

The TAC Wipe Off 5 Campaign

Introduction

Less speeding on Victoria's roads is one of the TAC's top road safety objectives. The *Wipe Off 5* campaign commenced in August 2001. To date, it has combined two phases - mass media advertising (television, radio and billboard) and Police enforcement supported by publicity - to convince drivers that a small drop of 5 km/h in speed reduces the risk of a crash. It aims to dispel the myth that exceeding the limit by 5 to 10 km/h is "safe". If every Victorian driver reduced their average speed by 5 km/h, some 95 lives could be saved and 1,300 serious injuries prevented in one year.

Speed Matters

The demands on the driver are greater as speeds increase. There is less time to respond to changing road and traffic conditions and make the right decisions. Dangerous situations can arise more easily, for example, a vehicle veering onto an unsealed shoulder of the road and losing control. The ability to react to critical errors that other drivers might make, or respond correctly to unexpected emergencies that can arise, is reduced. Greater distance is needed to stop a vehicle in order to avoid a crash.

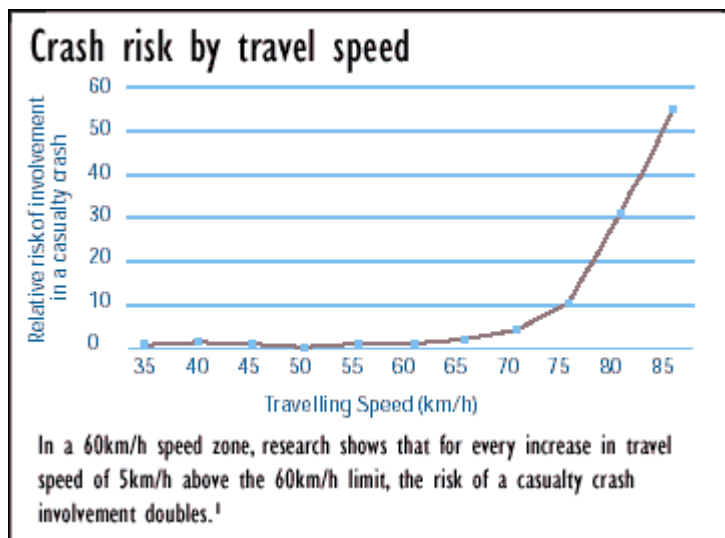
In crashes at higher speeds the body will be subjected to physical forces that it cannot withstand without severe injury. Higher speeds will reduce the protection that seat belts and air bags are designed to provide. Pedestrians and bicyclists struck by vehicles travelling at relatively low speeds will be severely injured, and almost certainly killed at higher speeds.

What Recent Research Shows

An important conclusion from recent research is that even small changes in speed can reduce road deaths and severe injuries. This applies to travel on both urban and rural roads. The main research findings include:

In a metropolitan area

- the risk of involvement in a casualty crash increases exponentially, doubling with each 5 km/h increase in travel speeds above 60 km/h
- speeding in an urban area is as dangerous as driving with an illegal blood alcohol concentration (BAC); even travelling at 65 km/h increases the risk of being in a crash as much as driving with a BAC of .05
- a 5 km/h reduction in average travel speed would result in a reduction of at least 15% in the number of casualty crashes



In a rural area:

- the risk of involvement in a casualty crash is more than twice as great when travelling 10 km/h above the average speed of vehicles; it is nearly six times as great when travelling 20 km/h above the average speed
- a 5 km/h reduction in the speed of vehicles would result in around a 30% reduction in casualty crashes

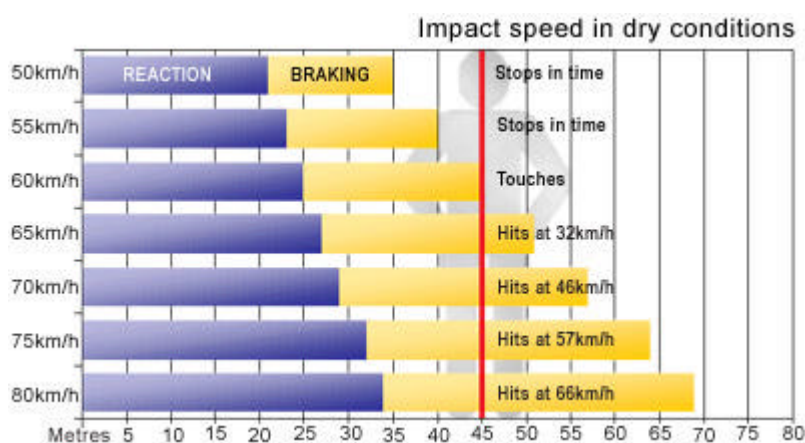
Why Does a Small Change in Average Speed Make Such a Difference?

