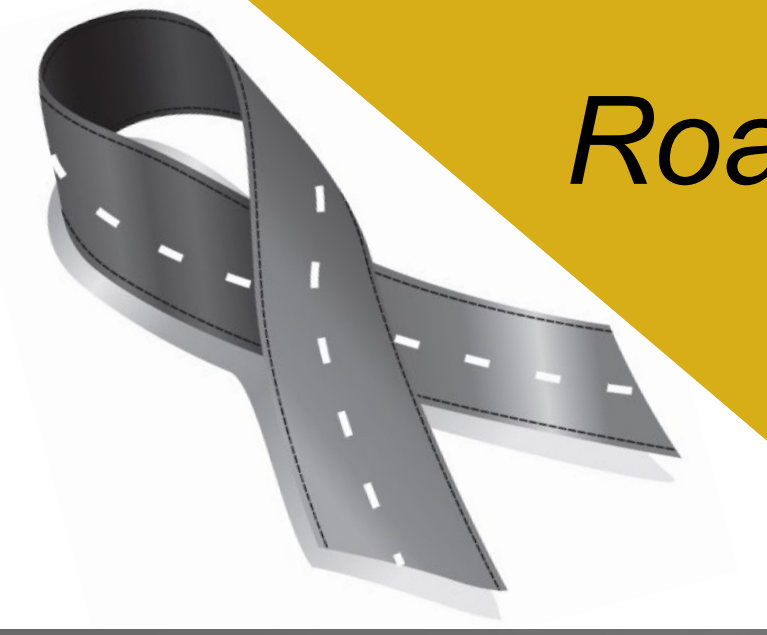


Road Ribbon for Road Safety

2014 Campaign Evaluation Summary

WALGA's RoadWise Program

TOWARDS ZERO

SPEED AND RED LIGHT CAMERA FUNDED PROJECT

getting there together

WALGA's RoadWise Program
E: roadwise@walga.asn.au
W: www.roadwise.asn.au

Contents

Campaign summary 2
Summary statistics 2
Informing key stakeholders and the community road safety network 3
Resources and promotional tools 4
Participation 5
Road ribbon distribution 5
Local Government and RoadWise Committee involvement 5
State Government agency involvement 5
Private sector involvement 6
Community groups/individual involvement 6
Promotional activities 7
Events 7
Displays 8
Other promotional activities 8
Media coverage of the campaign 9
WALGA communications 9
Total known *Road Ribbon for Road Safety* media coverage 9
Total media coverage 9
Total campaign reach (estimate) 9
Appendix 1: Reach of campaign 10
Appendix 2: Campaign media 11
Known print media 11
Known newsletter media (hard and electronic) 11
Known social media 12
Known website media 12
Known radio media 13
Appendix 4: Campaign images 14

Campaign summary

The *Road Ribbon for Road Safety* campaign is a community based initiative (evolving from *White Ribbons™ for Road Safety*) that encourages individuals to directly contribute to raising awareness of the importance of road safety over the festive season.

The campaign messages are aligned to *Towards Zero*, WA's road safety strategy 2008-2020. The campaign urges people to take care on the roads and promote road safety messages to friends, family and colleagues to help reduce road trauma in Western Australia.

The 2014 campaign commenced on Sunday 16 November to align with the United Nations endorsed World Health Organisation's World Day of Remembrance for Road Traffic Victims and ran through until Monday 5 January 2015.

WALGA's RoadWise Program engaged with Local Governments, RoadWise Committees, WA Police, State Government agencies, community groups and organisations across the state to participate in the campaign by making road ribbons available free of charge to the community. Individuals were encouraged to participate by wearing a road ribbon.

