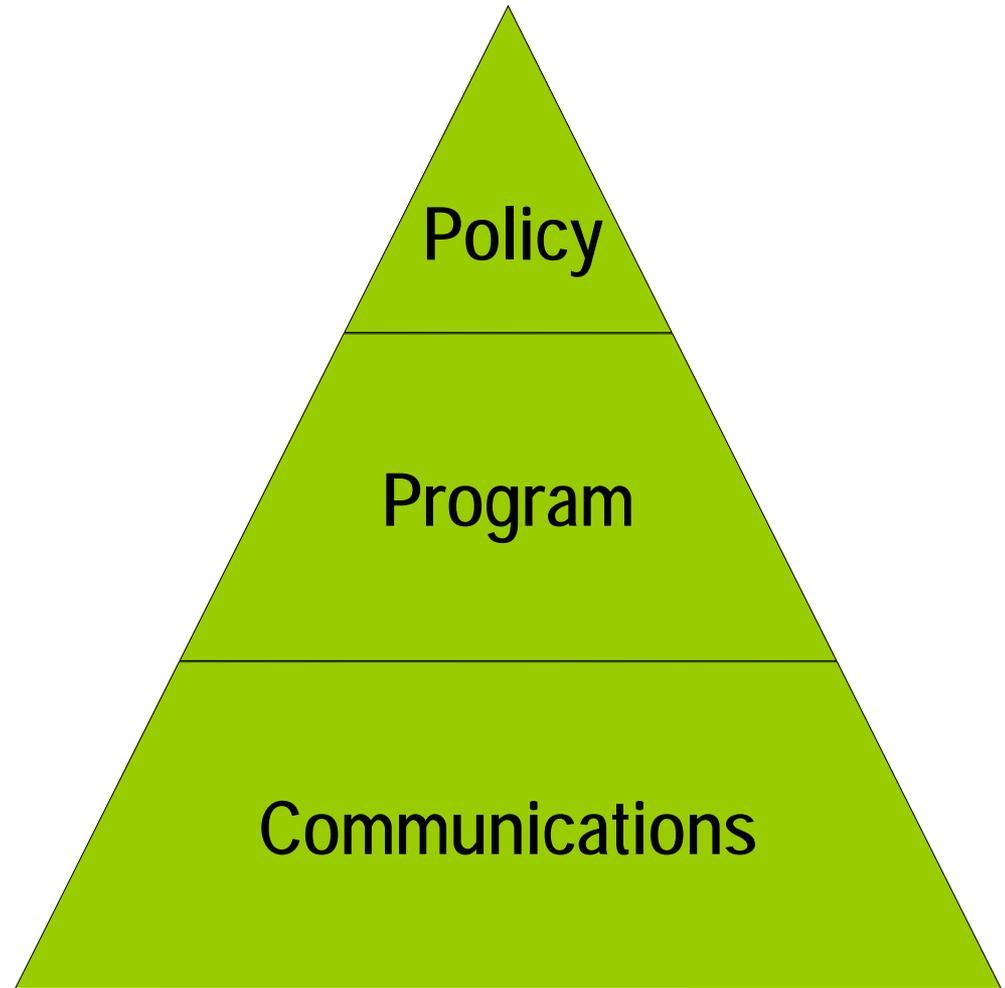
# What We Are Going to Cover Today

- The Disciplined Process
- A History Lesson
- What Did We Learn?
- Tools You Can Use



