ENHANCING RURAL TRANSPORTATION SAFETY THROUGH THE USE OF SOCIAL MARKETING

Michael Rothschild
University of Wisconsin

Principal Investigator -- Road Crew

November 29, 2007
“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 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

<table>
<thead>
<tr>
<th>Prone to Behave as Desired</th>
<th>Unable to Behave as Desired</th>
<th>Resistant to Behave as Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to See or Convey Self Interest</td>
<td>Need to See and Receive Benefits</td>
<td>Can’t See and Can’t Convey Self Interest or Benefits</td>
</tr>
<tr>
<td>Education</td>
<td>Environment, Marketing</td>
<td>Enforcement</td>
</tr>
<tr>
<td>No/weak competition</td>
<td>Passive/active Competition</td>
<td>Unmanageable competition</td>
</tr>
</tbody>
</table>
# Segmenting on Stages of Change and Willingness to Behave

<table>
<thead>
<tr>
<th></th>
<th>Prone</th>
<th>Unable</th>
<th>Resistant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td>Education</td>
<td>Education</td>
<td>Education</td>
</tr>
<tr>
<td><strong>Attitude</strong></td>
<td>Education</td>
<td><strong>Mktg,Educ</strong></td>
<td>Enforce,Educ</td>
</tr>
<tr>
<td><strong>Trial Behavior</strong></td>
<td>Education</td>
<td><strong>Marketing</strong></td>
<td>Enforcement</td>
</tr>
<tr>
<td><strong>Repeat Behavior</strong></td>
<td>Education</td>
<td><strong>Mktg,Educ</strong></td>
<td>Enforcement</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>MOTIVATION</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPPORTUNITY</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>ABILITY</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>no</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MOTIVATION</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPPORTUNITY</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>ABILITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>prone to behave</td>
<td>unable to behave</td>
</tr>
<tr>
<td></td>
<td>education</td>
<td>marketing</td>
</tr>
<tr>
<td>no</td>
<td>unable to behave</td>
<td>unable to behave</td>
</tr>
<tr>
<td></td>
<td>education</td>
<td>marketing</td>
</tr>
</tbody>
</table>
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.
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 ...?

<table>
<thead>
<tr>
<th>Pop</th>
<th>Tgt</th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>71</td>
<td>99</td>
<td>100</td>
</tr>
</tbody>
</table>

Asked of those who were aware:

How does the ride program work?

<table>
<thead>
<tr>
<th>Pop</th>
<th>Tgt</th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>90</td>
<td>96</td>
<td>99</td>
</tr>
</tbody>
</table>
## ATTITUDES

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

<table>
<thead>
<tr>
<th></th>
<th>Pop</th>
<th>Tgt</th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very, some pos</td>
<td>90%</td>
<td>91</td>
<td>85</td>
<td>98</td>
</tr>
<tr>
<td>Neutral, don’t know</td>
<td>8</td>
<td>7</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Very, some neg</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>
**PERCEPTIONS**

Change in number who drive after drinking excessively?

<table>
<thead>
<tr>
<th></th>
<th>Pop</th>
<th>Tgt</th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>6%</td>
<td>4</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>About the same</td>
<td>31</td>
<td>23</td>
<td>21</td>
<td>18</td>
</tr>
<tr>
<td>Decreased</td>
<td>48</td>
<td>66</td>
<td>59</td>
<td>81</td>
</tr>
<tr>
<td>Don’t know</td>
<td>16</td>
<td>7</td>
<td>14</td>
<td>0</td>
</tr>
</tbody>
</table>
**BEHAVIOR**

Know anyone who has used the ride service?

<table>
<thead>
<tr>
<th></th>
<th>Pop</th>
<th>Tgt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>38%</td>
<td>61</td>
</tr>
<tr>
<td>No</td>
<td>62</td>
<td>39</td>
</tr>
</tbody>
</table>

Personally ever used the ride service?

<table>
<thead>
<tr>
<th></th>
<th>Bar</th>
<th>Coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pop</td>
<td>Tgt</td>
</tr>
<tr>
<td>Yes</td>
<td>7%</td>
<td>19</td>
</tr>
<tr>
<td>No</td>
<td>93</td>
<td>81</td>
</tr>
</tbody>
</table>
## PERCEPTIONS OF FUTURE

**Should community continue ride program?**

<table>
<thead>
<tr>
<th></th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>88%</td>
<td>99</td>
</tr>
<tr>
<td>Don’t know</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>

**Do you feel the community will continue?**

<table>
<thead>
<tr>
<th></th>
<th>Ldrs</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>64%</td>
<td>85</td>
</tr>
<tr>
<td>Don’t know</td>
<td>29</td>
<td>7</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>8</td>
<td>7</td>
</tr>
</tbody>
</table>
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