In general, a car travelling at 60 km/h will take about 45 metres to stop under hard braking. A car braking from 65 km/h will still be moving at close to 32 km/h after a distance of 45 metres. It will stop after having travelled 51 metres - an increase in stopping distance of 13%.

It follows that a driver travelling at 60 km/h will be involved in fewer crashes by avoiding those in the zone from 45 to 51 metres. Most importantly, the difference of 5 km/h in travelling speed can be the difference between no impact and colliding at 32 km/h.

The higher speeds in rural areas magnify the effect of differences in travel speeds. It requires 100 metres to stop in an emergency from 100 km/h - from 120 km/h it requires 130 metres. At the point where a car travelling at 100km/h is able to stop, the faster car will still be travelling at 73 km/h. This difference in speed of 20 km/h can be the difference between no impact and one at a speed of 73 km/h.

The relationship between various speeds and stopping distance is illustrated in the table below.



Drivers' Attitudes to Speed

A study of the attitudes, knowledge and behaviour of drivers in relation to speed was conducted by Sweeney Research in March and June 2001 in advance of the launch of the *Wipe Off 5* campaign. It confirmed that "low level" speeding is typical amongst all driver age groups. Some of the main findings were:

- while the majority (over 80%) believed that speed is a major cause of accidents, most admitted to driving over the speed limit "some of the time"; there were also significant numbers of drivers that do so "half the time", "most" or "all" of the time
- most of those who exceed the speed limit do so by 9 km/h or less - typically 5 km/h
- many people don't believe that anything up to 10km/h above the limit constitutes speeding

Speeding can be divided into three main categories:

<i>Low Level</i>	where the speed limit is typically exceeded by around 5 km/h, which is done by the majority of drivers
<i>Excessive</i>	where speeding is a deliberate act of choice and the speed limit is exceeded by a considerable degree

Inappropriate where the speed limit is not necessarily exceeded - but where driving conditions that should lead to lower speeds are ignored eg when the road is wet or visibility is low

The TAC has taken the position that if the prevailing attitudes about speeding are to be changed, greater emphasis must be placed on influencing the beliefs and behaviour of drivers as a whole. Rather than concentrating only on a small group of drivers (for example young habitual speeding offenders) the target group must include drivers of all ages, both male and female, throughout Victoria.

Development of the TAC Advertising Campaign for Wipe Off 5

The evolution of a specific advertising campaign typically takes a number of stages, as summarised below:

Establishing the Road Safety Objectives

While motorists generally accept that there is a connection between speed and safety, and that very high speeds are dangerous, few believe that small reductions in the speed of travel - such as 5 km/h - have significant effects on reducing crashes. It follows that if motorists could be convinced of this link, and change their behaviour, many crashes would be prevented. On the one hand, the required change in behaviour does not involve major sacrifice, or cause any significant loss to most individuals (such as greatly increased travel time). On the other, the general perception that exceeding the speed limit by a small amount does not constitute speeding presents a formidable challenge.

The TAC's *Wipe Off 5* campaign forms part of a broader, longer term Victorian program to reduce speeds based on three linked strategies:

- reduction in the speed limit on local streets throughout Victoria from 60 km/h to 50 km/h (implemented with supporting publicity from January 2001)
- provision of information using the mass media to reinforce the proven benefits of reducing low level speeding - the central message of *Wipe Off 5*
- more intensive Police enforcement of speed limits to deter potential offenders - including the use of extra speed cameras, more hours of camera operation, less visible cars and camera locations - supported by higher penalties

The ultimate and long term aim of the campaign is to convince the community that speeding is as anti-social and dangerous as driving with an illegal blood alcohol content.

