

*A Human Factors  
Approach to  
Traffic Safety  
Campaigns*



# Meeting Agenda

- Florida's Strategic Highway Safety Plan and Vital Few Focus
- Safety Campaign Overview and Approach
- Campaign Schedule and Partner Engagement

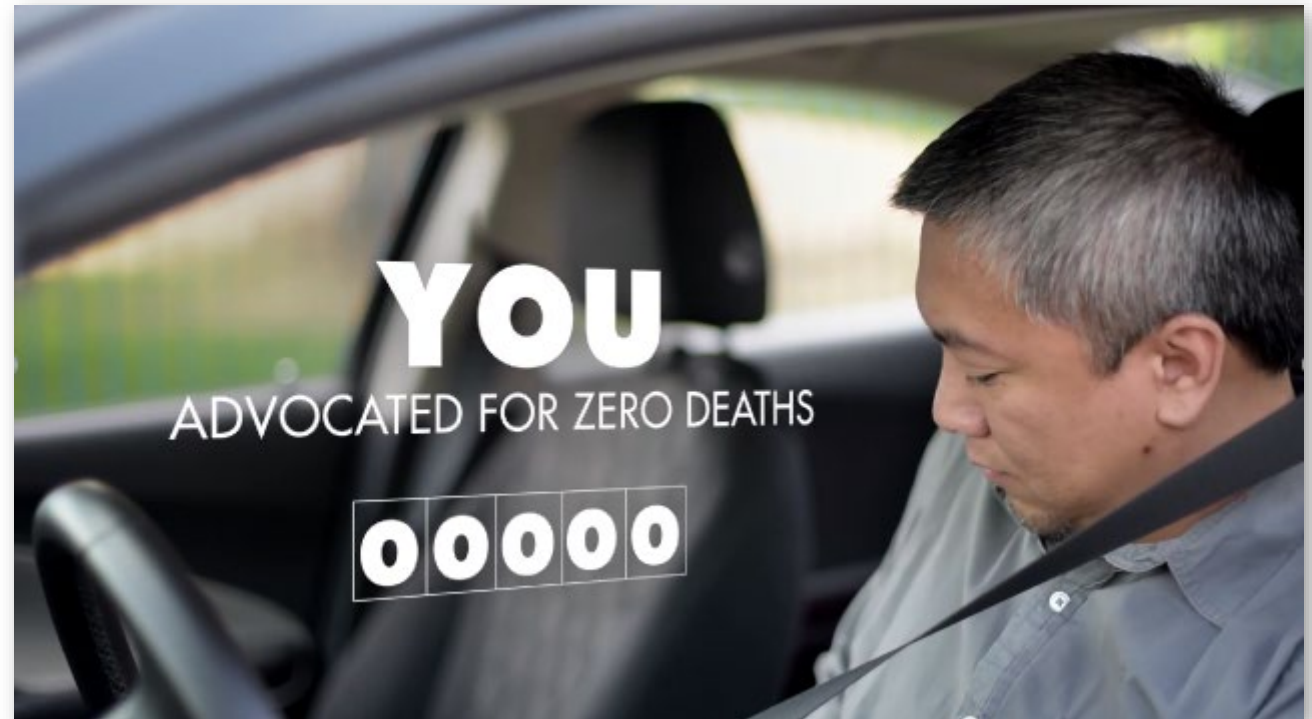




# Florida's Mission: Target Zero



- Name
- Agency
- What is your role in safety?





# The Challenge



# Changing Behavior | Saving Lives

## On Florida's roads..



**94%**  
of Crashes are Caused  
by Human Error



**8** Daily  
Fatalities



Daily Serious Injuries

... but even one life lost is too many.

