

TRAFFIC[®]

the wildlife trade monitoring network

Social Marketing Training
9-10 June 2015

What is Social Marketing?

Discuss in Pairs

Expectations of the course



- ?
- ?
- ?
- ?
- ?
- ?

Objectives of today



Understand:

- The key principles
- The social marketing planning process
- How to put it into practice

What is Social Marketing?



It is a planning **approach** that is used to influence people's behaviour

These behaviours provide benefit for individuals and **society as a whole.**

It can help to design products and services that are more **customer-centred.**

Brushing your teeth



Social marketing example



My child is always safest in my arms.
God decides when to take my baby.

Social marketing example



Car seat use increased from 21% to 73%!!

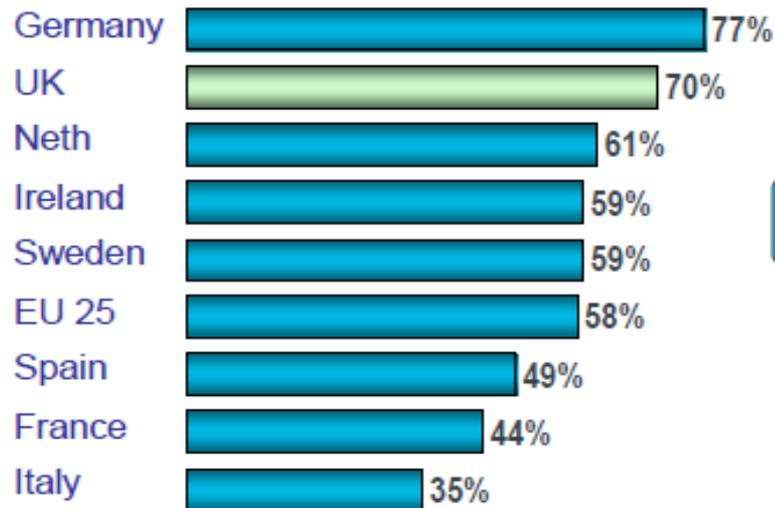
Install and use child car seats

<p>SUPPORT</p> <p>Priests directly bless car seats</p>	<p>DESIGN</p> <p>Car Seat</p>
<p>INFORM</p> <p>You are doing what is expected in the eyes of the Church</p>	<p>CONTROL</p> <p>Subsidy for car seats Fine for non-compliance</p>

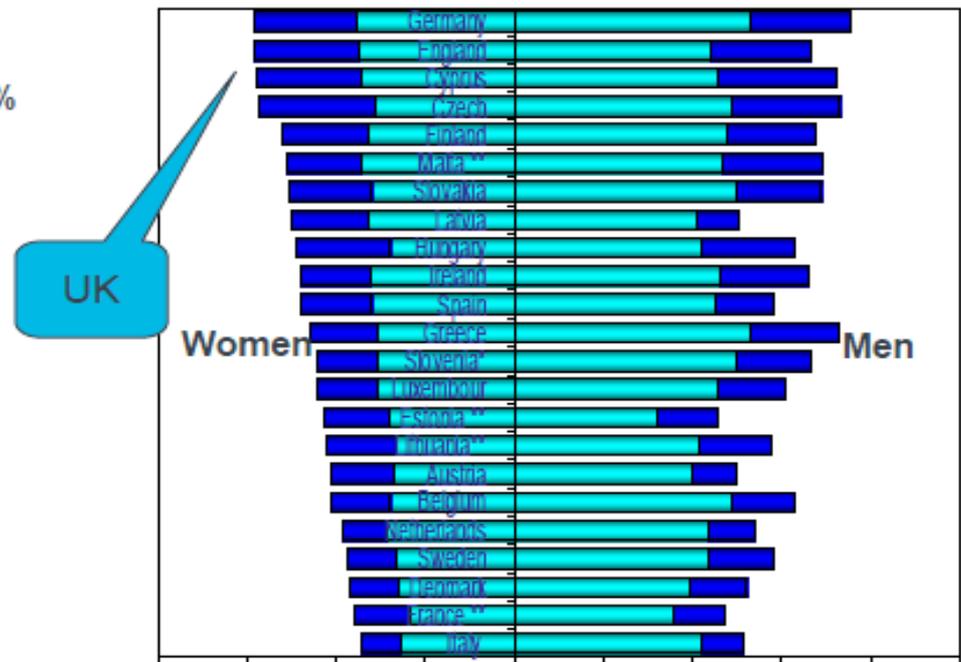
Knowledge isn't enough

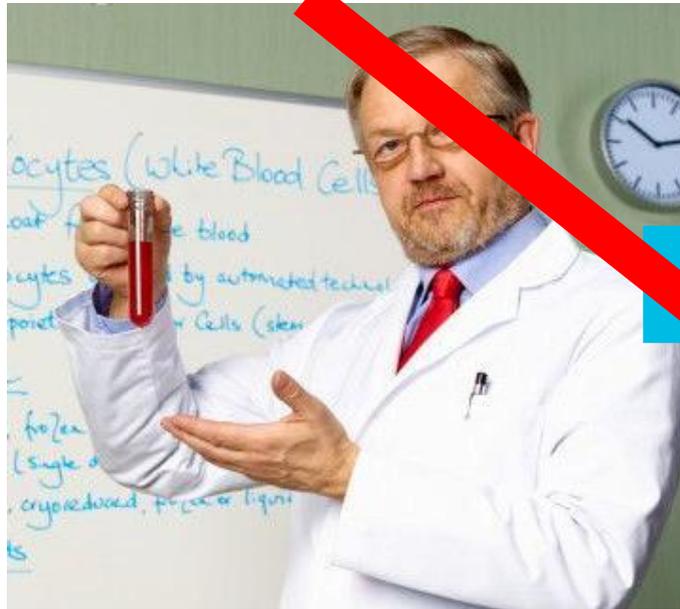
What do you think 'eating a healthy diet' involves?

Eating more fruit and vegetables



% Obese % Overweight % Obese





Expert



Target





Why Social Marketing?

Information



Design



Regulation



Social Marketing





Guinea Worm

- 1986 - 3.5 million cases in 20 countries
- 2004 - reduced by more than 99%



The bottom-line?

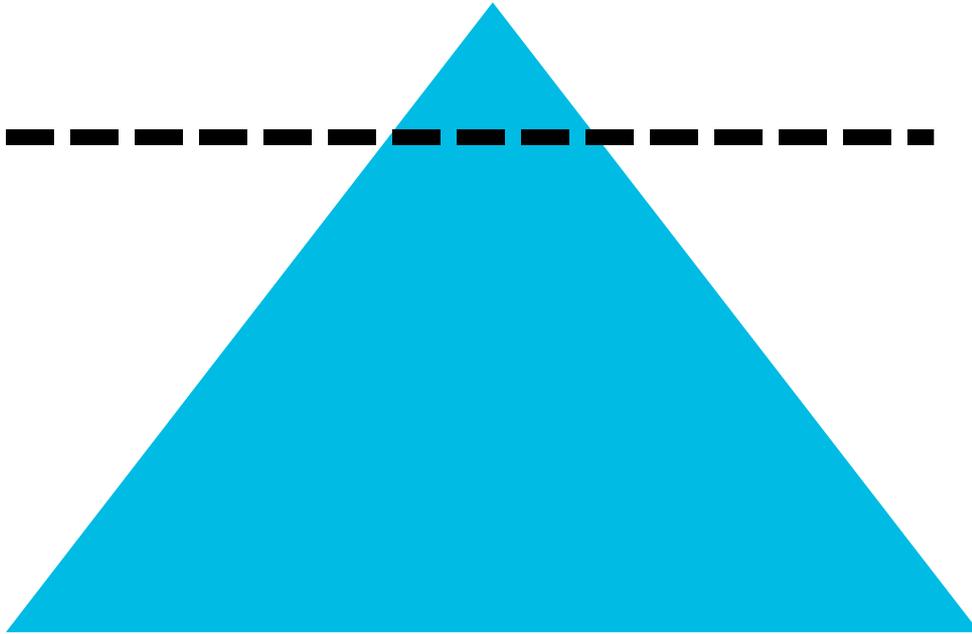


1. What is the problem?
2. Who do you want to change?
3. What do you want them to do?
4. How will you know?

Brushing your teeth



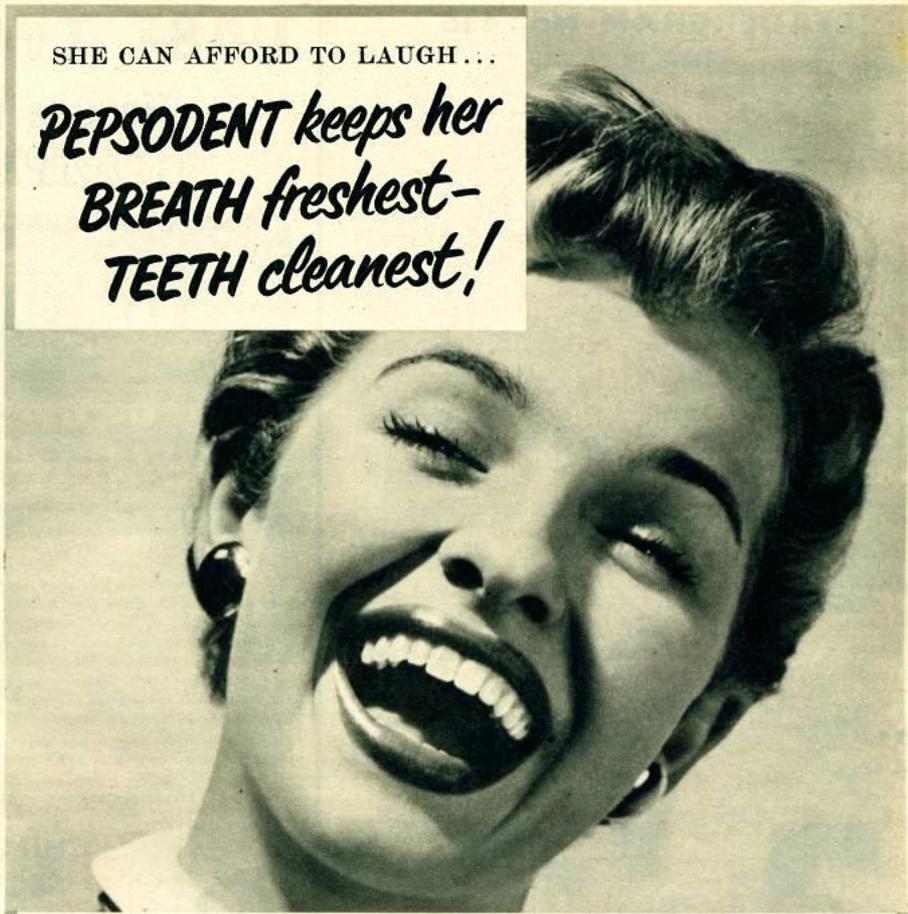
Conscious, planned behaviour



Subconscious, automatic behaviour

SHE CAN AFFORD TO LAUGH...

PEPSODENT keeps her
BREATH freshest-
TEETH cleanest!



