

Road Safety Campaign Handbook

How to develop and implement successful campaigns and information activities



Content

- **The campaign triangle**
- **Background knowledge**
- **Focus group interviews**
- **The objective**
- **The target group**
- **The message**
- **The campaign strategy**
- **A Toolbox for local activities to support national campaigns**
- **The role of the police**
- **The budget**
- **Fundraising**
- **The elements of the campaign**
- **The campaign design**
- **Implementation**
- **Evaluation**
- **The campaign circle**

**Jette Ravn, February 2008
Grontmij | Carl Bro A/S**

How to develop road safety campaigns

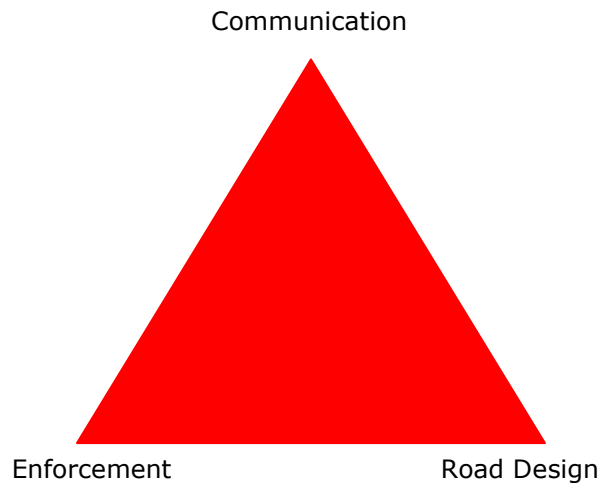


This handbook gives guidelines and shows the route to successful communication campaigns on road safety issues. The advice is based on solid experience from Europe but also from concrete actions taken in Ghana at the NRSC where a campaign on fatigue in traffic has been developed and implemented according to the guidelines in this handbook.

Therefore the handbook is a blend of general advice and concrete examples from the fatigue campaign that was launched in October 2007.

The campaign triangle

Campaigns are not enough when you want to reduce road accidents, but when they are implemented in a coordinated way with enforcement and road design, the interaction can give an effect that can be described as $1 + 1 = 3$

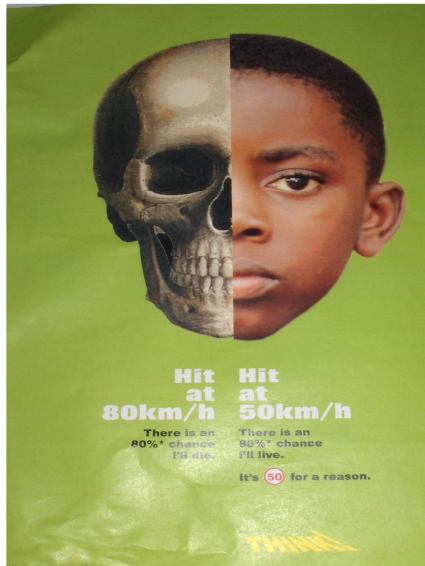


Road designs for instance are changes of the physical environment. It automatically affects the speed of the drivers if reducing speed is your target (speed ramps and roundabouts), but it does not solve the problem with drunk driving. And as we know that more than 80% of all accidents in traffic are caused by human errors physical solutions are not sufficient. The road users must also be convinced of their own responsibility.

Visible police is very efficient and police controls have immediate effect (like it had on the usage of helmets in The Northern Region), whereas the threats of controls and sanctions are not enough, if the road users do not experience it as real.



It is necessary to inform of new laws and regulations concerning road safety as well as educating and informing of the risks and dangers in traffic and you also must get the road users to know and understand The Highway Code. Campaigns and other ways of communication can be used for that purpose. Campaigns can also give advice on the use of helmets and seat belts and they can successfully be combined with educational material and other information activities.



Background knowledge

When planning and developing a campaign it is important to know the background of the problems you experience in traffic. If the problem is that some crossroads are dangerous, it is worth exploring the questions of who gets involved in accidents in crossroads. Is it the car drivers, the bus drivers or the pedestrians who are responsible for risky actions? When do the accidents happen (at night, during daytime, on week days or mostly at weekends), what age groups are involved, how serious are the accidents in crossroads?

You must also ask yourself why those accidents happen. It could i.e. be lack of knowledge or no acceptance of the rules and regulations, it could be a combination or something different but it is worth finding out.

Seek knowledge in reports on accident statistics from the police, figures from hospitals and available research documentation. If you plan a regional campaign it is also a good idea to compare with national accident figures and other relevant knowledge. If there is no sustainable knowledge available first look out for relevant international research and evaluations.

International studies on fatigue

In Sweden it is estimated that fatigue is the cause of 10-20% of all road accidents and that many of these accidents are single accidents. International studies point to the fact that 20-40% of all single accidents are caused by the driver being tired.

The Swedish Väg- och Transportforskningsinstitut (VTI – The Road and Transport Research Institute) made a questionnaire in 2003 of 3000 drivers' perception of fatigue and driving. The objective was to identify which subjective means the drivers use against fatigue while driving.

The study showed that drivers are able to recognize their own signals of fatigue but they do not always take the signals seriously. Some drivers underestimate the danger of driving when being tired and overestimate their own ability of handling the situation.

The most common signs of fatigue stated by the interviewees were yawning, problems of concentration and longer response time. The Swedish researchers point out that fatigue in traffic is a topic where little knowledge has been gained. It is hard to estimate how widespread and how accepted it is to drive when being fatigued. Furthermore more knowledge is needed about suitable means against fatigue as well as their short- and long-term impacts.

If international research results is all there is, you must seek additional national knowledge in order to plan your communication on the topic. One way is preparing questionnaires to hand out to specifically chosen road users to explore their experiences and level on knowledge on the topic.

Focus group interviews

The result of a survey often lead to more questions that are not easily answered in a questionnaire carried out in the road side. Often it is also a good idea to seek knowledge by asking a smaller group of representatives from the target group of their views and experience with the problem. This is called focus group interviews.

An important part of the preparation of an interview is to make a question guide for the interviews with open questions suitable for debate and discussions.

Each focus group should consist of representatives from the same target group, e.g. one for tro-tro drivers, one for lorry drivers etc. with 6-10 people in each group. Two hours is often sufficient for each focus group interview, all included.

Question guide on fatigue – an example:

Intro

Let the interviewees introduce them selves:

- *work, age, years behind the steering wheel*
- *describe driving conditions: where they drive, how many hours, days a week, breaks from driving*

Fatigue in traffic

- *experiences of being tired when driving (awareness, how, when, how often)*
- *how do they feel when tired – signals*
- *conditions of driving when tired (night, dark, long distances, little sleep etc.)*
- *perceptions of fatigue as a risk factor in traffic (describe and compare to other risks)*
- *experiences of dangerous situations in traffic caused by or partly caused by you as a driver being tired (describe)*
- *experiences of accidents in traffic caused by or partly caused by you as a driver being tired (describe)*

Means against fatigue in traffic

- *what do the drivers do themselves to avoid fatigue in traffic*
- *what should be done to avoid fatigue in traffic (by car owners, by car unions, working conditions, road conditions, law enforcement, information, education, other...)*

Needs of information

- *experienced need for information/education on fatigue in traffic*
- *how, where, which media, to whom*

Introduction to focus groups

Tell the participants in the focus group interview about the background for the project and the reasons for being invited. Tell them that they are the experts of their own life and work and that you would like to learn and know how they percept and experience being a road user in Ghana.