# Florida Strategic Highway Safety Plan



## VITAL FEW



LANE DEPARTURES

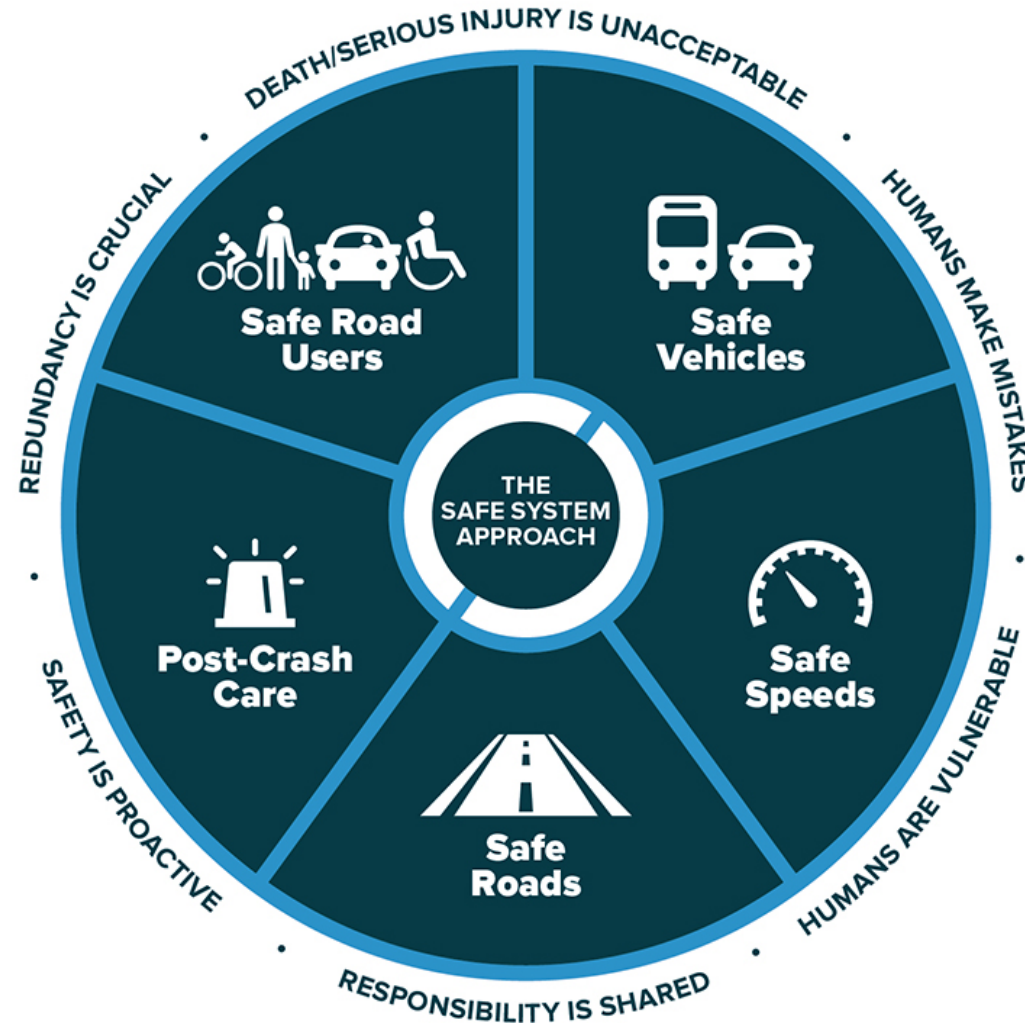


PEDESTRIANS  
AND BICYCLISTS



INTERSECTIONS

# FHWA: The Safe System Approach







# Influencing Safe Behavior

The 2021 Strategic Highway Safety Plan (SHSP) acknowledges **crashes rarely have a single contributing factor**. The plan outlines strategies to address high-priority issues facing the transportation system, including:

## Roadways:

- Lane departures; and 
- Intersections. 

## Road Users:

- Pedestrian and bicyclist safety; 
- Aging road users;
- Motorcyclists and motor scooter riders;
- Commercial motor vehicle operators; and
- Teen drivers.

## User Behavior:

- Impaired driving;
- Occupant protection;
- Speeding and aggressive driving; and
- Distracted driving.

# 4 Es and 4 Is of Traffic Safety

## 4E's



Engineering



Education



Enforcement

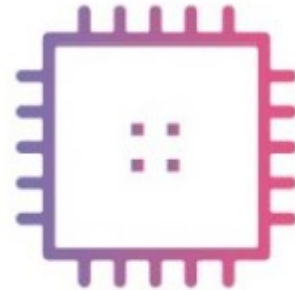


Emergency  
Response

## 4I's



Information  
Intelligence



Innovation



Insight into  
Communities



Investments  
and Policies

## HOW TO USE AN RRFB

(Rectangular Rapid Flashing Beacon)

### Pedestrians and Bicyclists

Press the button to activate the RRFB signals; the lights will begin to flash indicating to motorists a pedestrian is ready to cross.

