

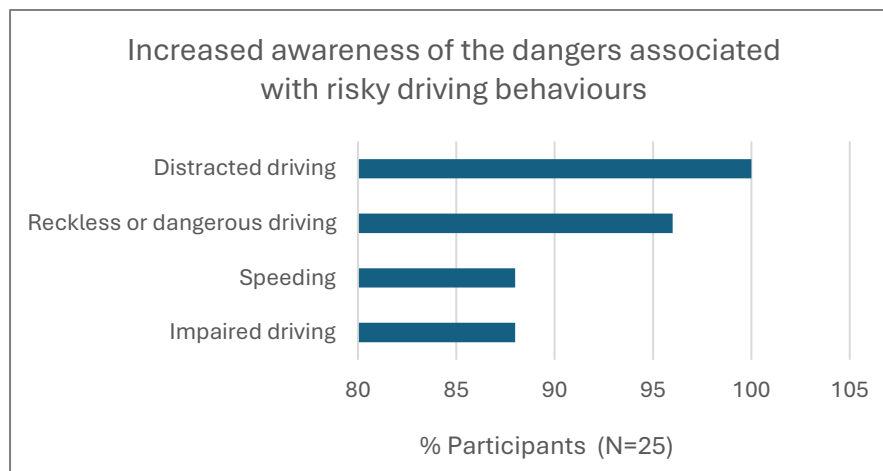
Our Roads, Our Safety, Our community – Snapshot Report

The ‘Our Roads, Our Safety, Our Community’ project aimed to promote road safety through a relatable and targeted public awareness campaign to a diverse range of ACT road users. This campaign aimed to highlight the dangers of drink and drug driving and dangerous and distracted driving and promote a safer driving culture.

Project content was developed using a three-stage co-design process that involved inviting a diverse range of ACT road users into the design process to develop authentic, meaningful and relatable community education content

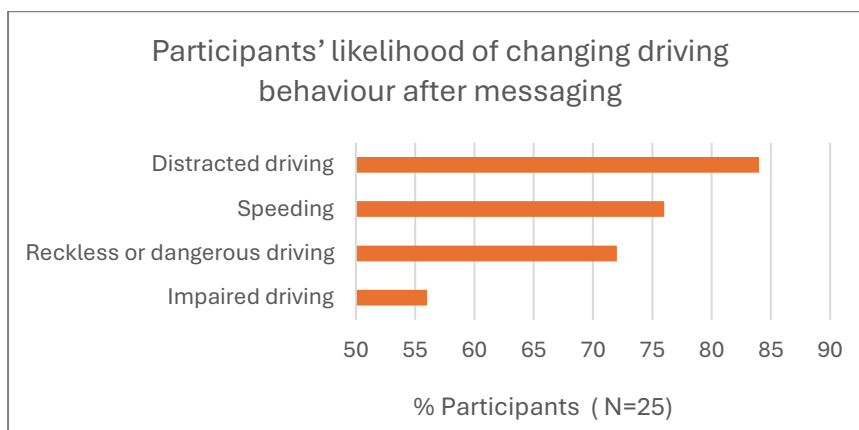
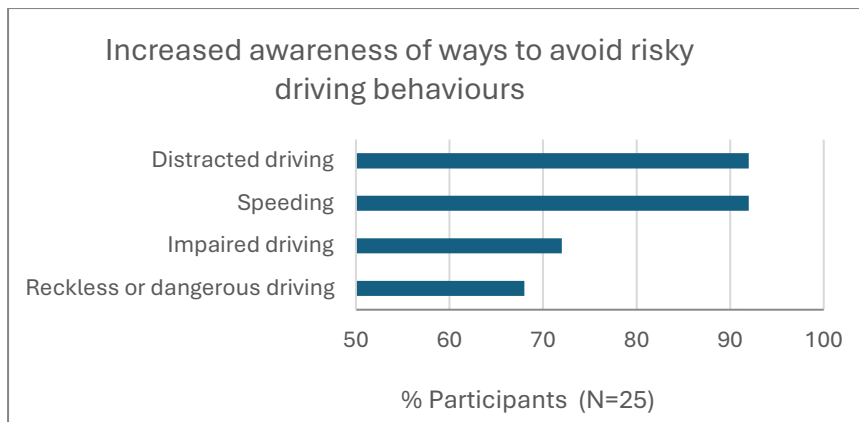
The final content of this campaign was 12 Community Service Announcements (CSAs) that were broadcast on community radio stations, a total of 313 times, over a three-month period, reaching an estimated 10-12% of the ACT population.

Results from an evaluation focus group, 25 ACT drivers from diverse ages, backgrounds and genders, indicated the broadcasts had a positive impact on the road safety awareness, behaviours and/or actions across a range of ACT community radio listeners.



“I definitely will be thinking about the people in the cars around me after hearing this... it really makes a strong emotional link between the people who you’re sharing the roads with and their real lives, I guess. It makes them seem more real than just ‘that guy I’m overtaking’, if you know what I mean.”

“I think the messages are clear, practical and relatable, without being too heavy. I certainly listened, I learnt a lot, and it made me really think about simple things I can do in the future, like leaving home a few minutes earlier so I’m not in a rush.”



"I think I'll probably think a bit more about not touching my phone while I'm driving. Hearing it (this content) makes it sort of top of mind, so you maybe change what you're doing, because if you reach for your phone, you're remembering what you heard earlier."

Key Learnings

- co-design of road safety education messages with ACT drivers themselves is an effective way of ensuring these messages are engaging, relevant and result in meaningful change
- Strong positive feedback on project content suggests that there could be benefits in replaying or reusing the project audio in the future.

Recommendations

It is recommended that options are explored in the future to directly involve ACT drivers in developing educational messages and/or resources that reflect their current experiences and include content, language and calls to action they can relate to.

It is recommended that options are explored for broadcasting these project messages again through community radio over the coming 6-18 months or using the content of these audio segments as the basis for development and dissemination of other ACT-specific road safety community awareness resources.