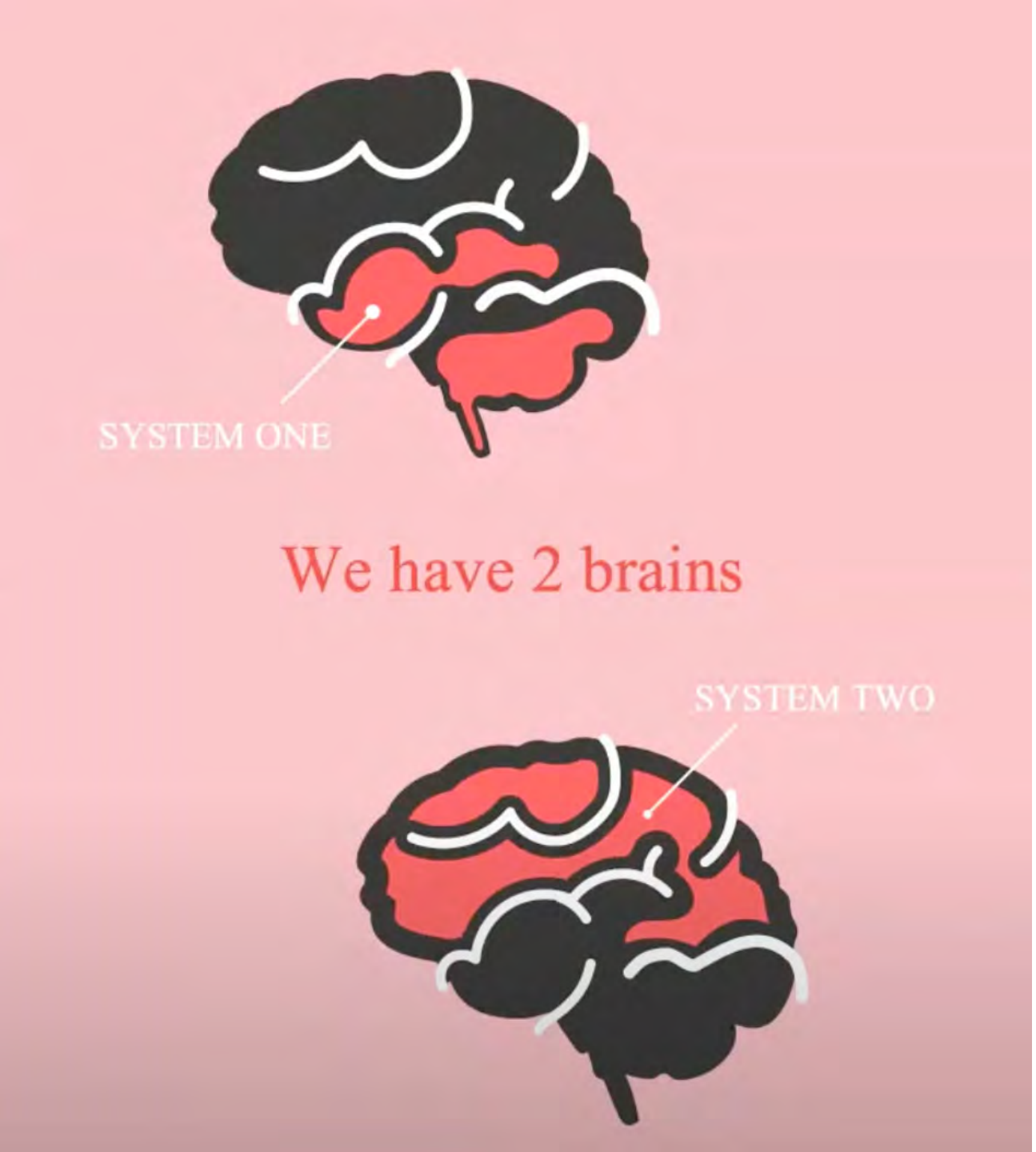
# “Education is the most powerful weapon which you can use to change the world.”
## Nelson Mandela

FLPRITE 2022
Winter Workshop

Presented by Amanda Day
Day Communications, Inc.
February 17, 2022




The first thinks quickly, the second slowly. According to Daniel Kahneman, winner of the Nobel Prize for Economics 2002.

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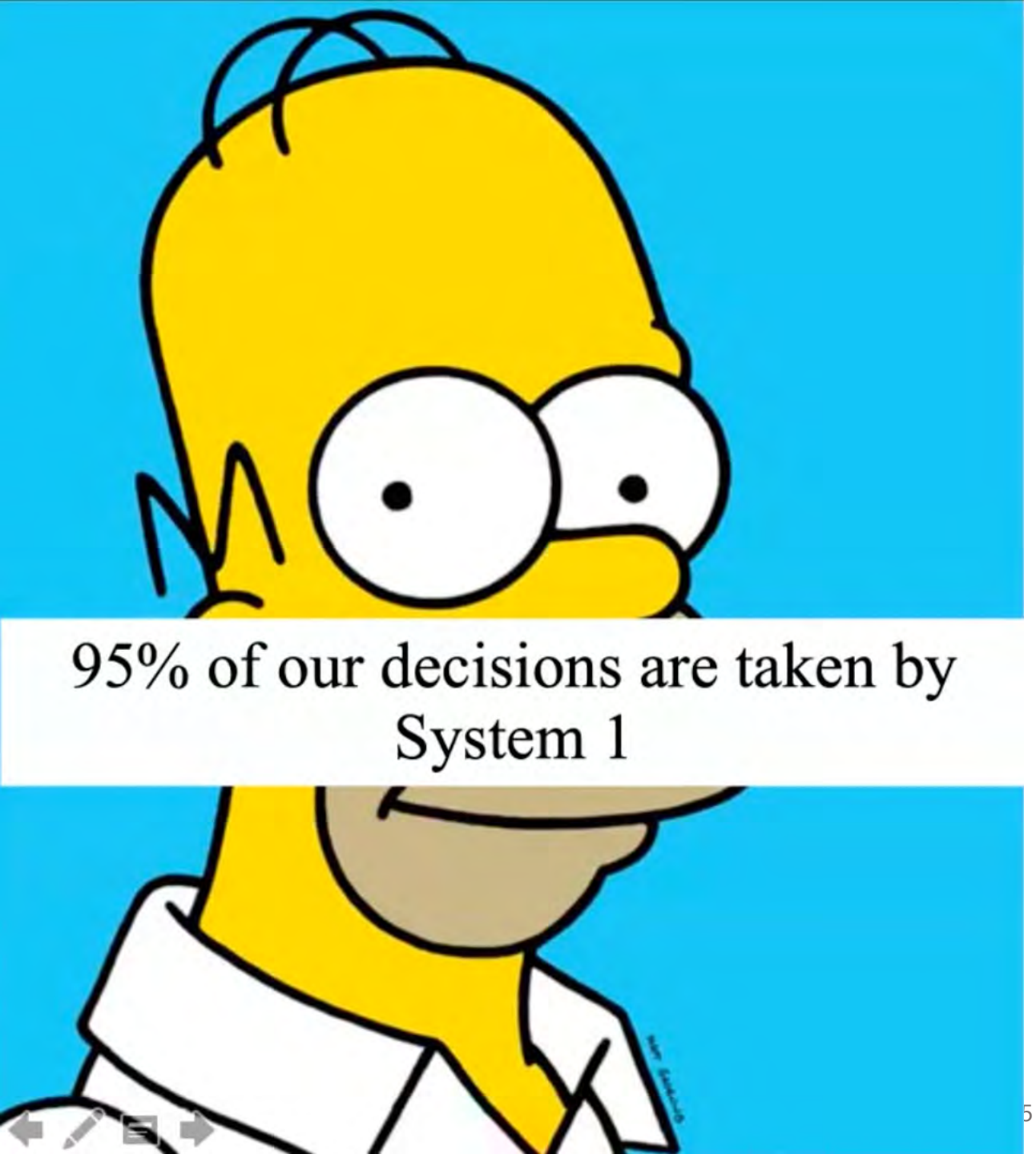
Our two brains, seen by Richard Thaler, winner of the Nobel Prize for Economics in 2017.