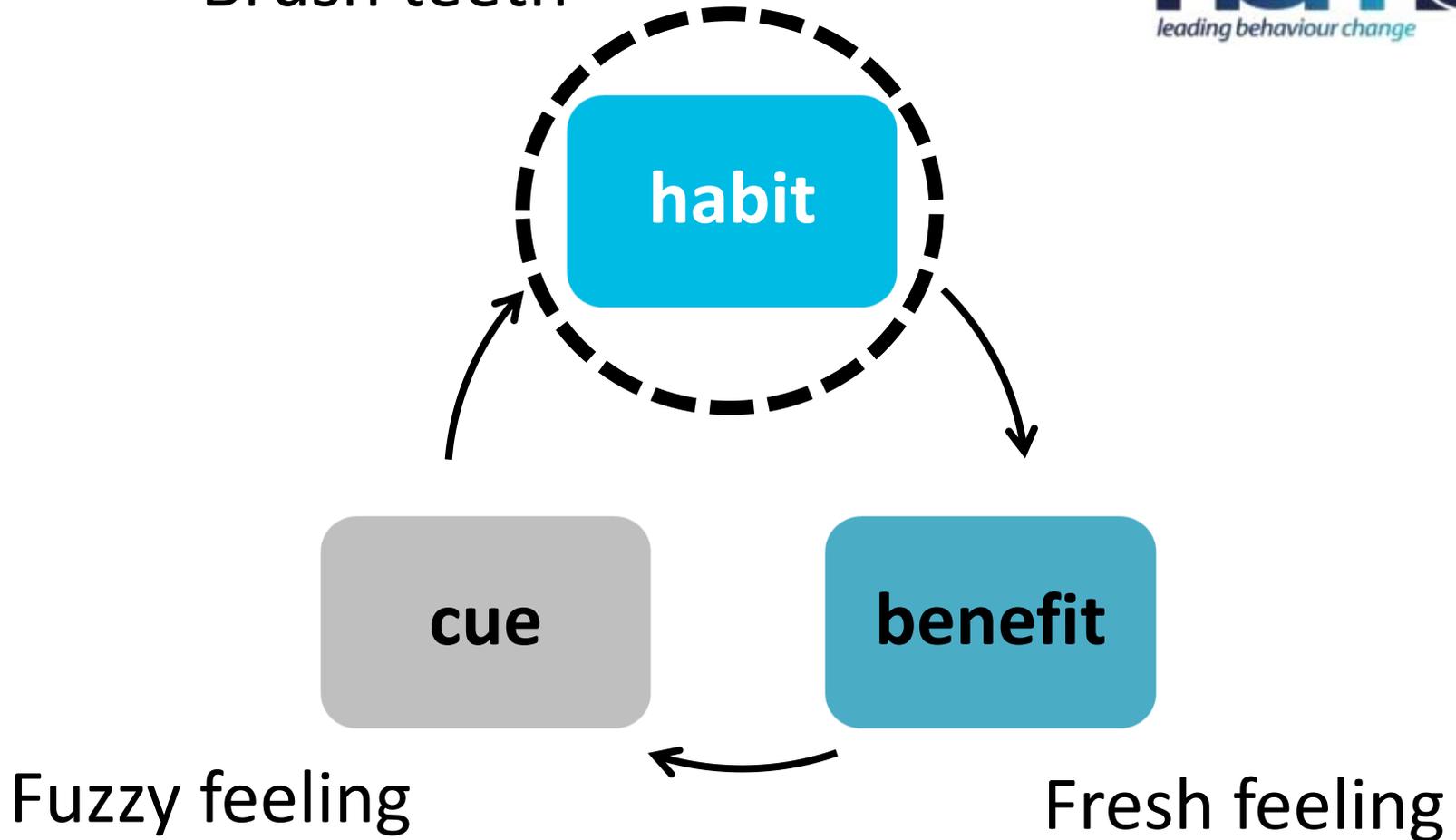
We snapped her laughing. She didn't mind! She even let us take a close-up. Because—yes! *She* uses Pepsodent, too. Pepsodent is the toothpaste that keeps you sure of yourself by keeping your teeth really clean. And by keeping teeth really clean Pepsodent keeps breath freshest of all.

... you're safest with *Pepsodent*!



nsmc
leading behaviour change

Brush teeth



Creatures of habit

1. Simple & obvious cue
2. Define the reward
3. Satisfy the need
4. Trigger routine

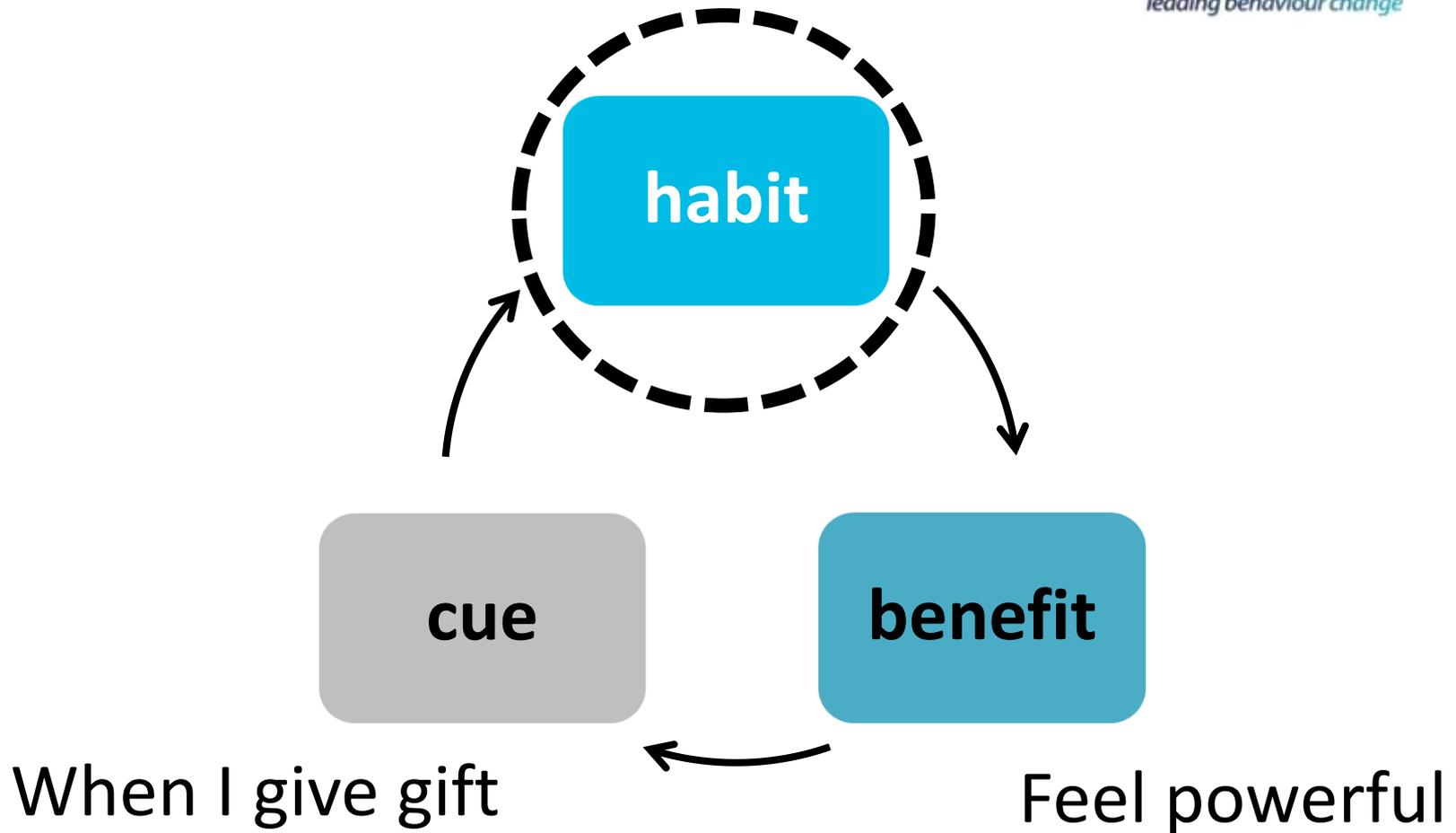




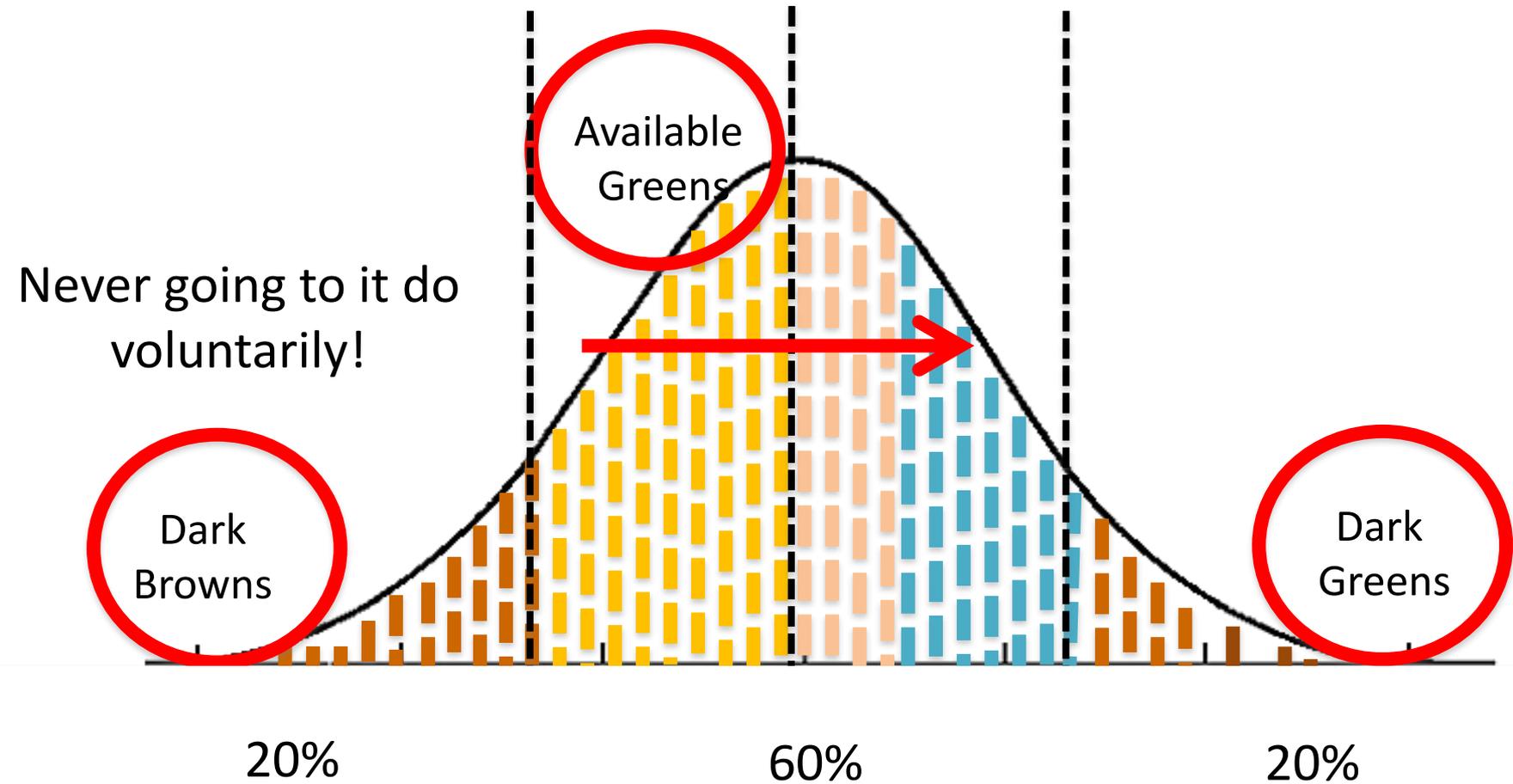




Can we replace the routine?



Changing Social Norms



What is Social Marketing?

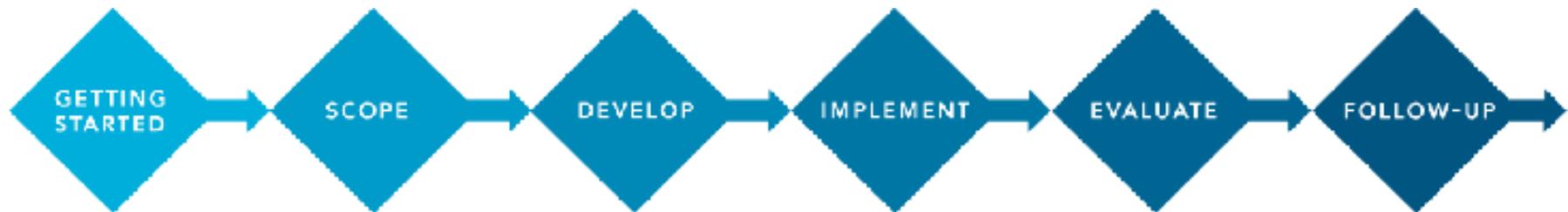


It is a planning **approach** that is used to influence people's behaviour

These behaviours provide benefit for individuals and **society as a whole**.

