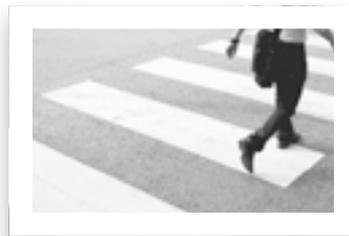
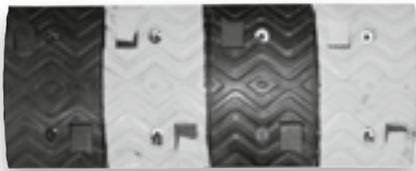
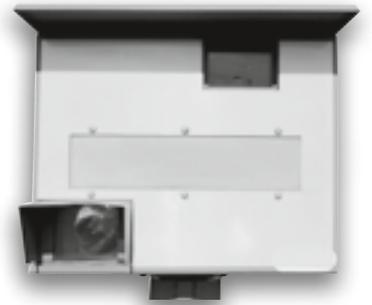


ROAD SAFETY MASS MEDIA CAMPAIGNS : A TOOLKIT







ROAD SAFETY MASS MEDIA CAMPAIGNS : A TOOLKIT



10 steps for developing road safety mass media campaigns in low – and middle – income countries



Road safety mass media campaigns: a toolkit

ISBN 978-92-4-151179-7

© World Health Organization 2016

Some rights reserved. This work is available under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 IGO licence (CC BY-NC-SA 3.0 IGO; <https://creativecommons.org/licenses/by-nc-sa/3.0/igo>).

Under the terms of this licence, you may copy, redistribute and adapt the work for non-commercial purposes, provided the work is appropriately cited, as indicated below. In any use of this work, there should be no suggestion that WHO endorses any specific organization, products or services. The use of the WHO logo is not permitted. If you adapt the work, then you must license your work under the same or equivalent Creative Commons licence. If you create a translation of this work, you should add the following disclaimer along with the suggested citation: "This translation was not created by the World Health Organization (WHO). WHO is not responsible for the content or accuracy of this translation. The original English edition shall be the binding and authentic edition".

Any mediation relating to disputes arising under the licence shall be conducted in accordance with the mediation rules of the World Intellectual Property Organization (<http://www.wipo.int/amc/en/mediation/rules>).

Suggested citation. Road safety mass media campaigns: a toolkit. Geneva: World Health Organization; 2016. Licence: [CC BY-NC-SA 3.0 IGO](https://creativecommons.org/licenses/by-nc-sa/3.0/igo).

Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

Sales, rights and licensing. To purchase WHO publications, see <http://apps.who.int/bookorders>. To submit requests for commercial use and queries on rights and licensing, see <http://www.who.int/about/licensing>.

Third-party materials. If you wish to reuse material from this work that is attributed to a third party, such as tables, figures or images, it is your responsibility to determine whether permission is needed for that reuse and to obtain permission from the copyright holder. The risk of claims resulting from infringement of any third-party-owned component in the work rests solely with the user.

General disclaimers. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of WHO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by WHO in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by WHO to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall WHO be liable for damages arising from its use.

Cover photos © Cginspiration, Ronstik, Chuyn, Rappensuncler, Anthiacumming, Abadonian, Muratkoc, Slacroix, Plherra, Zelfit, Popovaphoto, Photography firm, Bgblue, Phonlamaiphoto, Eyewave, Imamember, Entienou, Topshotuk, Shaunl, Photonstock, Pixhook, Ananaline, Paologaetano, Naumoid / istockphoto.com

Design and layout by Perluette & BeauFixe

Made possible through funding from Bloomberg Philanthropies

CONTENTS

ACKNOWLEDGEMENTS	4
PREFACE	5
INTRODUCTION	6
TEN STEPS TO DEVELOP A ROAD SAFETY MASS MEDIA CAMPAIGN	12

PHASE 1. PROJECT DESIGN AND RESEARCH

STEP 1: PROJECT PLANNING	15
STEP 2: DESK REVIEW	21
STEP 3: DEFINITION OF A CORE STRATEGY	27
STEP 4: FORMATIVE RESEARCH	35

PHASE 2. PRODUCTION

STEP 5: DEFINE MESSAGES AND PRODUCE CAMPAIGN MATERIALS	41
STEP 6: CONCEPT AND PRE-TESTING.	49
STEP 7: DEVELOP MATERIALS	55