**Fast Thinking**
Instinctive
Little Effort
Unconscious

**VS**

**Slow Thinking**
Rational
Takes effort
Conscious


95% of our decisions are taken by
System 1

# At play with Homer's shortcuts.

Numbering at least 170, there are plenty of psychological **shortcuts** in decision making.

It offers insights and inspires the strategies to invite a person to think, act or change.

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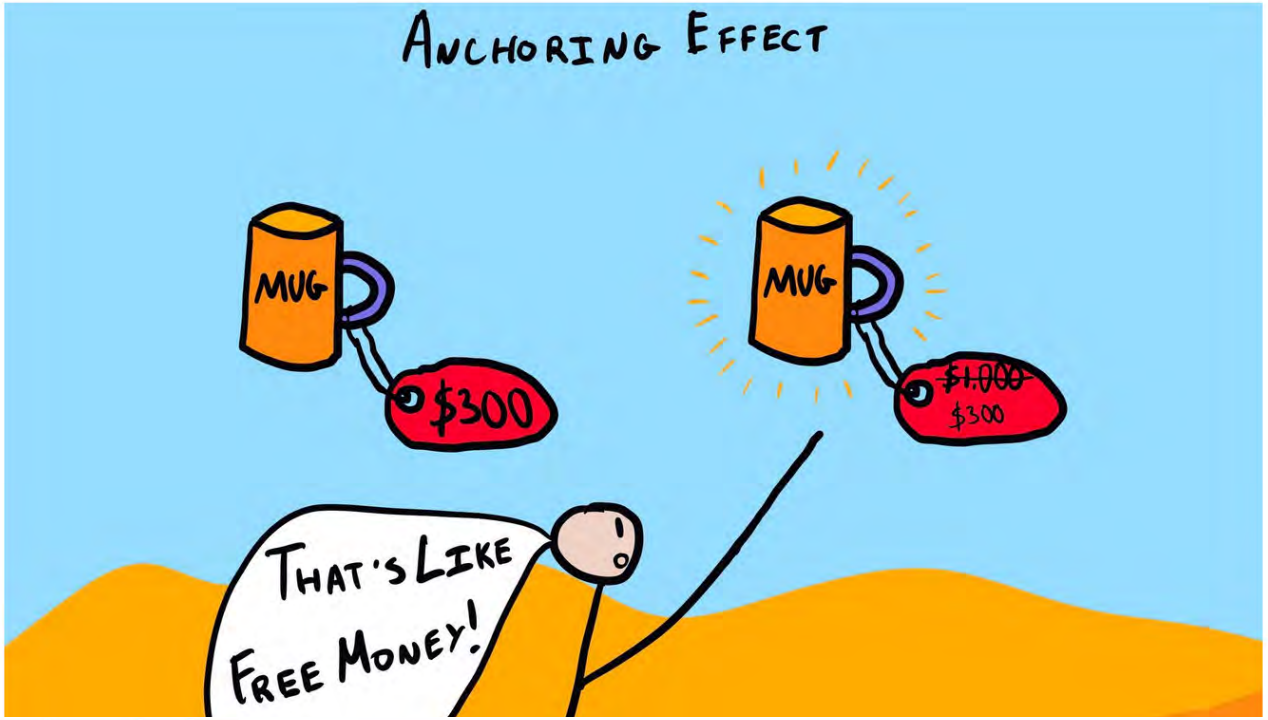
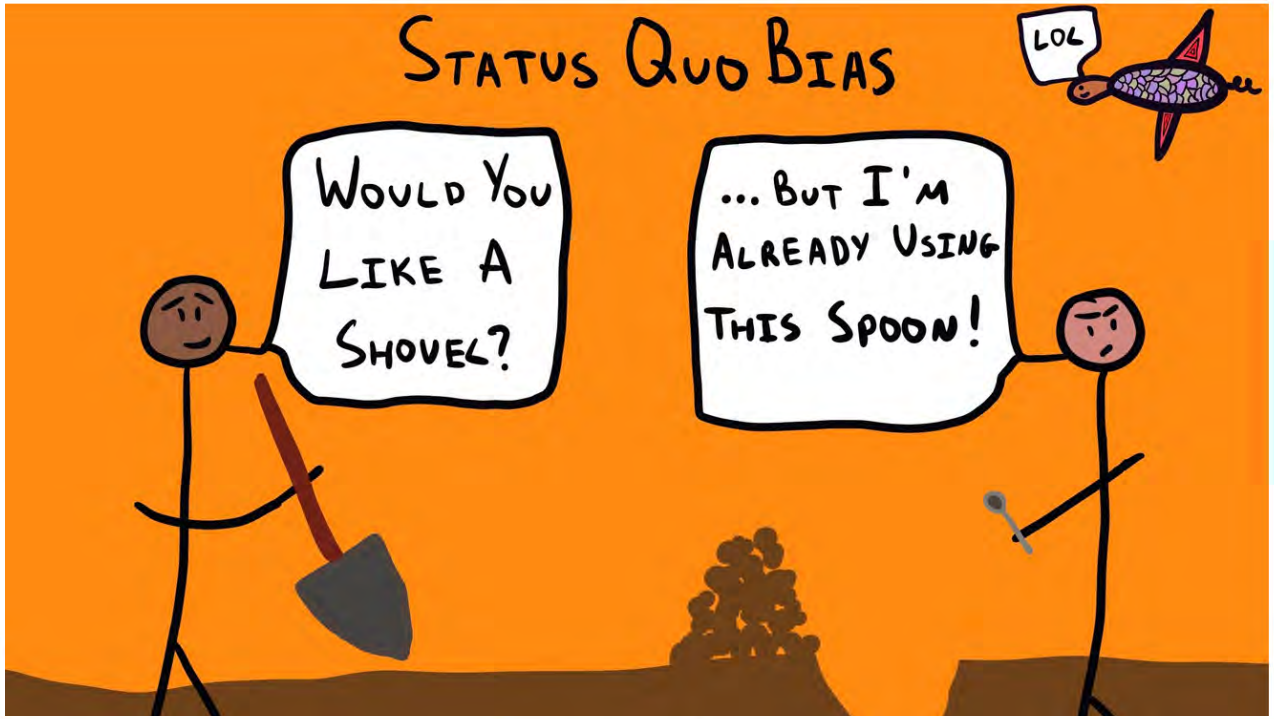
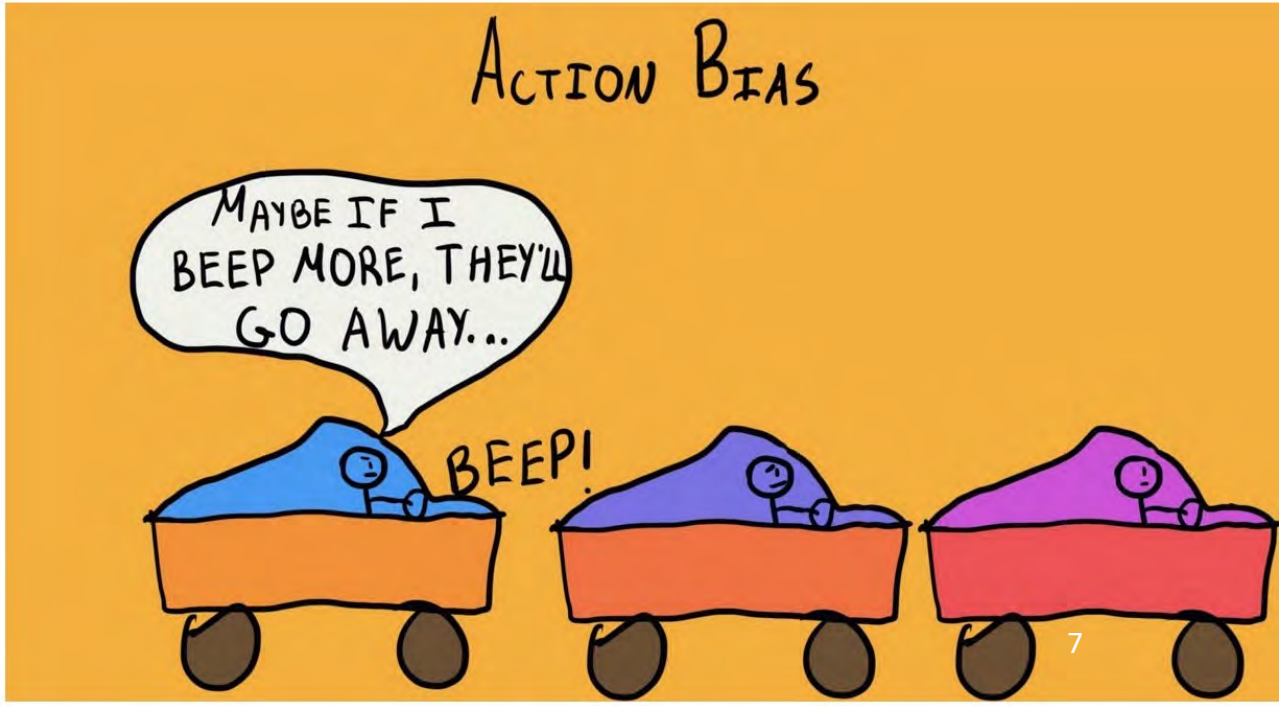

