



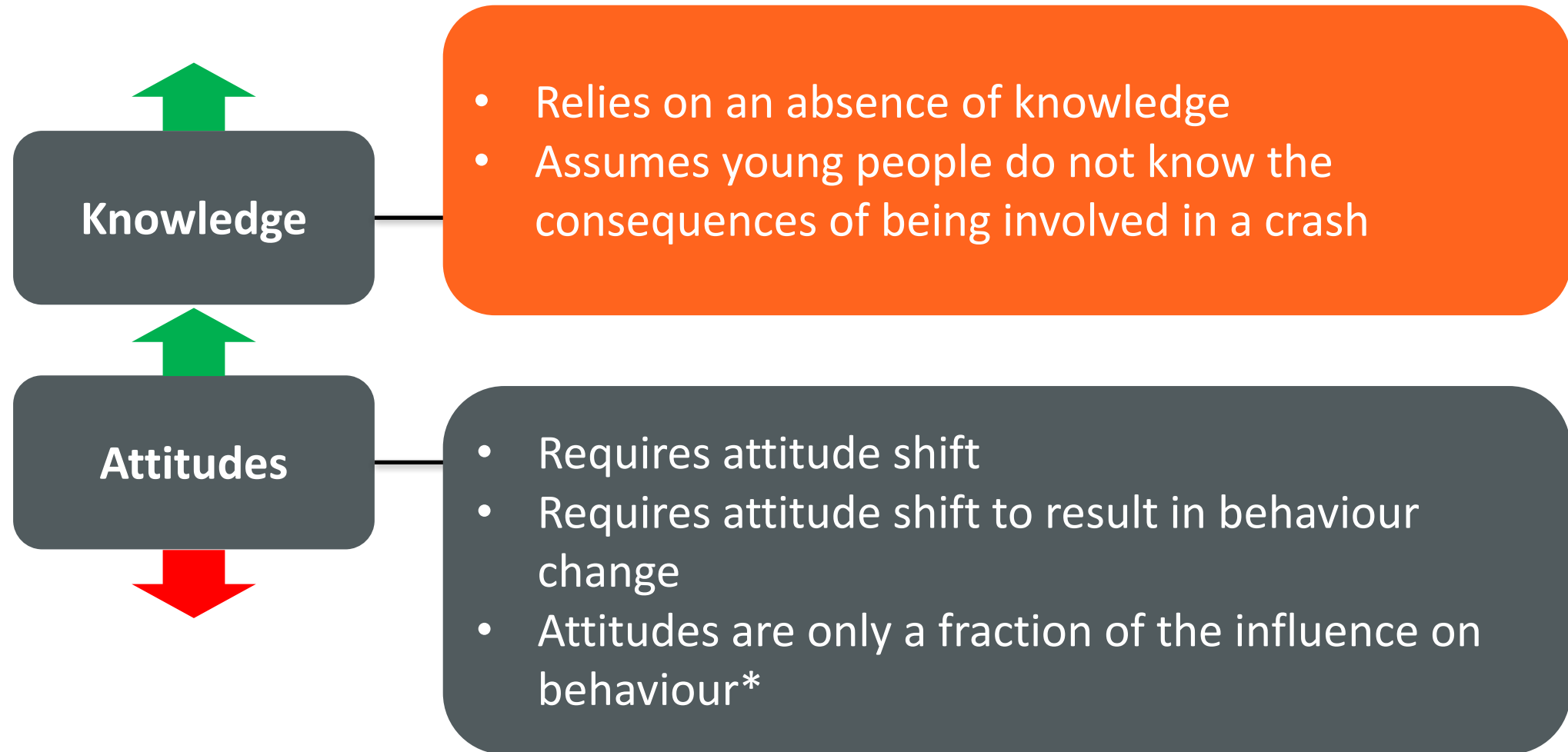
Can 'Safe Drive, Stay Alive' style interventions change behaviour and save lives?

