

Our Roads, Our Safety, Our Community **ACT Road Safety Project**

Final Project Report

Project overview:

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 in the ACT. The final content of this campaign was 12 Community Service Announcements (CSAs) that were broadcast on community radio stations in the ACT over a three-month period.

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 which would:

- Address some of the real and relatable reasons why ACT road users may be driving dangerously, be distracted while driving, or be driving while alcohol or drug impaired.
- Build greater understanding of the impacts on families and communities as a result of dangerous, distracted and impaired driving.
- Use authentic voices and delivery of content through trusted local sources to create positive cultural and behavioural change which results in reduced rates of impaired, dangerous and distracted driving.

Summary of key project activities:

Engagement round 1: Initial 'yarning circle' workshop/s

An initial 'yarning circle' was held in Canberra on 28 February 2025 from 10:00am to 11:30am to gain a clearer understanding of local community road safety issues and communication needs for a diverse group of ACT road users, including:

- what is important to them as road users;
- what are the key issues they and their peers face when using ACT roads;
- unsafe road use behaviours they identify among their peers and barriers to changing these behaviours;

- where they currently receive information about road safety and how they respond to this information; and
- their initial ideas for what would help them and their peers to adopt safer behaviours when driving.

This initial discussion group was attended by 12 ACT drivers from a diverse range of ages and backgrounds:

Age	Gender	Cultural background
49	F	Australian
73	M	Australian
37	M	Australian
31	M	Polish
59	F	Australian
57	F	First Nations
46	F	Maltese
39	F	Australian
74	M	Australian
42	M	South-East Asian
75	F	Australian
48	F	Australian

To ensure the perspectives of young people were included in this opening round of engagement, a small group discussion with 5 young and/or novice ACT drivers was held on 3 March 2025 from 1:00pm to 2:00pm.

Age	Gender	Cultural background
18	F	Australian
19	M	First Nations
22	Non-binary/other	Australian
19	M	Vietnamese
23	F	Nigerian

The key points discussed in these initial 'yarning circles' were captured in a Summary Report and were used to guide the second round of the co-design process.

Engagement round 2: Creative co-design of content and messaging for CSAs

A second 'creative co-design' workshop was held in Canberra on 26 March 2025 from 9:30am to 12:30pm. This workshop was attended by 14 ACT drivers from a diverse range of ages and backgrounds:

Age	Gender	Cultural background
73	M	Australian
19	M	First Nations
37	M	Australian

22	Non-binary/other	Australian
31	M	Polish
59	F	Australian
57	F	First Nations
19	M	Vietnamese
46	F	Maltese
39	F	Australian
23	F	Nigerian
74	M	Australian
42	M	South-East Asian
18	F	Australian

The workshop was co-facilitated by the CBAA Project Manager and a local Canberra media and theatre worker. Participants were supported to participate in the development of potential project messaging and content (building on what was discussed in the first round of co-design) through:

- Use of a series of four journey maps where participants spent 15 minutes each in small groups of 3-4 discussing the following road safety issues or behaviours:
 - Distracted driving
 - Speeding
 - Drug and alcohol use when driving (impaired driving)
 - Aggressive, inconsiderate and unsafe driving.

For each of these issues, which groups moved through in succession in a 'world café' style, participants were supported by scribes to identify:

- The current state of drivers who are exhibiting unsafe road use behaviours (their thinking or reasoning as to why they feel it is okay or safe to drive in this way)
 - Barriers to change (issues, attitudes or other barriers that are preventing these drivers from driving more safely)
 - Motivators (things that could resonate with these drivers and lead them to change their attitudes of behaviours)
 - Calls to action (potential key messages or calls to action which could change driver attitudes and behaviours).
- Group discussion of the journey maps to begin to refine potential key messages for the project CSAs which could engage with ACT drivers and lead to attitudinal and behavioural change.
 - Development of ideas for potential project messaging through use of role plays (as a whole group) and script-writing exercises (in small groups).
 - Group discussion of how messages could be presented (the potential style, tone and voices used in the final project CSAs).

A Summary Report was produced as a result of this co-design workshop, along with some draft content (CSA scripts).

Engagement round 3: Focus group testing of draft CSA messages/content

Draft content was tested with a focus group of twelve drivers in Canberra on 19 May 2025 to gather their feedback on the style, language, key messages and content.

Based on this final feedback from target audience members (captured in a Summary Report), the final 12 CSA scripts were developed (and approved by the funding body).

Broadcast, distribution and promotion of CSAs

The final project content (12 CSAs) was broadcast from July to September 2025 on regular rotation on ACT community radio stations.

Evaluation and reporting

Project evaluation was undertaken:

- Directly with project participants, covering during all three rounds of community engagement via surveys.
- Through the 'formal' focus group user testing of draft project content in Round 3 of the co-design process (see above).
- Through a final round of evaluation which included in-depth interviews with 5 ACT community radio stations, monitoring of use of content by ACT and local NSW radio stations, and 3 focus groups of ACT community radio listeners (held in Canberra on October 30 and attended by a total of 25 ACT road users).

Summary of project outcomes:

The project was, overall, highly successful. Key outcomes include (please see more details in the Evaluation Report):

The co-design process successfully engaged with a diverse group of ACT drivers to develop content that was authentic, engaging and relatable.

There was a high level of interest in being involved in the project, with:

- 32 expressions of interest from ACT drivers from a range of ages, genders and backgrounds to attend the initial yarning circles.
- 28 expressions of interest to participate in the second (creative co-design) workshop.
- 18 expressions of interest to participate in the final user testing workshop.