ANCHORING EFFECT
MUG
$300
MUG
~~$1,000~~
$300
THAT'S LIKE FREE MONEY!


STATUS QUO BIAS
LOL
WOULD YOU LIKE A SHOVEL?
... BUT I'M ALREADY USING THIS SPOON!

DID YOU READ MY PAPER ON CONFIRMATION BIAS?
YES, BUT IT ONLY PROVED WHAT I ALREADY KNEW...
$P(A|B) = \frac{P(B|A)P(A)}{P(B)}$


ACTION BIAS
MAYBE IF I BEEP MORE, THEY'LL GO AWAY...
BEEP!

# Stories vs Facts

Stories activate 7 areas of the brain.

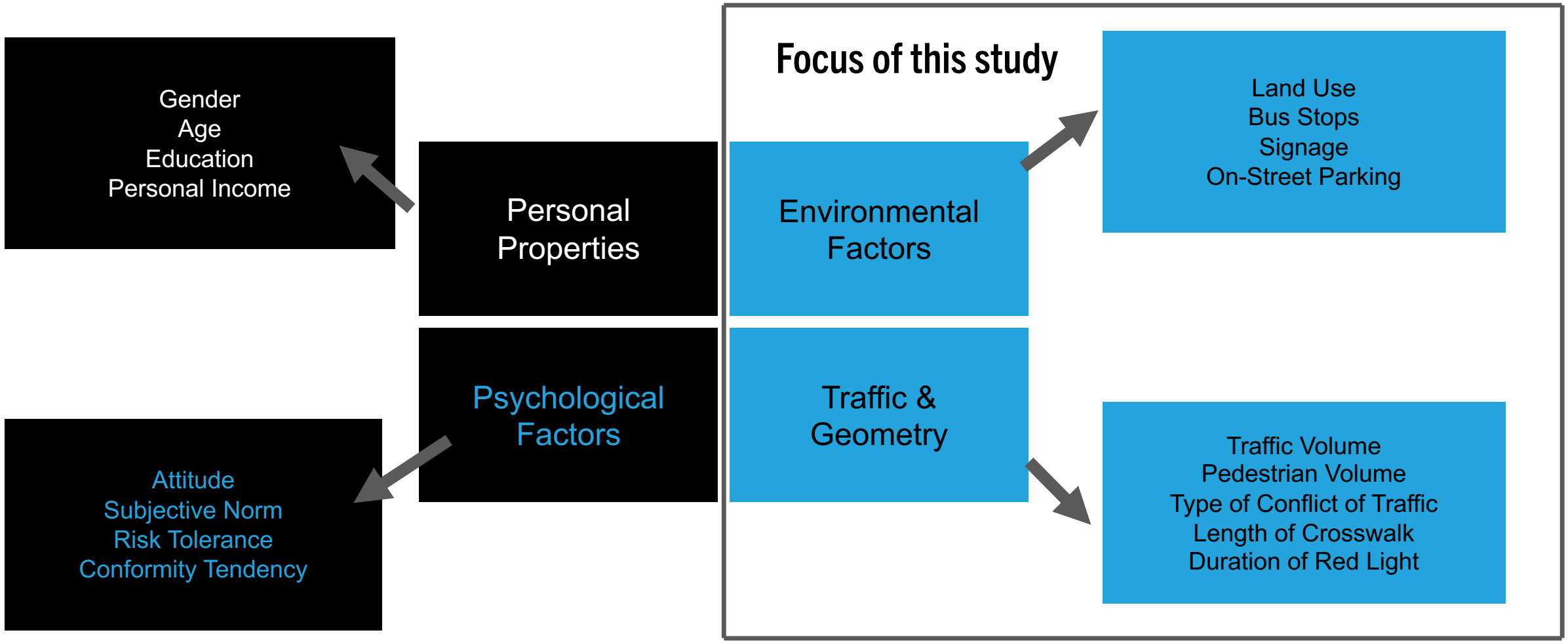
Stories activate the sensory processing areas – making you feel like you are experiencing it first hand.