Tell them who you are and for what and how their contributions will be used. It is important to stress out that they are anonymous and that recordings on tape will be used only for remembering the discussions when writing a report and erased afterwards.



The interview

The aim is to let the interviewees enter a discussion on issues chosen beforehand. As moderators/interviewer you should not take part in discussions. You are there to help the talk get going and make sure that every topic is being talked about. You do not need to follow the question guide strictly. It is there as a check list to ensure that you remember every aspect to be talked about.

If a relevant discussion/debate rises without you asking questions let it happen. The advantage of focus group interviews is that you can gain from the interviewees having a discussion because the discussion itself can add more and new aspects to the issue you bring into the discussion.

You should also try to ensure that everybody has his time limit on every issue. If one or two persons speak a lot you should ask the others to speak out as well.

It is best if there are two people attending each interview. Then you can support each other to make sure that every topic is being discussed. Also two remember better than one. It is a good idea to record the interviews on tape. It can help you afterwards when interpreting and to find interesting sayings that can be used when presenting the conclusions.

Studies on fatigue in traffic in Ghana

Also in Ghana very little knowledge has been gained on fatigue in traffic. Therefore the NRSC has conducted two studies on the topic. There are many indications that tiredness while driving is a contributory factor to the causes of road accidents.

A questionnaire given out to 500 drivers shows that more than 75% often feel tired when driving – some of them daily, some mostly at the end of the day. They all drive for long hours. The interviewees had different professions – they were drivers of tro-tros, taxis, lorries, buses, HGV's and private cars. One out of five of them have experienced dangerous situations in traffic because of tiredness.

Two focus group interviews were also carried out. One of them was done with tro-tro drivers the other with drivers of long distance buses. The findings indicate that the drivers accept that fatigue is a big problem in Ghana, and that they have all experienced it individually. Fatigue does not have a limit; even though you have been driving for many years fatigue it is still there and nobody talks about it, so they don't know how to go about it. They need support from the NRSC and other stakeholders to deal with the problem – they want awareness of the problem.

Fatigue in traffic is now part of the NRSC strategy for the next five years of road safety campaigns and education activities in Ghana and therefore it will be dealt with in various ways in the years to come.

The objective

An objective describes what you want to achieve from the campaign, if it is awareness, attitudes, behaviour or all three of them you want to change. You must set up objectives both on the short and the long term, an overall objective and one for each campaign.

The objectives should be as clear and precise as possible. It helps you throughout the whole sequence and the evaluation, if diffuse it is of no use (like i.e. "better traffic culture in the cities" or "higher morals for drivers"). You cannot measure anything valid from that.

The objective must also be realistic, if not you easily define a failure for your campaign.

The objective of a coming road safety campaign on fatigue is:

We want drivers, passengers and vehicle owners to realize that fatigue/tiredness causes dangerous situations and accidents. We want them to know the signals of being/feeling tired and we want to pass on to them how to cope with fatigue in traffic.

The purpose is to get the message through that the problem needs to be taken seriously in different ways: passengers should respect the drivers need to rest, drivers must recognize their own signals of feeling tired and take precautions and vehicle owners must improve the working conditions for the commercial drivers so at least they can achieve the hours of rest that the traffic law commands.

Since the main target group is tro-tro and bus drivers they are also the ones we set objectives for.

Commercial drivers (tro-tro and bus drivers):

Awareness:

*70 % of the target group have noticed the campaign
50 % of the target group remember the general message
10 % of the target group remember at least 2 specific messages
25 % of the target group have talked to others about the campaign*

Knowledge:

50 % know what to do to reduce risk of accidents due to fatigue driving.

Attitude:

*50 % regard fatigue driving as one of the third most important issues in order to reduce accidents among the commercial drivers
25 % are positive to regulations to reduce fatigue driving
25 % are positive to more control of fatigue driving*

Behavior:

20 % of the target group claim to take more breaks while driving after the campaign.

The target group

Delimitation is the key word when defining and finding the target group for the campaign. If you try to affect everybody you risk not affecting anybody, as you address parents of small children differently of how to walk in traffic compared to how you address young men who just learned to drive.

As a starting point use the background knowledge and the objectives set and then ask: What do we already know and what do we need to find out? It is important to know the accident patterns of the target group and the development of these accidents, their behaviour in traffic and what others have done.

It can be valuable to look up representatives from the target group and ask them why they over speed (if that is the issue) and what they think it takes to make them change behaviour. Focus group interview is a way of finding out. There is no need for a scientific approach but it is a good idea to be well prepared. You can also investigate on who can have an impact on the target group (wives and passengers on tro-tro drivers and bus drivers) and use them as a part of the campaign to reach the target group.

Many areas are important to gain information and knowledge on concerning a specific target group. For instance which road user type, gender, age, job, education, attitudes, behaviour, use of media, special interests and so on. The better you delimit the target group the better you target the message.

The target group for the fatigue campaign is first of all commercial drivers. It is relevant to address all commercial drivers since they all experience fatigue when driving, but this first campaign will have a specific focus on tro-tro and bus drivers. They all carry many passengers and therefore they are of special interest since many passengers get killed in traffic in Ghana.



The message

The message of the campaign must be simple and clear and in one single sentence. The message is the shortest possible expression for what you want to tell about the problem it is not enough to say: "it has something to do with....." There should be only one overall sentence, if necessary split up in three side messages that have to be closely related to the main message.

Consider all parts of the campaign according to the message. It makes it easier to target and chose media, activities and other means of information. The message should give concrete directions to what we want the road user to do, simple and clear and specifically aimed at the target group. It is a good idea to spend time finding the right message; it helps a lot when planning the rest of the campaign.

The message of the fatigue campaign was:

- "You risk getting involved in a road accident if you drive when you are feeling tired"

with a side message:

- "You can avoid dangerous situations and accidents in traffic if you take precautions against fatigue"



The campaign strategy

The strategy tells you something about how we achieve the objectives. Is it to be a one-way communication, do you want a dialogue with the target group or a combination of both? The strategy is also about choice of media. Which are obvious to use concerning the target group, which media do they easy access to. A strategy can also contain a plan for how to combine mass communication with other methods like network, educational materials, information activities, police control etc.

The closer you get to the recipients the bigger is the impact of your communication. Therefore you need a strategy of how to involve local stakeholders. Possibly they can assist in delivering the message of the campaign and handing out campaign materials (NGO's, driving instructors, DVLA, the police etc.)

The campaign style is also part of the strategy. Consider it in order to reach the target group; should they be informed, convinced, scared, warned, threatened or persuaded?