## Traffic Safety Countermeasures that Work

# Rumbles

More than half of fatal crashes are caused by lane departure – when drivers run off the road or cross the center median into oncoming traffic.

### Center Line, Edge Line and Shoulder Rumble Strips and Stripes

<b>Center Rumble Strips</b>	Rumble strips are milled elements in the pavement. The vibration (and resulting sound) alerts drivers if they are leaving the travel lane. These rumbles are proven to help reduce roadway departure crashes caused by inattentive, distracted, or drowsy drivers who drift from their lane.
Head-On, Opposite-Direction, and Sideswipe Fatal and Injury Crash Reduction: <b>44-46%</b>	
<b>Shoulder Rumble Strips</b>	
Single Vehicle, Run-Off-Road Fatal and Injury Crash Reduction: <b>13-51%</b>	

FDOT Source: NCHRP Report 680, Guidelines for the Design and Application of Shoulder and Centerline Rumble Strips.

[trafficsafetyteam.org](http://trafficsafetyteam.org)

Cost Effective Safety Engineering Countermeasures Help Reduce Lane Departure Crashes

## Q. What is a Flashing Yellow Arrow?

## A.

A new traffic signal that means you can turn left if there is a safe gap in traffic

# SafeMobilityFL.com





# The Objective

Identify behaviors **contributing to**  
serious and fatal crashes,  
and the **reasons for those behaviors.**

Influence safe behavior.

- Using your mobile device, access the QR code on the next slide.
- **Q: Think of a marketing campaign or campaigns that caused you to *change your perception or behavior*.**
- They can be
  - **Safety campaigns, for example:**  
*Click It or Ticket, or Drive Sober or Get Pulled Over*
  - **Public service campaigns, for example:**  
*Smoky the Bear, or Tips from Former Smokers*
  - **Commercial campaigns, for example:**  
*Got Milk? or Like a Girl*



slido

Think of a marketing campaign that caused you to change your perception or behavior.

 Start presenting to display the poll results on this slide.

# Marketing for Behavior Change

## Thinking about the campaign(s) you named:

- Where did you see it?
- Why did it resonate with you?
- How did it influence your behavior?
- How can this safety campaign maximize the effectiveness of public engagement on transportation safety?

# Behavior Change and Social Marketing

- **Changing behavior** requires a better understanding of why people behave the way they do, how people change and how to help people in their efforts to change.
- **Social marketing** is the application of commercial marketing principles to change behavior, increase use of a product or increase access to services. All of this is done for the good of the individual and society.