Facts activate 2 areas of the brain.

Facts activate data processing areas.

# Study focuses on only two of the four factors

"Evaluating the effects of external factors on pedestrian violations at signalized crosswalks"




IATSS Research, Volume 45, Issue 2, July 2021

## Vision: Zero pedestrian and bicycle crashes, fatalities, and serious injuries on Florida's roadways

In support of Vision Zero, Florida's Pedestrian and Bike Strategy Safety Plan's (PBSSP) outreach goal is to **establish clear, consistent, and context-sensitive communications** to:

- Increase awareness of bike, pedestrian and driver responsibilities
- Improve compliance of traffic laws among all roadway users
- Support engineering and enforcement program efforts
- Calls to community action

# Social Marketing Model to Facilitate Change

Summarized planning process for influencing human behavior using marketing principles

| | Phase | Step | Marketing Strategy |
|---|---|---|---|
| 5 | Learn | Evidience of Effectiveness | Post-Survey. Focus Groups. Evidence of Effectiveness. |
| 4 | Enact | Campaign (Intervention plan) | Participatory experience - local champions.<br>Media, activities, events. Reward positive change. |
| 3 | Design | Concept Testing | Online focus groups. Intercept surveys.<br>Test messages, creative and adjust. |
| | | Marketing Mix - 4Ps | Behavior promotion strategy. Communication channels. Partners.<br>Experience design principles. |
| 2 | Understand | Positioning Statement | Pre-test interventions. Online focus groups. |
| | | Barriers & Incentives | Survey attitudes, beliefs, practices, culture.<br><br>May adjust behavior objective(s) or metrics. |
| 1 | Identify | Target Audience & Behaviors | Crash type, frequency, factors.<br>Segmentation study. Clustering analysis. |
| | | Purpose & Outcomes | Environmental scan. Needs assessment. Behavioral model. Metrics. |



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# To reduce fatalities and serious injuries requires four core elements.

Based in psycho-social theories of behavior

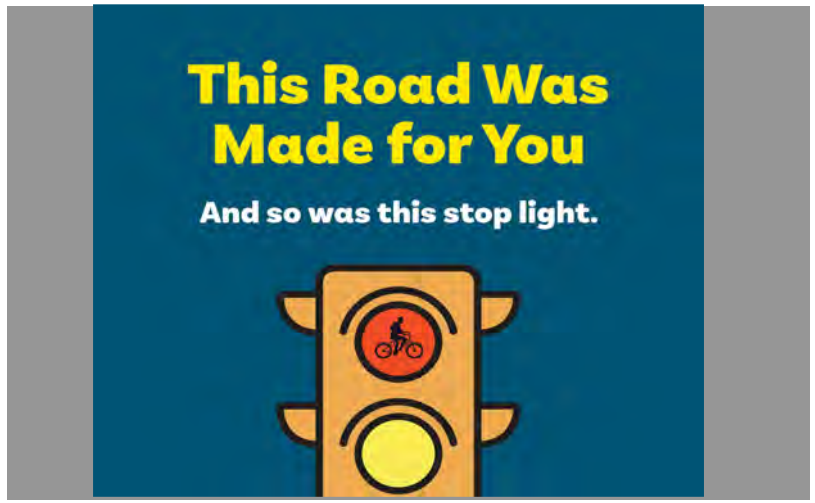
Suggest one alternative behavior that is EASY to adopt for the intended audience

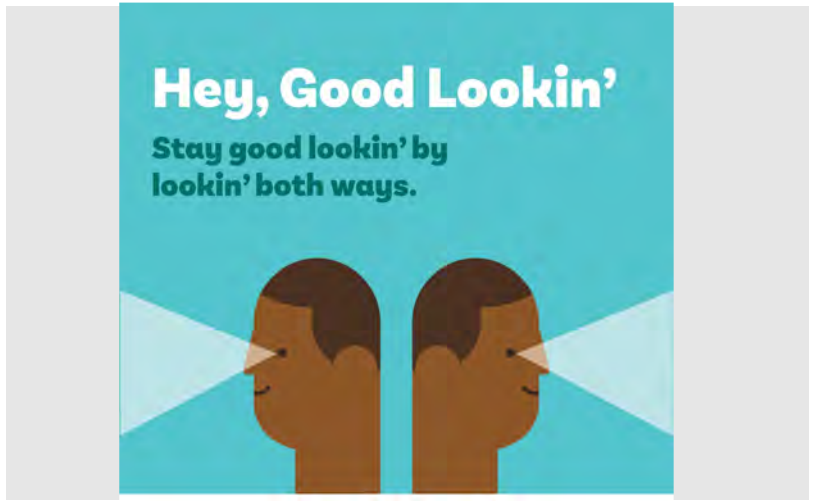
Be localized to the behavior of pedestrians, bicyclists or drivers at a specific location like an intersection or street

Address infrastructure and environmental barriers

# Probing audience beliefs & attitudes towards drivers, pedestrians and bicyclists.

Online focus groups with itended audiences.





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# They Want to See You

**Using a light makes you visible at night.**

Your family members aren't the only ones who want to see you tonight. When you walk home at night, use a light so drivers can see you, too.