# The Disciplined Process

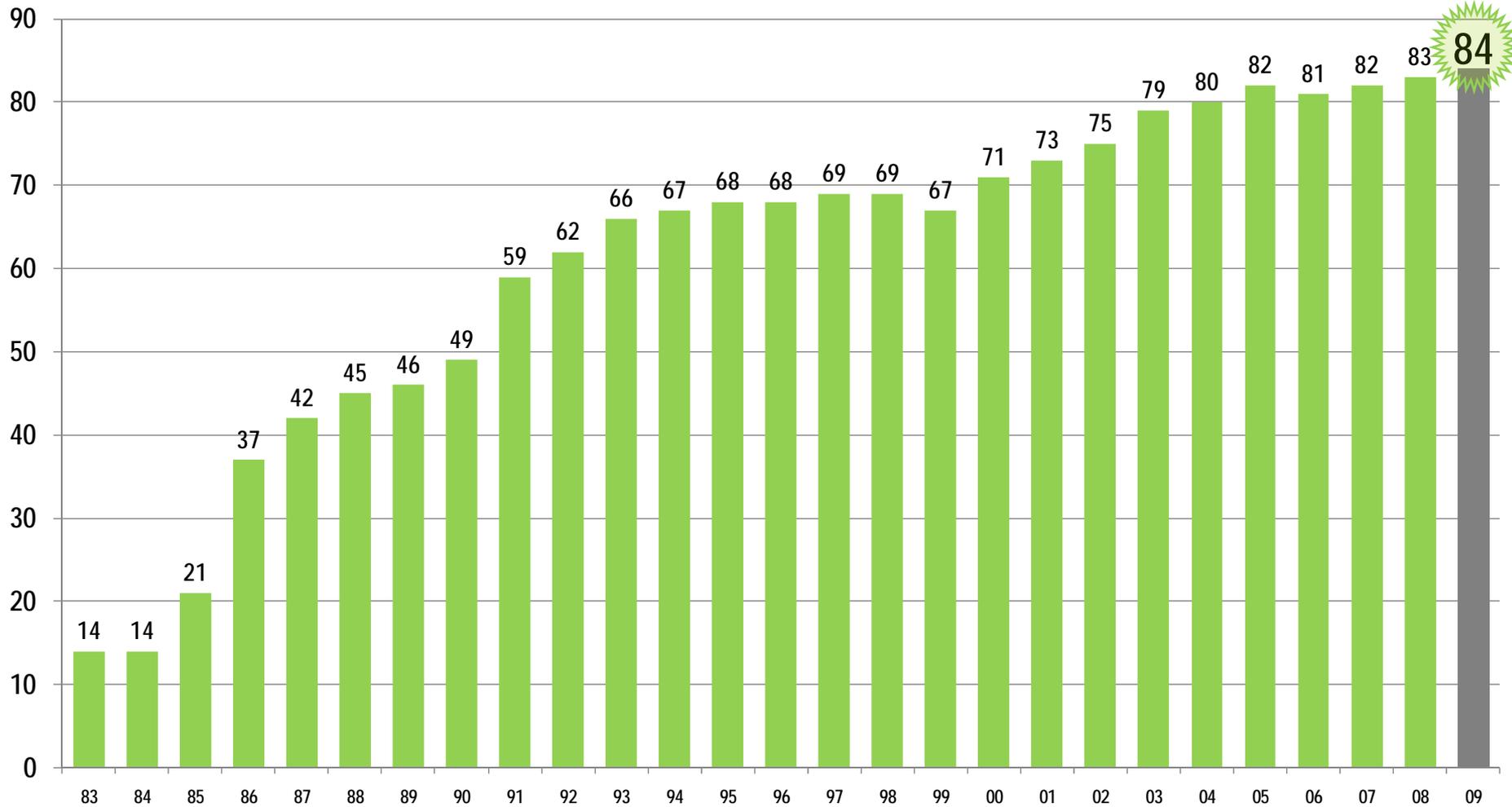
- Policy
- Program
  - Traffic Research
    - FARS Data
    - Enforcement Data
    - VMT Data
- Communications
  - Market Research
  - Communications Plan
  - Creative Development



