



Statens vegvesen
Norwegian Public Roads
Administration



“Takk for oppmerksomheten”

Rita Aarvold and Torbjørn Tronsmoen:

A Driver Distraction and Inattention Campaign

Nordisk trafiksikkerhetsforum 2018
Åland 13–14. september

Driving distraction is not a new problem



A heated controversy between legislators and insurance companies—and radio manufacturers and car radio owners.





NPRA Traffic safety campaigns

Based on the Vision Zero:

A vision of no fatalities or serious injuries in road traffic

- Implies that we prioritise themes on which we can save a lot of lives and serious injuries
- Our campaigns are driven by statistical analysis of accidents





Campaign communication strategy

- We have developed a strategy of communication for our campaigns
 - Gives a stable foundation of all the campaign work
 - Makes our work more efficient
- The communication strategy is revised every 4.th year





Definition of a NPRA Traffic Safety Campaign

- Always combination of information and other measures
- Research show that several measures will give more effect
- Our most powerful activity/measures in addition to communication has been controls
- Mass communication and traffic controls have effect on two different levels:
 1. Communication (TV ads) communicates on an *emotional level* and may build knowledge and understanding about the theme
 2. Traffic control communicates the message on a more *practical level*, showing we are serious and enforce regulations.

When these two measures occur simultaneously, the effect is stronger

General campaign concept

- Positive tone of voice
 - No patronizing
 - No unnecessary fear (crash, blood)
 - Relevance
 - Knowledge
 - Positioning of safe behaviour
 - Learning the right behaviour
-
- The Norwegian Public Roads Administration appears as the originator of the campaigns



Purpose of campaigns: **change of behaviour**

Main purpose:

- Change of behaviour that reduces the number of fatalities and serious injuries

Other targets:

- Awareness
- Knowledge
- Attitudes
- Accept



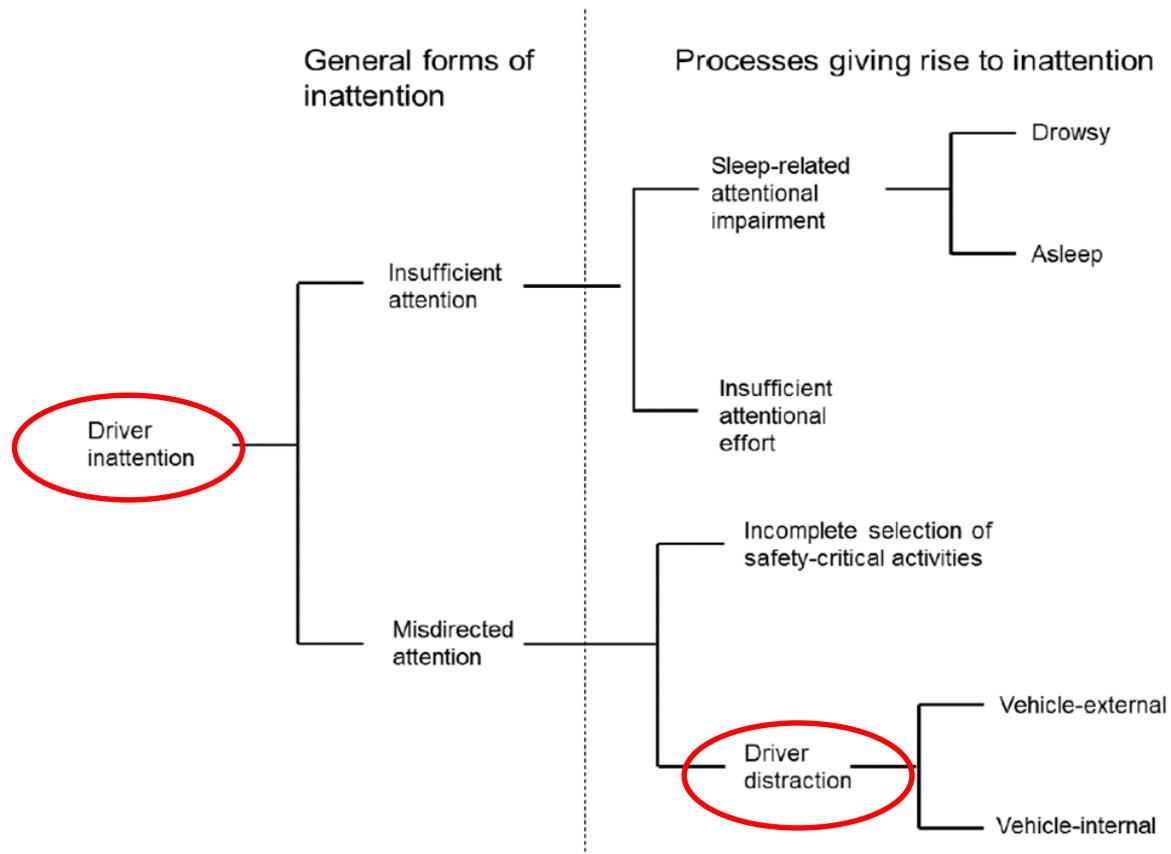


Background studies

- Literature review and survey in the Norwegian population
 - «Uoppmerksomhet bak rattet: Omfang, konsekvenser og tiltak», TØI rapport 1481/2016.
- Analysis of road fatalities in Norway during 2011 - 2015, based on data from in-depth analyses from the Norwegian Public Roads Administration.
 - «Jeg så ham ikke. Temaanalyse om uoppmerksomhet ved dødsulykker i trafikken», TØI rapport 1535/2016
- National qualitative study on peoples attitudes and knowledge regarding inattention and distraction in traffic (Opinion)
- Campaign as countermeasure on driver distraction
 - «Anbefalinger for en kampanje om distraksjon». TØI-arbeidsdokument 50870 (2016)