Summary statistics[1]

Item	2014
Number of participating Local Governments and RoadWise Committees	93
Number of participating State Government agencies	95
Number of participating private sector businesses	38
Number of participating community groups/individuals	12
Total number of small road ribbons distributed	51,126
Total number of large road ribbons distributed	405
Total number of e-Road Ribbons downloaded from the RoadWise website	39[2]
Total number of *Road Ribbon for Road Safety* campaign material downloaded from the RoadWise website	491[3]
Total number of hits to RoadWise *Road Ribbon for Road Safety* web page	713[2]
Known media clips/coverage items featuring *Road Ribbon for Road Safety*	51
Total known circulation/potential reach of media coverage	35,9172
Estimated potential reach of 2014 campaign	411,011[4]

Table 1: Summary statistics

[1] *These statistics do not include some campaign participant involvement as well as radio, Local Government newsletter or website items which are either not monitored or difficult to track. The above information is intended as a guide to the success of the 2014 campaign.*
[2] *Date range for figure was 1/10/2014 – 5/01/2015*
[3] *Figure includes number of e-Road Ribbons downloaded from the RoadWise website. Date range for figure was 1/10/2014 – 5/01/2015*
[4] *Value equals distributed small road ribbons, Road Ribbon for Road Safety website page hits and reach of media coverage.*

Informing key stakeholders and the community road safety network

WALGA's RoadWise Program informed its key stakeholders and the community road safety network through various channels. Key messages included the change from *White Ribbons™ for Road Safety* to the *Road Ribbon for Road Safety* campaign, a summary of the campaign's aims, alignment of the campaign to *Towards Zero,* WA's road safety strategy 2008 -2020 and an invitation to participate.

Communication included:

- Invitation to participate letter:
  - All WA Police stations
  - All Main Roads WA Regional Managers and Customer Service Managers
  - All Local Government Mayors and Presidents
  - All Local Government Chief Executive Officers
  - Previous participants in the *White Ribbon™ for Road Safety* campaign
  - Curtin Monash Accident Research Centre (C-MARC)
  - KidSafe WA
  - Injury Control Council WA (ICCWA)
  - Instiitute of Public Works Engineering Australasia (IPWEA)
  - Royal Automobile Club WA (RAC WA)
  - Prevent Alcohol and Risk Related Trauma in Youth (P.A.R.T.Y)
  - Road Safety Council members and deputies
  - Hon. Liza Harvey MLA Minister for Police, Road Safety, Small Business and Women's Interests.
  - Professor Murray Lampard, Road Safety Council Chair

- Invitation to participate email:
  - Members of the community road safety network

- WALGA communications:
  - Infopage to all Local Governments
  - LG News items
  - WALGA's Social media – Twitter and Facebook posts
  - WALGA State-wide media release – '*Road Ribbon for Road Safety* Launches'

- RoadWise communications:
  - Road Safety Advisor reports
  - RoadWise and other local road safety committees

- WALGA's RoadWise Program website:
  - Home page, www.roadwise.asn.au/
  - Campaign project page, www.roadwise.asn.au/road-ribbon-for-road-safety.aspx.

Resources and promotional tools

WALGA's RoadWise Program developed a suite of resources and tools to assist those involved in the campaign. The resources and tools provided participants with information about how to raise road safety awareness, promote the campaign, conduct/organise events and erect displays.

Campaign resources and promotional tools included:

- *Road Ribbon for Road Safety* campaign kit
- E-Road Ribbon
- Road ribbon order form (for small and large)
- *Road Ribbon for Road Safety* social media tips sheet
- *Road Ribbon for Road Safety* fact sheet
- World Day of Remembrance for Road Traffic Victims fact sheet
- *Road Ribbon for Road Safety* key messages poster
- Twelve Days of Road Ribbons Christmas poster
- Wear a Road Ribbon poster
- *Road Ribbon for Road Safety* media release sample
- *Road Ribbon for Road Safety* newsletter article sample
- *Road Ribbon for Road Safety* website text sample
- *Road Ribbon for Road Safety* event speech sample
- *Road Ribbon for Road Safety* email signature
- *Road Ribbon for Road Safety* image
- *Road Ribbon for Road Safety* website banner logo
- Large cardboard road ribbons
- Road ribbons (material)
- *Road Ribbon for Road Safety* with compliments slips
- Black display boxes
- *Road Ribbon for Road Safety* display box labels
- *Road Ribbon for Road Safety* pull-up banner

Refer to WALGA's RoadWise Program website to download resources and promotional tools, www.roadwise.asn.au

Refer to *Appendix 1: Reach of campaign* for further information.