In public health campaigns  
communications  
must support programs that work



# Seat Belt Use Rates 1983 - 2009



Source: NHTSA NOPUS



# The 1970s



*Buckle Up for Safety... Buckle Up!*

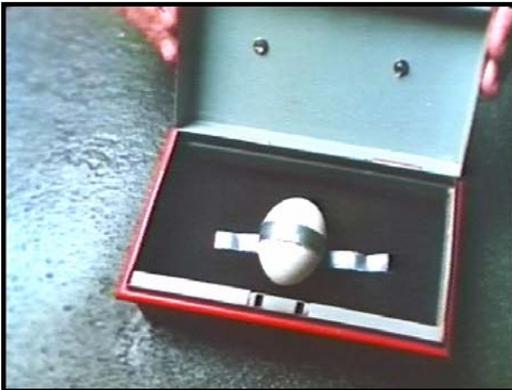




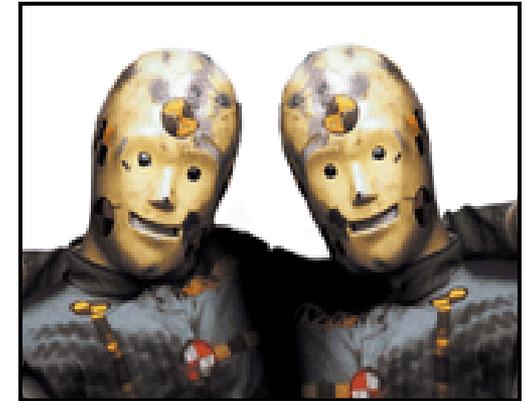
# The 1980s



Mid -1985



1<sup>st</sup>  
Primary Belt State  
New  
York



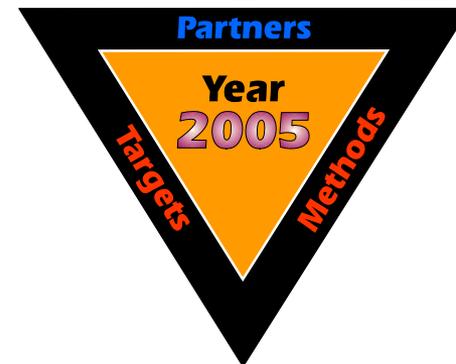
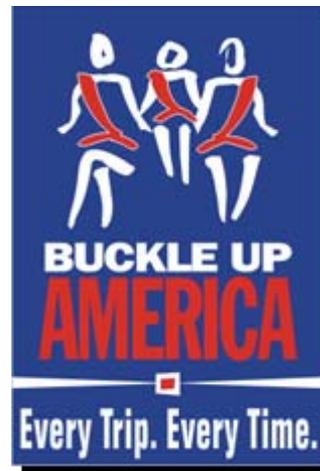
 National Safety Council