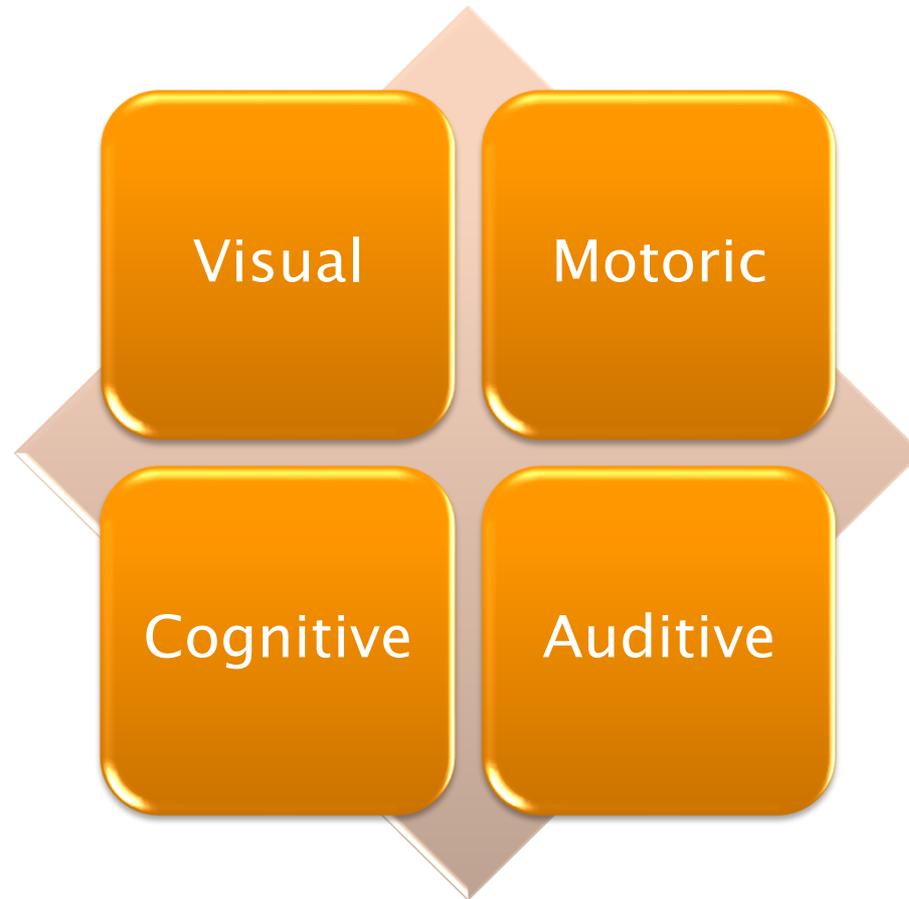


Distraction versus inattention





Types of distraction (modalities)



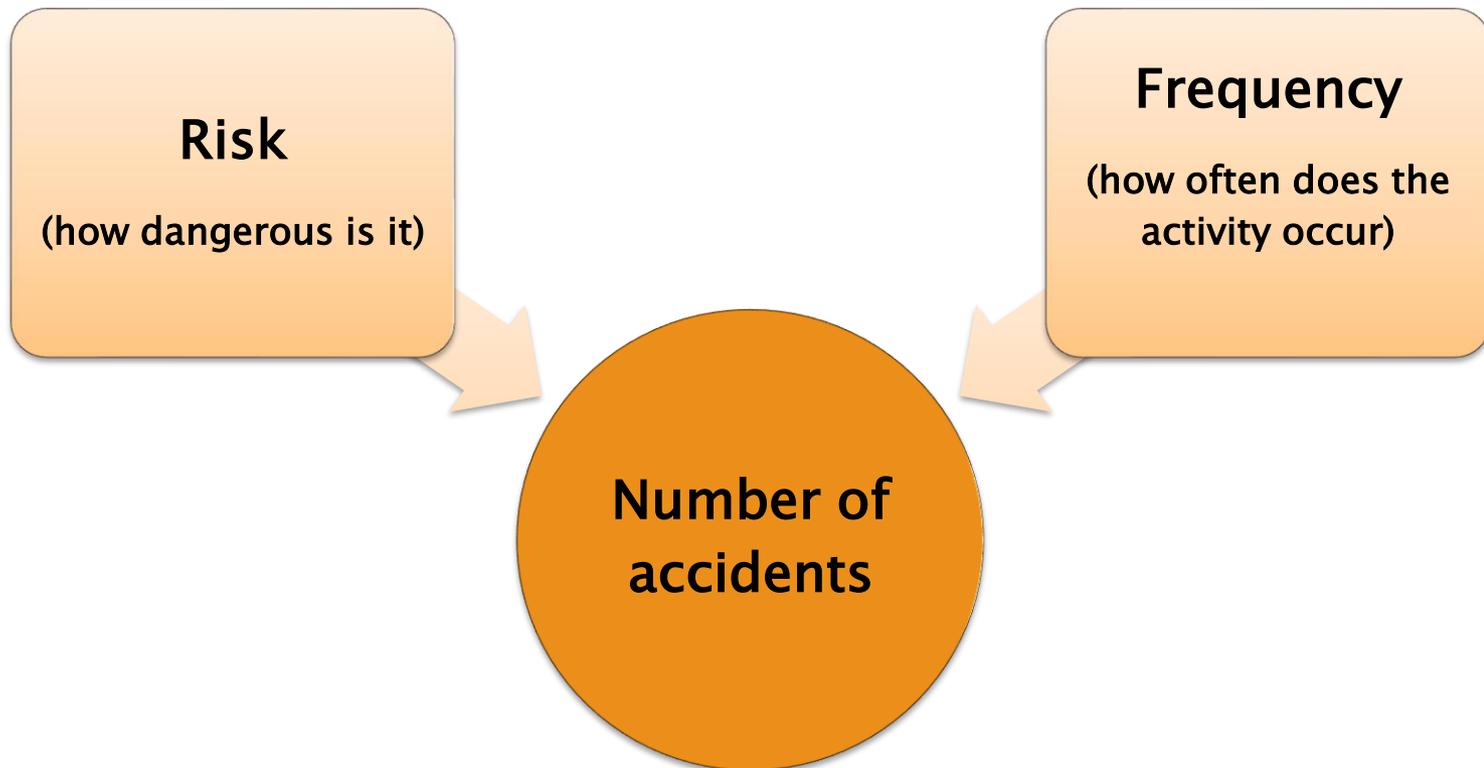


How big is the problem?