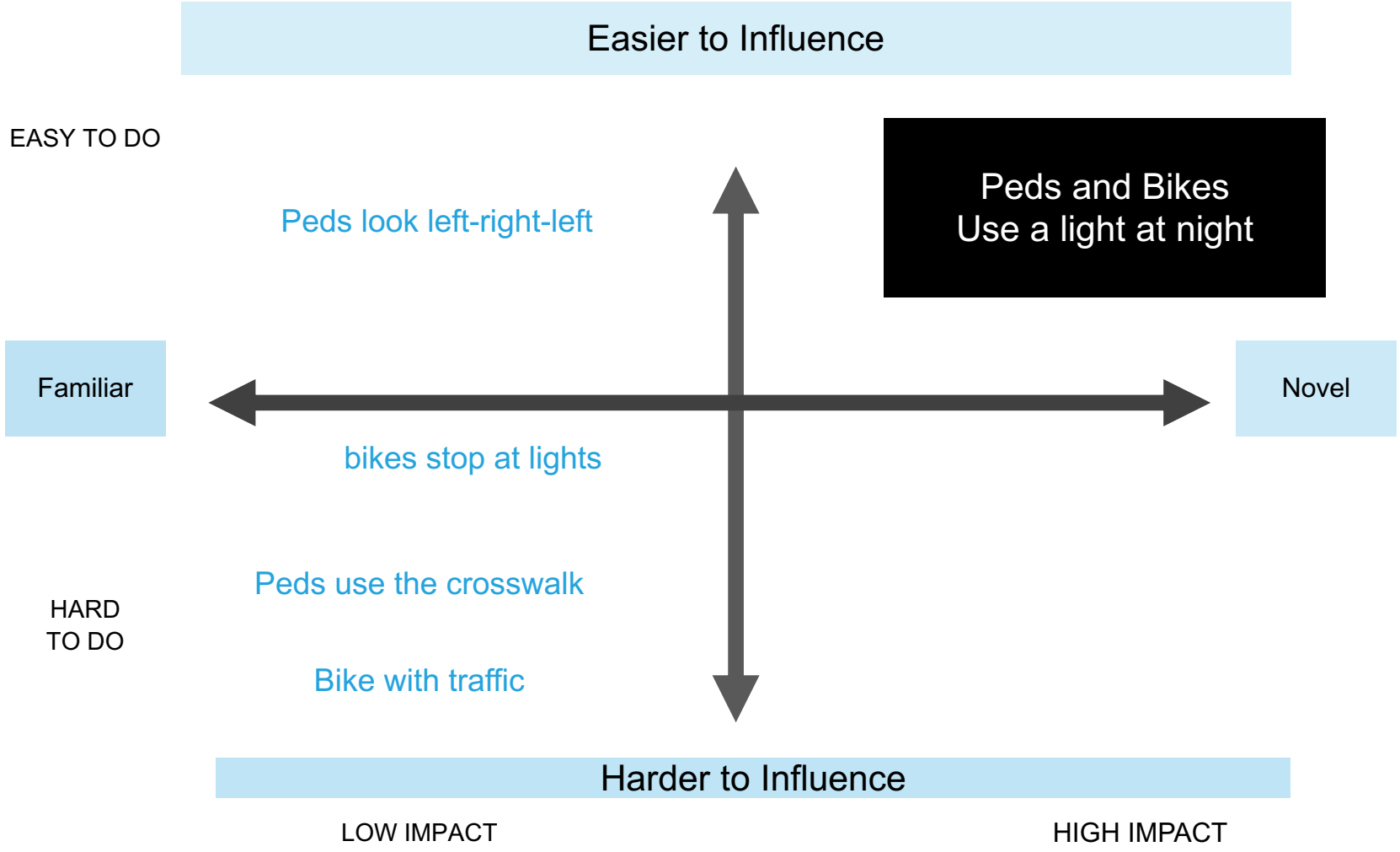
# Being Invisible Isn't Always a Superpower

**Sometimes it's good to be seen.**

Many bicycle crashes happen at night when it's harder for drivers to see bicyclists. Be smart about where you lay low. Use lights when you bike at night.

# Behavior to target must be easy, attractive, social, and novel

BEHAVIOR IDENTIFIED

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# Identifying target audience characteristics

Market segmentation

Lives in areas with higher concentration of bus stops & traffic signals

Lives near higher speed, multi-lane roadways with discount retail stores

Relatively lower income level - under 20k per capita income

Lacks consistent access to a car

Walk or bikes frequently at dusk or at night

Ethnically diverse community

# Pedestrians in lower income areas face greater risk at night

*Table 7: Pedestrians involved in a collision in lower-income areas, by age and time-of-day*

| Age Group | Midnight to 3 am | 3 am to 6 am | 6 am to 9 am | | | 6 pm to 9 pm | 9 pm to Midnight | Total | Pct. |
|---|---|---|---|---|---|---|---|---|---|
| *14 and Under* | 3 | 0 | 21 | 9 | 12 | 37 | 33 | 4 | 119 | 12.28% |
| *15 - 19* | 2 | 0 | 22 | 8 | 10 | 15 | 15 | 14 | 86 | 8.88% |
| *20 - 24* | 8 | 6 | 5 | 2 | 11 | 15 | 19 | 19 | 85 | 8.77% |
| *25 - 34* | 14 | 6 | 21 | 11 | 15 | 21 | 36 | 25 | | |
| *35 - 44* | 5 | 11 | 11 | | | 17 | 22 | 16 | 105 | 10.84% |
| *45 - 54* | 5 | 5 | 15 | | | 21 | 31 | 13 | 122 | 12.59% |
| *55 - 64* | 6 | 7 | 11 | 13 | 22 | 26 | 37 | 17 | 139 | 14.34% |
| *65-69* | 1 | 7 | 6 | 8 | 8 | 2 | 0 | 6 | 38 | 3.92% |
| *70 and* | | | | 33 | 24 | 11 | 1 | 24 | 126 | 13.00% |
| Total | 44 | 38 | 120 | 101 | 129 | 182 | 234 | 121 | 969 | 100% |
| Pct. | 4.54% | 3.92% | 12.38% | 10.42% | 13.31% | 18.78% | 24.15% | 12.49% | 100% | |

1. School Trips and Street Play
2. Evening Errands
3. Emerging Adulthood
4. Active Older Adults

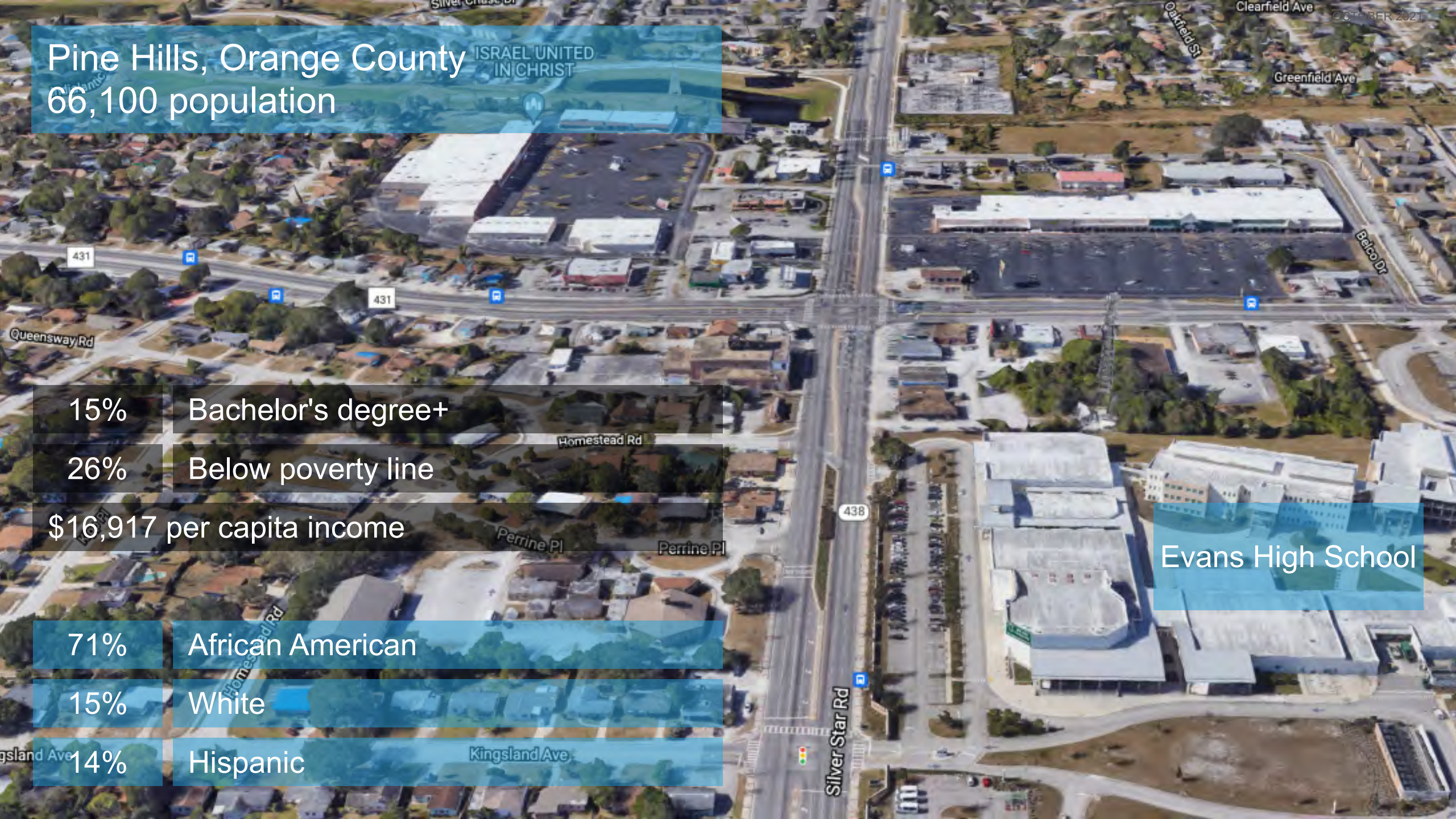
*Source: Crash Risk for Low-Income and Minority Populations, FDOT Project BDV27-877-17*