# Behavior Change in Practice





# Safety Campaign Approach

# Campaign Approach Summary



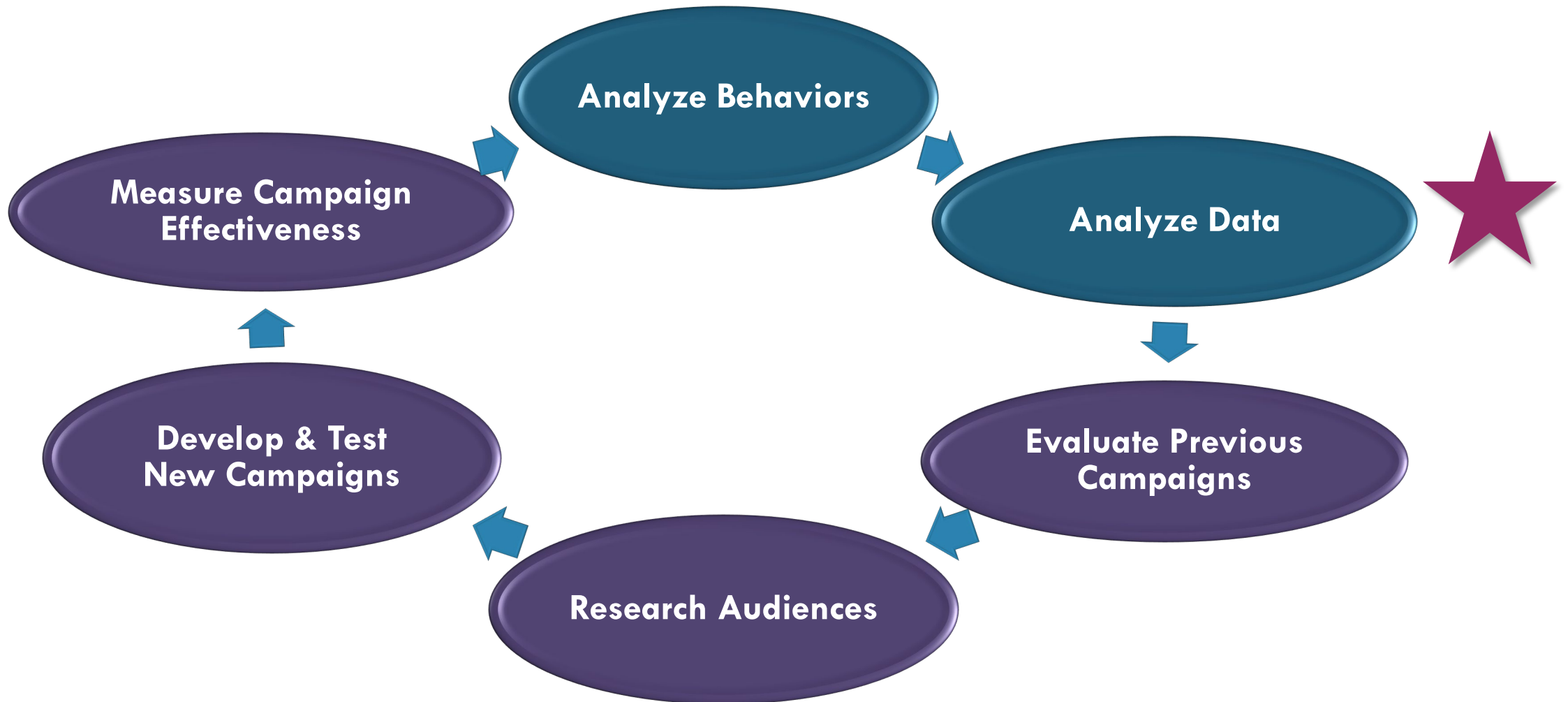
- **Goal** = Changing Behavior | Saving Lives
- **Root cause data analysis** = **what, where** and **who**
- **Assess previous campaigns** = **effectiveness** and **best practices**
- **Human data analysis** = **why** and **how**
- **Create engaging campaign** = **content** and **media**
- **Execute the campaign**
- **Measure the effectiveness** = **outputs** and **outcomes**
- ... and repeat.