It can help to design products and services that are more **customer-centred**.

Social marketing approach



Fun. Easy. Popular.



Three social science determinants:

- Perceived benefits (fun)
- Self-efficacy (easy)
- Social norms (popular)

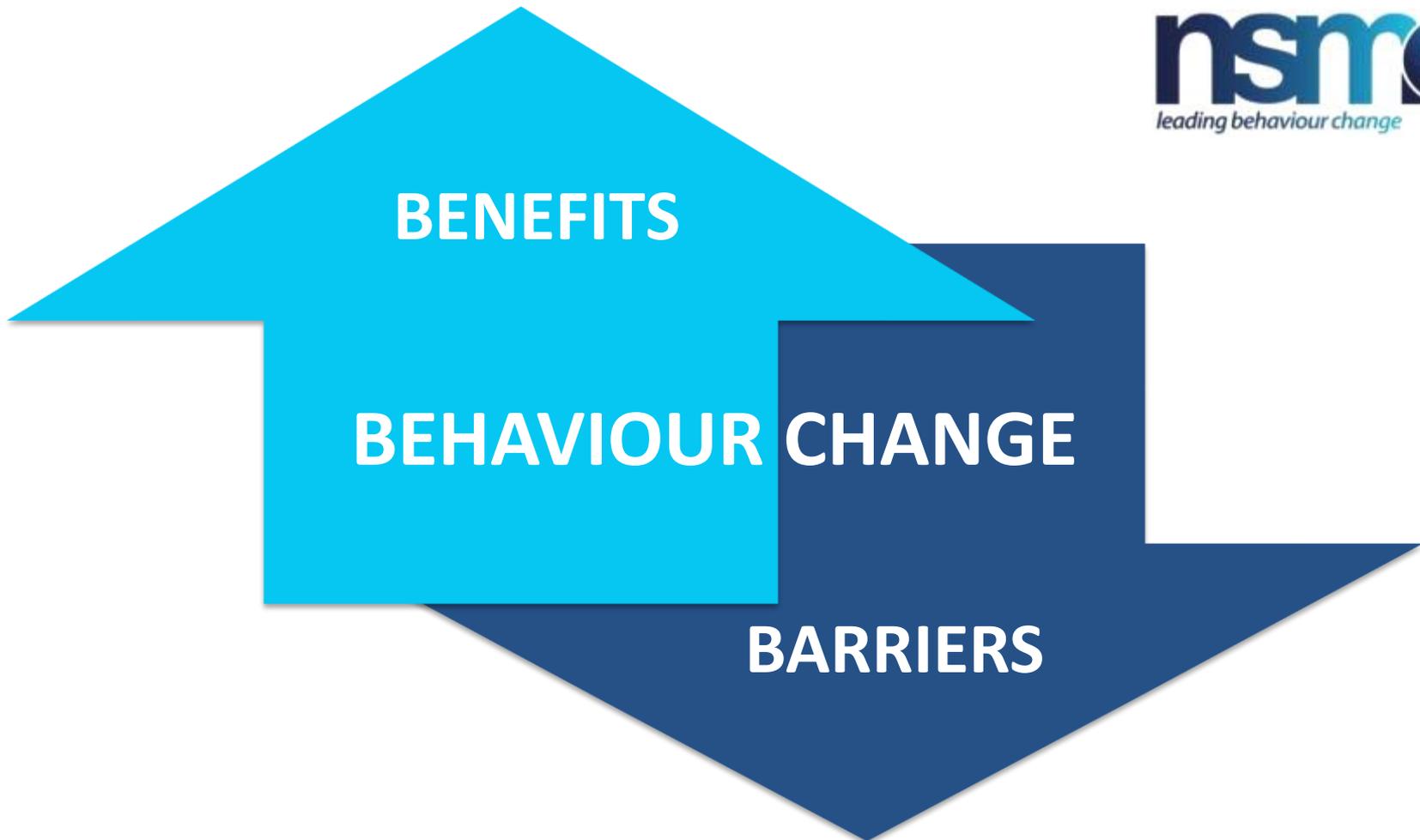
Boring. Difficult. Lonely.

Learn from the competition!

What are the benefits of doing current negative behaviour?

- Easier
- Convenience
- Cultural reasons
- Social norm





What can you offer me that is better than what I'm currently doing?

The key concepts of social marketing



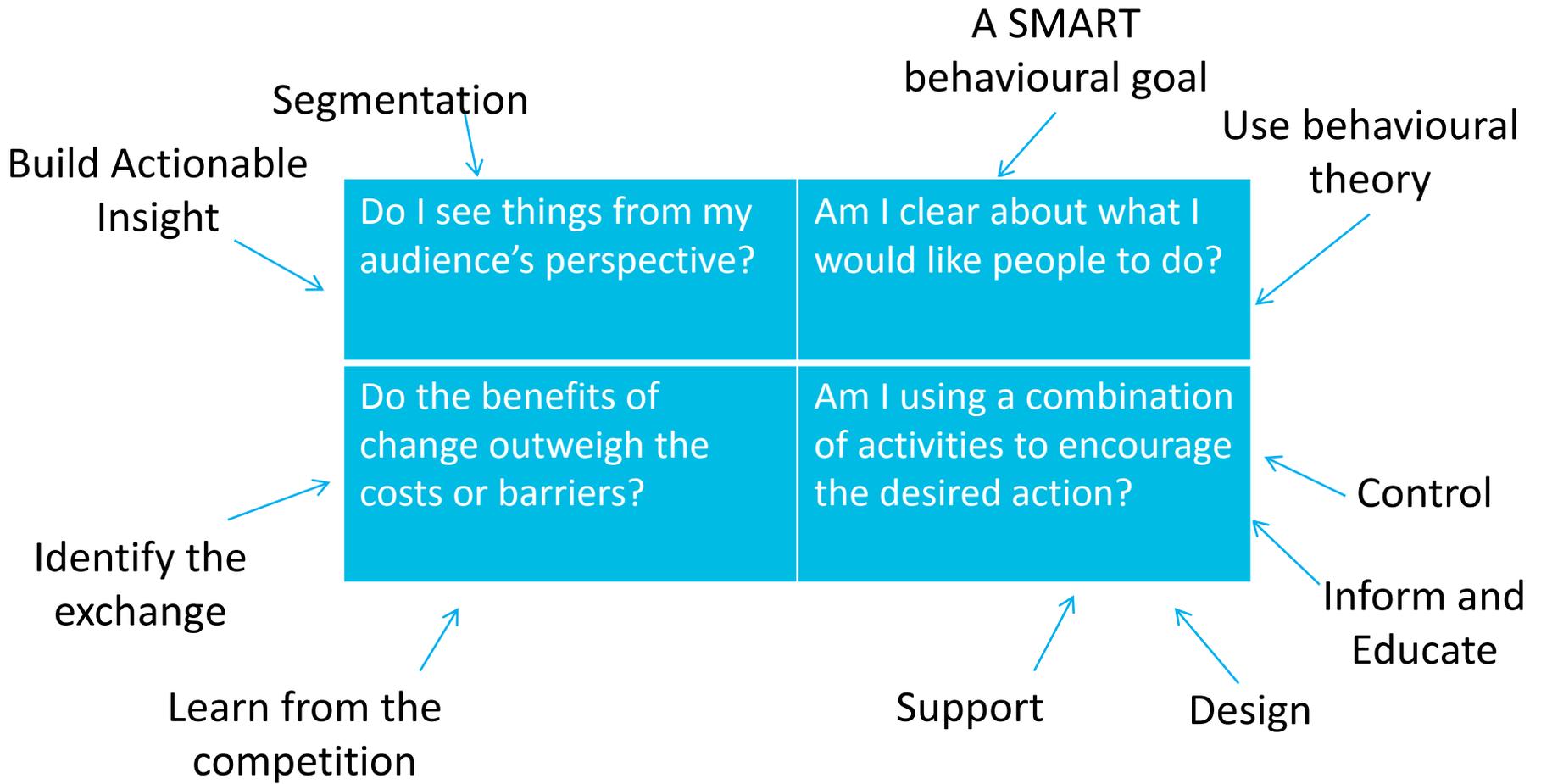
Do I see things from my audience's perspective?

Am I clear about what I would like people to do?

Do the benefits of change outweigh the costs or barriers?

Am I using a combination of activities to encourage the desired action?

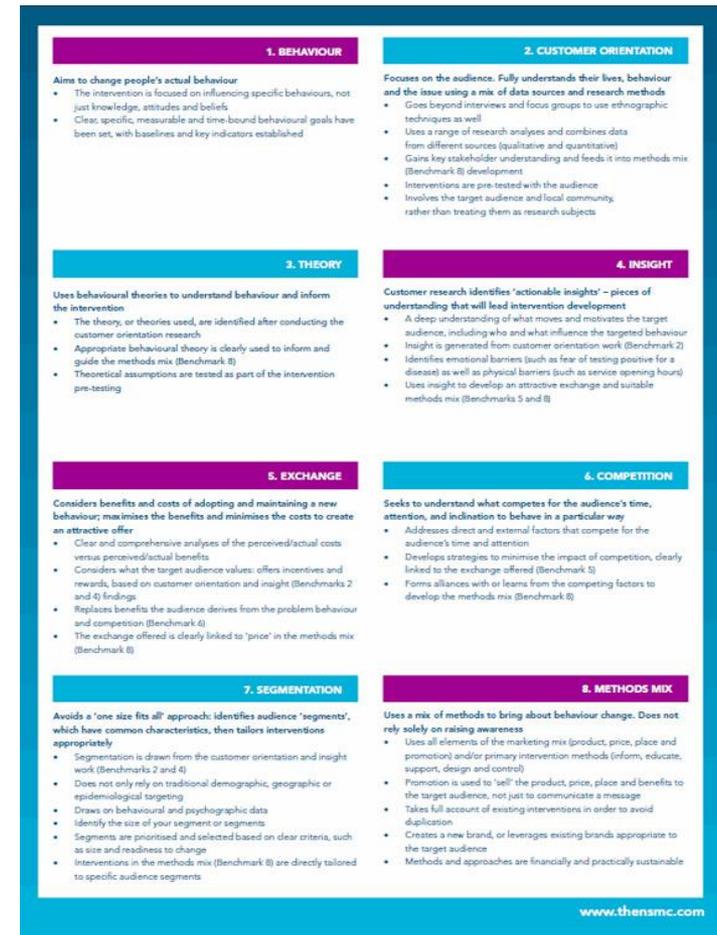
The key concepts of social marketing



The ingredients of Social Marketing

The NSMC's Benchmark criteria

1. Customer orientation
2. Clear behavioural goals
3. Developing 'insight'
4. Audience segmentation
5. Theory based
6. Competition
7. Exchange
8. Methods mix



The infographic is a grid of eight colored boxes, each representing a benchmark criterion. The boxes are arranged in two columns and four rows. The top-left box is purple and contains '1. BEHAVIOUR'. The top-right box is blue and contains '2. CUSTOMER ORIENTATION'. The middle-left box is blue and contains '3. THEORY'. The middle-right box is purple and contains '4. INSIGHT'. The bottom-left box is purple and contains '5. EXCHANGE'. The bottom-right box is blue and contains '6. COMPETITION'. The bottom-left box is blue and contains '7. SEGMENTATION'. The bottom-right box is purple and contains '8. METHODS MIX'. Each box contains a brief description and a bulleted list of key points.