PHASE 3. DISSEMINATION

STEP 8: DISTRIBUTION STRATEGY AND MEDIA PLAN	63
STEP 9: CAMPAIGN LAUNCH, IMPLEMENTATION AND MONITORING.	71

PHASE 4. EVALUATION

STEP 10: EVALUATION	75
-------------------------------	----

CONCLUSION	81
REFERENCES	82
BIBLIOGRAPHY	83

ACKNOWLEDGEMENTS

This toolkit benefitted from the input of many WHO staff and external collaborators. WHO would like to acknowledge: Elena Altieri for drafting the toolkit and coordinating its production; Claudia Parvanta for contributing to and providing guidance on content; Angela Burton for technical editing; and Helene Dufays for providing administrative support.

The toolkit benefited from expert reviews by WHO staff and external organizations.

WHO reviewers: Kunuz Abdella, Kidist Bartolomeos, Roberto Colombo, Natalie Draisin, Beste Gulgun, Meleckidzedek Khayesi, Natalia Konovalova, Evelyn Murphy, Nam Nguyen, Jonathon Passmore, Victor Pavarino, Margaret Peden, Marisela Ponce de Leon, Sara Russell, Sovanratnak Sao, Laura Sminkey, Tamitza Toroyan, Marsha Vanderford and Elena Yurasova.

External reviewers: Abdulgafoor Bachani, LeShaundra Cordier, Connie Hoe, Rebecca Ivers, Kannan Krishnaswamy, Pasha Mahmooda, Richard Mills, Luis Fernando Montero Fallas, Suzanne Suggs; the Vital Strategies team and the Global Road Safety Programme (GRSP) team.

WHO gratefully acknowledges the financial contribution of Bloomberg Philanthropies to the publication of this toolkit.

PREFACE

Every year 1.25 million people die on the road and many more are seriously injured.

A new and ambitious target lies ahead of us: halving road traffic fatalities globally by 2020. Meeting this target – part of the Sustainable Development Goals – requires us to act fast and to learn from each other’s experiences, thereby improving our effectiveness and use of resources. This toolkit is a step in that direction.

Mass media campaigns are an important component of road safety strategies. During the past 6 years, WHO and its partners have developed more than 30 mass media campaigns to improve road safety in nine countries. The lessons and results generated by this work are presented in this toolkit, with the aim of strengthening the implementation of similar campaigns in low- and middle-income countries where the burden of road traffic crashes is the heaviest.

This toolkit aims to help those working in the field of road safety who are responsible for running mass media campaigns. We hope it will inspire and guide the implementation of targeted campaigns that can enhance the impact of strengthened legislation, enforcement or other elements of a safe system necessary to achieve our ambitious goal to save lives.

**Dr Etienne Krug, Director
Department for Management of Noncommunicable Diseases,
Disability, Violence and Injury Prevention**

INTRODUCTION

Improving road user behaviour is fundamental to reducing road traffic injuries and fatalities. It is one of five key pillars of the Global Plan for the Decade of Action for Road Safety 2011–2020 (alongside better road safety management, safer road networks, safer vehicles and improved post-crash response).

Road user behaviour can be improved by road safety campaigns, which in combination with behavioural measures (e.g., law enforcement, education or training), can become a powerful way to persuade the public to behave more safely in traffic.¹ The Global Plan for the Decade of Action is rooted in the Safe System approach² which addresses risk factors and interventions affecting road users, vehicles and the road environment in an integrated way, enabling more effective prevention. This approach is known to be appropriate and effective in settings worldwide.

The safe system approach recognizes that travel should be safe for all road users and aims to eliminate fatal crashes and reduce serious injuries through ensuring transport systems take into account human error and the human body's vulnerability to serious injury. This can be achieved through robust policies on road infrastructure and vehicles and travel speeds, supported by a range of activities relating to education, behaviour change, regulation, enforcement and penalties.

Key safe system principles are:

- **Recognition of human error in the transport system.** People make mistakes in traffic that can cause injury and death. The safe system approach acknowledges the value of road user behaviour interventions but emphasizes that behaviour is just one of many elements necessary to promote road safety.
- **Recognition of human physical vulnerability and limits.** The human body has limited tolerance to impact, beyond which serious injury or death occurs.
- **Promotion of system accountability.** Responsibility for traffic safety must be shared between road users and system design-

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_25023