Fatigue Campaign Strategy

To get the highest possible impact, the idea will be to launch the campaign intensely in specific chosen road corridors where billboards are put up and where the police or other stakeholders hand out stickers. These are first of all the major highways. The achieved awareness can thereby also be measured more easily, and concrete objectives for awareness and understanding of the message can be set for these corridors.

To reach more people -passengers, relatives, bus owners etc. - a TV documentary and radio commercials in local languages will be aired intensely. .

Stickers will be an essential campaign element. After the campaign has been implemented every tro-tro and bus driver should have a sticker placed in his vehicle either on the dashboard or the windscreen to keep the campaign message close to the drivers sight.

The style of the campaign will be confronting and informative, with spotlight on the magnitude and complexity of the problems with fatigue in traffic (the documentary) and information about what the drivers can do themselves and other possible actions to take to combat the problems and risks of fatigue driving (posters, bill boards, stickers, radio commercial, Tv documentary and local outreach programmes).

A Toolbox for local activities to support national campaigns

Local activities can be very useful for getting in direct contact with the target group of the campaign. You meet them directly, you talk to them and there is a possibility of having a dialogue. In that way local activities are very good supplements to national media campaigns. A national campaign can raise awareness on a specific topic aimed at a certain target group, but meeting the target group directly adds value to the campaign. Here are some ways of getting in touch locally and regionally with different target groups.

Local activities:

- Outreach Programmes in churches, mosques, lorry parks and market place
- Seminar / workshops
- Drama
- Testimonies from local accident victims
- Folk songs / drumming and dancing
- Floats with music and banners
- Discussions
- Open forum
- Quiz on fatigue between Driver Unions
- Use of registers / log books
- Outreach programmes at festivals and durbars



Mr. Otu, a fatigue accident victim telling his story

Local campaign elements

Some campaign elements are especially suitable for being delivered regionally or locally. Another aspect to deal with is the different local languages. Sometimes it is worth considering if the campaign message should be delivered in English or also in local languages.

- Documentaries for TV (to be shown at outreach programmes)
- Leaflets/ Pamphlets
- Stickers
- Role Play (Cantata)
- Banners
- CD's /Video Cassettes
- Bill Boards

Local media

It is a good idea always to consider which local media to use or try to get in touch with when launching a national campaign. National campaigns address national Medias, but campaigns should also be implemented through regional and local media. They are for instance:

- Local FM radio stations
- Public Address System
- Gongon Beater
- Talking Drums
- Information services (P A system)

Ways of communicating directly with target groups

Apart from special local activities and local media there are also local associations and other kinds of local gatherings that could be used for getting in contact with the target group of a national campaign, either directly or through a secondary target group who can have influence on the target group.

- Drivers wives association
- Police wives association
- Preaching at churches and mosques
- School clubs
- Teacher facilitators
- Driver union meetings
- Meetings drivers at lorry parks
- Meetings with the Union Executives
- Meetings with the MDA's Directors
- Radio phone-in programmes



Fatigue campaign volunteers from Volta Region

Local stakeholders

Local stakeholders should always be invited to take part in the launching and implementation of national campaigns at the regional and local level. They can help delivering the message, hand out materials, hold meetings and bring valuable attention to the campaign.

Local stakeholders are for instance:

- Local opinion leaders
- Traditional leaders – chiefs
- Local council of priests
- Muslim council
- Political Figures /DAs
- Police and City guards
- MTTU
- Spouses
- Teachers
- Driver Unions
- NGO's
- Drivers wives association
- MDA's
- Vehicle Owners Association
- Garage Association
- Ghana Ambulance Association
- DVLA
- Road Agencies
- GES
- GHS
- Local insurance companies

The role of the police

Coordinating a campaign with the police can add value and attention to a national campaign. They can help by controlling the road users whether it by speeding, drunk driving or other matters concerning a specific campaign. If the objective of a campaign is somehow difficult to control – like fatigue in traffic – the police can cooperate in different ways.

- Enforcement
- Regular interaction with drivers at specific intervals on highways
- Check drivers at vantage points
- Check log books at loading points
- Education
- Assist with handing out campaign materials
- Assist with delivering the message of the campaign directly at the road side



The budget

Draw up a budget for your campaign. Often resources are small both economically and man power wise, and then it is even more important to be realistic when planning a campaign. Think untraditionally, if there is no money for big bill boards or TV-spots then do something less expensive like handing out the message in specific local places (markets, churches etc.) and plan local activities that create attention.

Get estimates on larger productions so you can compare prices and remember to set aside money for distribution and implementation. Also remember the press when setting up a budget. They might not be part of the media advertising or planned activities, but it is important to calculate them in. And do not forget the evaluation of the campaign. Many campaigns are not evaluated because the whole budget was spent on campaign materials and activities. You should set aside 10% of a budget for evaluation.

When you know which campaign elements to produce – like for the fatigue campaign – it should have the following content:

- *Sticker – layout and print*
- *TV documentary – production*
- *Television – airing*
- *Radio commercial – production*
- *Radio – airing*
- *Billboard – production and print*
- *Billboard – renting space*
- *Posters – layout, print*
- *Press activities and events*
- *Regional activities and events*
- *Evaluation of the campaign including pre-test of campaign elements*

Fundraising

Until now road safety campaigns in Ghana have mainly been financed by public authorities or public donors like Ghana Road Fund, Danida and The World Bank. In the long run it is not sustainable, and therefore it is necessary to build up new relations with commercial potential sponsors. Before addressing a potential sponsor, it is important to consider several issues concerning the company you want to enter into a deal with.

Exposure of sponsors

For a commercial sponsor the amount of people who see or experience the campaign or event they sponsor is essential. For them it is important to know that their company's name or logo is being exposed. It can be at certain events or outreach programmes and also through the electronic or printed media (TV, radio, newspapers, posters, billboards and so on).