1. BEHAVIOUR	2. CUSTOMER ORIENTATION
<p>Aims to change people's actual behaviour</p> <ul style="list-style-type: none">• The intervention is focused on influencing specific behaviours, not just knowledge, attitudes and beliefs• Clear, specific, measurable and time-bound behavioural goals have been set, with baselines and key indicators established	<p>Focuses on the audience. Fully understands their lives, behaviour and the issue using a mix of data sources and research methods</p> <ul style="list-style-type: none">• Goes beyond interviews and focus groups to use ethnographic techniques as well• Uses a range of research analyses and combines data from different sources (qualitative and quantitative)• Gains key stakeholder understanding and feeds it into methods mix (Benchmark 8) development• Interventions are pre-tested with the audience• Involves the target audience and local community, rather than treating them as research subjects
3. THEORY	4. INSIGHT
<p>Uses behavioural theories to understand behaviour and inform the intervention</p> <ul style="list-style-type: none">• The theory, or theories used, are identified after conducting the customer orientation research• Appropriate behavioural theory is clearly used to inform and guide the methods mix (Benchmark 8)• Theoretical assumptions are tested as part of the intervention pre-testing	<p>Customer research identifies 'actionable insights' – pieces of understanding that will lead intervention development</p> <ul style="list-style-type: none">• A deep understanding of what moves and motivates the target audience, including who and what influences the targeted behaviour• Insight is generated from customer orientation work (Benchmark 2)• Identifies emotional barriers (such as fear of testing positive for a disease) as well as physical barriers (such as service opening hours)• Uses insight to develop an attractive exchange and suitable methods mix (Benchmarks 5 and 8)
5. EXCHANGE	6. COMPETITION
<p>Considers benefits and costs of adopting and maintaining a new behaviour; maximises the benefits and minimises the costs to create an attractive offer</p> <ul style="list-style-type: none">• Clear and comprehensive analyses of the perceived/actual costs versus perceived/actual benefits• Considers what the target audience values: offers incentives and rewards, based on customer orientation and insight (Benchmarks 2 and 4) findings• Replaces benefits the audience derives from the problem behaviour and competition (Benchmark 4)• The exchange offered is clearly linked to 'price' in the methods mix (Benchmark 8)	<p>Seeks to understand what competes for the audience's time, attention, and inclination to behave in a particular way</p> <ul style="list-style-type: none">• Addresses direct and external factors that compete for the audience's time and attention• Develops strategies to minimise the impact of competition, clearly linked to the exchange offered (Benchmark 5)• Forms alliances with or learns from the competing factors to develop the methods mix (Benchmark 8)
7. SEGMENTATION	8. METHODS MIX
<p>Avoids a 'one size fits all' approach: identifies audience 'segments', which have common characteristics, then tailors interventions appropriately</p> <ul style="list-style-type: none">• Segmentation is drawn from the customer orientation and insight work (Benchmarks 2 and 4)• Does not only rely on traditional demographic, geographic or epidemiological targeting• Draws on behavioural and psychographic data• Identify the size of your segment or segments• Segments are prioritised and selected based on clear criteria, such as size and readiness to change• Interventions in the methods mix (Benchmark 8) are directly tailored to specific audience segments	<p>Uses a mix of methods to bring about behaviour change. Does not rely solely on raising awareness</p> <ul style="list-style-type: none">• Uses all elements of the marketing mix (product, price, place and promotion) and/or primary intervention methods (inform, educate, support, design and control)• Promotion is used to 'sell' the product, price, place and benefits to the target audience, not just to communicate a message• Takes full account of existing interventions in order to avoid duplication• Creates a new brand, or leverages existing brands appropriate to the target audience• Methods and approaches are financially and practically sustainable

www.thensmc.com

Case Study Review

- 1 Problem
- 2 Target audience
- 3 Behavioural objective
- 4 Barriers and benefits
- 5 Stakeholders
- 6 Mix of methods
- 7 Success measures

Will you grant
the project a
£1 million
extension?

Strengths:

- 1.
- 2.
- 3.

Weaknesses:

- 1.
- 2.
- 3.

- **Defining the problem:**
HIV prevalence in CSW – 1993 (10%) - 2001 (70%)
- **Behavioural objectives:**
What are the actual rates of condom usage by clients?
- **Strategic objectives:**
Who needs to support a 100% condom use policy?
- **Stakeholder engagement:**
Brothel owners & sex workers – and politicians

Tamil Naidu



- Health Minister stated no prostitutes existed!
- Until 1994 - forcible testing and detention
- Behaviour surveys focused on condom use among sex workers
- Increased from 51% (1996) - 91% (2000)

Tamil Naidu



- S. Ramasundaram – political support and resources
- Two-pronged approach:
 1. One-on-One peer programme with CSWs
 2. Mass media for their “customers”
- Behavioural surveys and interviews with CSWs
- Enabled continuous improvement

The benefits of social marketing

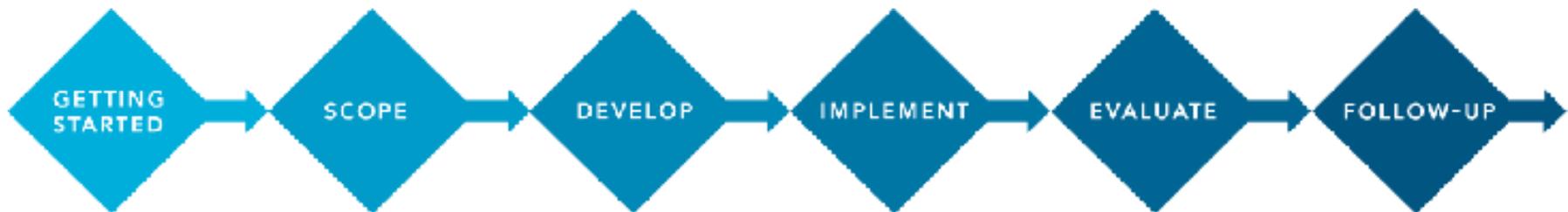


- Audience focussed
- Understanding behaviour
- Measurable
- Efficient use of resources
- Sustainable
- Targeted

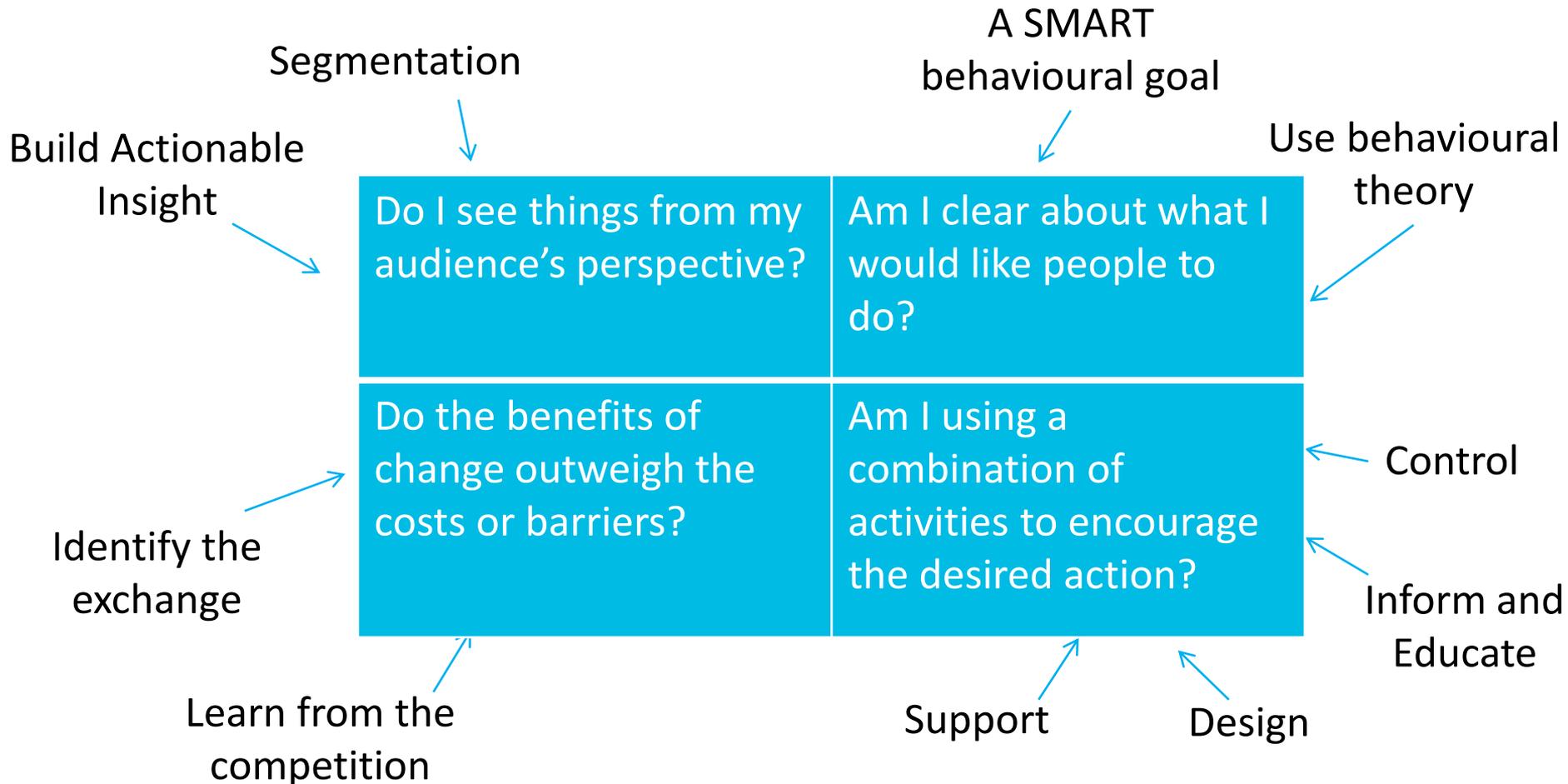
Social Marketing approach



The systematic approach helps us to find answers about what motivates our audience's behaviour



The key concepts



Scoping:



The audience's perspective

<p>Do I see things from my audience's perspective?</p>	<p>Am I clear about what I would like people to do?</p>
<p>Do the benefits of change outweigh the costs or barriers?</p>	<p>Am I using a combination of methods to encourage change?</p>

The audience's perspective



Seeing things through the eyes of our audience requires us to:

- ask, and listen to what is really driving their behaviour
“building actionable insight”
- recognise that one size doesn't fit all
“segmentation”

The audience's perspective



Segment



Build
Actionable
Insight



Do I see things from my audience's perspective?	Am I clear about what I would like people to do?
Do the benefits of change outweigh the costs or barriers?	Am I using a combination of methods to encourage change?

We don't see things
as they are; we see
them as we are.

(Anais Nin)

Building Actionable Insight



Building actionable insight involves...

- Research to identify key pieces of understanding about what moves and motivates our audience – not what we, as professionals think will work
- Asking ‘so what?’ ‘why does that happen?’ and ‘what intervention is needed to change it?’

Segmentation



Recognising that one size does *not* fit all is a key part of seeing things through the eyes of our audience.

It involves **grouping** people by **common features** (geographical, demographic)_ **or characteristics** (needs, behaviours and attitudes) So we can:

- Target our efforts on prioritised groups
- Ensure our interventions meet specific customer needs
- Ensure efficient use of resources (better results, less wastage)

Watch the TVCs



- <http://www.youtube.com/watch?v=CgapV-bkhLE&feature=related>
- http://www.youtube.com/watch?v=GU_XOCKx4Gc&feature=youtu.be

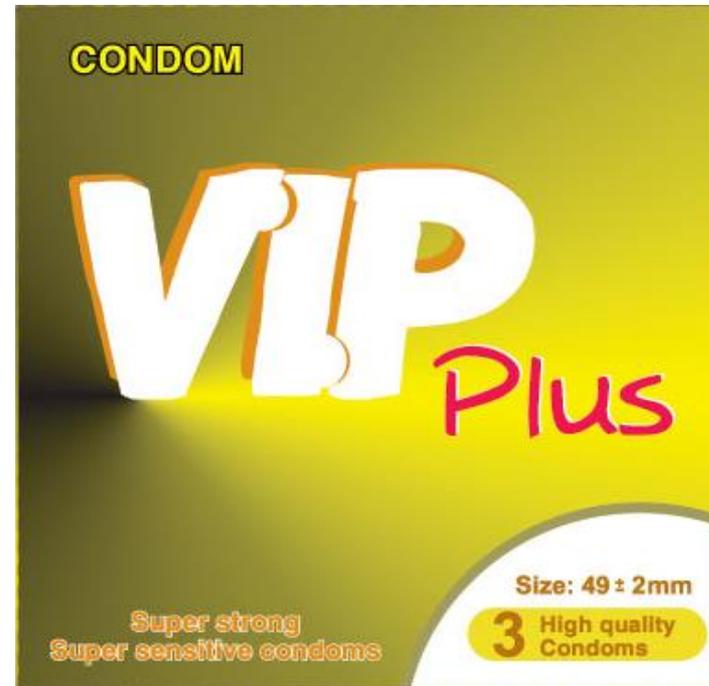
Who is the target audience?



