

ENHANCING RURAL TRANSPORTATION SAFETY THROUGH THE USE OF SOCIAL MARKETING

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"Why should the devil have all the best tunes?"

--Gerard Hastings

"75% of all premature deaths are preventable by changes in individual behavior, and social and environmental conditions"

--U. S. Centers for Disease
Control and Prevention (CDC)

THREE MAJOR CLASSES OF PUBLIC SAFETY STRATEGIC TOOLS

Education / Communications /
Messages

Environmental Change / Social
Marketing

Enforcement / Force of law

"If you always do what you've always done,
you'll always get what you've always
gotten"

--Beth Mastin

COMMERCIAL MARKETING AND PUBLIC SAFETY ARE FUNDAMENTALLY DIFFERENT

Commercial marketing appeals to
immediate self interest

Public safety campaigns often ask for:

Behavior that is opposite of self
interest

And may be opposite of current
behavior

COMMERCIAL MARKETING AND PUBLIC SAFETY ARE FUNDAMENTALLY DIFFERENT

Commercial marketing acknowledges:

Competition in the marketplace

Consumer has **free choice**

Consumer has **power**

Public safety campaigns often neglect:

The power residing in consumers

That free choice implies competition

There is always competition

SEGMENTING ON WILLINGNESS TO BEHAVE

Prone to Behave as Desired

Unable to Behave as Desired

Resistant to Behave as Desired

Easy to See or Convey Self Interest

Need to See and Receive Benefits

Can't See and Can't Convey Self Interest or Benefits

Education

Environment, Marketing

Enforcement

No/weak competition

Passive/active Competition

Unmanageable competition

SEGMENTING ON STAGES OF CHANGE AND WILLINGNESS TO BEHAVE

	Prone	Unable	Resistant
Awareness	Education	Education	Education
Attitude	Education	Mktg, Educ	Enforce, Educ
Trial Behavior	Education	Marketing	Enforcement
Repeat Behavior	Education	Mktg, Educ	Enforcement

SEGMENTING ON MOTIVATION, OPPORTUNITY, ABILITY

Behavior = f (M, O, A)

Motivation:

Self interest

Group norms

Opportunity

Environment allows behavior

Add benefits

Remove barriers

Provide incentives

Ability

Skills and proficiency

MOTIVATION

yes

no

OPPORTUNITY

yes

no

yes

no

ABILITY

yes

no

	yes	no	yes	no
ABILITY				
yes				
no				

MOTIVATION

yes

no

OPPORTUNITY

yes

no

yes

no

ABILITY

yes

prone to
behave

education

unable to
behave

marketing

resistant
to
behave

enforce

resistant
to
behave

*marketing
enforce*

no

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WHAT IS MARKETING?

(American Marketing Association, 2004)

Creating value

To create opportunity

To increase benefits

Delivering value

To decrease barriers

To fit into life processes and hassles

Communicating value

To inform and motivate

"Role of government is to create opportunity; role of citizen is to seize opportunity"

--Alexander Hamilton

"We need to create an environment where it is as easy to eat well as it is to eat poorly"

--Margo Wootan

REDUCING ALCOHOL IMPAIRED DRINKING

The Goals:

To reduce alcohol related crashes
by 5%

To be self sustaining after one year

To demonstrate the value
of social marketing

NEW PRODUCT RESEARCH

7 focus groups with expert observers

11 focus groups with target

Describing 21-34 single men

What matters to them?

Why do they drink?

Why do they drive after drinking?

Why don't they drive after drinking?

Decision making processes of target

In sum: Benefits, barriers, change behavior

WHAT MATTERS TO THEM?

Their friends

Pursuit of good times

Fitting in; fear of being an outcast

Proving manhood

Alcohol related activities

Women

Their vehicles

WHY DO THEY DRINK?

It's what you do; to get drunk

Escape the reality of daily problems

Overcome fear, inhibitions

Let's them become someone else

Impress friends with drinking ability

WHY DO THEY DRIVE AFTER DRINKING?

