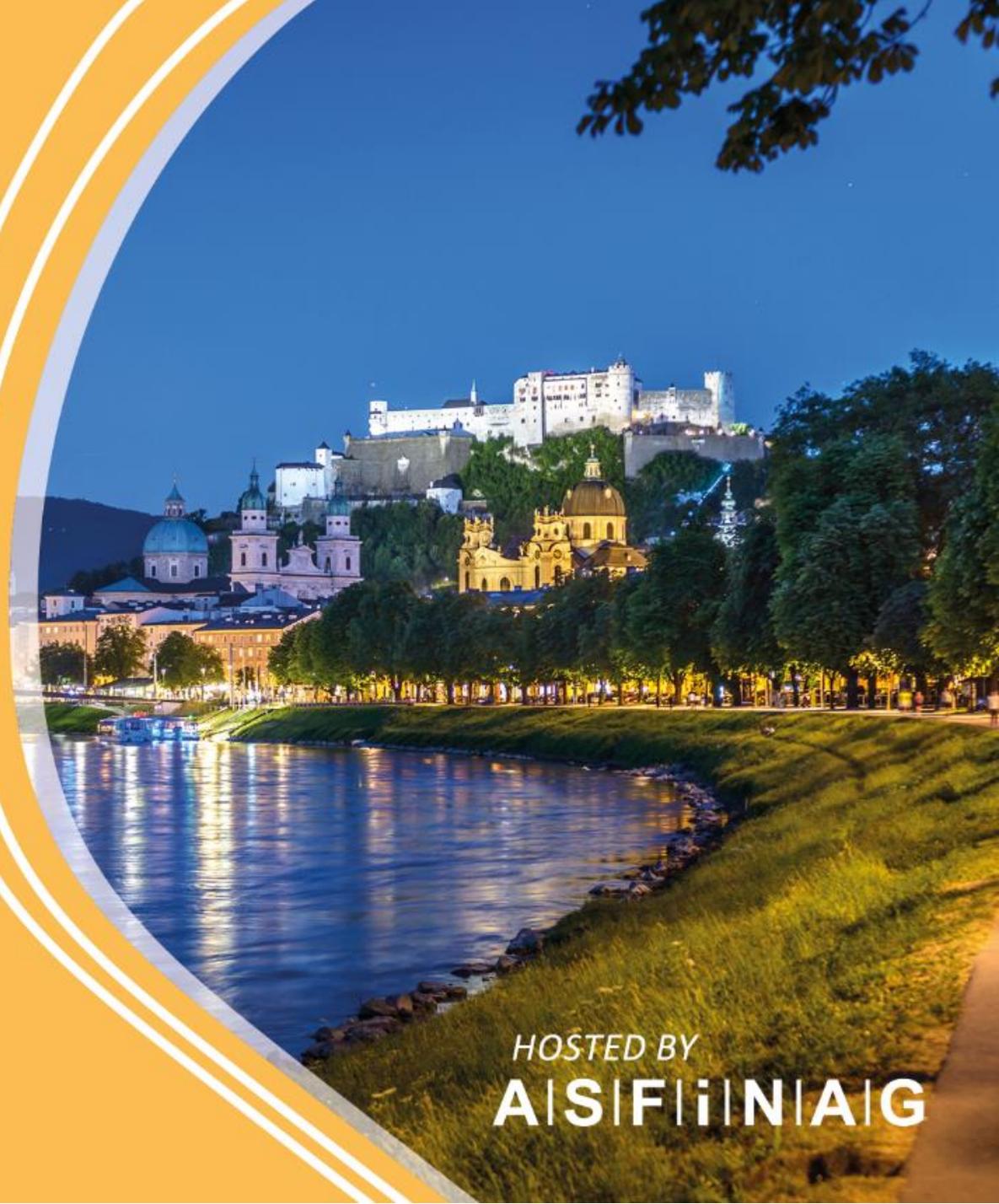


15th **A**SECAP ROAD SAFETY CONFERENCE

Alternative
Approach to
Communicating
Road Safety



HOSTED BY
AISIFIINIAIG

VARIABLE MESSAGE SIGNS



- all VMS on Slovenian motorways: 150
- VMS used for traffic safety messages: 37
- week-long traffic safety campaigns
- coordination: Slovenian Traffic Safety Agency
- messages have the lowest priority

