



Statens vegvesen

Norwegian Public Roads
Administration

National Road Safety Campaign

E-scooter

Age group: 16-18 (25)

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**If everyone knew the
rules, will the
challenges of
interaction between
all traffic groups be
solved?**



Knowledge of traffic rules is essential, but it is not enough on its own.

Accidents are often the result of human error, risk-taking, and ingrained habits.

Therefore, road safety efforts must focus not only on increasing knowledge, but also on influencing behavior.

Good intentions versus actual behaviour



The biggest involuntary social space



What are the issues?



- Not present in the interaction
- Unpredictable
- Approach pedestrians sudden and silent
- Change the area of which they use
- A source of frustration and others have experienced unsafe situations.

How do we reach the target age group?

- Real and authentic
- Direct and easy to decode
- Visually strong
- Short and fast
- Humor

= We have to speak on their premises



How to succeed with a campaign and behavioral change

- ✓ Professional research
- ✓ Long term work
- ✓ Clear communication
- ✓ Conscious choice of target group and chanel
- ✓ Combination of means of action – cooperation
- ✓ Humour or emotionality – not fear
- ✓ Co-workers as ambassadors
- ✓ Evaluation for optimalizing and learning

Vær forutsigbar i trafikken



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