Image

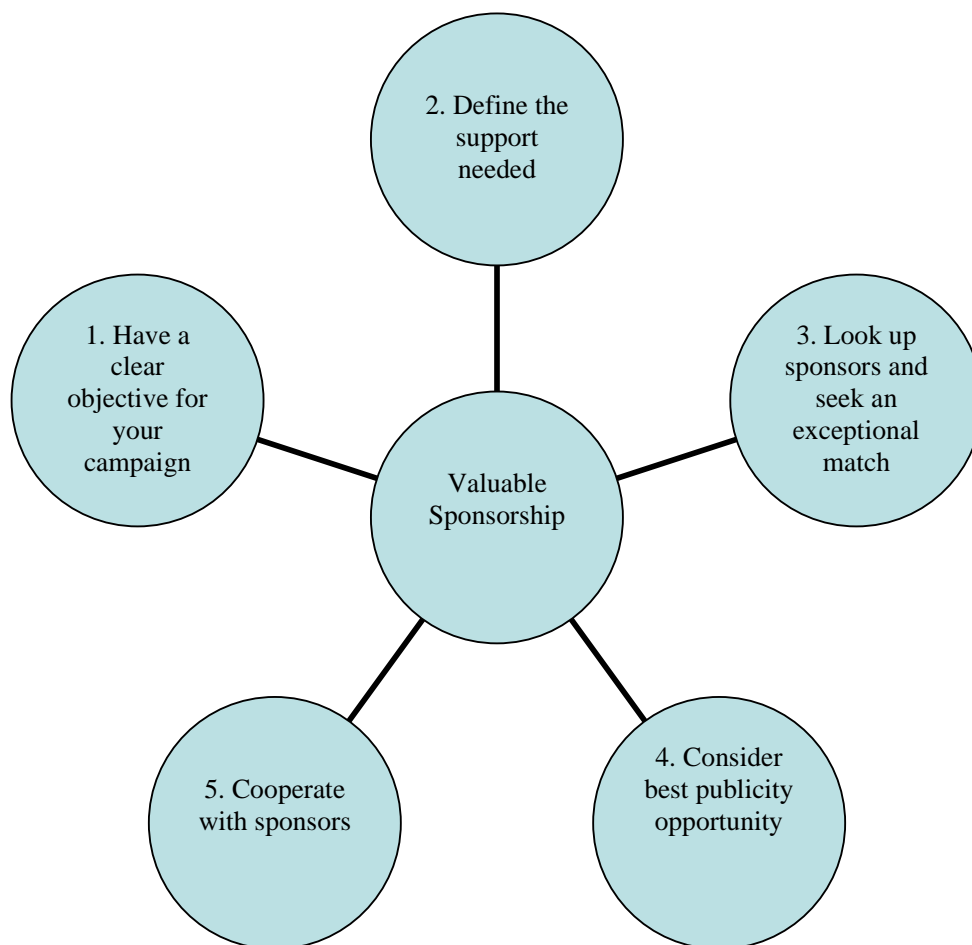
When a company chooses to sponsor an event, a campaign or maybe even an organization in general, they also want the sponsorship to have a positive effect upon their image. Maybe they realize that the sponsorship in itself does not affect their immediate sales or outcome, but the affect it will have on their image is worth sponsoring for. Therefore it is important to be able to explain to a potential sponsor what's in it for them.

Relevance

A company will also be interested in the relevance of the sponsorship compared to their products or activities. The effect of the sponsorship will rise equally with the relevance of it. For instance it is easier for a company that sells spare parts for cars to find it relevant to support a road safety campaign than a washing powder company.

Social Responsibility

In order to show social responsibility some companies choose to support humanitarian organisations or others for whom profit is not the objective. It is also called cause related marketing. Typically a company that supports an organisation chooses to give a contribution for every sold unit. Concerning road safety it could be insurance company supporting the NRSC with a certain amount for every new car insurance they sell. In return the company will expect to be permitted using the NRSC logo in their marketing, not because they expect to make a profit out of it but to improve their corporate image internally and externally.



Valuable sponsorship

Before looking for potential sponsors you must have a clear objective for your campaign or event (1) Describe the problem and the background data, the objectives set and what messages you want to give to a clearly defined target group. Sponsors also appreciate to be informed on the communication strategy, the more clearly the better. The information needed also includes a budget showing how much support you need from sponsors on top of what has already been financed (2). Preferably the commercial sponsor is supporting only parts of the budget.

Before contacting potential sponsors consider what's in it for them (3). Potential sponsors of road safety activities will consider the support as a way of showing social responsibility, but also it is important for commercial sponsors to see a match between their products or services. There should not be too many different sponsors for one single event or campaign. It blurs the value for the sponsor if there are too many of them competing for publicity.

Even though the objective might be social responsibility the sponsor often also wants as much publicity as possible (4). The sponsor should never be more evident than the sender (NRSC), but you must make sure, that they get value for their support. It can be by placing their logo on campaign materials but it might also be possible to use and show the product of the sponsor. For instance if Nestlé or Coca-Cola will sponsor a fatigue driver campaign in Ghana,

they could set up small kiosks along some of the road sides selling refreshments for reduced prices in order to make the drivers stop and break the drive and rest.

Cooperate with the sponsors when planning your campaigns and events. They should not have influence on the professional road safety issues, but they can contribute when it comes to media and publicity planning (5). In that way they will also feel involved and that always is fruitful for the cooperation. It might even result in a more long-term involvement in stead of a stand-alone sponsorship.

Possible sponsors for the driver fatigue campaign

There should not be too many companies sponsoring one campaign or event as it will not give the single sponsor enough attention. On the other hand it is necessary to address more than one as it takes time to find and agree with sponsors on conditions and funding.

For the fatigue campaign there are a couple of sponsors that could be connected with the message and the purpose of the campaign. The campaign poster advice drivers to have a cup of coffee while breaking the drive.

***Nestlé** is therefore an obvious company with a huge market in Ghana to address since they produce Nescafe.*

***Coca-Cola or Pepsi** could also be obvious sponsors if you think of breaking the drive having refreshment. Cola contains of some caffeine which is a stimulant that helps you when feeling tired (like coffee). Therefore they could play an active role in the campaign handling out cola at special occasions and places during the campaign period. The same goes for coffee producers.*

***Shell, Total** or other petrol companies are obvious to relate to any road safety campaign and Shell is especially known for their concern about road safety. They sponsor several campaigns and have road safety policies for their employees.*

***The insurance industry** has already funded some materials for NRSC and they have an obvious interest in helping reducing accidents on the roads as it will also safe them paying for some damages. Maybe they should be asked to be a sponsor for the NRSC activities in general and maybe it is time to make agreements with single insurance companies. There is already cooperation with **Donewell Insurance Company** on the "Best driver award" – implemented on Donewells initiative. They could be asked to sponsor the fatigue campaign or another competitive insurance company could be asked to sponsor the campaign. The consideration here is not to be too involved with one single insurance company.*

***Auto Parts Limited** is another possible sponsor for the driver fatigue campaign (and also other campaigns). It is well known that dealers of spare parts make a lot of money in Ghana and it would help their reputation if they put some of the profit into supporting road safety.*

***Toyota** has already been sponsoring road safety events. They might be interested in funding a campaign also, but also many other **car companies** can be addressed.*

*Then there are companies that transport many goods as a part of their business: **Maersk and DHL** for instance. Maersk could be addressed and told that Danida sponsors part of the campaign and in that way they can support a partly Danish funded campaign.*

What's in it for the sponsors?

When you find companies that are interested in supporting the campaign you must also be ready to discuss what's in it for them. They probably want to be visible on some of the materials but it has to be related to the amount they choose to donate.

A suggestion could be that preferably 50.000 \$ are funded by commercial sponsors – not necessarily from one single sponsor. Sponsors like to know that the money is already there for large parts of the budget and that their contribution will make it possible to come out to more people with the message.

***Television** is a great media to use for sponsors. Their logo will be seen by much more people than if placed on a billboard. Therefore it should be considered to offer sponsors to have their logo as a part of the payoff on TV-commercial or documentary.*

*Also on the **poster** the sponsor can be offered to have their logo*

***The Billboards** should not have commercial logos on them. It is free of rental to put up billboards if there are no commercial logos – if there are it costs extra.*

Of course the sponsors should also be offered to be mentioned when having press activities and other events concerning the campaign.