Dr Neale Kinnear

## Short answer

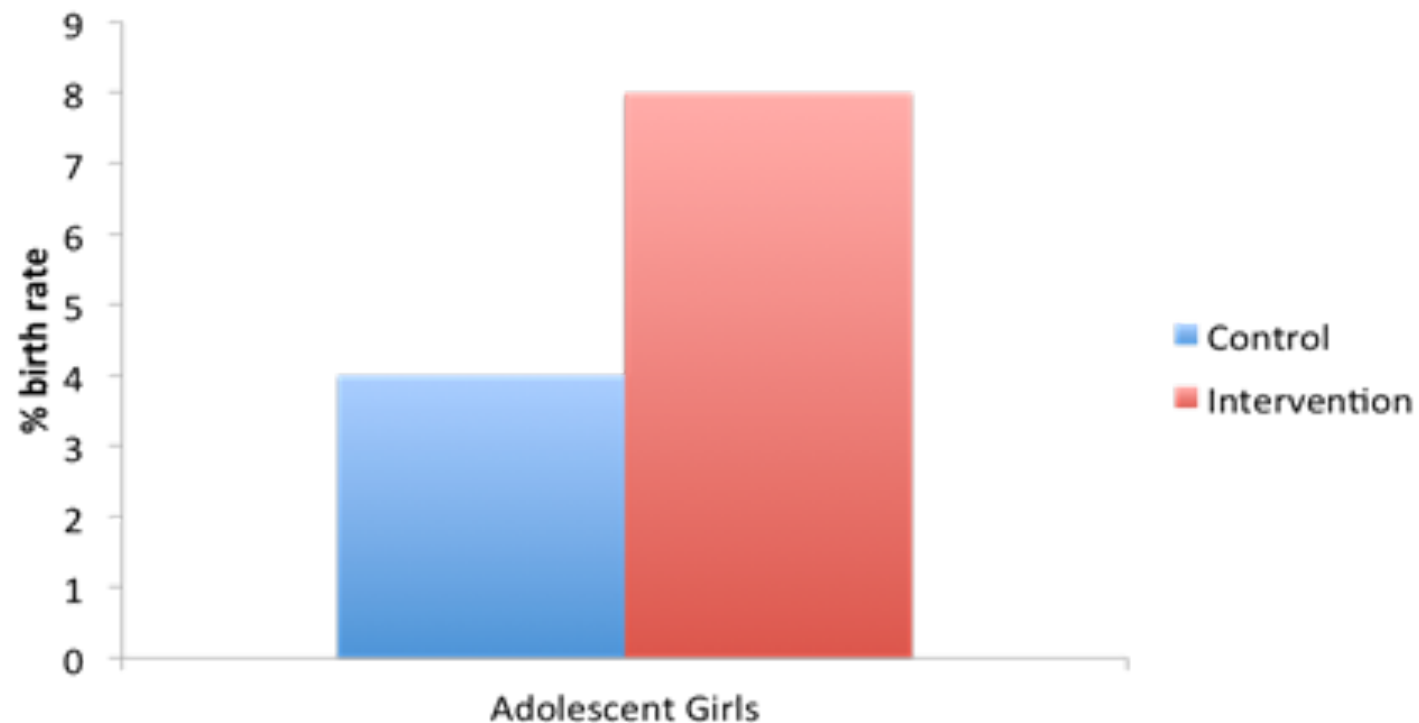
- No

# Assumed mechanisms of effect



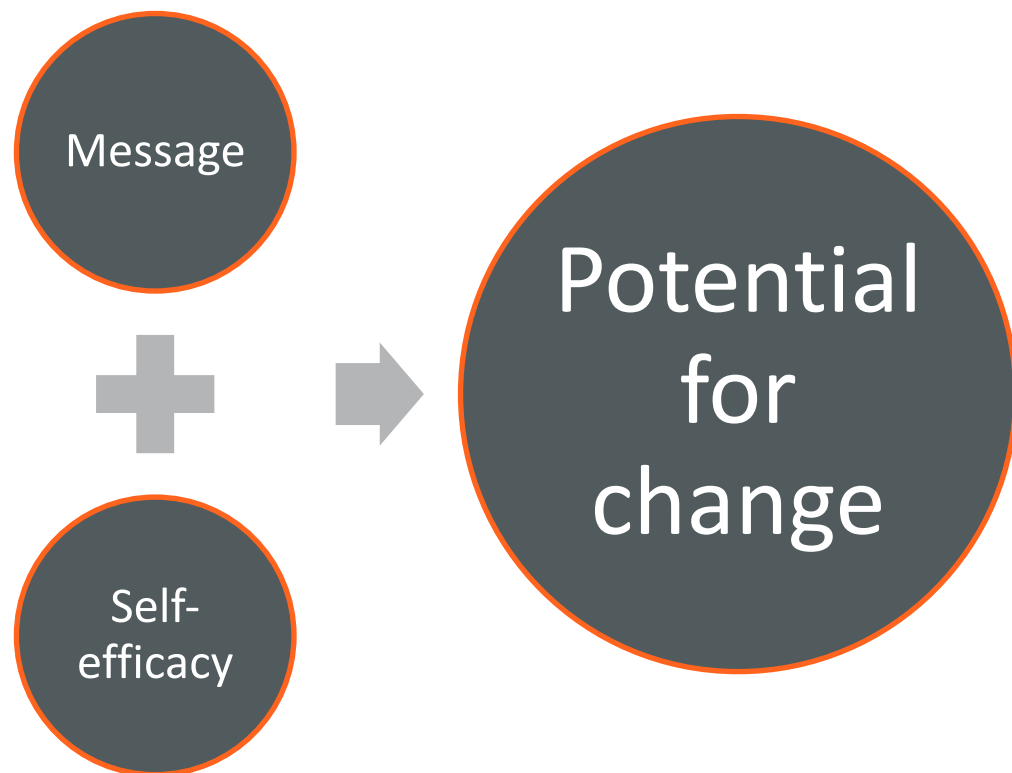
\*Armitage and Conner (2001) showed that the combination of components in the Theory of Planned Behaviour could explain only around 20% of the variance in observed behaviours. While a relationship between attitudes and behaviour exists they are not equal representations of each other (Kraus, 1995).

# Infant simulators as contraception



Brinkman, S. A., Johnson, S. E., Codde, J. P., Hart, M. B., Straton, J. A., Mittinty, M. N., & Silburn, S. R. (2016). Efficacy of infant simulator programmes to prevent teenage pregnancy: a school-based cluster randomised controlled trial in Western Australia. *The Lancet*, 388(10057), 2264-2271.

# Consequences and fear appeals



## Meta-analysis of fear appeals:

- Evoke a fear response
- No impact on behaviour
- Males most resistant

## What do people feel they can control?

- Fines and penalty points

## What do people feel they cannot control?

- Crashes

Carey, R. N., McDermott, D. T., & Sarma, K. M. (2013). The impact of threat appeals on fear arousal and driver behavior: A meta-analysis of experimental research 1990–2011. *PloS one*, 8(5), e62821.