Development of Creative Advertising Concepts

As noted earlier, a key finding of the survey conducted by Sweeney Research was that the majority of drivers found it hard to accept that a 5 km/h reduction in speed made a significant difference. Various advertising and public relations concepts to convince drivers of the value of a 5 km/h reduction in speed, and to publicise the sharp increase in Police enforcement, were developed by Grey Worldwide. During this stage of campaign development, the emphasis is on exposing a wide range of ideas and stylistic treatments for consideration - for example, balancing emotional and dramatic elements with the presentation of factual information. The ideas included:

- alternative presentations highlighting deaths and serious injuries as direct consequences of speeding
- showing typical examples of risks encountered when speeding in 60 km/h and 80 km/h zones - highlighting the real difference a small change in speed can make
- computer reconstruction of a crash scene identifying the role of speed in causing the crash and how a reduced speed would have prevented a fatality
- placing emphasis on the fact that travelling just 5 km/h over the 60 km/h limit doubles the risk of a crash

Testing of the Concepts with Focus Groups

Following review by the TAC, several of the preferred concepts were tested in focus group discussions comprising a sample of motorists who admit to regularly driving over the speed limit. Thorough research at this

stage identifies the strengths and weaknesses of different ideas and proposed messages. It enables weak ideas to be discarded and the more effective ones to be further developed.

These discussions found that an advertising idea with potential to influence motorists was that drivers should “expect the unexpected”. It gave a convincing reason as to why even a relatively small reduction in speed was worthwhile. Other themes viewed positively included:

- a greater focus on injuries (more so than fatalities)
- emphasis on the “doubling of the crash risk” message
- using every day driving situations
- showing proof of the difference 5 km/h can make
- using 60-80 km/h speed zones to achieve greater realism - the 5 km/h less message was more likely to have impact in these settings

Production and Testing of Advertisements

New scripts were subsequently prepared as the basis for production of two series of advertisements featuring:

- the presentation of the central idea that a speed difference of 5 km/h can determine whether a driver stops safely or is involved in a crash
- the sharp increase in the chances of being caught for speeding as a result of more intensive but less visible Police enforcement activity

Both series of advertisements were subjected to further focus group analysis. Some changes were identified and included in new versions, also tested with focus groups. The final series of advertisements produced comprised:

- *History* - a compilation using brief extracts from previously shown TAC advertisements with a speeding theme
- *Doubles* - presenting the core message that travelling at 5 km/h over the limit can make the difference between survival or serious injury when the unexpected occurs
- *Evidence, New Cars, Spot, Night Spot* - four advertisements highlighting increased enforcement and the difficulty drivers will have in being able to detect where speed cameras are operating

Selection of Media for the Campaign

The key messages of the campaign must reach the audience in the most convincing way. Television, radio and print each play a role in effective mass communication. Television is the preferred choice for communicating messages that “set the agenda” on issues such as speeding, and seek to influence the behaviour of the target audience. The style of the advertisements may be designed to arouse the emotions of viewers by showing the tragic consequences of car crashes, or cause them to re-think their beliefs based on the presentation of significant information - for example evidence contrary to the widely held view that minor speeding is harmless. Given its wide reach, television was selected as the main medium for the *Wipe Off 5* campaign, supported by radio and billboards.

Sponsorship

Sponsorship of well-known and recognised organisations enables the TAC to increase the impact and community acceptance of its campaigns. The Collingwood Football Club (of which the TAC is a sponsor) is assisting the TAC to promote the *Wipe Off 5* message. Key identities and sporting role models within the club have helped to promote the campaign.

Campaign Launch and Promotional Activity

The formal launch of a campaign can have significant promotional benefits. Launches are often covered as news items or important current events in all the major media, providing additional exposure for the campaign.

The two phases of the *Wipe Off 5* campaign were initiated by separate high profile launches in August and November 2001.

The August launch was conducted by Stephen Grant, Chief Executive Officer of the TAC at the Alfred Hospital (the helipad at the hospital being painted with the *Wipe Off 5* logo). A similar launch was conducted by Minister Bob Cameron in Bendigo. Additional promotional activity to help establish the *Wipe Off 5* brand included:

- posters and stickers distributed at BP service stations
- banners used by several local councils in busy locations
- “*Wipe Off 5* week” held after the launch, with a daily feature article in the Herald Sun
- major promotion by Collingwood Football Club in conjunction with the “blockbuster” match against Essendon
- a media event was held during *Wipe Off 5* week, in the lead up to the match, involving both the Collingwood and Essendon captains (Nathan Buckley and James Hird) who both carry the number 5 on their guernseys
- during the Collingwood/Essendon (night) match there was on-field campaign promotion, including *Wipe Off 5* fireworks at half time
- additional 10 second radio advertisements calling on people to check their speedos while driving and to *Wipe Off 5* were recorded by Nathan Buckley and Josh Fraser from Collingwood
- a range of *Wipe Off 5* merchandise was produced for distribution to media outlets

The November launch was conducted by Stephen Grant with Chief Commissioner Christine Nixon (who also featured in one of the enforcement advertisements); a similar launch with Victoria Police was held in Bendigo.

