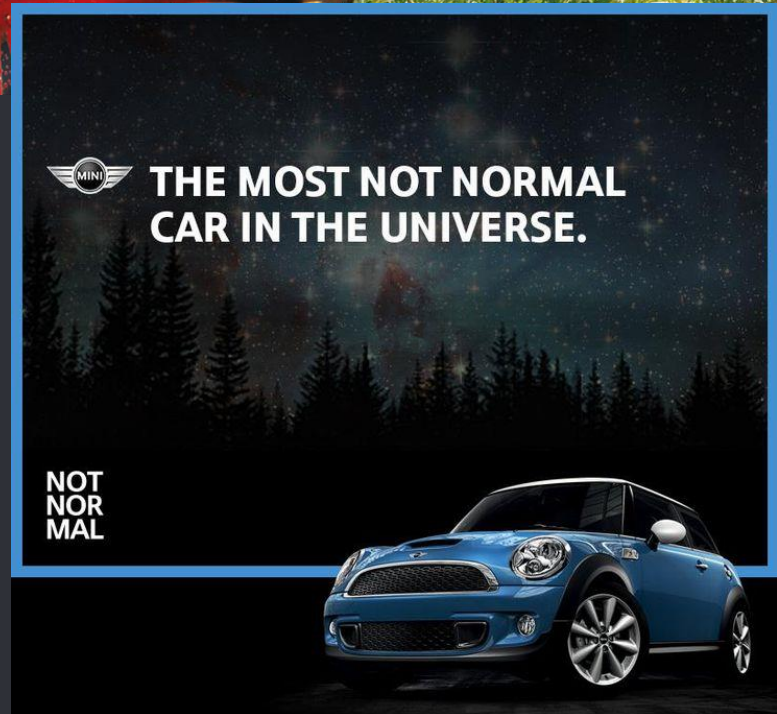


Beyond Scare

Tactics & Statistics:

Communication Strategies for
Behavior Change Campaigns

Marketing



● Social Marketing

**SHE WAS
ON HER
OWN, SO
I MADE MY
MOVE**

and told the guys hassling her
to back off. They were really
crossing the line.

Visit us at www.facebook.com/MakeYourMoveMissoula
for tips and events to help keep your friends and community
safe from sexual violence.

**MAKE
YOUR
MOVE**
END SEXUAL VIOLENCE

A message from Missoula's Intervention in Action Project.

The project was supported by grant no. 2008-MW-00002 awarded by the Office of Justice Programs, U.S. Department of Justice. The opinions, findings, conclusions and recommendations expressed in this publication are those of the authors and do not necessarily represent the views of the grantor.

About 440,000 Americans die each year from diseases related to smoking.
90% of them started as teen smokers.



truth
THETRUTH.COM

Human Factors



93%



Decision to answer phone call.



What doesn't work?

FEAR APPEALS



The advertisement features a dramatic scene viewed through the windshield of a car. In the foreground, a hand in a white shirt sleeve reaches out towards a smartphone lying on the dashboard. In the background, a silver car is shown in a severe crash, with smoke rising from the wreckage. The sky is blue with some clouds, and palm trees are visible in the distance.

zain

إدارة العلاقات العامة
والتوجيه المعنوي
إدارة الإعلام الأمني

GOT THE MESSAGE?
Don't Text and Drive



www.facebook.com/zainuae
<http://twitter.com/zainuae>

www.zain.com


A Wonderful World



What works?

Social norms






Please reuse your
towels to protect
the environment.

JOIN YOUR
FELLOW GUESTS
IN HELPING TO
SAVE THE
ENVIRONMENT.

Almost 75% of
guests who are
asked to participate
help by reusing their
towels more than
once.

JOIN YOUR
FELLOW GUESTS
IN HELPING TO
SAVE THE
ENVIRONMENT.


75% of guests who
STAYED IN THIS
ROOM
used their towels
more than once.



MOST
Montana young adults
(4 out of 5)
don't drink and drive.*

MOST of Us[®] prevent drinking and driving.

MOST of Us[®]
MONTANA SOCIAL NORMS PROGRAM
www.mostofus.org

MOTI 

* Data source: 2001 Montana Young Adult Alcohol Survey.
ANY AMOUNT OF ALCOHOL CAN BE ILLEGAL OR DANGEROUS.
Campaign supported by Montana Department of Transportation and Montana Safe Schools Safe Communities. Photo © Steve Heston/Photography by Steve Heston/© 2001 University of Montana

REDUCED normative misperceptions about peer drinking & driving.

Increased use of designated drivers.

Decreased drinking and driving among young adults.



Bystander Engagement



Empowered

I feel ready and confident to react & speak up.

Educated

I know what to say and how to speak up.

SEE SOMEONE ATTEMPTING TO DRIVE IMPAIRED?

BE THE HERO

INTERVENE

RELATE THAT YOU CARE

I care about you
and don't want to
see you wrapped
around a tree.

RELATE TO PREVIOUS EXPERIENCE

You're too drunk to drive.
We've all been there. Other
people have stepped in for
me to keep me safe. Let me
call you a cab.

ONE WORD: CHECKPOINT

My buddy told me
there's a checkpoint
tonight. You better
crash here or get
a ride share.

USE A STORY

My friend got a DUI
and lost his license –
not a fun way to end
the night. I'm calling
you a taxi.

BE INSISTENT

You're too drunk
to drive. I'm calling
you a ride.



NC
VISION
ZERO

HOWEVER *You DO You*
SPEAK UP IF YOU FEEL
UNSAFE IN A VEHICLE

"Ease up, man. I'd rather
be late than in a ditch."



The EMPOWERED PASSENGER

Anytime you are in a vehicle, you have the power to prevent a crash. Passengers accounted for **nearly 1/3** of all traffic fatalities in the U.S. in 2013 (IIHS).

It is your right to speak up if you feel unsafe.

TRY THESE TECHNIQUES:

BE DIRECT

"You're making me nervous. Can you slow down?"

BE HELPFUL

"Here, let me text for you."

MAKE IT PERSONAL

If you know someone who was injured or killed in a crash, talk about it.

"A friend of mine got in a bad wreck and I really don't want to go through what she did. Can you please pay attention to the road?"

BRING UP LAW ENFORCEMENT

"I've seen a lot of cops pulling people over today— you may want to slow down."

CALL ATTENTION TO BAD DRIVERS

Point out dangerous driving that you see on the road to set an expectation of safety.

"I can't believe that person is tailgating that other car! That's a wreck waiting to happen."

USE FACTS

In a car traveling 30 mph, a person not buckled up can have the same force as a midsize car when thrown in a crash. That impact can kill another passenger.

USE HUMOR

"Ease up, I don't look good in a stretcher."

If possible, lighten the situation and avoid a defensive reaction.

BE PERSISTENT

Make up an excuse for them to stop somewhere.

GET OUT OF THE CAR

"I'm uncomfortable, so I'm just going to find another ride."

Most Importantly

Explain in your own way why you feel unsafe, and make it personal.

BE YOURSELF

"You're freaking me out when you drive so close to other cars."

Even if you initially feel a little uncomfortable, most drivers will listen.



Thanks!

Tracy Anderson

Tracy_Anderson@ncsu.edu

NCVisionZero.org