Pedruzzi, R. A., Swinbourne, A. L., & Quirk, F. (2016). Fear campaigns and control appraisals: creating messages that matter in road safety. *Road & Transport Research: A Journal of Australian and New Zealand Research and Practice*, 25(3), 28.

# The difficult questions for SDSA style interventions

- Safety advantage, disadvantage, or nothing?
- Unnecessary burden or lack of opportunity?
- Are the results value for money/time/effort?
- Would there be any impact on safety if it were stopped?



# A broader perspective

## Education...

- ...is effective when used to inform, support and legitimise legislation and enforcement
- ...is unlikely to change behaviour and improve the safety of individuals in a one-off presentation
- ...is not a direct solution to improve safety on its own
- ...is merely a way to support “the system”, not to fix it

## What if...

- Education was not expected to improve safety directly
- Education had realistic aims
- Could be evaluated against these realistic aims
- Could simply be used to support a safer system for introducing new drivers onto the road

[https://www.racfoundation.org/wp-content/uploads/2017/11/Addressing\\_Young\\_And\\_Novice\\_Driver\\_Safety\\_In\\_GB\\_Senserrick\\_And\\_Kinnear\\_November\\_2017.pdf](https://www.racfoundation.org/wp-content/uploads/2017/11/Addressing_Young_And_Novice_Driver_Safety_In_GB_Senserrick_And_Kinnear_November_2017.pdf)



# Questions?

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