- What do we want them to do?
- What can you tell me about them?

What is the problem?

- Sell 42 million condoms
- Commercially viable brand
- No marketing strategy!
- No market research!
- Everybody use VIP Plus!



Male clients of Sex Workers

- 39% consistent condom with non-commercial partners
- Currently included in hotel room price
- Need to develop attractive brand & retail market



VIP Plus

Profile: Tuan



- Age: 29-35 (~32) years old
- Education: high school or university education
- Employed
- Average income ~5 million VND/month
- Married

VIP Plus

Tuan lives in an urban area and goes to beer halls at least once a week.

He likes to drink with his friends in the evening, and occasionally one of his friends will suggest they leave the bar for 'Round Two', a phrase Tuan and his friends use for visiting sex workers.

Tuan looks for sex workers in different places and likes the variety that sex work offers.

He knows HIV is a risk but does not feel at risk himself. He often regrets visiting sex workers afterwards but can't resist group pressure and the fear of group rejection.



Watch the TVC's again....

- Which TVC is more likely to encourage a “Tuan” to buy VIP Plus condoms?
- Why?



Segmentation

- selecting your segment

T - total number

AR - at risk

P - persuadable

A - access

R - resources required

E - equity

Reducing HIV in America

- who is the target audience?



- Among women 67% of all new cases are African American
- HIV is the leading cause of death for black women aged 25 to 34
- White MSM population already testing regularly
- Few African Americans getting regularly tested
- Many African Americans unaware of this alarming trend
- African American community had not yet mobilised in support of decreasing the spread of HIV/Aids

Segmenting the Market



1. African American men 18-34 who have sex with men only
2. African American men 18-34 who have sex with men and women
3. African American men 18-34 who have sex with women only
4. African American single women 18-34 who have sex with men only (one or more partners)
5. African American married women 18-34 who have sex with men only

Evaluating the segments



Key Criteria:

1. Size
2. Incidence
3. Risk
4. Current behaviour
5. Ability to reach
6. Ability to influence
7. Potential to influence others

The Target Audience

- Single African American women aged 18-34
- Make less than \$30,000
- Have some college education or less
- Are having unprotected sex with men
- Live in specific areas of Cleveland and Philadelphia



- **Size** – 3.7 million in total population
- **Incidence** – 67% of diagnoses among all women
- **Risk** – 44% not using protection
- **Current Behaviour** – 40% not tested in the past year
- **Ability to reach** – far more accessible than African American MSM
- **Ability to influence** – 99% thought it very important to know their HIV status
- **Potential to influence others** - more likely to discuss with others and spread the word

Scoping :

A Social Marketing Approach



A SMART behavioural goal



Do I see things from my audience's perspective?	Am I clear about what I would like people to do?
Do the benefits of change outweigh the costs or barriers?	Am I using a combination of methods to encourage change?

← Using behavioural theory

What do we want people to do?

There may be many things we would like people to do, the important aspect of a Social Marketing approach is to be clear on the specific action we want people to take.

It is action that counts.

The action we want our target segment to do is set as a **SMART behavioural goal**.

What is a behaviour?

- An Action
- Observable
- Specific
- Measurable
- Feasible
- Improved outcome



Setting Behavioural Goals



Behavioural objective



Choose an objective from a previous project.

Can you make it Smarter?

Behavioural objective



By the end of August 2010 % of villagers who have reported someone illegally hunting for trade will increase to 15%

Using Behavioural Theory



Behavioural Theory is used to understand our audiences and their behaviours better.

It helps us to:

- take a step back and see behaviours in a broader context
- explore the reasons why people do what they do
- identify behaviours to focus on in our intervention

Using Behavioural Theory



One useful theory is the ‘Stages of Change’ Theory which groups people according to their readiness to change.

Pre-contemplating	Not considering change, “ignorance is bliss”
Contemplating	Ambivalent about change, “sitting on the fence”
Preparing	Some experience and trying to change “testing the waters”
Acting	Practising the new behaviour (in the short term)
Maintaining	Continued adoption of behaviour
Lapsing	Resuming old behaviours “fall from grace”

Using Behavioural Theory



‘Campaign theory of change formula’ (Jenks 2010)

Knowledge	Hunters and villagers know about hunting regulations and their importance to food security
Attitudes	Hunters and villagers feel greater ownership over their natural resources and are important for local food security
Interpersonal Communication	Hunters and villagers talk to each other about the benefits of following regulations and the rewards of reporting poachers
Barrier removal	Villagers will put pressure on illegal hunters using modern equipment to stop
Behaviour Change	Hunters will only hunt legally (eg hunt wild pig in the village use area with just traditional equipment)
Threat reduction	Illegal hunting is reduced
Conservation	Tiger prey population increases

Other Behavioural Theories



Social Learning Theory: Learning through observation – if someone does something and gets a positive outcome, others are likely to copy the behaviour.

Theory of Planned Behaviour: The intention to behave in a certain way is the most important determinant.

Health Belief Model: A person's willingness to change their behaviour is influenced by six factors

Development – A Social Marketing Approach



Identify the exchange →

Do I see things from my audience's perspective?

Am I clear about what I would like people to do?

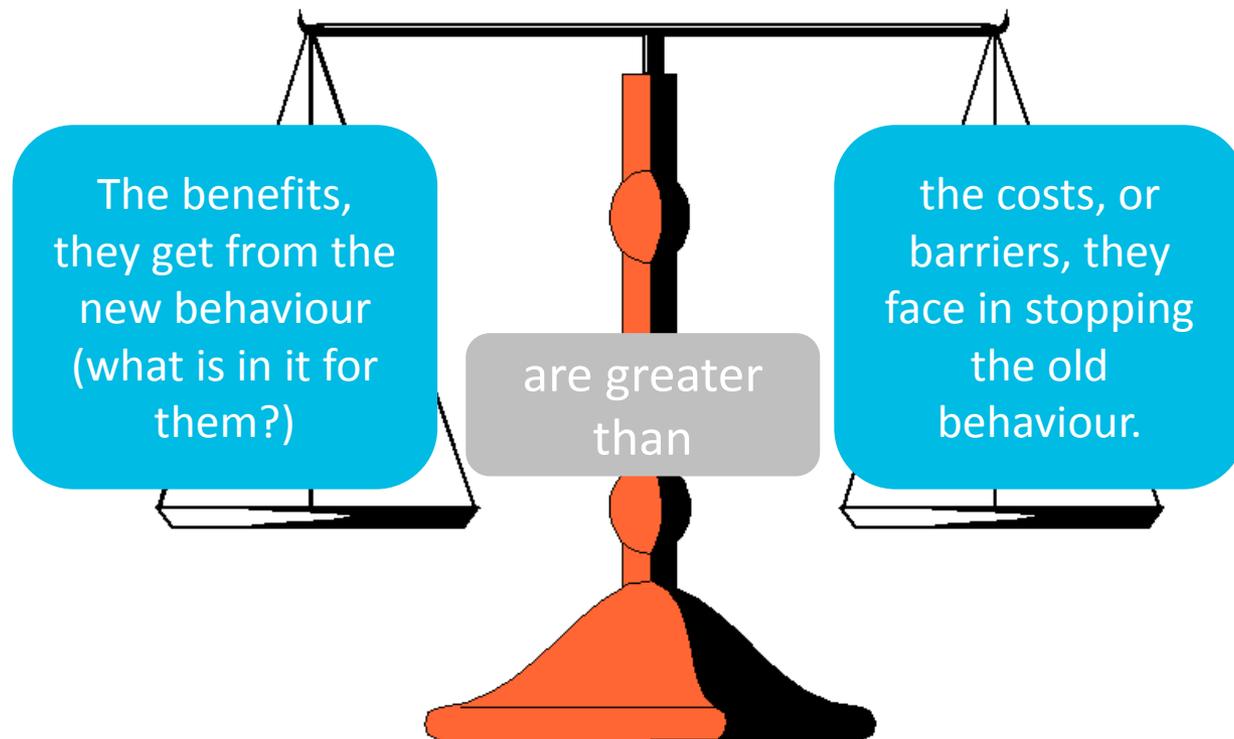
Do the benefits of change outweigh the costs or barriers?

Am I using a combination of methods to encourage change?

Learn from the competition ↑

When do people change their behaviour?

People are more likely to change their behaviour when:



Clarifying the Exchange



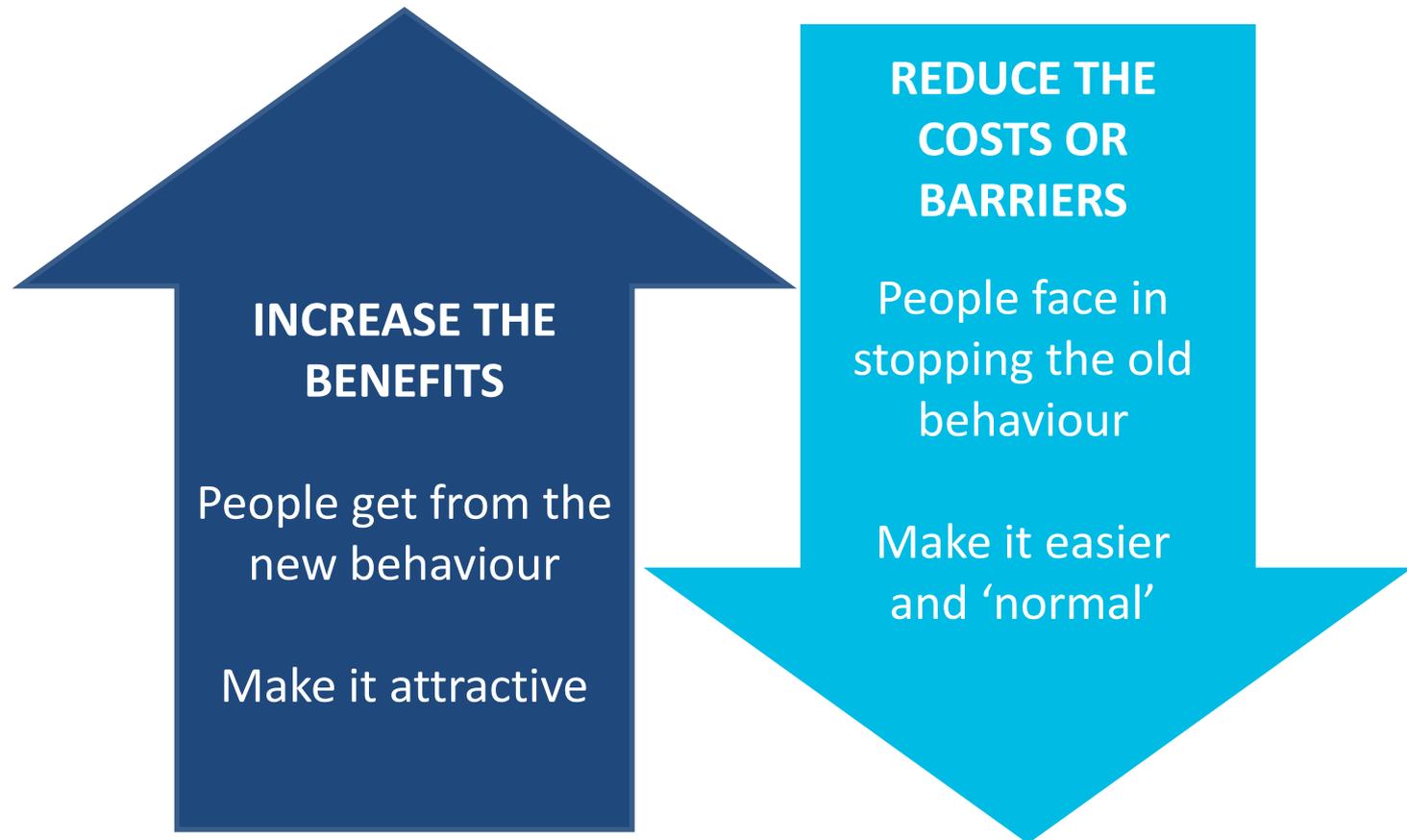
Benefits = *“what is in it for me?”*

Costs/Barriers = *“what is stopping me from acting?”*

Costs/Barriers can be financial and non-financial (time, effort, standing amongst peers, psychological risks) or it things like access to services or supply of goods.

