

# re:act

inspiring change

campaign brief

# Vulnerable Road Users and Drivers: Shared Responsibility

## Brief form

<b>Student Q&amp;A:</b>	<b>March 22</b>
<b>Student check in:</b>	<b>April 12</b>
<b>Final presentation:</b>	<b>May 17</b>

### 1. Our challenge

The term vulnerable road user (VRU) refers to any pedestrian, motorcyclist or cyclist who uses or interacts with the road system. They are defined as 'vulnerable' because they have less crash protection than occupants of motor vehicles, and therefore a higher risk of being seriously injured or killed in a crash. This could be a pedestrian crossing the street or a motorcyclist on a motorway or road.

#### **Interactions between cars, motorcycles and pedestrians account for a significant proportion of road traffic fatalities and injuries in Fortaleza and across Brazil:**

- Of the more than 100 million registered vehicles in Brazil, two-thirds are cars and 4-wheeled light vehicles, and more than a quarter are motorcycles (27%, motorized two- and three-wheelers).
- The main risk factors related to the approximately 40,000 road traffic deaths Brazil records each year are speeding, drinking and driving, and non-use of helmets by motorcyclists.
- In Fortaleza, motorcycle occupants are considered the most vulnerable road user group, accounting for almost half of all deaths (48%) in 2021.
- The death rate among pedestrians is also of concern. In 2021, more than a third of road fatalities were pedestrians (36%). The majority of these deaths were caused by being run over by cars or motorcyclists.
- There can be a lack of empathy, understanding and concern between different road user types and, in some cases, even a sense of disdain between different groups (e.g. car drivers vs. motorcyclists).

**The challenge of this brief is to develop a campaign that builds a greater sense of shared responsibility between VRUs and vehicle drivers to reduce the number of crashes involving VRUs.** This should be achieved by positively influencing the attitudes and behaviours of both VRUs and drivers to understand the potential risks they pose to one another and how these can be minimised, while also building a greater sense of empathy, community and shared responsibility, rather than an 'us vs. them' mentality among different road users.

#### **Some of the behaviours drivers should display when sharing the road with VRUs:**

- Give way to pedestrians at designated crossings and when they are crossing at an intersection.
- Make eye contact with pedestrians as they approach to cross the road. Don't assume VRUs have seen your vehicle.
- Avoid any distractions inside your vehicle and ensure you are highly aware of the external environment, particularly the presence of VRUs. Engage the 'do not disturb' function on your smart phone or put your phone away in the glove box or boot to avoid distractions while driving. Maintain awareness of your surroundings and be particularly aware of pedestrians, cyclists and motorcyclists.
- Never exceed speed limits and adjust your speed to match the conditions, including in areas of high pedestrian, cyclist and motorcyclist activity such as around schools, hospitals, strip shopping centres, car parks and residential neighbourhoods.
- Be aware of time of day and environmental conditions, which can hamper visibility.
- Use the 'Dutch reach' method when exiting a parked vehicle, by using the hand furthest from the handle, so vehicle occupants are forced to look over their shoulder for passing traffic.

#### **Some of the behaviours VRUs should display when using the road:**

- Always make eye contact with the driver, don't assume they have seen you.
- Use designated crossings and obey signals (pedestrians). Avoid crossing from between parked vehicles and on sections of road where you can't get a clear view of approaching traffic such as bends, dips and rises in the road.
- Avoid distractions and always be acutely aware of the environment when using the road – phone down, head up.
- Don't wear headphones when using the road.
- Be easily seen, particularly in areas/times of low light and/or limited visibility.
- Don't stand right on the edge of the road verge while waiting to cross – trucks and buses can at times swing across a verge and hit VRUs standing on the footpath.

### 2. Target audience

18-25 year old VRUs and drivers.

### 3. Current attitudes & behaviours

Your research for this brief should investigate this in detail, with the insights feeding into your creative strategy. As a starting point, consider:

- Do they lack awareness of the shared responsibility different road users have to look out for themselves and each other?
- Do they have a tribal mentality toward other road users, that drives negative “us vs. them” attitudes and behaviours (motorcyclists vs. drivers, motorcyclists vs. pedestrians, etc.) rather than a positive, communal attitude?
- Is there a lack of shared responsibility and/or a tribal mentality/negative attitude toward other road users that can lead to dangerous behaviours on the road?

### 4. Future/target attitudes & behaviours

- Clear awareness of the shared responsibility all road users have to look out for themselves and each other in a safe system approach.
- A positive, communal attitude to all other road users, irrespective of mode of transport.
- A stronger sense of shared responsibility, a communal and empathetic attitude to other road users and greater awareness of risks different road users can present will lead to safer behaviours on the road, resulting in fewer road traffic deaths and injuries

### 5. What is the single-minded proposition?

We all have a shared responsibility for our own safety and the safety of others on the road.

### 6. Like this (our tone)

- A clear tone should be developed as part of your creative and messaging strategy.
- While the tone needs to resonate with the target audience of 18-25 year olds, consideration should be given to the fact the campaign will appear in public spaces and be supported by a number of corporate partners. As such, the messaging should not be inappropriate or potentially offensive to any segments of the wider population.

### 7. Support

- The single-minded proposition is aligned with and supported by a safe system approach to road safety.
- Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

### 8. Mandatories

- Re:act lockup logos. EPS file will be supplied by your lecturer.

### 9. Deliverables

5-10 minute presentation including:

- Primary and secondary research findings and target audience insights
- Concept development and messaging strategy
- Campaign creative applied to multiple media channels

Apply your campaign creative to one landscape and one portrait orientation.

### Specifications

1. Digital Portrait (1080pxW x 1920pxH, still or simple animation up to 7 seconds)
  2. Digital Landscape (1280pxW x 720pxH, still or simple animation up to 7 seconds)
- Campaign plan – how will you reach the target audience to effectively change their attitudes and behaviour?

### 10. Objectives

- What are the quantifiable campaign objectives (overall and for individual channels/activities)? Provide as much detail as possible.

### 11. Your pitch

Use the below as a guide to the steps you should take in developing your campaign and the structure of your final presentation.

- Brief recap of the brief - your interpretation of its key points
- Your research approach
- Summary of insights/findings from your research
- Introduce your concept: key messaging, look and feel
- Campaign activation ideas

## 12. Timing

Student Q&A:	March 22
Check in:	April 12
Completion and presentation:	May 17

## 13. Appendices

The following resources should be reviewed for further reference and insights.

- ∞ Risk Insight: [Sharing the Road with Vulnerable Road Users](#)
- ∞ Research: [Road Safety Mass Media Campaigns: A Toolkit](#)
- ∞ Research: [Fortaleza Annual Road Safety Report](#)
- ∞ Research: [Road Safety National Plan](#)
- ∞ Article: [Road Safety: A Shared Responsibility](#)
- ∞ Insight: [Safe System – Recognising Shared Responsibility](#)
- ∞ Research: [Save Lives: A Road Safety Technical Package](#)
- ∞ Research: [Vision Zero: A Toolkit For Road Safety In The Modern Era](#)