All workshops were well-attended and included a diverse range of ACT drivers, with:

- 17 ACT drivers attending the yarning circles (12 in person and 5 in an additional online yarning circle targeting young/novice drivers), including:
 - 5 people from CALD backgrounds.
 - 2 people from First Nations backgrounds.

- 7 males, 9 females and one person who identified as non-binary/other.
- Drivers ranging in age from 18 to 75.
- 14 ACT drivers participating in the second (creative co-design) workshop including:
 - 5 people from CALD backgrounds.
 - 2 people from First Nations backgrounds.
 - 8 males, 5 females and one person who identified as non-binary/other.
 - Drivers ranging in age from 18 to 74.
- 12 ACT drivers participating in the final user testing focus group, including:
 - 4 people from CALD backgrounds.
 - 2 people from First Nations backgrounds.
 - 6 males and 6 females.
 - Drivers ranging in age from 18 to 67.

Co-design participants reported they had been supported to contribute their ideas and options to the project and provided positive feedback on the co-design process and the potential outcomes of the project.

- 16/17 yarning circle participants surveyed agreed they had been supported to express the issues they face as ACT drivers.
- 15/17 yarning circle participants surveyed agreed that the things they discussed will help to create content that will impact positively on the behaviours of ACT road users.
- Surveys of creative co-design workshop participants showed a high level of satisfaction in the processes used to develop key messages. 13/14 participants agreed the workshop had supported them to contribute their ideas, and 14/14 agreed that the workshop facilitation and processes had enabled them to suggest key messages that were important to them.
- Surveys of creative co-design workshop participants also showed that they felt the messages they had developed could effectively address barriers to behaviour change (agreed with by 13/14 participants).
- Feedback from focus group participants on the draft scripts clearly showed that the language and content, along with the style, narration and presentation of the CSAs, would resonate with and engage the target audiences.

Project content was successfully distributed and promoted to ACT community radio stations.

- The content was successfully distributed to 6 ACT community radio stations, along with 4 NSW stations in the surrounding area (stations that can be heard by ACT drivers), reaching an estimated 10-12% of the ACT population:
 - 1WAY
 - 2 Double X
 - ArtSound
 - CMS Radio
 - Radio 1RPH
 - Valley FM 89.5
 - QBNFM 96.7
 - 2YAS
 - 2GCR
 - Braidwood FM
- Each station was called and/or emailed twice during the broadcast period to encourage use of content .
- Project content was also promoted through the CBAA EDMs received by ACT (and nearby NSW) stations.

The CSAs were regularly used by ACT community radio stations throughout the broadcast period, ensuring project content reached a large and diverse audience of ACT road users.

- Monitoring of content usage via the CBAA Digital Delivery Network, along with interviews with ACT community radio stations, shows high levels of use of the CSAs by ACT community radio stations. The road safety project content was broadcast a total of 313 times to ACT audiences throughout the three-month project broadcast period. Content was used by the following stations:
 - 1WAY
 - 2 Double X
 - CMS Radio
 - Valley FM 89.5
 - QBNFM 96.7
 - 2YAS
- Interviews with stations show that 3 community radio stations (1WAY, 2 Double X and QBHFM) added local on-air content before and/or after CSA broadcasts (such as by “talking about why road safety is important” or “reinforcing to the audience why these messages are important and what people can do to help keep our roads safe by improving their driving behaviours”).

The project broadcasting impacted in a positive way on the road safety awareness, behaviours and/or actions of a large and diverse group of ACT community radio listeners.

The final focus groups used in the evaluation (attended by a total of 25 ACT drivers from a diverse range of ages, backgrounds and genders) shows that:

- Project content was highly effective in changing the awareness of road safety issues of ACT community members hearing project content:
 - 25/25 focus group participants noted they were more aware of the dangers of distracted driving after hearing project content, and 23/25 were more aware of steps they could take (behavioural changes they could implement in their lives) to reduce instances of distracted driving.
 - 22/25 were more aware of the dangers of speeding, and 23/25 were more aware of behavioural changes they could implement to avoid speeding.
 - 22/25 were more aware of the dangers of impaired driving, and 18/25 were more aware of behavioural changes they could implement to ensure they did not drive while impaired in the future.
 - 24/25 were more aware of the dangers of reckless or dangerous driving, and 17/25 were more aware of behavioural changes they could implement to ensure they did not drive recklessly or dangerously in the future.
- Project content was highly effective in promoting changes in road use behaviours of ACT community members hearing project content:
 - 21/25 focus group participants agreed they would be likely to change their behaviours with regards to distracted driving after hearing project content.
 - 19/25 focus group participants agreed they would be likely to change their behaviours with regards to speeding after hearing project content.
 - 14/25 focus group participants agreed they would be likely to change their behaviours with regards to impaired driving (drink driving) after hearing project content.
 - 18/25 focus group participants agreed they would be likely to change their behaviours with regards to reckless or dangerous driving after hearing project content.

Interviews with stations also provided some evidence that listeners and volunteers had become more aware and/or changed their driving behaviours as a result of hearing the project content.

Key learnings and recommendations:

Positive feedback from project participants on their involvement and the process used to develop project content, along with positive feedback on the project audio from community radio listeners in the ACT, suggests that **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.

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.

The strongly positive feedback on the project content from community radio listeners, including the large number of focus group participants who noted the content was highly effective in promoting changes in road use behaviours, suggests that there could be benefits in **replaying or reusing the project audio** in the future.

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.

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