Participation

Road ribbon distribution
The total number of material road ribbons distributed as part of the 2014 campaign was 51,126.

The total number of material road ribbons requested by participants for the 2014 campaign was 52,575.

The total number of large cardboard ribbons distributed was 405 and the total number of display boxes distributed was 200.

Local Government and RoadWise Committee involvement
A total of 81 Local Governments and 12 RoadWise Committees participated in the 2014 *Road Ribbon for Road Safety* campaign by ordering and distributing road ribbons. This was a 42%[5] increase of the Local Governments that participated in the 2013 *White Ribbons™ for Road Safety* campaign.

Local Governments and RoadWise Committees made road ribbons available to employees and the public through internal distributions, meetings with internal and external attendees, front office desk and library displays.

Many Local Governments also ran events where road ribbons were distributed and erected displays promoting the *Road Ribbon for Road Safety* campaign messages.

Local Governments and RoadWise Committees showed strong enthusiasm for the *Road Ribbon for Road Safety* campaign and expressed their support for future campaigns.

State Government agency involvement
A total of 95 State Government offices participated in the 2014 *Road Ribbon for Road Safety* campaign by ordering and distributing road ribbons.

Agencies made road ribbons available to employees and the public through internal distributions, front office desk displays, running/hosting events and erecting community displays.

WA Police stations (57) lead the State Government involvement distributing road ribbons to the community through front office desk displays, hosting events and highway patrols. There was a 470%[5] increase of participating WA Police stations when compared with the 2013 *White Ribbons™ for Road Safety* campaign.

The involvement of these agencies illustrates a solid working relationship between agencies and the community road safety network.

[5] *2013 statistics taken from orders captured in the White Ribbon Orders 2013 database*

Private sector involvement

A total of 38 private sector businesses participated in the 2014 *Road Ribbon for Road Safety* campaign by ordering and distributing road ribbons. Businesses represented various industries including mining, defence, health, transport, education, media and marketing agencies.

This reflects the strengthening relationships between RoadWise Committees, WALGA RoadWise Road Safety Advisors and the wider local community.

Community groups/individual involvement

A total of 12 community groups/individuals participated in the 2014 *Road Ribbon for Road Safety* campaign by ordering and distributing road ribbons. Community groups such as service clubs and community centres distributed road ribbons and erected displays across the State.

Individuals ordered and distributed road ribbons to friends, families and colleagues as well as promoting the campaigns messages.

Community group/individual involvement provides individuals the opportunity to participate in a road safety awareness raising campaign at the local level.

Promotional activities

Campaign participants disseminated the *Road Ribbon for Road Safety* campaign messages through various means to their local communities. Participants were assisted by the WALGA RoadWise Program to coordinate these activities through the development and supply of promotional tools and resources.

Events
Several campaign participants held a *Road Ribbon for Road Safety* event or incorporated the campaigns messages into existing community events.

Events included:

- Shire of Murray, Murray Community Christmas Celebration
- Shire of Collie, Collie Show
- Shire of Pingelly, Community Safety and Emergency Services Day
- Shire of Wagin, Christmas Street Carnival
- City of Armadale, Christmas Carols
- Shire of Wiluna, Kids Annual Xmas Street Party
- Town of Cambridge, Christmas Festival
- Wongan Hills Community Resource Centre, Wongan Hills Community Christmas Street Party
- Australia Pressure Testing Services (APTS) BBQ lunch, Henderson
- Williams Primary School, Be road safe over the holidays school assembly
- Dalwallinu and Districts Lions Club, Dalwallinu Lions Christmas Street Party
- Pemberton Driver Reviver
- Broome Primary School, School assembly
- Coolgardie Driver Reviver
- Albany RoadWise Committee, Thank A Volunteer Day
- Northam carols by Candlelight
- SDERA, Avon Christmas Festival and Local Schools, Northam
- WA Police, Kalbarri Christmas Carols
- Main Roads Gascoyne, Road Ribbon for Road Safety breakfast
- Main Roads Albany, Albany Christmas Pageant.
- ICCWA Road Trauma Support Service Anniversary event, Perth

Displays

Various campaign participants set up static displays with posters, fact sheets, banners and road ribbons to promote the campaign and encourage the public to wear a road ribbon and spread the campaign messages.