- In Norway near one of three fatalities are connected with driver distraction and inattention
- However, the problem is made up of multiple components:
 - Daydreaming + cell phone activities + operating car devices such as heating +++++



What contributes to the number of accidents?





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2 seconds...





Many reasons for distraction and inattention





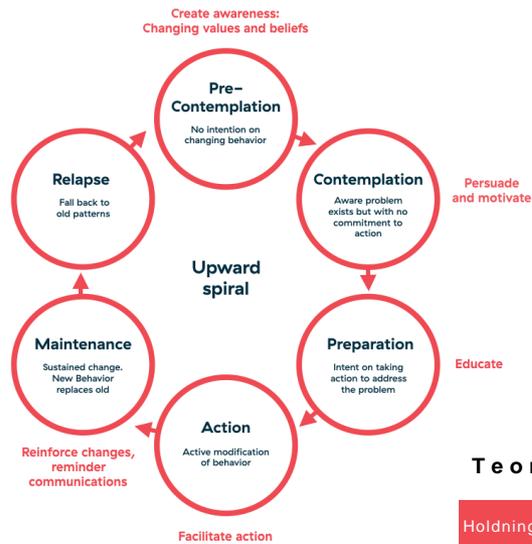
Campaign strategy

- Wide and comprehensive approach to attention
 - All secondary activities may cause inattention and a risk
 - Includes all modalities, including cognitive distraction
- The campaign is divided in several stages
 - Successive increasing of awareness, knowledge, attitude and behaviour
- Use of both emotional and rational means
- A positive approach
- A common/connecting thread: "Takk for oppmerksomheten"
- Continuous evaluation during the campaign period

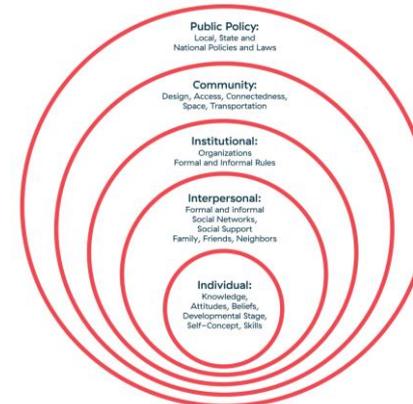


Theoretical framework

Cycle of change



The Social Ecological model



Teorien om planlagt adferd





Target groups

- **Main target group**
 - Communication target group: everybody that drives a vehicle
 - Behaviour target group: Men ages 18-25 and 45-55
- **Secondary target groups:**
 - Passengers
 - Other road user groups than vehicle and MC, like pedestrians and bicyclists
 - Companies, organisations etc.



Campaign 2018

- Launching 5. june 2018
- Terje Moe Gustavsen and Solvik-Olsen launches the campaign
- National SVV thanking activity to the public:
 - Chocolate and hand-outs with advice
- The attention weekend on P4 radio 8-10
- Facebook «Takk for oppmerksomheten»
- Digital «thanking - relay»
- Films on TV and in social medias
- Content in VG (article, video)

- Hand-outs «Think, do, drive»
- Roll-ups

- Next campaign pulse: starting in week39
- Including police control (week 38)



How did we make the film

<https://www.youtube.com/watch?v=Le7wxiFKvRE>





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The main campaign film

<https://www.youtube.com/watch?v=pKBJGxxiEKI>





We also made other films

<https://www.youtube.com/watch?v=m3RpgwWvopY>





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Thank you -
for listening!