Evaluation

The effectiveness of a campaign in communicating its message is measured by “tracking” research. This consists of telephone surveys using appropriate sample sizes. The surveys gauge public awareness of and response to the advertisements. Information is gathered on whether they were seen as convincing and is likely to influence the individual’s behaviour. Measurement of the impact of the campaign on behaviour itself requires the observation of driver speeds on the road. This is achieved by surveys from which statistically reliable conclusions can be drawn. Measures that will be regularly monitored include:

- driver attitudes and stated behaviours in relation to speeding
- travel speed profiles at representative sites across various speed zones
- speed related enforcement statistics and offence rates
- speed related crash trends by various speed zones and geographic locations

The Speed Enforcement Strategy

Increased Enforcement Activity

On 20 November, the TAC and Victoria Police announced the second phase of the campaign - increased speed enforcement across the State. The main aim is to deter speeding rather than catch drivers out. Nevertheless, the chances that offenders will be caught are much greater as more resources will be used, for example:

- an increase in speed camera operations - rising by 50% from 4,000 to 6,000 hours per month by February 2002
- the purchase of 110 new laser and mobile radar speed detectors
- the planned roll-out of fixed speed cameras on the West Gate Bridge, Geelong Road and the Western Ring Road

- trial of new intersection cameras to photograph cars speeding and going against red lights

Locations where speed cameras are in use will be harder for drivers to spot - cameras will not flash when used during daytime and operators will employ less conspicuous cars.

Increased enforcement will expose more offenders to a range of penalties including monetary fines related to the seriousness of the offence (recently increased by 20%), loss of demerit points and potential licence suspension.

Advertising Support for Enforcement

The series of new TAC advertisements reinforce the message that enforcement will operate at greater levels than before. The four separate advertisements highlight:

- speed cameras will be operating at more locations more of the time
- locations where speed cameras operate will be almost impossible to pick and will change regularly
- the penalties for speed offences have been increased
- the significance of the key message by use of the tag line - "*Wipe Off 5 Or Wipe Out Lives*" - which links the enforcement campaign back to the safety issue

Evaluation Results to Date

The TAC uses independent research agencies to conduct tracking surveys that gauge audience reactions and self reported changes in behaviour. A telephone survey conducted in December 2001 measured responses to the series of four speed enforcement advertisements launched in November. Some of the findings included:

- there were fewer drivers who admitted to speeding "all of the time" and "half of the time" compared with the results of a survey undertaken in March (reductions of 11% and 9%) suggesting a decline in hard core speeding
- there was a positive response to the increase in police enforcement activity with a greater number of drivers believing there was now more chance of being caught for speeding; there was a decline in the number who believed that speed cameras were only used as a revenue raising tool
- the majority of those interviewed acknowledged that the speed enforcement advertisements were "talking to them" with the most positive responses amongst younger groups

These results indicate some positive and promising initial outcomes. Trends in actual speeds are being measured and will provide further objective data enabling the impact of the advertising and enforcement campaign to be further assessed.

Future Development of the Campaign

The TAC recognises that changing the community's beliefs and behaviour in relation to speeding is a long term task. Evaluation of the effectiveness of the current campaign will provide feedback for the development of future programs. One of the important influences will be the application of sound behaviour change principles in order to convince drivers that speeding is an anti-social activity and needs to be seen as seriously as drink driving. This will require tackling beliefs and perceptions around issues such as:

- the risks associated with various levels of speeding
- the chances of being caught
- attitudes to what is "normal" and socially acceptable behaviour on the roads

Attachment A

SUMMARY OF SPEED AND CRASH RESEARCH

A number of studies have shown that lower speeds result in fewer crashes and reduced severity of injuries. In general, the faster the average traffic speed, the more crashes that will occur.