Displays included:

- Shire of Cranbrook
- Cranbrook Post Office
- Shire of Plantagenet
- City of Perth
- Shire of Denmark
- Denmark Police
- Denmark High School
- Denmark Hospital
- Shire of Chittering
- Shire of Victoria Plains
- Karratha Library
- Shire of Exmouth
- Shire of Ashburton
- City of Wanneroo
- Shire of Kalamunda
- Shire of Kondinin
- Hyden (in the Shire of Kondinin)
- Kondinin Hotel
- Hyden Hotel
- Karlgarin Club
- Mount Barker Post Office
- Plantagenet Grocery Store
- Shire of Dardanup
- Water Corporation, Leederville
- Department of Transport, South Hedland
- Tom Price Youth Support Association
- RAC Albany
- RAC Bunbury
- RAC Cannington
- RAC Geraldton
- RAC Kalgoorlie
- RAC Mandurah
- RAC Morley
- RAC Perth
- Dowerin Community Resource Centre
- Meerilinga Young Children's Services Coolbellup
- Meerilinga Young Children's Services Ballajura
- Meerilinga Young Children's Services Woodvale
- Meerilinga Young Children's Services Beechboro
- Meerilinga Young Children's Services Kingsley
- Kulin Police Station
- Broome Police Station
- WALGA Office

Other promotional activities

A number of campaign participants promoted the *Road Ribbon for Road Safety* campaign messages through other channels to staff and their local community.

Other promotional activities included:

- Town of Victoria Park Council meeting
- Raytheon Australia, promoting general road safety pre-Christmas, Henderson
- Bloodwood Tree Association, Keys 4 Life with road ribbon promotion, South Hedland
- RAC Road Support Driver distribution
- Coorow Community Resource Centre newsletter – distributed by attaching physical ribbon to newsletter
- WA Police Christmas and New Year Traffic Road Safety Campaign, Geraldton
- WALGA staff meeting discussion

Media coverage of the campaign

The WALGA RoadWise Program developed and made available a range of media material to assist participants with promotion of the campaign and their events/displays through local media. Developed material includes media, newsletter and website text samples.

WALGA also distributed a state-wide media release, Local Government News articles, Infopage and a Western Councillor article. A *Road Ribbon for Road Safety* project page was also published to the RoadWise website.

WALGA communications

Communication type	Headline	Circulation
State-wide media release	*Road Ribbon for Road Safety* launches	140
LG News article issue 44 2014	*Road Ribbon for Road Safety 2014* campaign	989
LG News article issue 45 2014	How will you display your road ribbons?	989
LG News article issue 48 2014	Get snap happy with *Road Ribbon for Road Safety*	985
LG News article issue 1 2015	*Road Ribbon for Road Safety*	419
Infopage issue 44	*Road Ribbon for Road Safety 2014* campaign	989
Western Councillor article	*Road Ribbon for Road Safety 2014* campaign	292[6]

Total known *Road Ribbon for Road Safety* media coverage
The number of media items which promoted the 2014 *Road Ribbon for Road Safety* campaign was 51. This included print (16), radio (3), newsletters (7), social media (13) and websites (12).

Media coverage for the campaign was achieved through WALGA RoadWise media release, newsletter, website text templates and other tools. Local Governments and RoadWise Committees have demonstrated capacity to generate media coverage for local promotions.

Total media coverage
The total media circulation for known media was 359,172.

Additional radio, social media, newsletters and online coverage is likely to have been achieved during the campaign which would increase the total reported media coverage statistics for the 2014 *Road Ribbon for Road Safety* campaign.