***The sticker** is quite small and it will probably disturb the readability of it to have sponsors logos printed on them, so try to keep them out of the sponsorship.*

The elements of the campaign

Which media are best suitable? You should ask yourself that question both concerning the target group, the message and the budget. What could be good supplements to these media is it posters, leaflets, bill boards, stickers or something completely different?

A local campaign is not a smaller version of a national campaign. It is much too expensive to produce your own TV-spots, but some media are well suited to be produced locally like radio spots. There are other very good opportunities in the regions because there you are much closer to the target group than at the head office; talks, events and happenings, putting leaflets directly on cars, visit schools, workplaces and markets. Overall it is a good idea to involve your local network like the members of road safety clubs at schools. They can help delivering the message of the campaign.

Remember the press and give them as much information as possible to create understanding of the problem. Think of the press as part of the elements of the campaign.

Sticker

A sticker with the slogan will be prepared, and there must be enough for every tro-tro and bus in the country. The stickers should also be handed out to drivers who drive through the specially chosen areas with the billboards. They are to be handed out and placed on the dash board or wind screen.

TV Documentary

A TV documentary will be prepared to be broadcasted on national TV and at meetings and outreach programs with commercial drivers and other relevant stakeholders.

The documentary will last between 7 and 14 minutes and deal with fatigue as a problem in traffic and its possible consequences. The documentary will be based on the experiences of commercial drivers.

- *A general introduction to the road safety problem and the context*
- *A description of the problem and its consequences. This will be done by interviewing drivers and victims of accidents where fatigue was a factor.*
- *Interviews and facts from road safety specialists about what can be done.*
- *The way forwards.*

Radio Spot

A radio-spot will also be produced to be aired at various radio channels and in different local languages.

Billboard

A limited number of billboards will be placed at the road side on identified accident-prone sections. The billboards can be placed before entering a village on the highway or before a site where you can stop and rest. The regional coordinators will help defining the right places for the billboards and for handing out stickers.

Poster

Posters will be put up at trotro stations and rest places along the roads where drivers and passengers stop at times – and for the coordinators to hang up when having meetings with relevant stakeholders.

Local activities

- Stickers handed out to tro-tro and bus drivers by the police and other stakeholders
- Commercials aired at local FM radio stations
- Posters put up at trotro stations and other relevant places
- Outreach programs in churches, mosques, drivers wives associations, lorry stations with debate and documentary shown
- Testimonies from local accident victims arranged to come for meetings at trotro stations

**DON'T
DRIVE
TIRED**

Have a good night's sleep

Take a break every 2 hours

Get out of the vehicle,
walk around and stretch

Share the driving

Break the Drive, stay alive.

The campaign design

The creative concept must have a certain style and tone. There are many possibilities, but it is important to be conscious and consequent. It is of no use producing a poster with a humorous message and a leaflet that solely signalises raised fingers. It will seem incoherent and unreliable.

You can plan the campaign design to signalize certain ways of appealing to the target group by choosing your way of communication consciously. The old Greek philosopher Aristotle defined three different forms of appealing for attention:

- **Logos** – you use logos when you want to pursue logical arguments and documentation. By doing that you appeal to people's common sense and rational position.
- **Ethos** – is about the feelings that the recipient (the target group) has towards the sender (the organisation, the company). One could also say that it has to do with the image of the organisation (NRSC). The more ethos the organisation has the higher is their credibility among the recipients
- **Pathos** - you use pathos when you want to activate the recipients' emotional engagement. You do it by drawing the attention to dramatically issues for instance by using powerful photos and moving background music.

It is a good idea to buy professional help from consultants, graphic designers, journalists or photographers. If you use them brief them carefully about the campaign and their task. Teach them to think road safety and be aware of what you want from them before you contact them. If you write a project description for yourself and to hand out to stakeholders, you can use that a script to write a briefing note for the advertising company and other consultants working for you.

It is you as a road safety expert who sets the criteria for a campaign or a road safety activity, not the creative consultants.

It can also be helpful to pre-test the campaign idea and material before you produce it. If you want to pre-test the campaign strategy and elements you need to do it with a section of the target group. A focus group interview is one way of testing the ideas and materials. (See the part on focus groups above).

Implementation

A time schedule is needed up until the production of materials (TV, radio, posters etc.) but also for the launching of the campaign, the ending and the evaluation. It is good to have a plan for the implementation of the campaign; what is going to happen in which order, who is responsible for what and who needs to know what.

In February 2007 the campaign was already in progress and the time schedule was like this:

Time Schedule for developing and implementing the fatigue driver campaign

The background knowledge of the problems with fatigue in traffic has already been gathered through surveys and focus group interviews and relevant information has also been identified from other countries. There is now a strategy for the first information campaign on fatigue and an agency has been briefed and has presented a creative concept for the campaign. On top of that regional stakeholders (the coordinators) have been informed and involved and have come up with ideas to local activities to support the national campaign. The following time schedule is for the rest of the process.

February:

- *Testing of campaign elements on members from the target group*
- *Create a budget for the entire campaign*
- *Revise the concept for the campaign according to the results from the pre-tests*
- *Define potential sponsors (their contribution and what's in it for them)*

March - May

- *Seek out potential sponsors and make agreements with them*
- *Contact the Road Fund (Danida funding)*
- *Find producers for the different campaign elements (if necessary including procurement of services)*
- *Make a plan and time schedule for the production of materials*

June - August

- *Workshop for regional coordinators to involve and inform them on the campaign*
- *Define and describe local activities to support the national campaign*
- *Production of commercial (TV and radio)*
- *Production of materials (printing)*
- *Prepare evaluation (before, during and after the launching of the campaign)*
- *Carry out before evaluation*
- *Make a press strategy and prepare press activities accordingly*
- *Meeting with stakeholders nationally and regionally to inform and involve*

September

- *Press materials and activities are prepared and produced*
- *Local activities are prepared*
- *Plan and time schedule for launching of campaign*
- *Launching of the campaign (1st - 30th September)*

October

- *Evaluation of the campaign (concerning target group, stakeholders and internal at NRSC)*
- *Develop strategy for further campaigns and activities on fatigue*

Press strategy and launching of the campaign

You should have contact with the press. Plan if it is going to be a written press release or maybe holding a press meeting. Maybe you should create stories for the press and maybe they need help to get in contact with the target group. Agree on who states what to the press, for instance if the campaign is a coordinated effort with the police.

If you plan to kick off the campaign with a launching, think of what you want to get out of it. If it is attention and stories in the media it might not be enough to invite everybody from the broadcasting media and the printed media. Usually many show up, mainly because they are paid to be present. The problem is that it does not necessarily mean that they go back and produce items or articles. So it takes more than a well planned launching event to engage the majority of the media.



If you choose to launch the campaign with quite a number of invited participants a time schedule and a check list is necessary. The closer you get to the date and the more you specific your check list can be.