Clarifying the Exchange

At the core of Social Marketing is the need to:



Learn from the Competition



We compete against a variety of things for our audience's behaviour:

- those promoting the problem behaviours we are trying to encourage (e.g. tobacco companies)
- the psychological benefits of the problem behaviour (e.g. 'pleasure', 'looking cool')
- personal influencers or peer groups (e.g. 'all my friends smoke')
- The 'noise' of other messages, including other good causes (even colleagues!) targeting the same audience
- The pressures of 'everyday life', other priorities, or inertia

Learn from the competition!

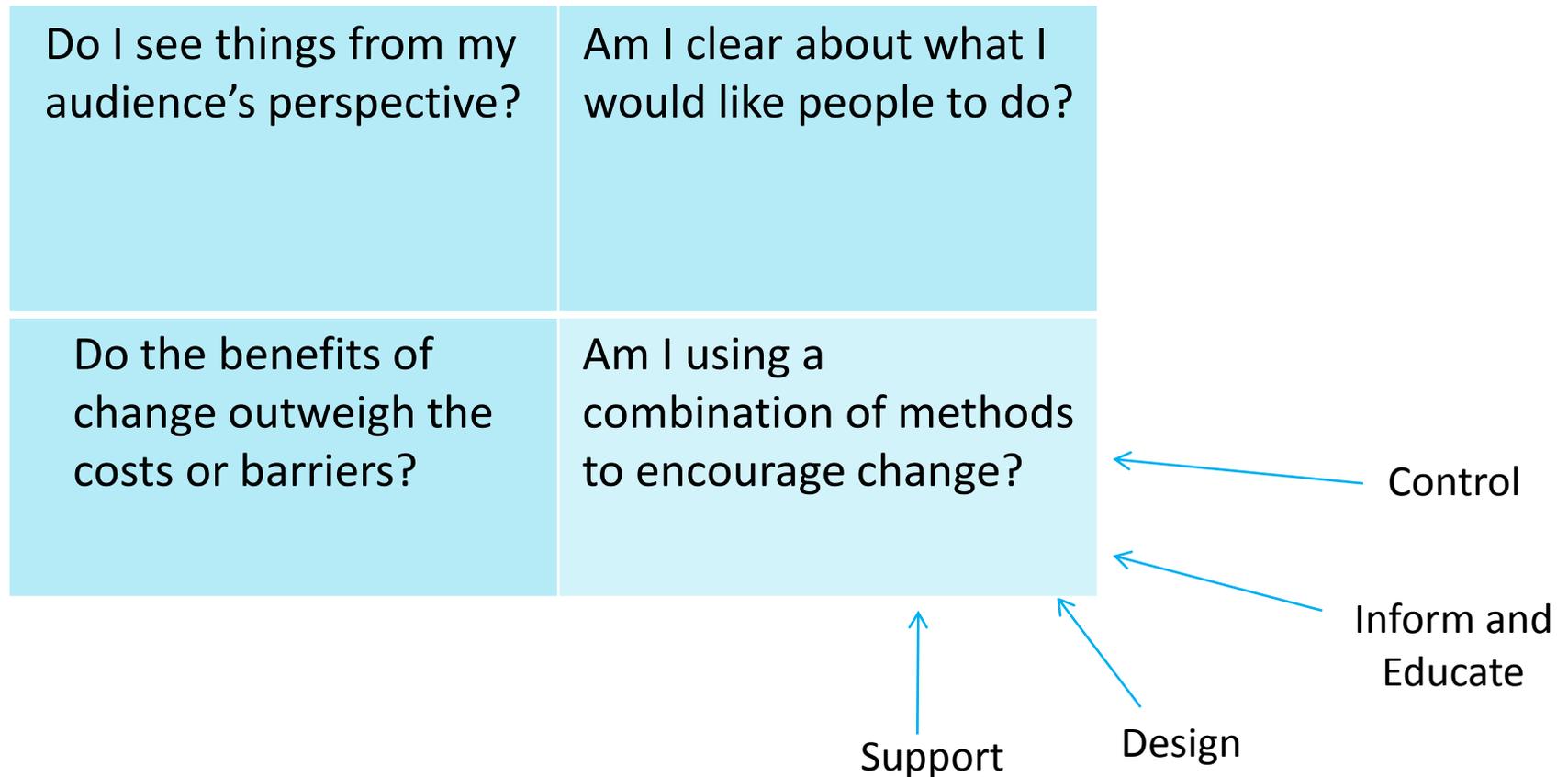
What are the benefits of doing current negative behaviour?

- Easier
- Convenience
- Cultural reasons
- Social norm



Development:

A Social Marketing approach



The Intervention Mix

SUPPORT

Give people the means to change



DESIGN

Change the physical context



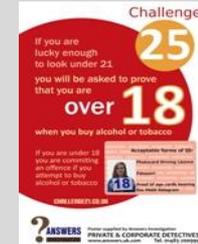
INFORM/EDUCATE

Provide information



CONTROL

Incentivise/Disincentivise



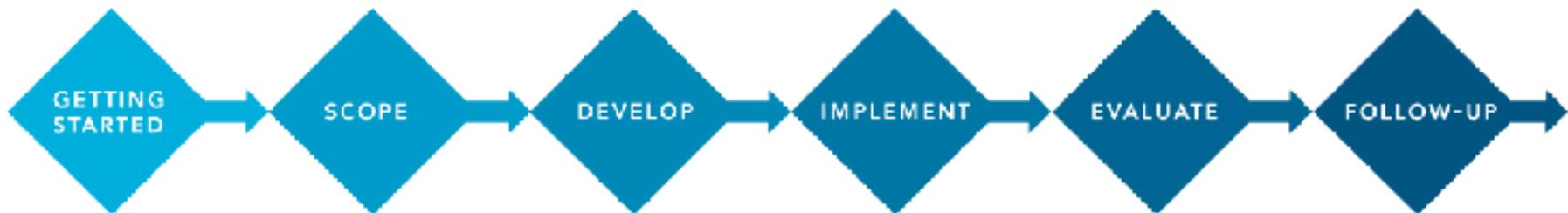
The ingredients of Social Marketing



Am I clear on my audience (Segmentation) and see things from my their perspective? (Insight)	Am I clear about what I would like people to do? (A clear behavioural goal)
Do the benefits of change outweigh the costs or barriers? (Exchange)	Am I using a combination of activities to encourage the desired action? (A mix of methods)

Think of a project you work on that requires people to take action – in pairs answer these questions about your project. Where are the main gaps or uncertainties, if any?

Systematic & Flexible



Team Exercise



1. View the research
2. “Customer Profile”
3. Define behaviour
4. Define Exchange/Insight
5. Intervention Mix
6. Success Measures

Rhino Horn Insight

"Rhino Horn is very expensive, precious, and rare. In the ancient time, only kings and mandarins could afford to use it."
User female HCMC



"Vietnamese spirit is still 'conformity', there is a need to make sure you are equal with friends so I have to buy it since my friends already has it"
User & Buyer, female, Hanoi

"Rhino Horn has a long history and people said it is good to prolong life of the one who suffer from fatal diseases such as cancer, I heard 1 person could extend his life by almost 5 years while of cancer sufferer could only live less than a year"
User male HCMC



"It is not necessary for health purpose, first is to show off, the second is to reduce drunkenness"
Buyer, male, Hanoi



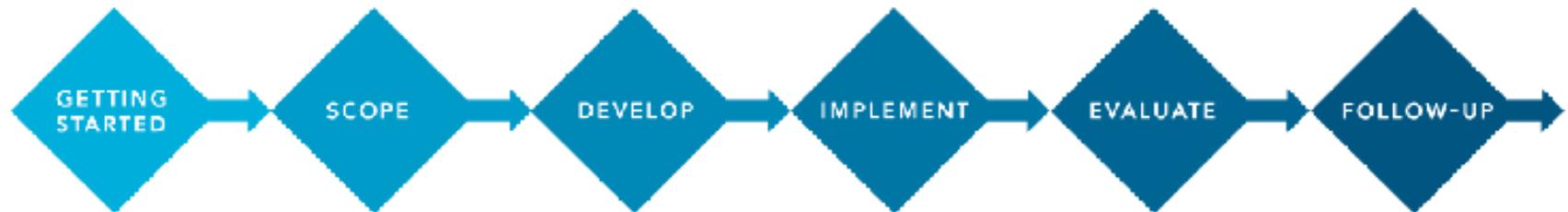
"It is nice to keep it at home, firstly to reduce drunkenness, and you never know when you really need it; beside it is also good to detoxifying"
Buyer, male, Hanoi

The rareness of rhino horn made it become valuable; specially with Vietnamese who are really keen with "special, unique" stuff. Mr Trâm Bê got the rhino horn of 4 kilos which values of about 40 billion VND, for him this is nothing but having such stuff at home is really something!!!
Buyer male HCMC



A step by step approach

Planning a behaviour change intervention using Social Marketing is a step by step process.



Using the process helps to ensure more efficient and effective interventions and better use of resources.

Getting Started



The **Getting Started** step involves:

- Senior level buy in
- Clarifying the challenge you need to address
- Assessing resources
- Thinking of our audience
- Stakeholder mapping and engagement
- Forming your project team
- Developing your project plan

Getting Started



Challenge Statement

Why do this?

- To make sure the problem is big enough to warrant developing an intervention using social marketing
- To produce a 'reference point' for the project group and stakeholders to ensure a common understanding as the project progresses (it can change)
- To clarify **expectations** with internal and external stakeholders at the outset

What is the problem?



What is the issue?

What is (or isn't) happening? What problems arise as a result? What will happen if we don't do anything? What data or evidence do I have?

Who is affected by it?

Who are the target audience? Where does the issue occur most?

What current policies or organisational objectives concern this issue?

What is our challenge?

What is a behaviour?