Total campaign reach (estimate)
The total reach of the 2014 *Road Ribbon for Road Safety* campaign (411,011) follows on from the above media coverage statistics, given that media coverage is a very important promotional tool for the campaign.

It should be noted that this estimated campaign figure does not include all media coverage, on-sends of the e-Road Ribbon, local events and displays, and potential reach numbers not reported for listed events.

Refer to *Appendix 2: Campaign media,* for further information.

[6] *Figure does not include multiple distributions. Some organisations were sent multiple copies.*

Appendix 1: Reach of campaign

Downloaded resources and tools

Material	Qty
Road Ribbon for Road Safety – Wear a Road Ribbon poster	56
Road Ribbon for Road Safety key messages poster	55
Road Ribbon for Road Safety Campaign Kit 2014	50
Road Ribbon for Road Safety – 12 Days of Christmas poster	48
Road Ribbon for Road Safety fact sheet	40
Road Ribbon for Road Safety e-Ribbon	39
Road Ribbon for Road Safety order form	29
Road Ribbon for Road Safety email signature logo	27
Road Ribbon for Road Safety newsletter article sample	24
Road Ribbon for Road Safety website banner image	22
Road Ribbon for Road Safety social media tips sheet	21
Road Ribbon for Road Safety website text sample	21
Road Ribbon for Road Safety media release sample	20
Road Ribbon for Road Safety speech template	20
Road Ribbon for Road Safety – World Day of Remembrance	19

Appendix 2: Campaign media

Known print media

Date	Region	Media outlet	Headline
16/10/2014	Great Southern	The Great Southern Weekender	The *Road Ribbon for Road Safety*
1/11/2014	State	Journal of the Australasian College of Road Safety	*Road Ribbon for Road Safety*
4/11/2014	Metro North	Wanneroo Times	*Road Ribbon for Road Safety*
4/11/2014	Metro North	Joondalup Times	*Road Ribbon for Road Safety*
5/11/2014	Metro South	Sound Telegraph	Campaign urges safe holiday drive
14/11/2014	Great Southern	The Extra	Ribbon a timely reminder of road safety
19/11/2014	Pilbara	Pilbara News	City backs road safety
25/11/2014	Metro South	Southern Gazette	Road Ribbon
26/11/2014	Wheatbelt North	Avon Valley Advocate	Safety focus for holidays
27/11/2014	Wheatbelt North	Central Midlands & Coastal Advocate	Road ribbon campaign
2/12/2014	Metro South	Comment News	Ribbons for road safety
4/12/2014	Great Southern	The Great Southern Weekender	Road Ribbon for safety
17/12/2014	South West	Mandurah Coastal Times	Road safety plea over festive season
19/12/2014	Mid West	Mulga Mail	Road Ribbon safety message for WA roads
20/12/2014	Goldfields-Esperance	Kalgoorlie Miner	Committee members drive home road safety message
24/12/2014	Great Southern	The Great Southern Weekender	Police call for care on roads

Known newsletter media (hard and electronic)

Date	Region	Media outlet	Headline
1/10/2014	Wheatbelt South	Quairading Shire Newsletter	*Road Ribbon for Road Safety*
30/10/2014	Metro North	ewatch	RoadWise
1/11/2014	Great Southern	BT Times	*Road Ribbon for Road Safety*
5/11/2014	State	ACRS Weekly Alert	WA *Road Ribbon for Road Safety* campaign
17/11/2014	Gascoyne	Exmouth Info Daily Newsletter	Road Ribbon
1/12/2014	Great Southern	BT Times	RoadWise *Road Ribbon for Road Safety* campaign
3/12/2014	Great Southern	ewatch Albany	*Road Ribbon for Road Safety*