Kloeden, C.N., McLean, A. J., Moore, V.M. and Ponte, G. (1997). Travelling Speed and the Risk of Crash Involvement (CR 172). Canberra: Federal Office of Road Safety. The main findings were:

- the risk of involvement in a casualty crash approximately doubles with each 5 km/h increase in travel speed above 60 km/h
- if none of the crashed vehicles in the study had been travelling above 60 km/h nearly 50% of the casualty crashes would have been avoided or reduced to non-casualty crashes
- speeding in an urban area is as dangerous as driving with an illegal blood alcohol concentration; even travelling at 65 km/h increases the risk of crash involvement as much as driving with a BAC of .05
- most of the crashes in the study occurred on main roads with a relatively small proportion on local streets; this provided support for a lower speed limit throughout urban areas particularly on arterial roads

Several factors were considered to be involved in the increase in crash risk with increasing speed:

- the greater distance that is travelled at higher speeds during the recognition and reaction time of the driver and the braking of the vehicle
- the greater likelihood of losing control at higher speeds
- misjudgement by drivers about the speed of another vehicle

McLean, A.J., Anderson, R.W.G., Farmer M.J.B., Lee, B.H. and Brooks, C. G. (1994). Vehicle Travel Speeds and the Incidence of Fatal Pedestrian Collisions (CR 146). Canberra: Federal Office of Road Safety. The main findings were:

- a reduction of 5 km/h in travel speeds could be expected to result in a reduction of 30% in fatal pedestrian crashes
- in areas where the speed limit is now 60 km/h, about 32% of fatal pedestrian crashes would be prevented
- small differences in travelling speed can result in large differences in impact speed
- small increases in travelling speed can result in large increases in impact speed and the risk of fatal injury

Leaf, W.A. and Preusser D. F. (1999). Literature Review on Vehicle Travel Speeds and Pedestrian Injuries. US Department of Transportation, National Highway Traffic Safety Administration, DOT HS 809 021. The main conclusions were:

- reductions in vehicle speed can have a very significant influence on pedestrian crashes and injuries
- it is estimated that only 5% of pedestrians would die when struck by a vehicle travelling at 32 km/h or less; this compares with fatality rates of 40%, 80% and nearly 100% for striking speeds of 48 km/h., 64 km/h and 80 km/h
- many pedestrian crashes would be prevented entirely if vehicles travelled more slowly as drivers and pedestrians would have more time to perceive the risk and take evasive action

Kloeden, C.N., Ponte, G. and McLean, A. J (2001). Travelling Speed and the Risk of Crash Involvement on Rural Roads (CR 204). Canberra: Australian Transport Safety Bureau. The main findings were:

- the risk of involvement in a casualty crash is more than twice as great when travelling 10 km/h above the average speed of non-crash involved vehicles
- the risk is nearly six times as great when travelling 20 km/h above the average speed
- even a 5 km/h reduction in the speed of vehicles would have led to a 31% reduction in crashes

Attachment B

SUMMARY OF FINDINGS - ATTITUDES AND BEHAVIOUR IN RELATION TO SPEEDING CONDUCTED BY SWEENEY RESEARCH

The sample comprised 594 people aged 18-49 who admitted to exceeding the speed limit at least some of the time even by a small margin, interviewed by telephone between 23 and 26 June 2001. Responses to three key questions (out of a total of eleven) are set out below.

Exceeding the Speed Limit

Question: "When driving, how often would you exceed the speed limit, even if only by a few kilometres per hour."

All the Time %	Most of the Time %	About Half the Time %	Some of the Time %
8	20	16	56

Definition of Speeding

Question: "Regardless of what the law states, in a 60 km/h zone and a 100 km/h zone how many kilometres per hour over the limit do you think constitutes speeding."

	60 km/h Zone %	100 km/h Zone %
Anything Over the Limit	16	16
1-5 km/h Over the Limit	35	20
6-10 km/h Over the Limit	37	34
11-15 km/h Over the Limit	9	20
16-20 km/h Over the Limit	2	5
21-25 km/h Over the Limit	-	3
26-30 km/h Over the Limit	-	1

Normal Driving Speed

Question: Respondents were exposed to five different speed zones ranging from 50 km/h to 110 km/h and asked at what speed they normally drive in each.

	Exceed the Limit %	Exceed the Limit by More than 5 km/h %
In 50 km/h Zone	49	25
In 60 km/h Zone	42	18
In 80 km/h Zone	33	17
In 100 km/h Zone	55	31
In 110 km/h Zone	37	22