To get home

Don't want to leave car behind

Hassle to get back to car in morning

Alternatives are not available

Social pressure; everybody does it

To be cool

Unaware of impairment; become fearless

Low risk of getting caught; weak
enforcement

A FEW OTHER KEY FINDINGS

Different phases of evening

To bar, between bars, back home

Get target to bar without car

Vehicles need to be appealing, cool

Willing to pay for service

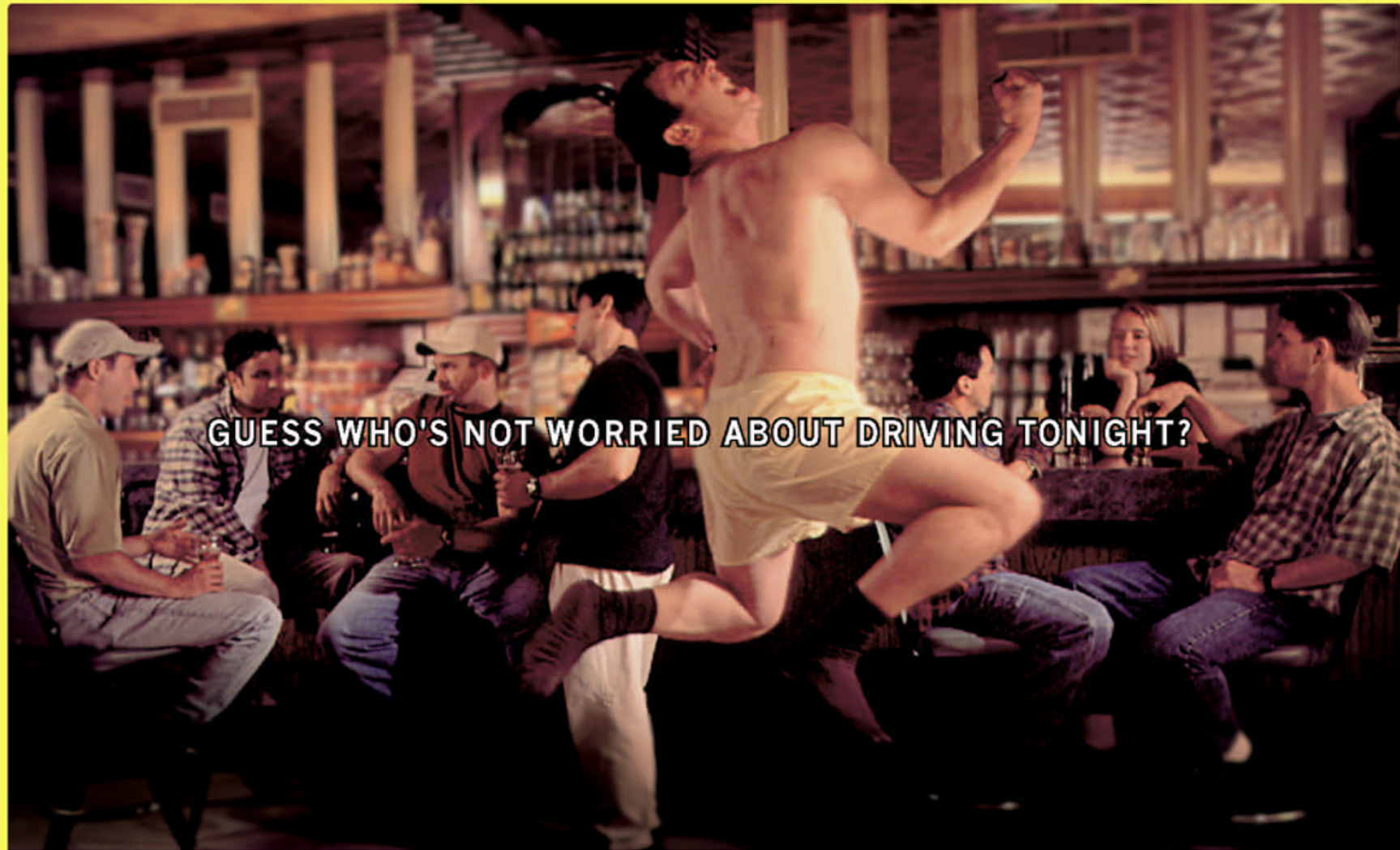
BRIEF SKETCH OF PROGRAM

Rides to, between and home from bars
Desirable vehicles and allow drinking
Reasonable, but self sustaining fees

Each community:

Begins with our research and strategy
Develops coalition and advisory board
Creates unique program for community

VIDEO



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.