Launching of the fatigue campaign Oct. 24th 2007

Evaluation of press activities during the fatigue campaign Oct/Nov 2007

The fatigue campaign started with a successful launching on October 24th. The press and the medias had been invited through Ghana News Agency and 53 media houses were represented at the launch. There were also representatives from commercial drivers, the drivers' union, from the police and various other stakeholders.

All participants were given a folder with relevant facts and descriptions of the problems with fatigue in traffic. The content of the launching covered all aspects of the issue including various means of tackling the problems with fatigue. Especially Mr Otu who was a victim in a fatigue accident made a great impact when he shared his accident story with the audience.

Radio:

Out of the 53 media houses at the launch 19 were radio stations. How many of them that mad news items is not known since it has not been recorded, but the assumption is that radio stations usually cover launchings quite well and at some occasions interviews have also been given on the fatigue topic to different radio stations.

In the regions some of the coordinators have also been able to present the campaign on local radio stations.

TV:

Only 1 TV station (TV Africa) participated in the launching, which was disappointing but apparently due to other launchings happening at the same time elsewhere in Accra. It is not known if the TV stations have broadcasted any news on fatigue, apart from two occasions where May Obiri Yeboah arranged to give interviews on Breakfast TV (GTV and Metro TV).

News Papers:

Considering there was 33 print media present at the launching and only 4 of them assumingly printed articles on the issue the conclusion must be, that it was not sufficient. Also considering the cost of a launching (including the allowances for the media people present) it must be reconsidered if this is the way forward in coming campaigns.

Local press activities:

It has not been reported completely how well the local launchings and activities have been covered by the press. On some occasions regional launchings have been covered in the printed medias, namely in Upper West, Upper East, Northern and Central and Western Regions. Also the coordinators have managed to get the message of the campaign through to the various radio stations, but is has not been recorded to which extent.

Conclusions:

The conclusion on the coverage of the press and media is that in the future it will be advisable to address the press more directly and maybe not with a resource demanding launch. A direct contact to specially chosen reporters and editors will probably give a better result. Also it should be considered to have a smaller press meeting for those editors and reporters in order to give them the opportunity to dig deeper into the campaign subject also by asking relevant questions. That cannot be done at a launching as there are too many different stakeholders present and a tight time table to stick to.

It is also advisable to hand out fact sheets and documentation on the campaign subject as was done with the fatigue campaign, but there could be added some well written and prepared stories of the consequences of fatigue. For instance there could have been a written story of Mr. Otu's accident story for the press to use in their papers. As for now the only ones who benefited from his story were the ones present at the launching.

Radio spot and TV documentary:

The radio spot has been aired as requested and according to the budget. There were some extra spots aired as an agreement with the media company involved. The Tv documentary was only planned to be broadcasted on GTV for 2-3 times as it lasts 10 minutes and there was not budget for more than that. However Yetron Services managed to get an agreement with GTV, so that they show the documentary twice a day every day throughout the week going from November to the end of February. That is a very fine agreement which should be followed up in coming campaigns.

The quality of the documentary is also very high. The preparations and the briefing of the company that produced the documentary (Channel Two Communications) was also of high value and that has probably also influenced GTV when accepting to show the documentary for no extra costs.

The conclusion is that there has to be some budget for broadcasting commercials or documentaries, as the TV stations all depend on funding of their programmes. But it is definitely a good idea to produce more documentaries than short commercials as they can be showed as part of the TV stations social responsibility which is harder to defend when being showed together with short commercials from private companies. Also it is possible to broaden out the complex story of for instance fatigue in traffic in a documentary lasting 10 minutes than a 30 second commercial.

The documentary also has a special purpose, namely to show it directly to commercial drivers when having local outreach programmes at lorry stations. To what extent that has been possible and carried out is yet to explore. The documentary can last for a long period and can be used again in a follow up on the fatigue campaign.

Exclusive press meetings

Inviting specifically chosen representatives from the media might be a better way of using the resources economically and man power wise. By making agreements with journalists from well chosen TV, radio and print media there is a better chance that they produce items and articles according to your hopes and wishes. By letting these media people know that they are especially chosen and by giving them all the useful information about the content and background of the campaign the stories will more likely be told in a coordinated and powerful way.

It is always a good idea to make a folder with relevant press materials for the journalists – both for launchings and for smaller press meetings. Media people are always busy covering various jobs and stories every day and therefore you must convince them that your campaign is worth writing or broadcasting about. Relevant facts and background figures are important to hand out to the media.

Fact sheet on fatigue related to commercial drivers (for folder with material for the media)

- *A typically Ghanaian commercial driver is on the road 12-16 hours a day, up to six days a week*
- *7 out of 10 of the drivers round the year without annual leave – the exception is those in formal operations*
- *The traffic law only allows a maximum of 8 hours drive a day. The law also tells you to take a break lasting at least 30 minutes after 4 hours drive*
- *One out of five drivers do not have a break from driving at all and those who have breaks do not have enough*
- *8 out of 10 commercial drivers consider fatigue to be a major problem in their operations*
- *All commercial drivers feel tired at the end of the day. They mention lack of sleep as a major cause to fatigue, but also heavy traffic and long working hours*
- *A third of the drivers report to have persistent headache associated with their work. More than every second driver suffer from waist or backaches and 9 out of 10 take pain killers on a regular basis*
- *One fourth of the commercial drivers have invalid licenses, and over half of all commercial drivers licenses are expired*
- *The income of the drivers who are employed by informal operators is dependant on their daily sales, meaning that the more mileage and passengers the more he earns – two days sales is the equivalent of a monthly pay*

- *Internationally it is estimated that fatigue is the cause of up to 4 out of 10 single traffic accidents*
- *Most drivers are aware of driver fatigue but they underestimate the risk of accidents involved and overestimate their own abilities of handling risky situations*
- *International studies tell that driving for more than 10 hours triples the risk of getting involved in accidents - in Ghana the risk is even higher because of the heat, the conditions of the vehicles and the roads and the number of passengers in some buses*

Signals and factors of fatigue and precautions to take

Signals of being tired are:

- *Yawning*
- *Feeling sleepy*
- *Problems with concentrating on driving*
- *Prolonged reaction time*
- *Difficulties remembering places just passed*
- *Wiping his face with his hand frequently*
- *Blinking his eyes to keep them open*

Factors that causes fatigue or make drivers feel more tired:

- *Lack of sleep*
- *Many hours on the road*
- *Drive at night with passengers asleep*
- *Drink alcohol when feeling tired*
- *Eat heavy food and drive*
- *Bad road conditions*
- *Excessive heat from the engine*

Precautions to take against fatigue:

- *Get enough sleep at night*
- *Rest in between driving – if possible after every two hours driving*
- *Have a break and get out of the car, stretch out and go for a little walk*
- *A power nap and a cup of coffee also helps*

Press release

You can ease the work of the journalists by writing a short press release that tells the essential parts of the problem behind the message of the campaign. The press release should be as short and accurate as possible but also appealing and there should be contact information of the one or the ones you decide is going to give interviews and further information to the media. It is also important that these contact persons are aware about the press release and therefore accessible by phone or for interviews when the press release is being sent.