# The 1990s



CRASHES  
aren't  
~~Accidents~~

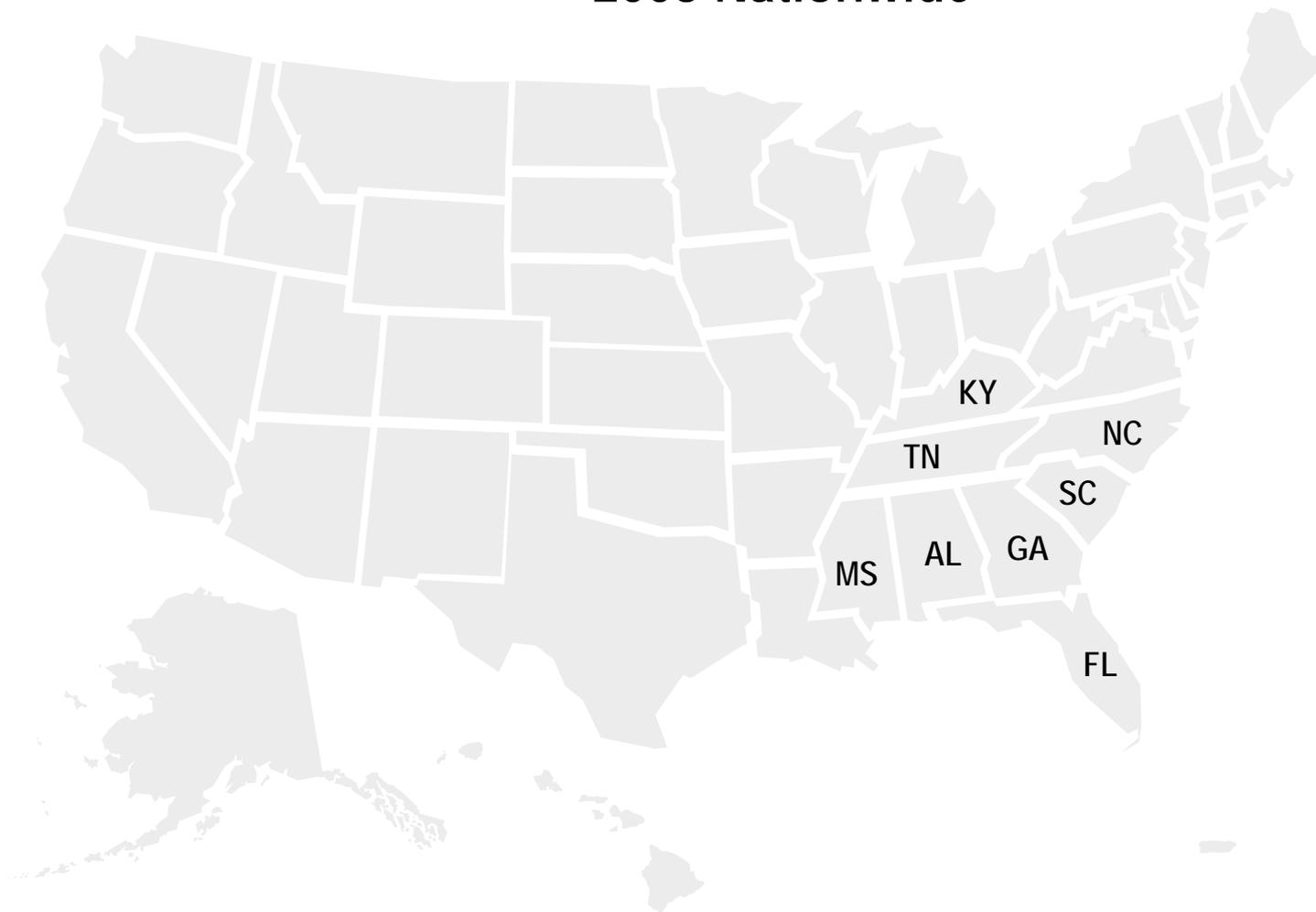




## Big Idea in the 1990s

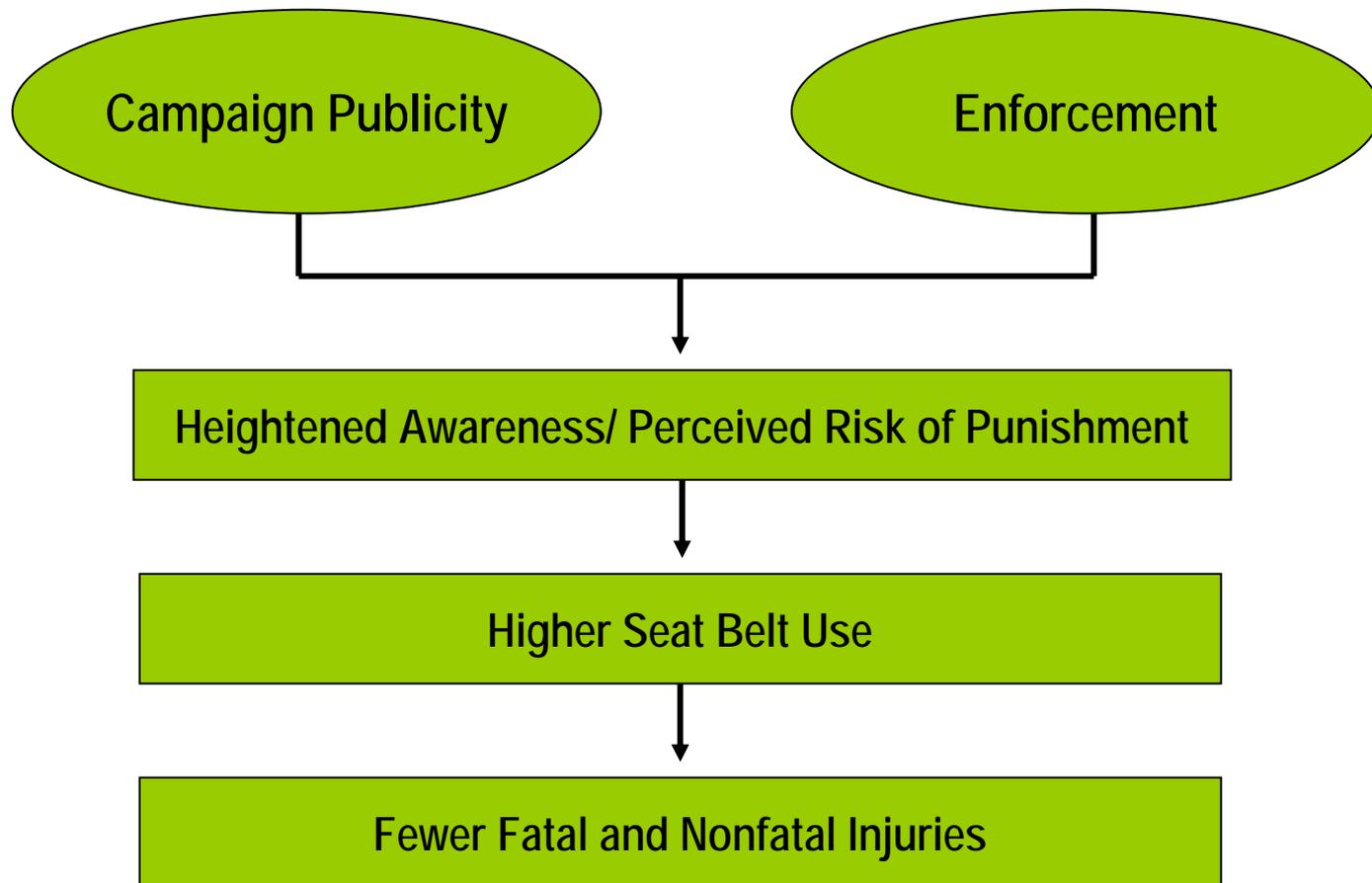
- The benefits of clever, creative appeals to buckling up had been achieved