# Root Cause Analysis

# Campaign Approach







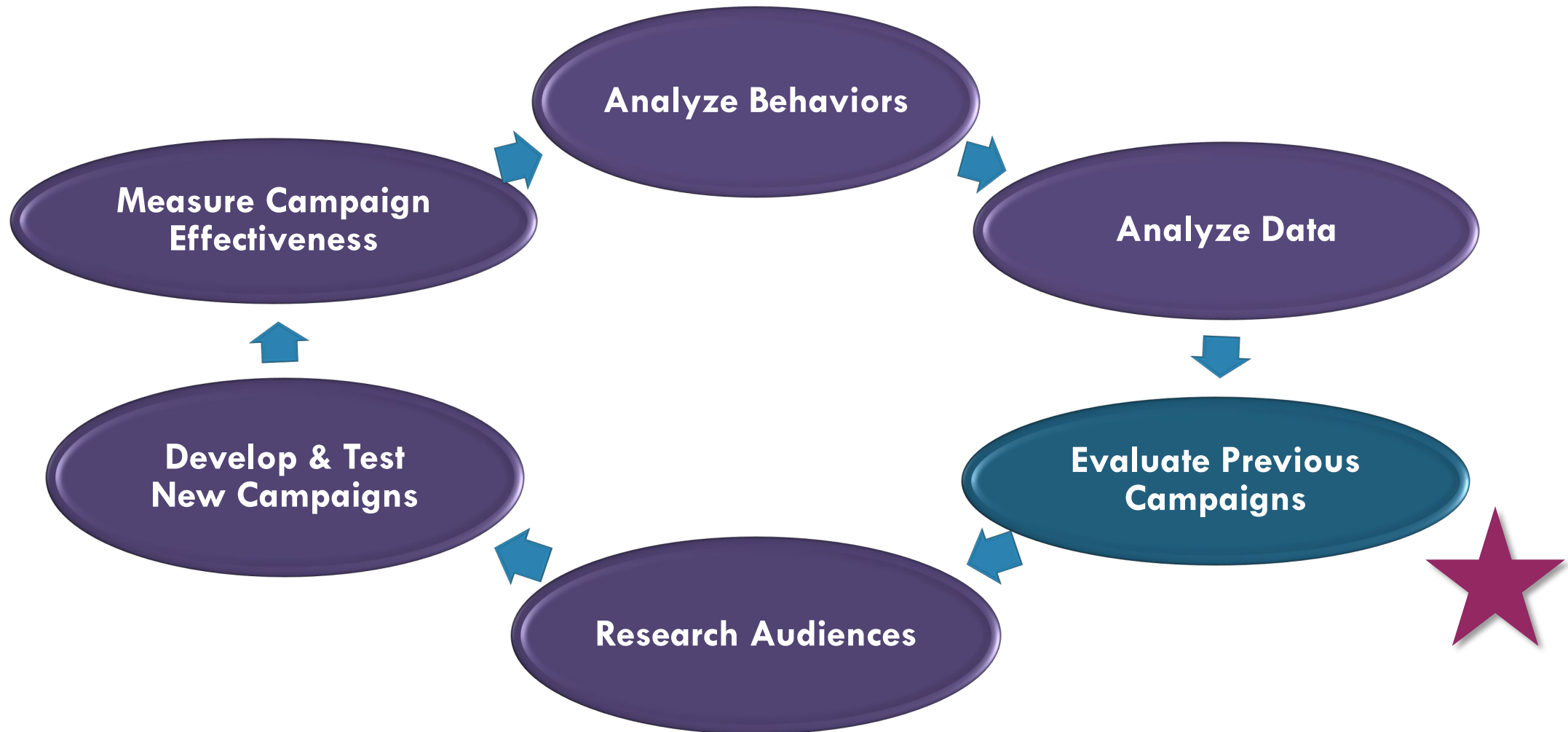


# Florida Campaigns and Industry Scans

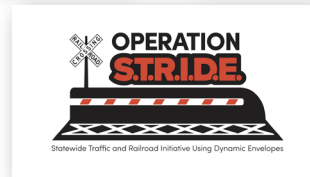
Evaluating the effectiveness of current safety and messaging efforts



# Campaign Approach



# Evaluation of Existing Florida Safety Campaigns





# Evaluation of Effective Campaigns



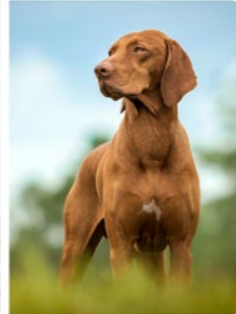
Embrace Life - always wear your seat belt