PRESS RELEASE

October 24th 2007

Fatigue in traffic – an underestimated problem

A typically Ghanaian commercial driver is on the road 12-16 hours a day up to six days a week. As a consequence fatigue is a major problem in his operations which is dangerous since tiredness and sleepiness can cause accidents in road traffic.

We must give awareness to the problems of fatigue in traffic. It is a new area that until now has not been given enough attention. We know that 8 out of 10 who die in road accidents are pedestrians and passengers, and many of them have probably died because of a sleepy driver causing a fatal accident. We still do not know the magnitude of the problem, but new national surveys have shown that fatigue is a serious problem, especially among commercial drivers. That is why the National Road Safety Commission is now launching a campaign on fatigue in traffic says Noble Appiah, Acting Executive Director at NRSC.

The signals of tiredness

When driving on the roads for many hours without sufficient resting time you become tired. The signals of fatigue that have been pointed out by Ghanaian drivers themselves are: Yawning, feeling sleepy, problems with concentrating on driving, prolonged reaction time and blinking the eyes to keep them open.

International studies add that drivers are able to recognize their own signals of fatigue but they do not always take the signals seriously. Some drivers underestimate the danger of driving when being tired and overestimate their own ability of handling the situation.

Precautions against fatigue

To combat fatigue in traffic the most important precaution is to get a good night's sleep. When driving it is also essential to rest in between driving. The law requires a break of at least 30 minutes after 4 hours drive, but it would be preferable to rest every 2 hours. If a driver feels sleepy he should try to sleep in between driving and maybe drink a cup of coffee.

The law also set a daily limit of 8 hours driving on the road, which most commercial drivers exceed by many hours. Sharing the driving with another driver could be a solution to that problem.

The fatigue campaign

The campaign consist of a TV-documentary, a radio commercial, stickers, posters, bill boards and banners – all carrying the message: Don't drive tired – Break the drive, stay alive. The campaign is nationwide and is being supported by local activities in the regions.

Yours Sincerely

*Noble Appiah
Ac. Ex. Director, NRSC*

Enclosed: Fact sheets on fatigue in traffic, Documentary on DVD, sticker

For further information please contact Noble Appiah, cell phone: 0244 319313

Anticipate reactions, positive as well as negative and pass them on to the people you expect will answer calls from the press. It is good to have a meeting with everybody involved before the campaign is launched. One way is to make "Questions and Answers" called Q & A's. You anticipate which questions the media probably will ask and prepare the contact persons for relevant answers. Q & A's you only hand out among a few relevant stakeholders in order to secure synonymy in your answers.

Q & A's about fatigue in traffic and the campaign

Why a campaign on fatigue – is speeding and drunk driving no longer an important issue for NRSC?

Yes over speeding and drunk driving are still priorities of the NRSC's actions for improving road safety in Ghana. Together with fatigue speeding and drunk driving are the main issues for information campaigns within the new strategy for NRSC

The documentary tells that commercial drivers suffer from bad working conditions. How can an information campaign change anything when drivers are so overworked?

The campaign itself cannot change the working conditions for the commercial drivers, but it can raise awareness of the topic and highlight that fatigue in traffic is a problem that needs to be taken serious. When a survey was carried out among commercial drivers they asked for more information and education on fatigue as well as better working conditions.

How will you know if the campaign is effective?

The fatigue campaign will be evaluated after it has been implemented. A survey among commercial drivers will show if the campaign raised awareness, if the knowledge and attitude towards fatigue in traffic has changed. The evaluation will tell us if the campaign is a success so we know which direction to follow when new campaigns and activities are being planned next year

How will Ghanaians outside Accra get to know about the problems of fatigue in traffic?

The campaign is nationwide and is being implemented in a close cooperation with NRSC's regional coordinators. They are responsible for passing on the message in the regions in terms of giving out stickers to almost every tro-tro and bus driver in the country and they will be very busy doing outreach programmes at various lorry stations

Why do you use the radio to air the message of fatigue and not so much TV?

The documentary will be broadcasted at GTV a couple of times, but the documentary is also going to be shown at various lorry stations to raise awareness among the drivers themselves. Since they drive 12-16 hours every day, many of them hardly have time to watch TV. We must assure that the message is being brought to the drivers. Therefore we also air radio spots in various local languages as we know that most commercial drivers listen to the radio when driving.

The passengers are victims of fatigued tro-tro and bus drivers – what can they do?

The passengers can help commercial drivers by being aware of the drivers' need to rest and have breaks from driving. The campaign is also partly targeted at passengers as it is important they also understand the signals of fatigue and which precautions to take. Passengers can urge a driver to make a break if they discover that he is almost falling asleep.

What will NRSC do to improve the working conditions for commercial drivers?

The NRSC cannot change the working conditions for commercial drivers but the campaign will hopefully start a debate of their working conditions and the insufficient public transport system in Ghana. There are many stakeholders that have to cooperate to solve the problems of fatigue in traffic. The GPRTU is one important stakeholder; the Ghana Private Vehicle Owners Association also plays an important role.

What are the police doing to enforce fatigue in traffic?

Fatigue cannot easily be controlled and enforced upon in traffic compared to speeding and drunk driving. Commercial drivers do not have time and speed governors (also called tachographs) installed in their vehicles like lorry and bus drivers in Europe have, and therefore it is extremely difficult to find out how many hours a driver has been on the road.

Evaluation

Evaluation is extremely important. Many miss out on it, but they shouldn't as an evaluation can give many answers and help you look forward. It is important to know if the target group paid attention to the campaign, if the message came through and what they think. Did the target group change their attitude towards the problem?

You also want to find out if the target group changed behaviour and how their behaviour was before, during and after the campaign. You should ask yourself if you reached the objectives but also if the cooperation with the involved partners was good. The evaluation can help you answer the question whether the campaign should continue, be developed further or simply stopped.

The objectives you set out for the campaign is what you explore after the campaign by evaluating it. (For the specific objectives set for the fatigue campaign see the part on objectives).

Questionnaires

There are various ways of evaluating, but if you want to have a valid and representative evaluation (and have a large target group) a quantitative approach is needed. Preparing a questionnaire to use and fulfil by asking a representative part of the target group in different parts of the country is a good and handy method. Questionnaires can be used at road side interviews where you meet the target group directly, at lorry stations or in other places where you meet the target group for the campaign.

Proposal for questionnaire for bus and tro-tro drivers on the fatigue driver campaign 2007				
1) Profession: tro-tro driver	___	bus driver	___	
2) Sex: M	___	F	___	
3) Age	___	years		
4) Experience (years of driving as a commercial driver)	___	years		
5) When do you start driving in the morning?	___			
When do you end in the evening?	___			
6) Have you noticed a campaign recently about fatigue driving?				
Yes	___			
No	___			
Don't know	___			
7) If you have, what have you seen or heard and to what extent? (Mention the different medias and the categories to answer)				
		Many times	several times	few times not
seen				
1. Billboards	___	___	___	___
2. TV documentary	___	___	___	___
3. Radio spot	___	___	___	___
4. Sticker (in the windscreen)	___	___	___	___
5. Poster	___	___	___	___

- 6. Articles in newspapers _____
- 7. TV news/programmes _____
- 8. Radio news/programmes _____
- 9. Programmes at lorry station _____

8) Do you remember the message of the campaign?