# Pine Hills, Orange County
66,100 population

| | |
|---|---|
| 15% | Bachelor's degree+ |
| 26% | Below poverty line |

$16,917 per capita income

| | |
|---|---|
| 71% | African American |
| 15% | White |
| 14% | Hispanic |

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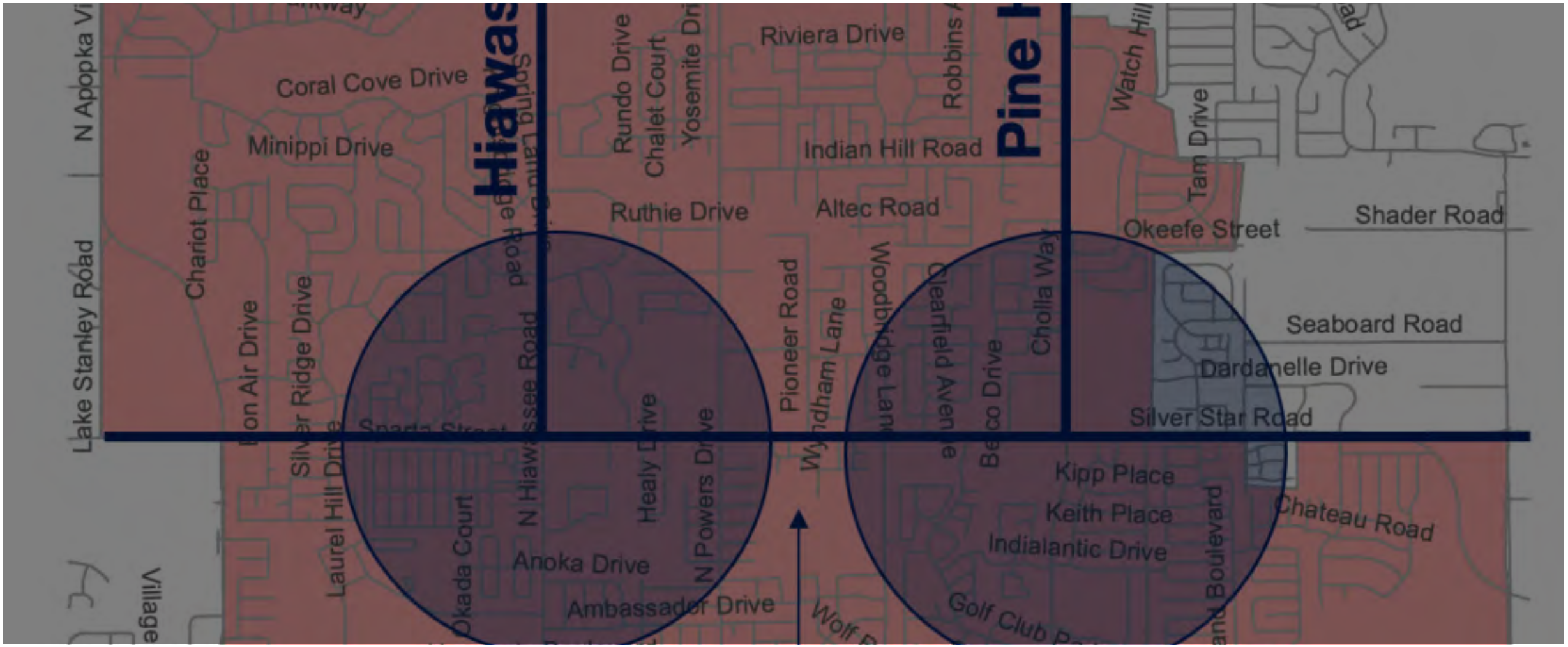
# Testing campaign concepts in Pine Hills, Orange County.

62% of fatal crashes happen after dark.




Source: Signal Four Analytics 2014–2018 PEDESTRIAN & BICYCLE CRASHES BY THE NUMBERS

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# Concept testing is most important step for campaign planning

Framework.

Does the behavior make sense to them

Is it something they can see themselves doing

Is there a better reason for engageing in the proposed behavior that we didn't mention

How does each concept make them feel?

What elements do they like - header, image, headlines?

How would you explain it to a friend?

Image

Project Team Conducting On-Street Survey on Silver Star Road

After creating the messaging and creative concepts, the project team sought input from the Pine Hills community to ensure the messaging was clear, consistent, context-sensitive and would inspire behavior change

Community stakeholders offered advice on how best to engage and recruit residents for concept message testing and recommended locations

ORANGE COUNTY GOVERNMENT FLORIDA

EVANS HIGH SCHOOL A COMMUNITY SCHOOL

LYNX®

ORANGE COUNTY SHERIFF'S OFFICE
SHERIFF JOHN W. MINA

# A Combination of On-Street and Online Market Research Tools Were Used to Reach Pine Hills Residents

### Field Observations

42 Observations Pre-Campaign
53 Reached Post-Campaign

### On Street Surveys

55 Reached Pre-Campaign
53 Reached Post-Campaign

### Online Focus Groups

53 Recruited
14 Participated in Focus Group

### Who are the Participants?

| | |
|---|---|
| 100% | Pine Hills Residents |
| 50% | Male |
| 50% | Female |

| | |
|---|---|
| 80% | Pedestrians |
| 20% | Bicyclists |

# Concept Testing

**On-Street Surveys and Field Observations**
**Online Focus Groups**

# What do you do to make yourself **feel** safer walking and/or biking in Pine Hills, near your home?

”I try not to walk or bike at night."