For more info on the totally brand-newest way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't jump around in the bar. Thanks.

ROAD

"Beats driving"

CREW

OUR PARTNERS

US DOT -- NHTSA

WI DOT - BOTS

Miller Brewing Company

Tavern League of Wisconsin

Community Coalitions:

Law enforcement

Bar owners

Public health

Community leaders

Media

Advisory board of target members

OBSERVING THE OUTCOME

Phone survey

Post test only in treatment communities

Awareness, attitudes, and perceptions

General pop, target, city leaders, bar workers

Sales record

Each ride is potential alcohol related crash

Count rides vs crashes, OWI, injuries, deaths

Bar coupon survey

Pre and post test

Treatment and control group

Admitting drinking and driving w/
anonymity

AWARENESS

Have you heard of any programs that provide rides ...?

<u>Pop</u>	<u>Tgt</u>	<u>Ldrs</u>	<u>Bars</u>
68%	71	99	100

Asked of those who were aware:

How does the ride program work?

<u>Pop</u>	<u>Tgt</u>	<u>Ldrs</u>	<u>Bars</u>
79%	90	96	99

ATTITUDES

How do you feel about the ride program...?

	<u>Pop</u>	<u>Tgt</u>	<u>Ldrs</u>	<u>Bars</u>
Very, some pos	90%	91	85	98
Neutral, don't know	8	7	11	1
Very, some neg	2	2	4	0

PERCEPTIONS

Change in number who drive after drinking excessively?

	<u>Pop</u>	<u>Tgt</u>	<u>Ldrs</u>	<u>Bars</u>
Increased	6%	4	5	1
About the same	31	23	21	18
Decreased	48	66	59	81
Don't know	16	7	14	0

BEHAVIOR

Know anyone who has used the ride service?

	<u>Pop</u>	<u>Tgt</u>
Yes	38%	61
No	62	39

Personally ever used the ride service?

	<u>Pop</u>	<u>Tgt</u>	<u>Bar Coupon</u>	
			All	21-34
Yes	7%	19	58	69
No	93	81	42	31

PERCEPTIONS OF FUTURE

Should community continue ride program?

	<u>Ldrs</u>	<u>Bars</u>
Yes	88%	99
Don't know	8	1
No	4	0

Do you feel the community will continue?

	<u>Ldrs</u>	<u>Bars</u>
Yes	64%	85
Don't know	29	7
No	8	7

SOME RESULTS AS OF 07/07

Over 85,000 rides taken
in parts of 6 rural counties
covering 2% of Wisconsin population

Avoided ~140 crashes, ~6 deaths

No increase in individual consumption

All are self-sufficient after 1 year

Cost of alcohol related crash: \$231,000

Cost to avoid crash: \$6200

Net savings: \$31mm

FITTING THE CRITERIA OF THE NATIONAL SOCIAL MARKETING CENTRE (PART 1)

Theory: behavior results from self interest; from motivation, opportunity, ability; need to create and deliver value

Customer orientation: increase benefits, decrease barriers; fit life processes

Segmentation: 21-34, rural, single, men, drink in bars, most likely to crash

Exchange: behavior in exchange for fun, easy, popular, cool

FITTING THE CRITERIA OF THE NATIONAL SOCIAL MARKETING CENTRE (PART 2)

Competition: impaired driving accepted;
has huge market share

Insight: want to drink, but no need to
drive; little power to force behavior

Behavior: overcome disconnect of high
awareness and low behavior; of
motivation without opportunity

Methods mix: qual + quant research;
education, environment, enforcement;
4Ps, not just messages

WHAT IS THE ESSENCE OF ROAD CREW?

Get people to leave their vehicle at home

Be fun, easy and popular

Form a broad-based community coalition

Regularly rely on the insights of 21-34
year-old advisory committee

Maintain long-term self-sufficiency

IT'S ALL ABOUT THE CONSUMER

People are rational

They make their own best decisions

Within their own view of world

We need to understand these views

And the processes leading to decisions

We need to accommodate these views

By listening early and often

With local coalitions

With a broad set of partners

By managing the environment

"Organize policy and strategy until self interest does what justice requires"

-- Julian LeGrande

For more information go to:

WWW.ROADCREWONLINE.ORG

*five-minute video

*Accident Analysis & Prevention

ROAD

"Beats driving"

CREW