Known social media

Date	Region	Media outlet	Headline
14/11/2014	State	Facebook (Shire of Chittering)	Road Ribbon for Road Safety (involvement)
15/11/2014	State	RAC blog	Road Ribbons for Road Safety
16/11/2014	State	Facebook (WALGA)	Road Ribbon for Road Safety (commences)
19/11/2014	Pilbara	Facebook (Onslow Road Users Group)	Start of Road Ribbon for Road Safety
25/11/2014	State	Facebook (WALGA)	Road Ribbon for Road Safety (LG display involvement)
25/11/2014	State	Twitter (QTM)	Road Ribbon for Road Safety (commences)
25/11/2014	State	Twitter (WALGA)	Road Ribbon for Road Safety (LG display involvement)
4/12/2014	State	Twitter (WALGA)	Road Ribbons for Road Safety (State Council)
4/12/2014	State	Facebook (WALGA)	Road Ribbons for Road Safety (State Council)
6/12/2014	South Australia	Twitter (LGA South Australia)	Road Ribbon for Road Safety
19/12/2014	State	Facebook (WALGA)	Road Ribbon for Road Safety
8/01/2015	State	Twitter (WALGA)	Road Ribbon for Road Safety
8/01/2015	State	Facebook (WALGA)	Road Ribbon for Road Safety

Known website media

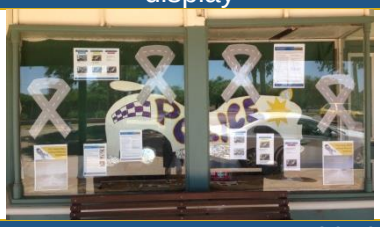
Date	Region	Media outlet	Headline
30/10/2014	Metro South	City of Kwinana website	*Road Ribbon for Road Safety*
13/11/2014	State	Office of Road Safety website	*Road Ribbon for Road Safety* campaign
24/11/2014	Metro South	City of Armadale website	*Road Ribbon for Road Safety*, make road safety a priority this festive season
25/11/2014	State	PS News	Campaign to jog driver's memories
2/12/2014	Metro South	City of Gosnells website	Ribbon for festive road safety
10/12/2014	State	ABC website	Great Southern residents urged to help drive 'road Ribbon for Road Safety' push
12/12/2014	State	Department of Education website	WALGA RoadWise campaign: *Road Ribbon for Road Safety*
15/12/2014	State	ACRS website	WA *Road Ribbon for Road Safety* campaign
15/12/2014	Metro South	City of South Perth website	*Road Ribbon for Road Safety*
1/12/2014	Mid West	Everything Geraldton	Road ribbon safety message for WA roads
1/12/2014	Great Southern	Shire of Broomehill-Tambellup website	*Road Ribbon for Road Safety*
12/12/2014	South West	Mandurah Mail	City of Mandurah supports road safety campaign for Christmas 2014

Known radio media

Date	Region	Media outlet	Headline
30/11/2014	Wheatbelt North	Southern Cross Austereo	*Road Ribbon for Road Safety* (advert 1)
30/11/2014	Wheatbelt North	Southern Cross Austereo	*Road Ribbon for Road Safety* (advert 2)
9/12/2014	Great Southern	ABC Radio Great Southern	Great Southern residents urged to help drive *Road Ribbon for Road Safety* push

Appendix 4: Campaign images

Shire of Dowerin shop window display



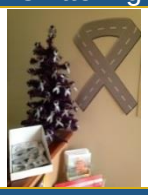
Shire of Ashburton staff promoting the campaign

City of Karratha library display

Navy Guided Weapons staff BBQ promoting the campaign messages and gift

Warnbro Primary School display

Shire of Chittering display



Main Road Metropolitan staff promoting the campaign

Main Road Metropolitan staff promoting the campaign

Northam Visitors Centre staff promoting the campaign

Main Roads Carnarvon promoting the campaign

Wyalkatchem Community Resource Centre

WALGA's RoadWise Program
170 Railway Parade
West Leederville, WA 6007
P: (08) 9213 2000
F: (08) 9213 2555
E: roadwise@walga.asn.au
W: www.roadwise.asn.au

TOWARDS ZERO

SPEED AND RED LIGHT CAMERA FUNDED PROJECT

getting there together