"Walk on the side of the road that faces oncoming traffic."

**"I had to buy a car to feel safe."**

# Baseline. Assessing perceived risk and understanding visibility at night.

Prior to concept testing.

| | Extremely | Very aware | Moderately aware | Slightly aware | Not at all aware |
|---|---|---|---|---|---|
| How aware were you that **pedestrians overestimate** their visibility to drivers at night? | 28% | | 43% | 14% | 14% |
| How aware were you that **drivers have difficulty** seeing pedestrians at night? | 20% | 10% | 50% | | 20% |

Findings.

# In Their Words: I am visible because…

**"Drivers' headlights are on"**

"I am careful"

"I wear visible/ light clothing"

# Majority Agree *Concept A* Would Change The Way They Think About Walking/Biking At Night

| | Strongly Agree | Somewhat Agree | Neutral | Somewhat Disagree | Do not agree at all |
|---|---|---|---|---|---|
| This talks about things that are important to me | 63% | 37% | | | |
| This gives me new information | 50% | 12% | 25% | 12% | |
| This would catch my attention | 63% | 12% | 25% | | |
| This would change the way I think | 63% | 12% | 25% | | |

**CONCEPT A**

**"The headline in itself is an absolute truth."**

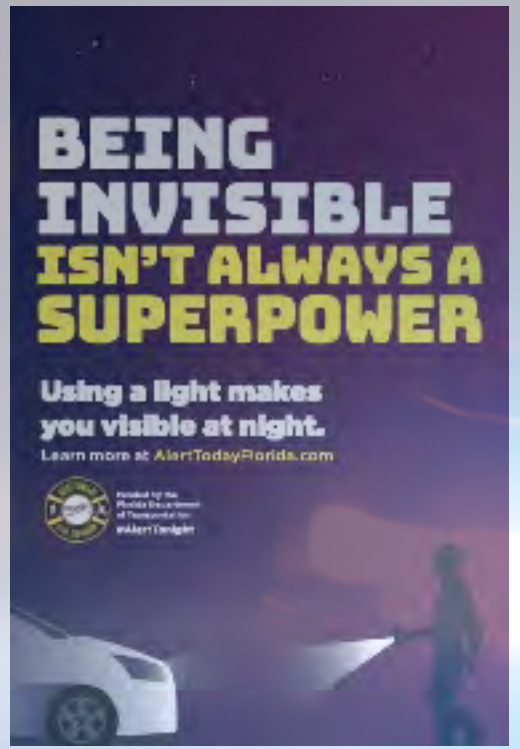
"Who is **'they'**?"

"I like the idea. I think its straight to the point, not confusing at all. **Bland colors on the poster?"**

**8 "Love It"**

**4 "Like It"**

# Concept B Ranked Lower In Catching A Person's Attention




**CONCEPT B**

| | Strongly Agree | Somewhat Agree | Neutral | Somewhat Disagree | Do not agree at all |
|---|---|---|---|---|---|
| This talks about things that are important to me | **63%** | **37%** | | | |
| This gives me new information | **37%** | **13%** | **25%** | **25%** | |
| This would catch my attention | **50%** | **13%** | **37%** | | |
| This would change the way I think | **63%** | | **37%** | | |

**CONCEPT B**

"The message is clear, catchy.
Eye-catching colors. Stands out."

”Perfect for my son - does it **fail to deliver the seriousness?**"

"I read it a few times to get it. Good for kids in my neighborhood.
**sometimes simpler is better**."

**3 "Love It"** **4 "Like It"** — **4 "Neutral"** **1 "Dislike It"**

# Share on social media pages

(animated GIF)

"The alternating text is cool. The design is cool. Simple – just like it needs to be."

"I would share this on social media -- to create awareness to my family and friends… It' just **so simple to just pull out your phone**."

"I would share this because its to the point and the message is clear. I would tell people driver can't see you."

**6 "Love It"** **3 "Like It"** — **1 "Neutral"**

# Share on social media pages

(animated GIF)

"I would share it **because it could save lives**. Didn't knokw this before. Probably many not be aware that the should have lights on their bicycles."

"I think the **front end of the car should be in the picture**... Because I always thought cars see you with headlights. Need to know…"

"**I did not know the importance of being seen at night.. I assumed most drivers are able to see** and now I know that's not the case."

**3 "Love It"**

**5 "Like It"**

# Voted most favorable PSA concept.

## Concept 1: The “Who Wants to Wear Fluorescent”

**It is designed to address people’s resistance to wearing reflective clothing head-on by poking fun of someone putting on a fluorescent safety vest and fluorescent pants before going out at night.**

**Instead of fluorescent, a "friend” recommends to to keep it simple and just use the light on the cell phone when crossing the street at night.**

The positive about concept #1 is the use of the cell phone light. It's simple, it's easy, it's quick. Since most people have cell phones, most people will have a light at their finger tips.

Like. Funny. **Could come across as shaming.**

**Memorable.** Pokes fun at those commercials. So easy to use your cell phone.

# What about the campaign sticks out?

"The definite need to **dispel the myth that car drivers can automatically see pedestrians**."

"**It's easy to think that you can be seen if headlights are on you.** So, telling people who live here that its not true is very important."

The **flashlight from phone** stands out the most.



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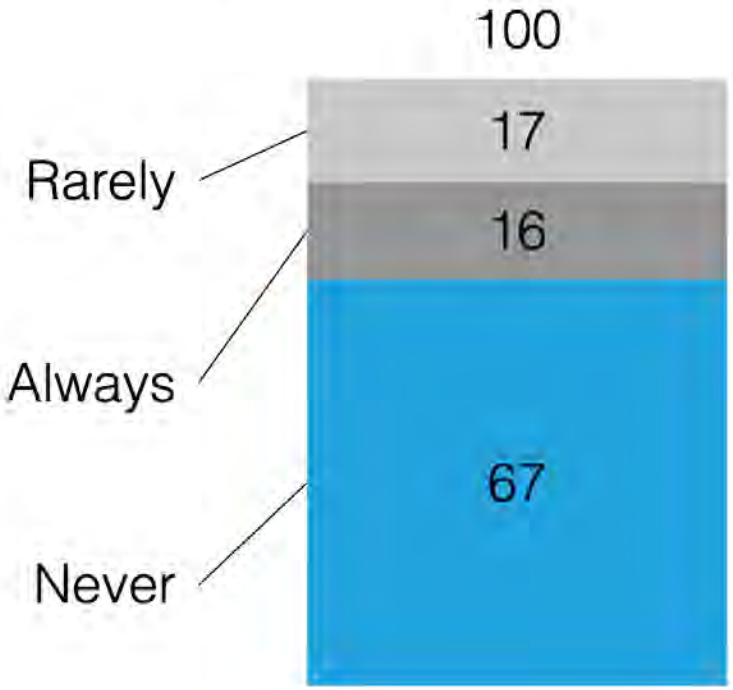
# Majority plan to use a light more frequently walking at night

Testing call to action.