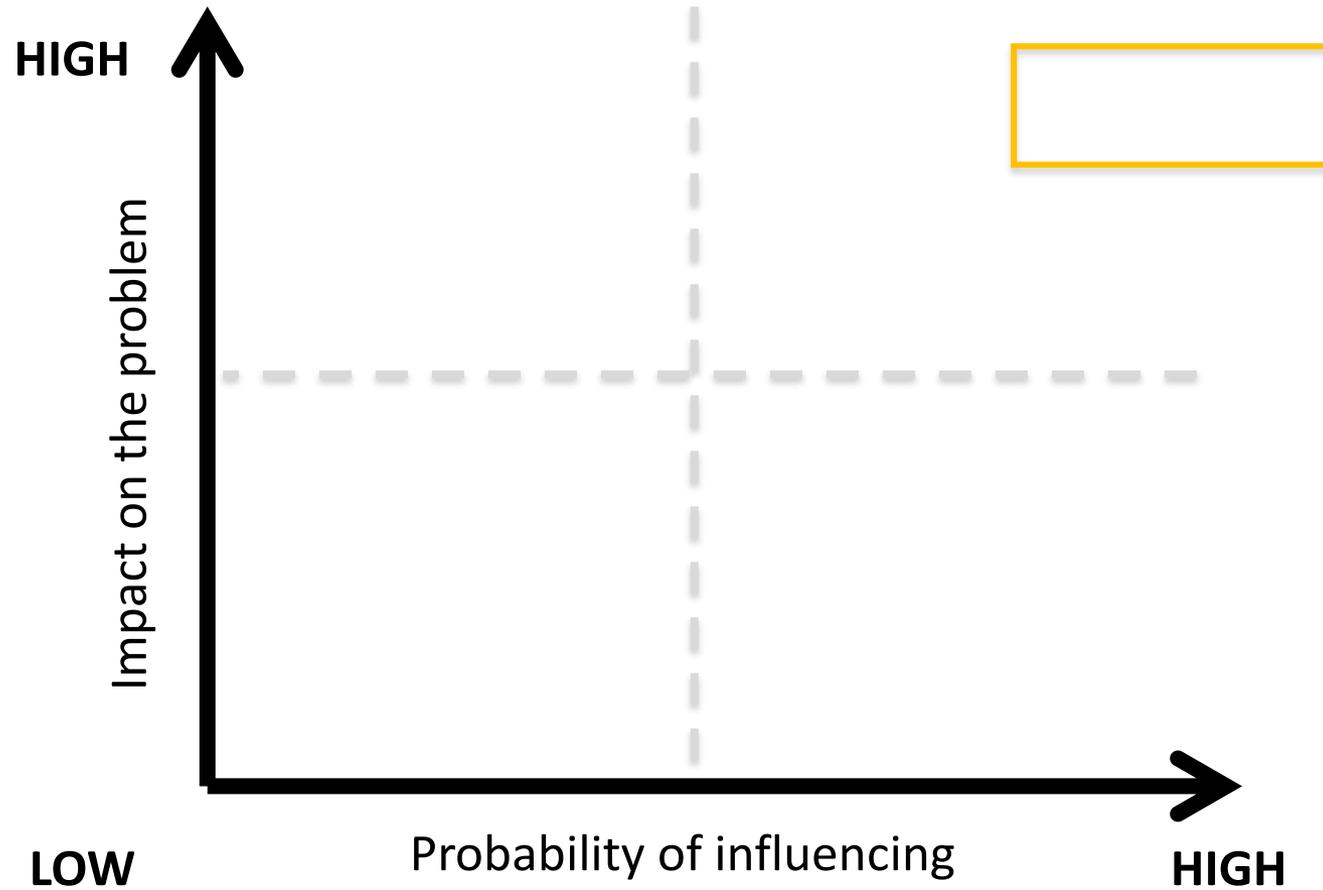
- An Action
- Observable
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Setting Behavioural Goals



Selecting the behaviour

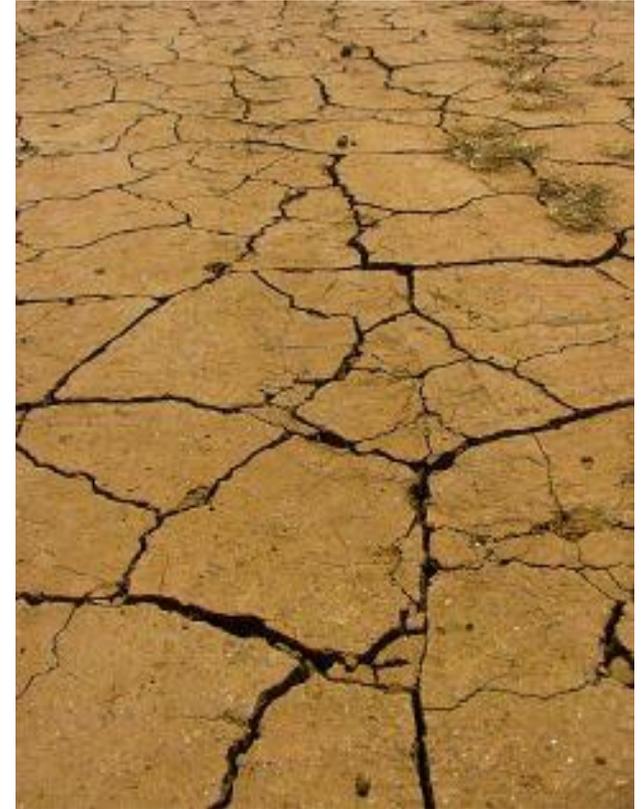


For every desired behaviour change and target audience the *barriers and benefits* are completely unique

Water Crisis in South East Queensland

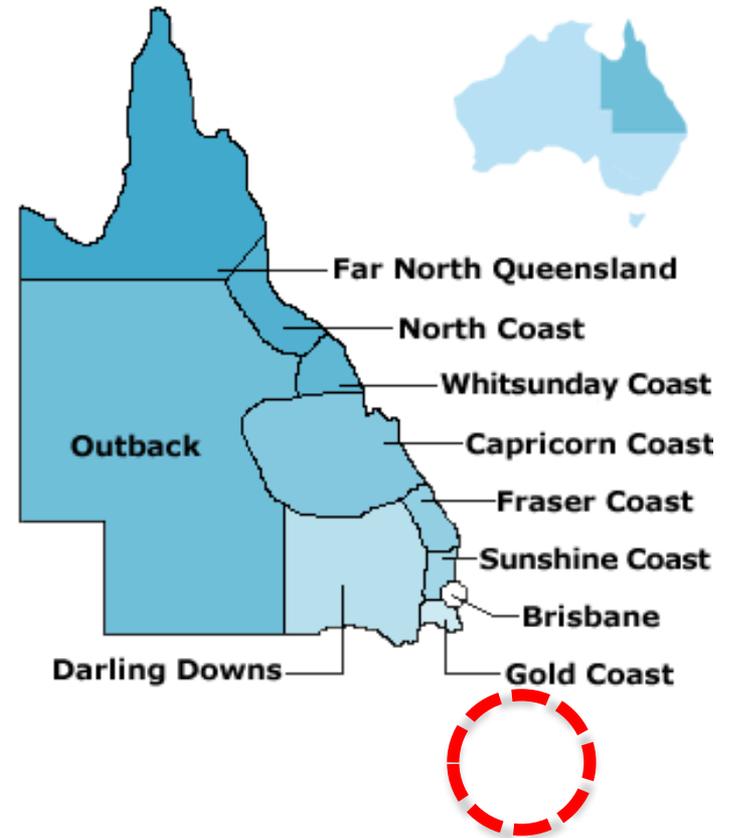
What was the problem?

- 2007 worst drought on record
- Predicted dam levels could reach just 6%
- New water supply infrastructure not due until December 2008
- Urgent action needed to keep combined dam levels above 10%



What was the problem?

- Throughout Queensland 80% of water was consumed by business and agriculture
- But in southeast Queensland 70% of water was consumed by residents
- One of the fastest growing areas in Australia



WaterWise Home Retrofit Service

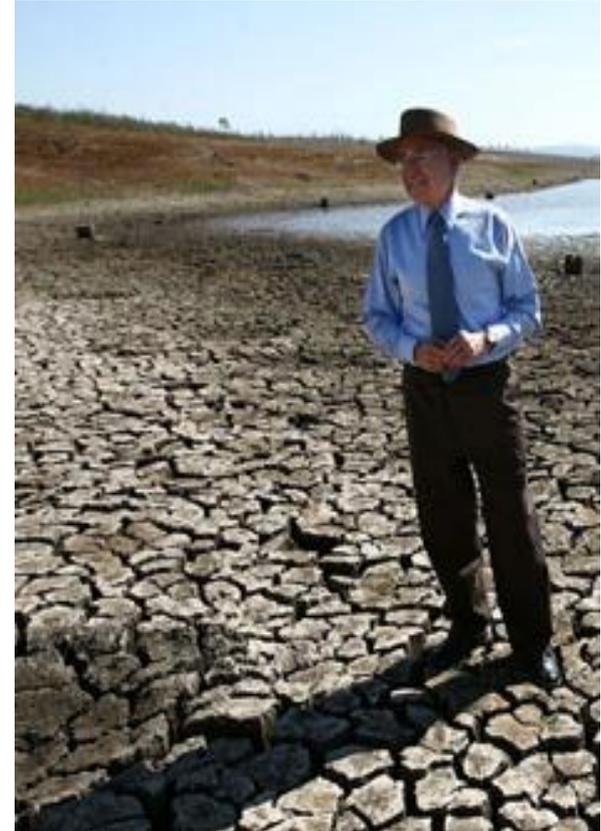


- Retrofitted taps, installed rainwater tanks and fixed leaks
- Team of 130 plumbers provided \$150 worth of services for \$20
- 208,000 households saved 2.1 billion litres of water (2005-2007)
- Achieved household reductions of 30,000 litres
- But the reduction in consumption was slowing down

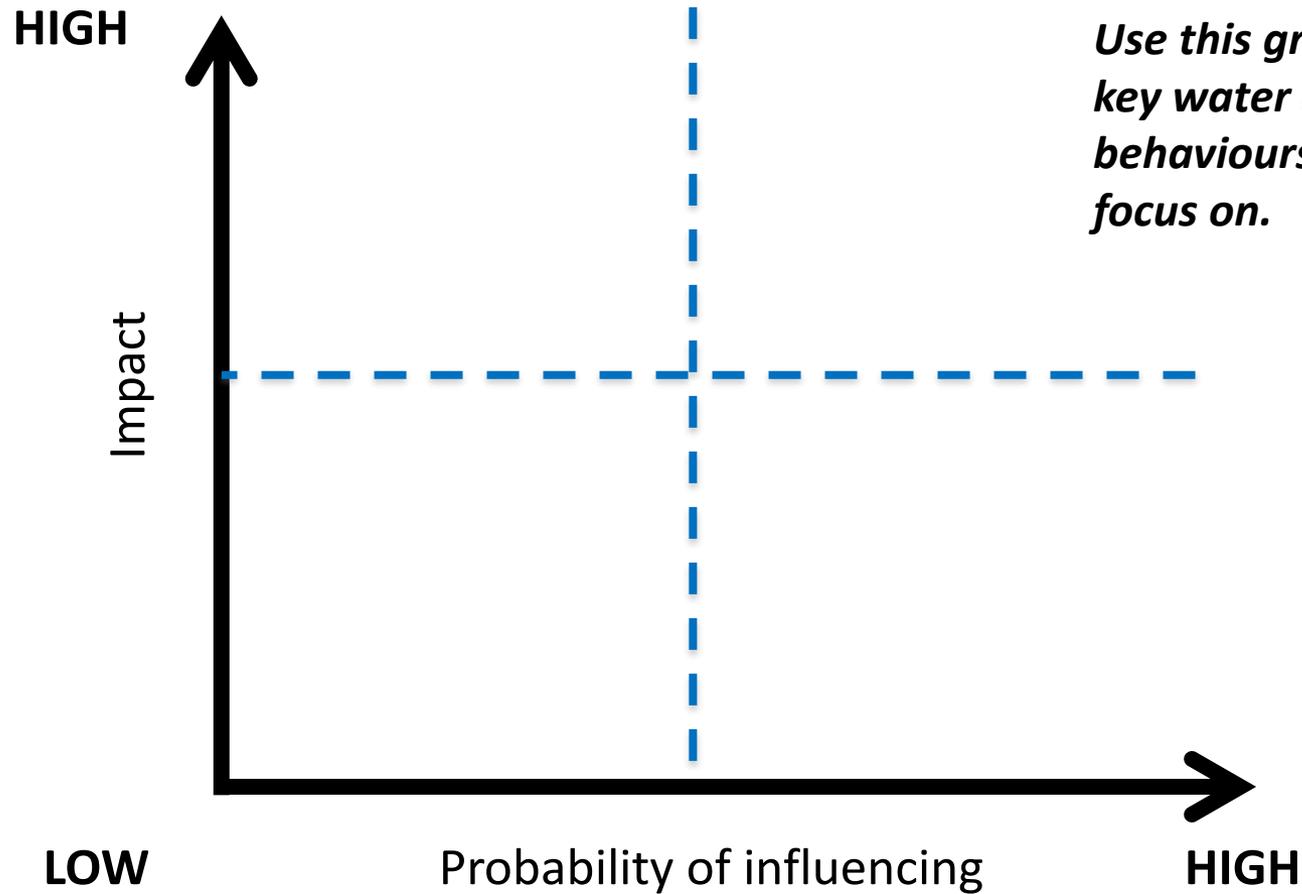


What were the objectives?