20,435,521 views • Jan 29, 2010

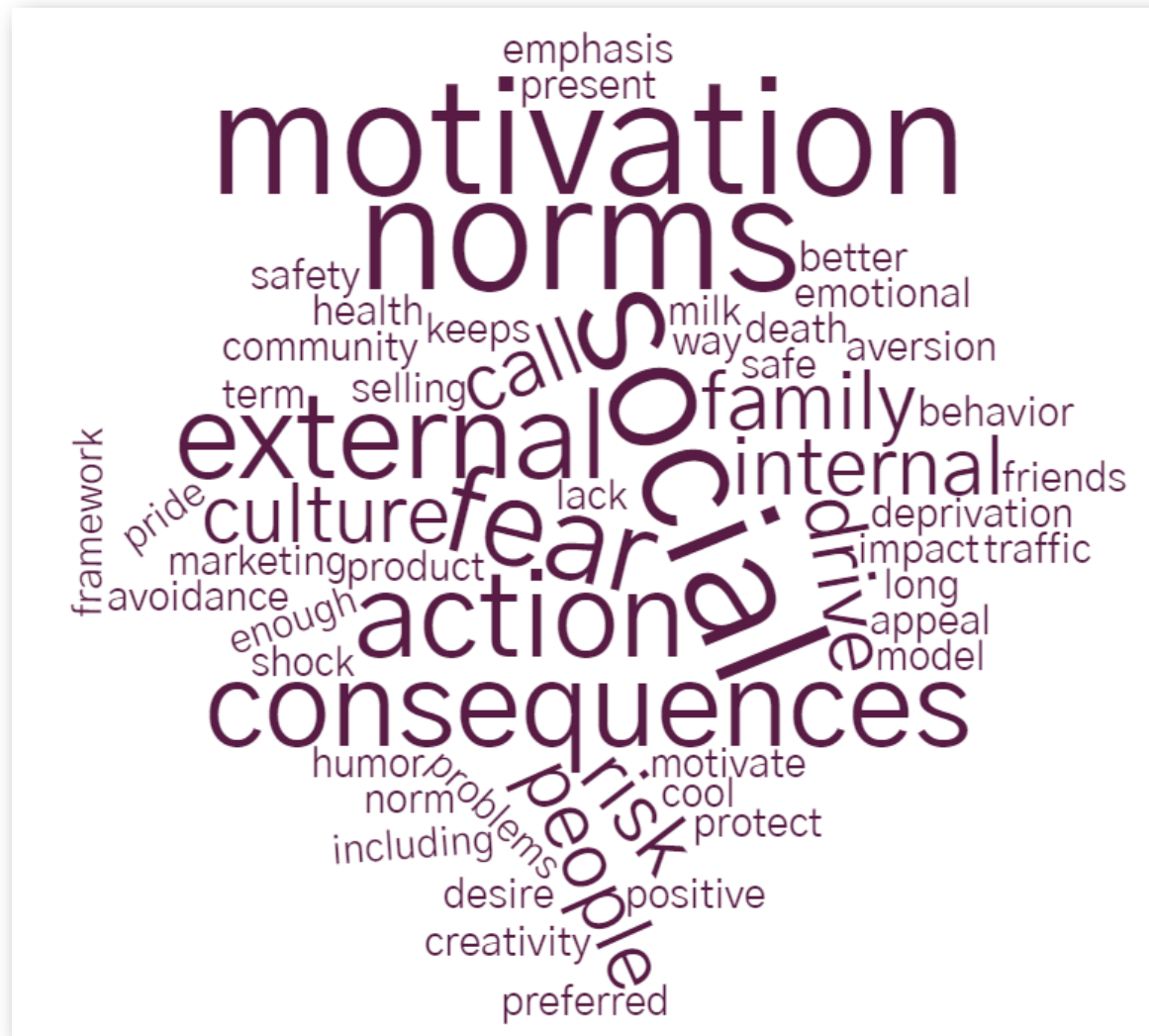
57K 947 SHARE SAVE

Drivers who rush when they're 10 minutes late for their shift

Drivers who stay in control and watch their speed

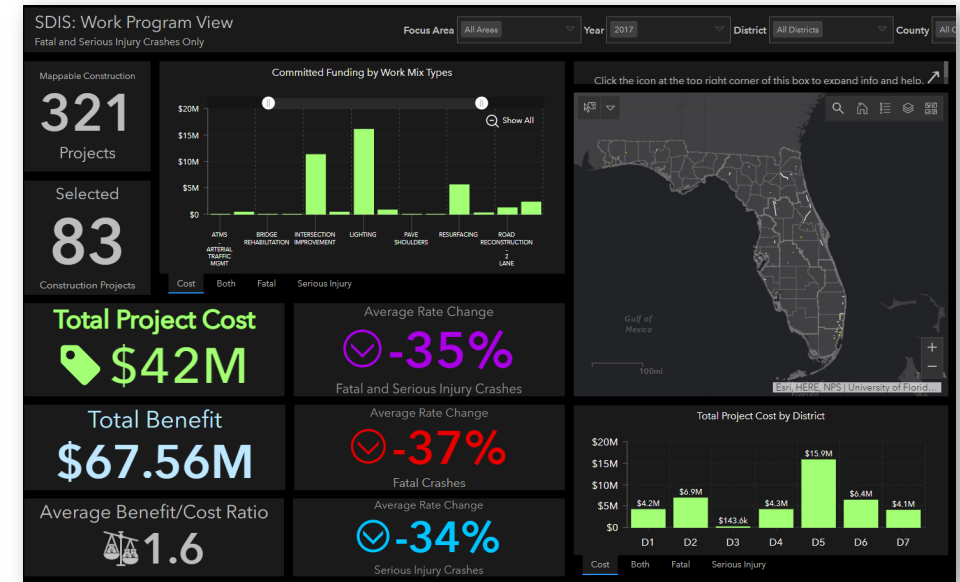
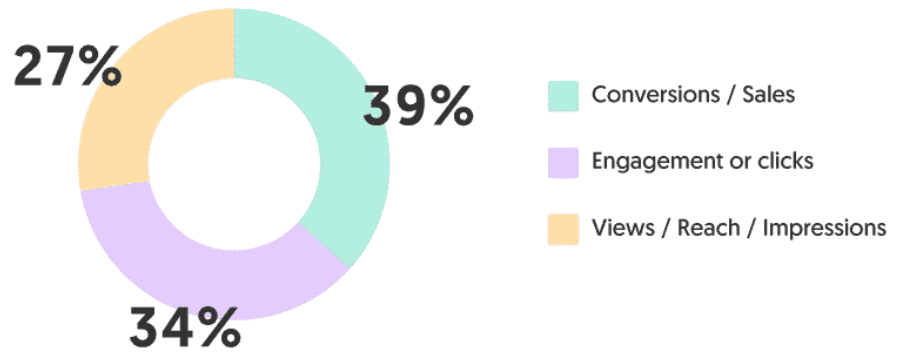


