

# RESEARCH SUMMARY

<b>Title</b>	<b>Teen Road Safety Resources Development</b>		
<b>Objective</b>	To understand the impact of the new Teen Road Safety campaign in its current format		
<b>Date</b>	March 2016	<b>Agency</b>	Future Thinking
<b>Methodology</b>	4 focus groups with school children (11-14 year olds); 5 tele-depths with teacher within the M25. 101 online interviews among teachers within the M25.		

## Abstract

Teens and teachers are engaged with road safety messages however the wording and imagery of the current Teen Road campaign are not clear enough for this age group. A combination of harder hitting imagery and lessons run by the TfL outreach teams are thought to be the most impactful.

Although some had not yet seen the Road Safety campaign, most teachers had not yet had time to use the materials and launching the campaign earlier in the year may help them plan ahead.

## Key findings

Road safety campaigns delivered to this age group resonate well and have a high level of impact; they work in synergy with other road safety information materials and discussions – children have been drip fed information from parents and teachers for years and are very receptive.

TfL outreach visits have maximum influence; they are very engaging and memorable for children. Generally, those positioned as ‘experts’ have greater credibility, novelty and thus impact.

The new campaign posters lack impact; the hare / tortoise poster lacks instant visual understanding with many missing the dual fast-slow theme. Harder hitting imagery has a greater influence on this age group and promotes chat among peers.

Only 10% teachers have had an opportunity to use the campaign materials, others had either no knowledge of the campaign, had not yet had time to use the materials or claimed they intended to use them at some point in the future.

Generally, lesson / assembly plans were felt to be useful, however some flexibility would help teachers find time to use them; having these delivered by the TfL outreach team was thought to be more engaging for the students.

**Job number:** 15205