(Let the person answer without help)

- a. Don't sleep at the steering wheel _____
- b. Don't drive with closed eyes _____
- c. Don't drive tired _____
- d. Stay alive - break the drive _____
- e. No, I don't remember _____

9) Do you know what to do to avoid driving tired?

(Let the person answer without help. More than one answer can be ticked off)

- a. Get a good nights sleep _____
- b. Take a break after every 2 hours _____
- c. Get out of the vehicle, walk around and stretch _____
- d. Share the driving _____
- c. Drink a cup of coffee _____
- d. Don't drive too many hours at a time _____
- e. Take breaks in between driving _____
- f. Chew cola nuts _____
- g. Others _____

10) What is your opinion of the campaign?

(Mention the possible answers to the person)

- a. Very good _____
- b. Good _____
- c. Neither good or bad _____
- d. Bad _____
- e. Very bad _____

11) Have you discussed the campaign (fatigue in traffic) with others and whom?

- a. Colleagues _____
- b. Passengers _____
- c. Family _____
- d. Employer _____
- e. Friends _____
- f. Others _____
- g. No, nobody _____
- h. Don't remember _____

12) How dangerous do you regard fatigue driving as a risk of getting involved in traffic accidents?

On a scale from 1 to 10, 1 being very high risk, 10 being very low _____

13) How can you tell when you are tired?

(First let the person answer without help. If they need help, mention the different possibilities. More than one answer can be ticked off).

- You yawn _____,
- You have problems with concentrating _____,
- You react slowly _____
- You cannot remember how the last minutes passed _____,

Your eyes feel heavy ___
You blink your eyes a lot ___

14) Has the campaign influenced your awareness of not driving tired?

- a. Yes, very much ___
- b. Yes, much ___
- c. A little ___
- d. No ___

15) Do you take any breaks during a working day Yes ___ No ___

15a) If yes, for how long (each break) _____ minutes

15b) If yes, approximately how many breaks a day? _____

16) Has the campaign influenced you in order to avoid driving tired

- a. Yes, very much ___
- b. Yes, much ___
- c. A little ___
- d. No ___
- e. No, I would like to, but cannot avoid because of working conditions ___

16a) If yes, what have you done to change behaviour in traffic?

- a. I go to bed earlier (sleep more hours in the night) _____
- b. I take more breaks while driving _____
- c. When having a break I get out of the car and walk around (stretch) _____
- d. I get a nap when having a break _____
- e. I share the driving _____
- f. I drive less hours on the roads _____
- g. I drink coffee when I feel tired _____
- h. I drink coca-cola _____
- i. Others: _____

Thank you for your participation

External evaluators

When interpreting the results of the evaluation of a campaign it is essential to let an impartial consultant do the job. In that way you secure that all relevant issues are being dug into, also if the results are not as you expected them to be.

It is important to brief consultants from an independent company carefully in order to fulfil their task in the best possible way. That can be done by producing a terms of reference and by assuring that the consultants have all relevant information.

Terms of reference for evaluation of the fatigue campaign

The client would like Ablin Consult to be responsible for the evaluation of the NRSC Fatigue Campaign, which has been launched and implemented from October 24th and ongoing for a month.

The purpose of the evaluation is to measure the communication in terms of

- Awareness: Seen, understood, accepted*
- Knowledge*
- Attitude*
- Behaviour*

Method:

To get the highest possible impact, the campaign has been launched intensely in specific chosen road corridors where billboards have been put up and where stakeholders have handed out stickers to tro-tro and bus drivers. The achieved awareness can thereby also be measured more easily, and concrete objectives for awareness and understanding of the message can be set for these places.

An interview survey at those selected localities will be conducted with a questionnaire for 500 bus and tro-tro drivers. The purpose is to know if the campaign has been seen, understood and accepted by the target group, and show if the target groups attitude and behaviour has been influenced. A questionnaire for drivers has been prepared.

The interviews will be held at different locations in preferably three different regions chosen according to where the outreach programmes have taken place. The interviews should be conducted less than two weeks after the end of the campaign.

The analysis of the 500 interviews should result in a report delivered to the NRSC by the end of December 2007.

Objectives for the fatigue campaign

The objective for the fatigue campaign is to create awareness about fatigue and the risk it can cause while you drive.

We want drivers, passengers and vehicle owners to realize that fatigue/tiredness causes dangerous situations and accidents. We want them to know the signals of being/feeling tired, and we want to pass on to them how to cope with fatigue in traffic.

Since the main target group is tro-tro and bus drivers they are also the ones we set objectives for.

Awareness:

70 % of the target group have noticed the campaign
50 % of the target group remember the general message
10 % of the target group remember at least 2 specific messages
25 % of the target group have talked to others about the campaign

Knowledge:

50 % know what to do to reduce risk of accidents due to fatigue driving.

Attitude:

50 % regard fatigue driving as one of the third most important issues in order to reduce accidents among the commercial drivers
25 % are positive to regulations to reduce fatigue driving
25 % are positive to more control of fatigue driving

Behaviour:

20 % of the target group claim to take more breaks while driving after the campaign.

Campaign process:

After the campaign, a questionnaire will be distributed among the participating organisations, institutions and authorities to register how they experienced the campaign and what they can suggest to improve in fatigue campaigns to come. This will be handled internally at the NRSC and is not part of the task for Ablin Consult.

Press Relations:

The NRSC also evaluate the amount and content of what has been broadcasted and printed about the campaign in the medias in order to find out how widely the campaign message has been spread out. This part of the evaluation is also being handled by the NRSC internally.

Enclosed with the terms of reference for the evaluation please find a project description of the fatigue campaign and the questionnaire.

Evaluation report

At the end the evaluation of the campaign will give guidelines to future campaigns. Should a certain campaign be altered, repeated or stopped? Together with other means of evaluation concerning the press activities and the process of developing and coordinating the campaign among the stakeholders the evaluation report will give a better picture of which route to follow.

Evaluation of campaign on driver fatigue

Conclusions – *Virtually all the respondents have correctly understood the message about fatigue and its impact on road crashes. Most of the positive responses to the programme were consistently above 70 percent. All the modes of communication were effective in communicating the intended message and meaning of the message. Most of them identified with the content as relevant and could recall the campaign message. Most claimed to have changed their behavior directly as a result of the campaign. These changes included taking breaks during drive time. The only limitation relates inadequate break times during drive time and driving for long hours in a day....*

So all objectives set out before the campaign were met and even more than that. A conclusion is then, that the campaign was very successful and therefore it is recommended that it is repeated and developed further....

The campaign circle

When going through all the stages mentioned in this handbook the campaign circle has been concluded. It started with analysis from which you lay out a strategy. Then the campaign and the materials are designed and produced, the press activities and local activities are prepared and carried out, the campaign is being implemented, evaluated and experiences will hence be made for campaigns to come.