# Industry Scan + FDOT Campaigns





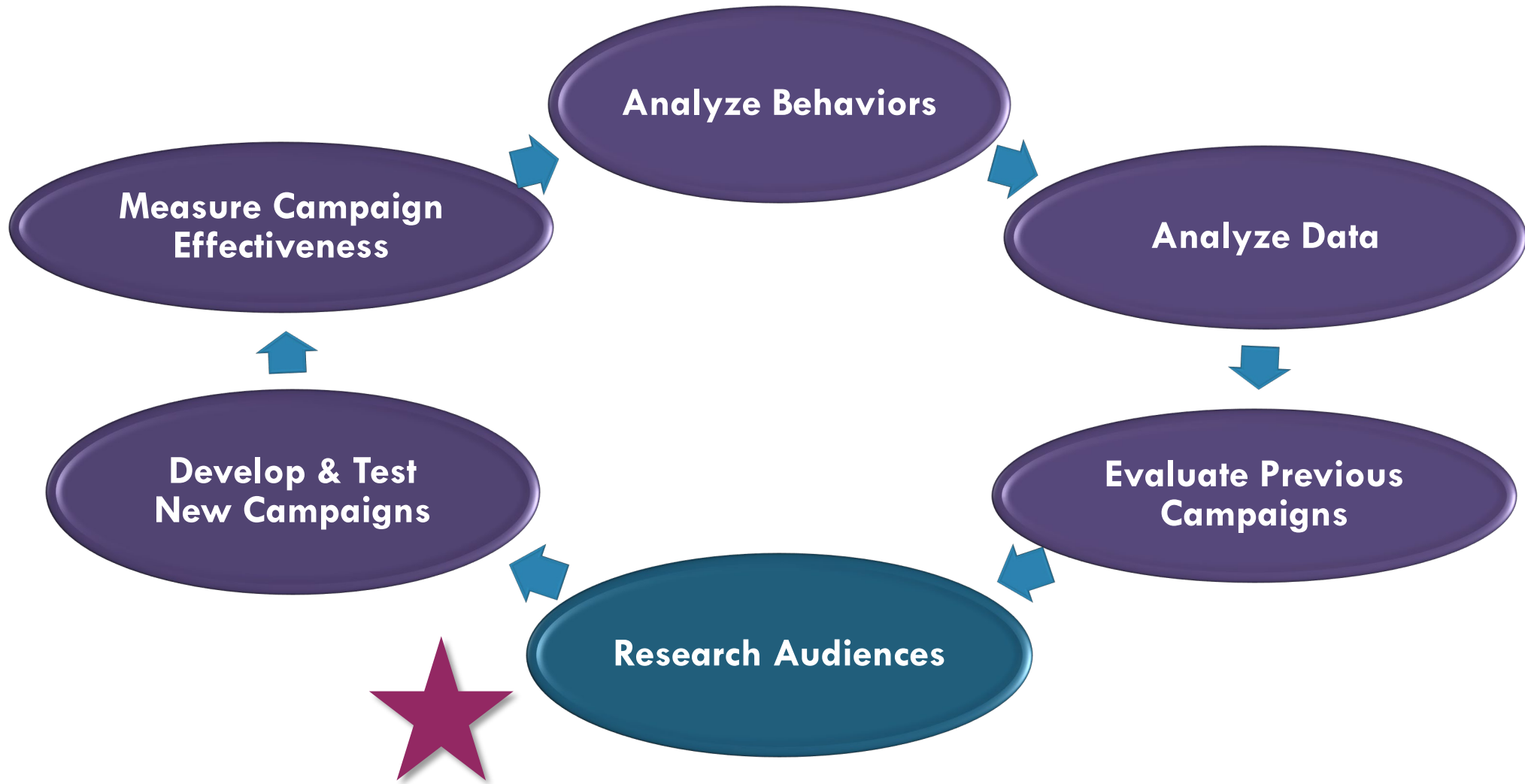
# Three Ways of Measuring Success





# Audience Research

# Campaign Approach



# Audience Segmentation and Focus Groups

## *Influential Messages Are Not One-Size-Fits-All*

- Reasons for safe and unsafe behaviors
- Attitudes regarding transportation and safety
- Value systems/motivators
- Test current messages





# Persona

- Name: Elyse
- Age: 28
- Gender: Female
- Location: Flagler Beach
- Activities and interests
  - Waitress
  - Dog rescuer (pitties)
  - Cooking and baking
  - Homebrewing beer
  - Drawing and painting
  - Board games
  - Eating out
  - Vintage TV shows (80s and 90s)
  - Disney movies
  - Electronic dance music (EDM) fan
  - Minor league hockey fan
  - Traveler



- Income: \$28,000 annually
- Education: A.A. degree, general studies
- Housing: 1-bedroom apartment
- Goals in life
  - Short-term:
    - Earn a bachelor's degree in counseling
    - Find a larger apartment closer to the beach
    - Pay off her car
    - Get out of the service industry
  - Long-term:
    - Earn a master's degree in psychology
    - Become a school counselor
    - Marry her boyfriend/ start a family
    - Move to Tennessee
    - Buy a house with a big yard
    - Rescue more dogs

# What Would Elyse Say?

Thinking about the campaign(s) you named earlier:

- Why would they resonate with Elyse and **what behavior would she change?**
- Relating this persona to our goals:
  - What prevents Elyse from driving safely?
  - What would motivate Elyse to drive safely?





# Partner Engagement



# SCHEDULE

2021

2022

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Analyze Existing Safety Campaigns and Scan Successful Behavior Change Campaigns



Analyze Existing Crash Records and Conduct Root Cause Analysis



Identify Audiences for Campaigns



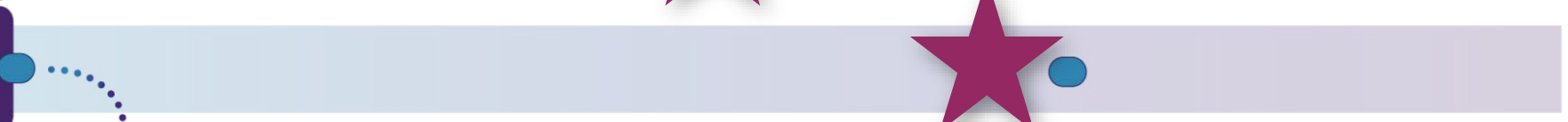
Conduct Research with Focus Groups and Audiences



Develop and Test New Campaigns



Launch Targeted Campaigns  
(Lane Departures, Intersection Crashes, Pedestrian, Bicycle)



Run Campaigns



Measure Effectiveness of Campaigns







# Identification of Related Partner Efforts



# General Discussion

# Safety Moment



## ***DO YOU RIDE SMART?***

- S** Say no to drinking and riding
- M** Make yourself more visible to motorists
- A** Always wear your helmet when you ride
- R** Ride in control (within legal and personal limits)
- T** Train regularly and get endorsed



[www.RideSmartFlorida.com](http://www.RideSmartFlorida.com)

Funded by the Florida Department of Transportation



# Thank You!



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Florida Department of Transportation

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*How May We Support You?*



<https://www.fdot.gov/safety/safetyengineering/safetyengineering.shtm>

**TARGET**  
**ZERO**  
**FATALITIES & SERIOUS INJURIES**



**Together Toward Zero**