**Planning a Road Safety Campaign**

**Plan your road safety campaign by completing each section of this table. Ensure that this is submitted with your assignment.**

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| **Road Safety Issue**  Why is it an issue for young people?  (Statistics – age, gender, rural or metro, trends, government focus…)    Distracted driving from mobile phones is an issue for road safety for all people on or around the road. This is because once a driver is distracted, they become blind to what is happening on the road, so can cause serious consequences.  Young people are especially prone towards being distracted by mobile phones because they feel socially pressured to use them, especially those working full time. They see the small benefits of real time communication and increased work productivity. Out of the drivers between 18 to 24 in Australia, 94% reportedly admitted to using a mobile phone while driving. This equalled the highest percentage out of all age groups, showing that is more of a concern for young people.  The results of young people using a mobile phone has significant impacts on all. When travelling at 60km/h, 33 metres is travelled blind when not looking for 2 seconds and 55 metres at 100 km/h. This is a great distance for a short span of time. 25% of Australian car crashes have resulted from the incorrect use of mobile phones as well as contributing to 46% of ‘near’ crashes. Using a mobile phone can increase your crash risk by 8 times. These crashes have resulted in 524 deaths between 2016 and 2020. This is because using a mobile phone is a cognitive distraction as it involves taking the focus of the brain onto the phone, resulting in more focus required which slows down the other processes needed for driving.  Distracted driving is an issue for all people from the consequences they can cause, but young people are the most likely to be the cause by using mobile phones. |
| **Sources of Information**  Why is this source reliable for young drivers to refer to?  The below sources can be used for young drivers to refer to for more information on distracted driving from mobile phones. They are the most reliable, but there are several other websites that provide information on distracted driving and mobile phones.  <https://www.wa.gov.au/organisation/road-safety-commission/mobile-phones-and-distractions#:~:text=clean%20and%20unobstructed.-,Mobile%20Phone%20Offences%20and%20Penalties,mounting%20affixed%20to%20the%20vehicle>.   * This is the Western Australian Government website updated in 2022, making it a reliable source because it is up to date   <https://www.abc.net.au/news/2017-12-30/young-workers-are-most-likely-to-use-their-phones-while-driving/9291688>   * ABC News can be a reliable source of news because it is a large Australian company   [AAA: Cell phone use increases crash risk up to 8 times | 9news.com](https://www.9news.com/article/traffic/aaa-cell-phone-use-increases-crash-risk-up-to-8-times/73-506638008)   * 9News is a well-known local broadcasting station   <https://www.wa.gov.au/government/announcements/know-the-distance-of-distraction>   * This is also a Western Australian Government website specific towards distracted driving and the distance travelled   <http://www.youthforroadsafety.org/uploads/visuals/distracted_driving_summary.pdf>   * This pdf was produced by the World Health Organisation, an international organisation containing highly expertise professionals   <https://www.wa.gov.au/organisation/road-safety-commission/mobile-phones-and-distractions>   * This website is also from the Western Australian Government and has important information on the penalties of using a mobile phone while driving   <https://www.budgetdirect.com.au/car-insurance/guides/road-safety/distracted-driving-facts.html>   * This is an award-winning insurance company that specialises in car insurance. This means that they have firsthand experience with car accidents and the causes, making it a reliable source   <https://www.teendriversource.org/teen-crash-risks-prevention/distracted-driving>   * Although not an Australian website, this source provides information directed towards teenagers driving and made by a children’s hospital research institution, meaning it can be considered reliable   <https://www.acornrentals.com.au/what-percentage-of-car-accidents-are-caused-by-mobile-phone-users/>   * This is another rental business that would see firsthand the consequences of distracted driving so can be a reliable source   <https://research.qut.edu.au/carrsq/wp-content/uploads/sites/296/2021/12/Mobile-Phone-Use-Distraction-1.pdf>   * This is a Queensland Accident Research and Road Safety Company, specialising in road accidents so have reliable information |
| **Aim of the Campaign**  What results do you want to achieve?  (A reduction in road fatalities and injuries due to…)  The aim of my campaign is to bring awareness to young people of how quickly a simple distraction of checking a message can cause a crash. The results this should achieve is to reduce the number of young people checking their phone, even if just for one second. This will ultimately reduce the number of crashes and fatalities caused from distracted driving of mobile phones. |
| **Key Information**  What information does the target group need to know?  (Statistics, effects on the body, ways to stay safer…)  The target audience of young people need to know the most important information that they are most likely to remember. This can be shown through text and images.  Cause:   * Checking mobile phone to read a text for a couple seconds   Effect:   * Can become easily distracted from the road * Causes ¼ of Australian car accidents   Solution:   * Turn off the phone   Although not much information is being provided to the audience, they are more likely to immediately understand the cause, effects, and solutions because there is not much for them to have to comprehend. This will mean that more young people will get the message of distracted driving from mobile phones. Obviously, there is more information on each section that could be mentioned but most is common sense and as long as the idea gets across, only a couple pieces of information is needed to not overload the audience. |
| **The Safety Message or Slogan of the Campaign**  What is it? Why is this message going to suit young people?  The message of the campaign is that you can be distracted very quickly from a mobile phone. One glance may seem quick, but anything can happen within that time. This is shown through my campaign by drawing the audience towards also getting distracted and reading the text to show how they didn’t notice the oncoming traffic. The message becomes clear for the audience because they just experienced getting distracted within the campaign so it is more likely that they will remember this.  The slogan of the campaign is:  Turn off the phone, stay in the zone  This slogan will suit young people because it is short and sharp. It means that the solution to distracted driving from mobile phones is to turn off the phone so that you can stay focused on the road. It is simple to remember as it rhymes and is direct towards what you have to do. Since this will follow the text message distraction, the audience will more likely understand the importance of turning the phone off. |
| **Medium to be Used**  What is the best way to deliver the message?  (Pamphlet, poster, newspaper or television advertisement targeted at high viewing times, mail out….  The best way to deliver my message of how quickly a mobile phone can cause distraction while driving is through making a short video on this. A simple animation will be shown, then a couple quick sentences to finalise my message towards the audience. This is the best way to deliver a message because it does not force the audience to stop and read all the information. A video can show real life examples to make it easier to understand what the issue is while making it interesting and more memorable.  It will be displayed on social media apps such as Instagram and TikTok because these apps are targeted towards young people. It is also easier to share this message on these apps towards a larger proportion of the population. It can be displayed on television as an advertisement on channels that are targeted towards these young people or played on billboards on the side of the road to remind people to turn off their phone. |
| **Communication Approach**  How will the campaign be presented to engage young people?  (Humour, realistic, portrayal, consequences, role models…)  My campaign will be presented in a video form. It will show a semi realistic scene in first person view of driving in a car. This will make it feel as if the audience are in the car. Then a message will appear of the phone to draw the attention towards what the message says. This will show how easy it is to become distracted and then a crash will happen with the comical ‘boom’ with a cartoon explosion. The visual elements will engage young people because it will seem like they are apart of the campaign, instead of just being talked to. The background will also have a couple sound effects to make it feel like the audience are there to experience the scene.  My campaign involves portraying the process of getting distraction then quickly showing the consequence being causing an accident. This will engage with young people because it is short, sharp, and simple. |