

# Speak Out

## Young car occupant campaign

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# Campaign

- An award-winning multi-channel campaign
- Featuring real friends talking about friendship and trust
- Pre-programmed coping strategies to draw on and builds confidence to use them
- Raises awareness, increases knowledge and positively affects intended behaviour

# Who and why

- Car occupants 16-24 = 23% KSI casualties (11% population)
- Last 3 years = 193
- YD kill/injure more of their passengers than any other age group
- Majority of 16-24 year olds keep quiet rather than tell a driver they are concerned



# Our approach

- Intelligence led
- 2017 RAC Foundation report
- Peer pressure and influence
- Empowers young people
- Focuses on “good” norms and positives
- What they can do rather than what not to do

# Results

- **75%** would say something if concerned by a driver's behaviour (target at least **50%**)
- **83%** could recall at least one coping strategy (target **60%**)
- **77%** of drivers positively changed their behaviour or had their behaviour positively reinforced (target **75%**)
- **87%** of drivers indicated that they would Speak Out if concerned by a passenger's behaviour (up **9%** on baseline)

# Thank you

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# ROUTES ● TO SUCCESS ●

ACHIEVING A STEP  
CHANGE IN ROAD SAFETY