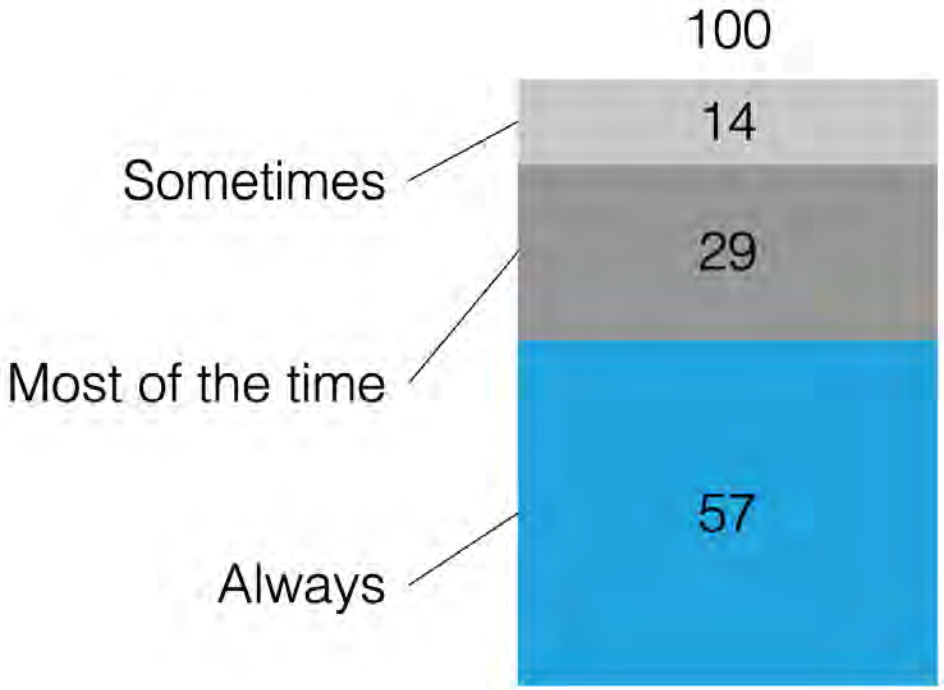
## Before Concept Testing

**How often do you use a light at night when you walk or bike?**




## After Concept Testing

**How often will you make a point to use a flashlight on your phone at night?**



# Post Survey Results: Agreeing To Use A Light More Frequently At Night

Going forward after participating in this study **my children and I will be wearing either a flashlight or a blinking light when we go on our evening walks.**

I didn't realize the dangers of not wearing a light to be seen, even though I am a driver myself.

I know to make sure when I'm walking for an evening /nighttime stroll with my dog to bring a flashlight so other drivers can SEE me, and

I also will be sharing this information with my neighbors and on my social media about the dangers of **relying on drivers assuming THEY CAN SEE YOU!**

# Results From Message And Concept Testing

**Needs Clarifying**

- "They Want To See You" headline was too ambiguous/confusing for some
- The actual tool, such as a mobile phone flashlight, could be explained more

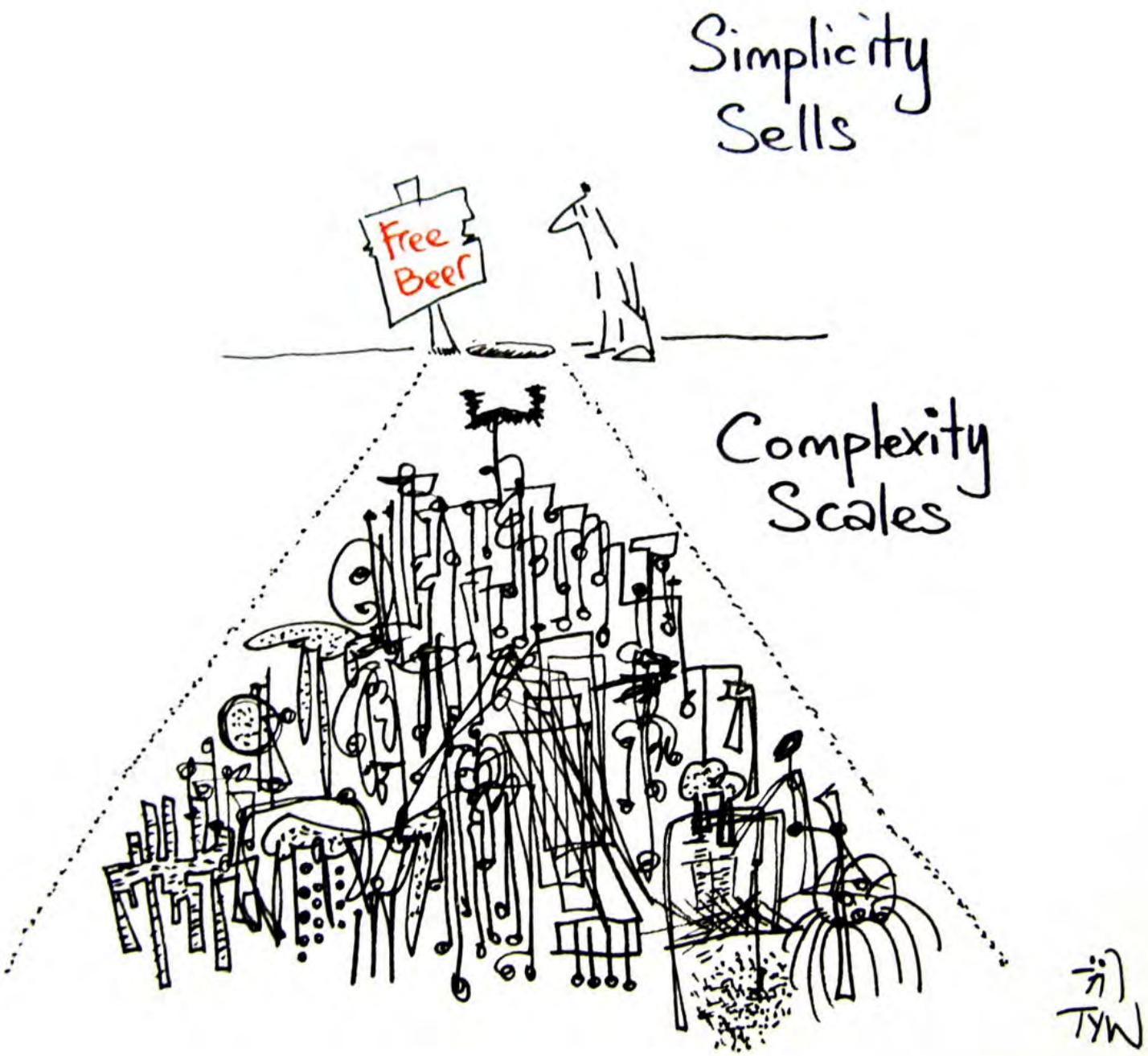
**Obstacle to Address**

- Need to purchase additional lights would be an obstacle

**Audience Recommendation**

- Some emphasized need to reach younger demographic, such as middle school age children, who are outside in the evening

SYSTEM


Simplicity
Sells
Free
Beer
Complexity
Scales
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