1993 North Carolina  
2001 Region 4 States  
2003 Nationwide





# We Know What Works





# Changing Behavior Through Media and Marketing That Support a Program

Developing the right message...

For the right audience...

In the right place...

At the right time.



# Lessons Learned

- Use data to identify your target audience
- Test messages to be sure they resonate with audience
- Develop creative material that tracks with messaging
- Don't mess with the brand – be firm
- Use enforcement messages to support enforcement and social norming in off enforcement periods
- PSA's don't solve the problem

# Tools You Can Use

## Programs

- Mobilizations/Crackdowns
- Sustained Enforcement

## Products

- National Communications Plan
- Communications Calendar
- Planners

**Click It or Ticket**  
Mobilization Dates  
2010 – 2011

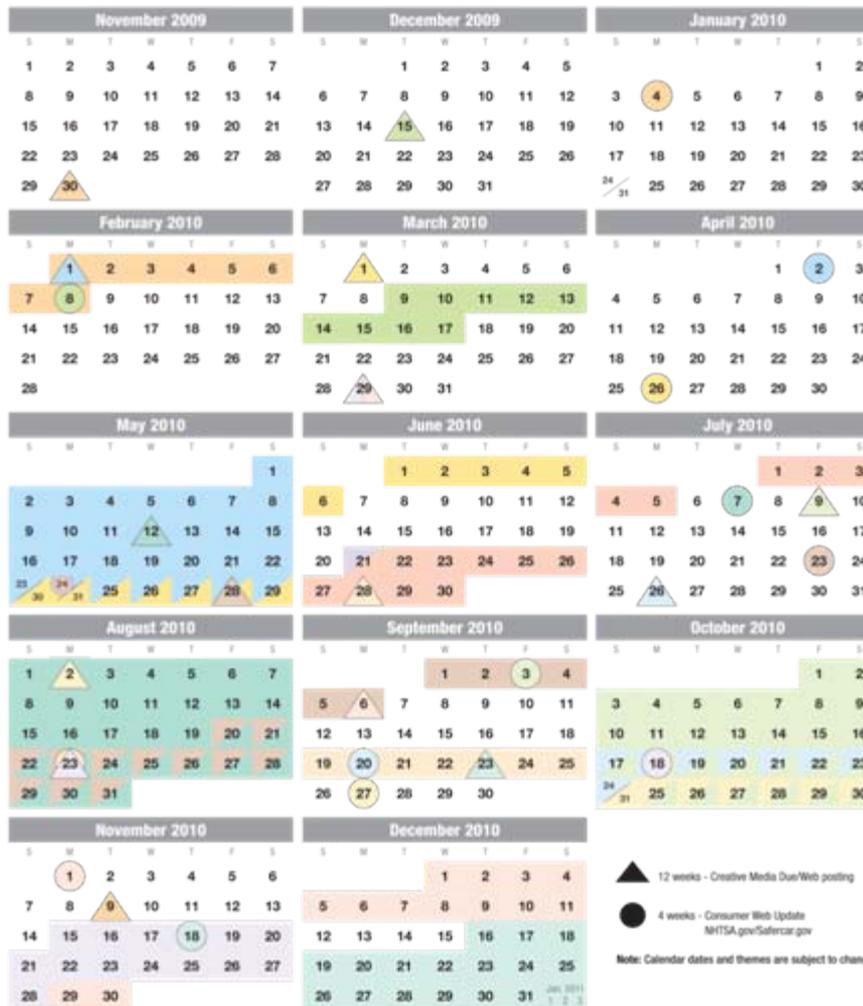


**2010**  
May 24 - June 6, 2010

**2011**  
May 23 - June 5, 2011



# NHTSA 2010 Communications Calendar



▲ 12 weeks - Creative Media Due/Web posting  
● 4 weeks - Consumer Web Update  
NHTSA.gov/Safecar.gov  
Note: Calendar dates and themes are subject to change.