- To maintain dam levels at above 10 per cent capacity
- Residents had already reduced consumption from 300 litres in May 2005 to 180 litres in March 2007
- The target was now to reduce water consumption from 180 litres to a target of 140 litres by the end of 2007



What is the problem?



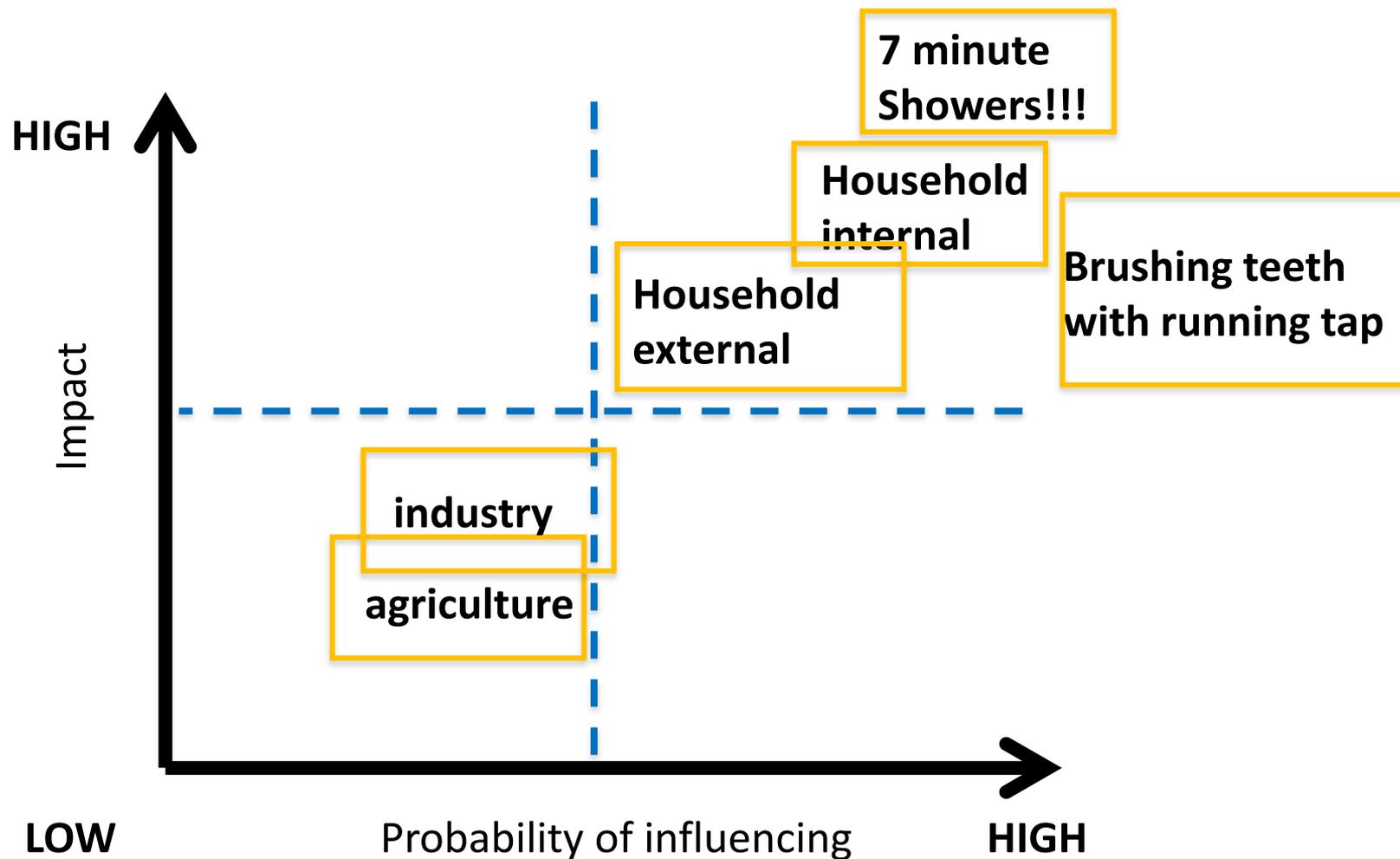
Use this graph to plot key water use areas and behaviours you want to focus on.

What was the problem?

- Water restrictions had focused on outdoor water use
- But indoor use offered the greatest potential for savings
- Showers accounted for a staggering 33% of total household use!!!



What is the problem?



Who was the target audience?

- The primary target was all residents - accounting for around 70% of water use
- But the secondary target was high residential water users
- 10% of residents used 25% of the water!!



What were the barriers?

- People felt no personal responsibility for the water situation
- Government was responsible for water supply and they had failed
- Felt that business and industry were the biggest users
- Assumed their personal saving would make little difference



What were the barriers?



- Residents were suffering “crisis fatigue” and felt the media was responsible for scare mongering
- Green drought – made residents think that the issue wasn’t critical

“I’m happy to keep doing what I’m doing but please don’t ask me to save anymore.”

“There’s simply nothing else I can do. I’m already doing everything I can.”

What were the key barriers?



Residents felt that:

1. The water shortage was not critical
2. Businesses were the major users of water
3. Individuals could not make a difference

What were the key motivators?



For residents to believe that:

1. Water supply levels were critical
2. 70% of water is being used by residents
3. My actions could make a real difference

What was the key behaviour?



- Take a 4 minute shower
- Accounted for 33% of total household water use
- The current average shower time was 7 minutes!!!

Behaviour:

Take a 4 minute shower



Barriers

Benefits

Take a 4 minute shower



SUPPORT	DESIGN
INFORM	CONTROL

Support



Control/Design

- Retro-fitting low-flow shower heads
- Provided rebates for 508,000 water saving devices
- Home service audits
- New building codes of practice



INFORM:

Meaningful feedback on performance
made it visible/collective



- Combined residential consumption over the previous five weeks
- Combined dam water levels
- Part of daily weather report on all news stations and newspapers
- Quarterly water bill showed household's actual water consumption against previous year

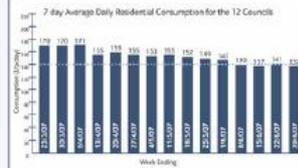
THANK YOU

WE'RE RIGHT ON TARGET

For the third time in four weeks, South East Queenslanders have hit the target of 140 litres per person, per day. It's a fantastic effort in our worst drought on record. Thank you for continuing to turn off the tap – and turn on the savings.

While the recent rainfall has helped, it's far from drought-breaking. So it's still up to all of us to save every precious drop, until vital supplies come online. You can continue to help by:

- spending four minutes or less in the shower
- waiting for a full load before using the washing machine/ dishwasher
- scraping plates for the dishwasher, rather than rinsing them
- turning off the tap while brushing teeth and shaving, and
- collecting shower water for the garden.



What were the results?



- Consumption dropped to 129 litres
- Saving over 20 billion litres of water!
- By 2012 still under 150 litres per person
- People still taking 4 minute showers!!!!

Why did Target 140 succeed?



Use the following headings to discuss in pairs:

1. The problem
2. The behaviour
3. The audience
4. The mix of methods

<http://www.youtube.com/watch?v=h-8PBx7isoM>

What we mean by Insight

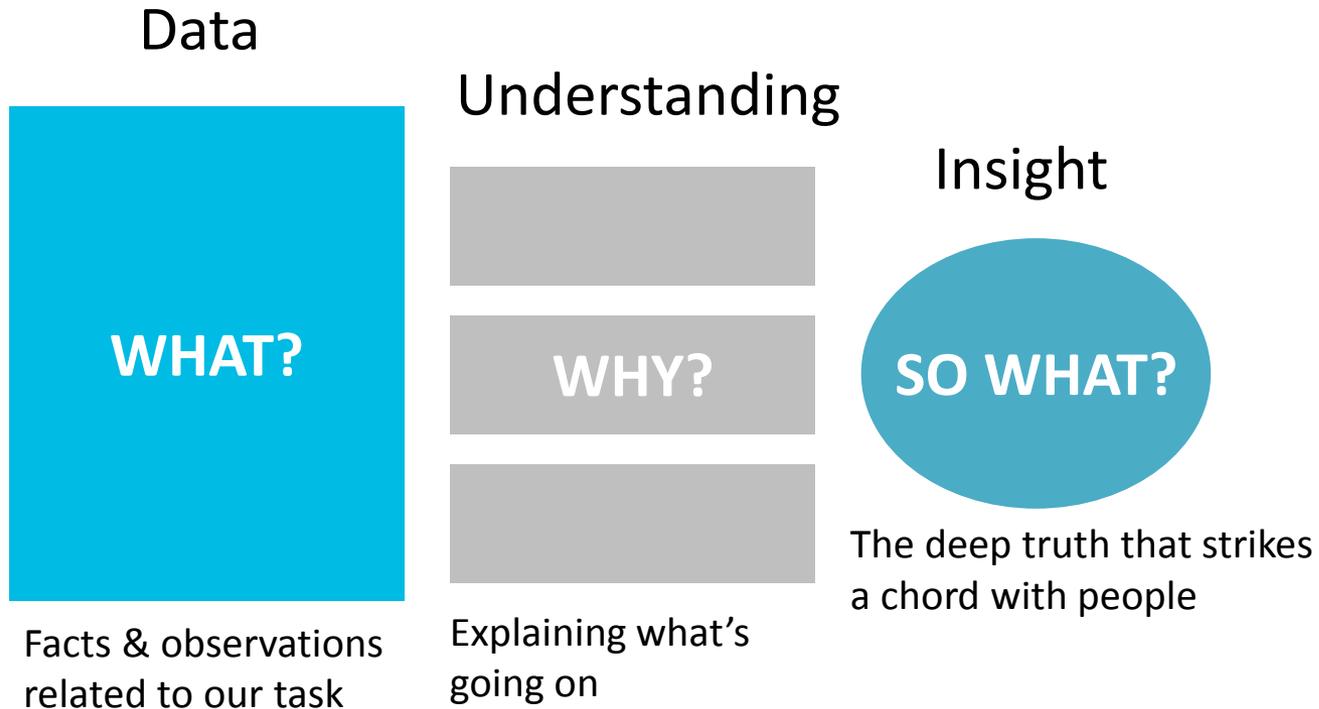


A deep 'truth' about the customer based on their behaviour, experiences, beliefs, needs or desires.

Finding the emotional hook

<http://engage.comms.gov.uk/>

Moving Beyond the Data



Source: Government Communications Network

Example of Using Insight

Rear seat belts case study:

Key Data & Information

- 86% believe they won't have an accident on short journey/ locally
- People believe they can control their movements in the back seats

- Most fatalities are not to unbelted back seat passenger
- Only 6% of fatalities are on long journeys or motorway- most day to day

- Youths feel safe in the back
- Youths shocked when confronted by statistics

Example of Using Insight



Rear seat belts case study:

Key Data & Information

Understanding

- 86% believe they won't have an accident on short journey/ locally
- People believe they can control their movements in the back seats

Won't happen to me - I'm in control

- Most fatalities are not to unbelted back seat passenger
- Only 6% of fatalities are on long journeys or motorway-most day to day

Biggest risk is to front seat passengers on short local drives

- Youths feel safe in the back
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Risk to self not important-risk to others shocking

Example of Using Insight

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Understanding

Won't happen to me - I'm in control

Biggest risk is to front seat assengers on short local drives

Risk to self not important- risk to others shocking

Insight

'I don't want to live with the guilt of killing someone else'

<http://www.youtube.com/watch?v=YDmr14aja9E>