**February 1 - 6, 2010**  
Super Bowl Sunday (KJ-Jac)  
IMPAIRED DRIVING  
Primary Message: Fans Don't Let Fans Drive Drunk

**March 9 - 17, 2010**  
St. Patrick's Day (Kathryn)  
IMPAIRED DRIVING  
Primary Message: Friends Don't Let Friends Drive Drunk

**May 2010**  
Motorcycle Safety Awareness Month  
Primary Message: Motorists and Motorcyclists Share the Road  
Bicycle Safety Month (Loi)  
Primary Message: Make Bicycling Safe for Riders of All Ages

**May 24 - June 6, 2010**  
Click It or Ticket  
National Enforcement Mobilization (Glacario)  
OCCUPANT PROTECTION  
Primary Message: Click It or Ticket

**June 21, 2010**  
National Ride to Work Day (Loi)  
Primary Message: Motorists and Motorcyclists Share the Road

**June 21 - July 5, 2010**  
Fourth of July (Kathryn)  
IMPAIRED DRIVING  
Primary Message: Drunk Driving: Over the Limit Under Arrest

**August 2010**  
Back to School Safety (Loi)  
Primary Message: Walk, Bike, and Ride to School Safely

**August 20 - September 6, 2010**  
Impaired Driving  
National Enforcement Crackdown (Kathryn)  
IMPAIRED DRIVING  
Primary Message: Drunk Driving: Over the Limit Under Arrest

**September 19 - 25, 2010**  
National Seat Check Saturday (September 25)  
CPS Week (Elizabeth)  
OCCUPANT PROTECTION

**October 2010**  
International Walk to School Month (Loi)

**October 17 - 24, 2010**  
National Teen Driver Safety Week (Glacario)  
OCCUPANT PROTECTION  
Primary Message: Buckle Up America. Every Trip. Every Time.

**October 28 - 31, 2010**  
Halloween (KJ-Jac)  
IMPAIRED DRIVING  
Primary Message: Buckled Driving is Drunk Driving

**November 15 - 26, 2010**  
Thanksgiving Holiday Travel (Glacario)  
OCCUPANT PROTECTION  
Primary Message: Buckle Up America. Every Trip. Every Time

**November 28 - December 11, 2010**  
Holiday Season (KJ-Jac)  
IMPAIRED DRIVING  
Primary Message: Buckled Driving is Drunk Driving

**December 18, 2010 - January 3, 2011**  
Holiday Season (Kathryn)  
IMPAIRED DRIVING  
Primary Message: Drunk Driving: Over the Limit Under Arrest

**February 2011**  
Super Bowl Sunday (KJ-Jac)  
IMPAIRED DRIVING  
Primary Message: Fans Don't Let Fans Drive Drunk

**Other Communications Support**  
NCAP - Mike  
ODI - KJ-Jac  
Trees - KJ-Jac



Traffic Safety  
Marketing



Welcome to TSM

Glossary

National Campaigns

Occupant Protection  
Click It or Ticket  
Child Passenger Safety

Impaired Driving  
Crackdown  
Motorcycles

Teen Driver Safety  
Seat Belt Use  
Access to Alcohol  
Parents and Teens

Speed  
Speed Campaign Toolkit

Motorcycles  
Share The Road  
Impaired Riding

Spanish Materials  
Click It or Ticket  
Impaired Driving  
Speed Campaign Toolkit  
Pedestrian and Bike Safety



## Saint Patrick's Day

March 9 - 17, 2010

This **planner** provides marketing material that you can distribute to fit your local needs and objectives while at the same time partnering with other states, communities, and organizations all across the country on this promotional program.

## National Enforcement Mobilization



May 24 - June 6, 2010

### Upcoming NHTSA Traffic Safety campaign planners:

Motorcycle Safety Month (May)  
- Share the Road  
- Drunk Riding Prevention

Click It or Ticket  
May 24 - June 6, 2010

Click [HERE](#) if you are interested in a previously published NHTSA Traffic Safety campaign planner.

search

National Resources

Communications Plan  
Marketing Calendar  
Important Links  
News Clips

Communications Tools Links

Advertising and Marketing  
Branding  
Earned Media  
Evaluation and ROI  
Media Buying  
Presentations  
Research and Planning  
Social Media

Most Recent Updates

2010 Safety Events Calendar  
2010 Natl Strategic Comm Forum



# Strategic Communications

- A system, not a slogan
- A program, not a press conference
- A benefit, not a message
- A long-term effort, not a one-time shot