2023

januar
prosinec  #VARNO brez telefona

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

april
mali traven  #VARNO z e-skirojem

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

julij
mali srpan  #VARNO v poletje

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

oktober
vishotok  bodi previden

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

februar
svečan  #VARNO NA CESTI

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

maj
veliki traven  #VARNO s kolesom

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

avgust
veliki srpan  #VARNO VI VOZITE VI VOZITE km HVALA, KER VOZIS ZMERNO

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november
listopad  #VARNO v jesen in zimo

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

marec
suelec  #VARNOŠTNI PAS varuje vas

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

junij
rožnik  #VARNO z motorjem

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

september
kimavec  #VARNO u solo

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

december
gruden  #VARNO brez alkohola

Ponedeljek	Torek	Sreda	Četrtek	Petek	Subota	Nedelja
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

ASECAP

Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS

-  HITROST, 17. - 23. april 2023, 5. - 11. junij 2023, 7. - 13. avgust 2023
-  ALKOHOL, 14. - 20. junij 2023, 6. - 12. november 2023, 11. - 31. december 2023
-  VOZNIKI ENOSLEDNIH MOTORNH VOZIL, 20. - 26. marec 2023, 5. - 11. junij 2023
-  PEŠCI, 16. - 22. oktober 2023
-  VARNOSTNI PAS, 6. - 12. marec 2023
-  ZAČETEK ŠOLE IN VARNOST OTROK, 28. avgust - 8. september 2023
-  VARNOST KOLESARJEV, 18. - 28. maj 2023
-  VARNOST VOZNIKOV TOVORNIH VOZIL IN AVTOBUSOV, 13. - 19. februar 2023, 8. - 14. maj 2023, 6. - 12. november 2023
-  UPORABA MOBILNIH TELEFONOV, 9. - 15. januar 2023, 9. - 15. oktober 2023
-  EVROPSKI TEDEN MOBILNOSTI, 16. - 22. september 2023
-  VARNOST VOZNIKOV E-SKIROJEV, 3. - 9. april 2023
-  VARNO V POLETJE, 23. junij - 31. avgust 2023
-  SVETOVNI DAN KOLESARJENJA, 3. junij 2023
-  MEDNARODNI DAN BREZ SMRTNIH PROMETNIH NESREČ 20. september 2023
-  MEDNARODNI DAN STRPNOSTI 16. november 2023
-  SVETOVNI DAN SPOMINA NA ŽRTVE PROMETNIH NESREČ 20. november 2023
-  MEDNARODNI DAN INVALIDOV 3. december 2023

www.avp-rs.si

PAST MESSAGES



- Adjust speed
- Don't drink and drive
- Safely without telephone
- Drive carefully
- Keep a safe distance
- Keep right

VALENTINE'S DAY 2022



VALENTINE'S DAY 2022



VALENTINE'S DAY 2022



VALENTINE'S DAY 2023



PUBLIC REACTION



Beautiful messages, could display them more often ♡

All praises. Finally something nice, positive. I saw it today and it makes you think a little bit 😊.
Thank you ♡

Saw it today when I was driving on the highway. There should always be such messages, they just brighten the day. 🙌👍

This was a really nice addition to our ride. It is really commendable and one really thinks about the meaning of what is written. ♡♡

Wow! This is a positive surprise. It brightens the day and I believe that many people also have a lighter leg. Congratulations ♡♡👍👍

AWESOME! Please let them stay 😊

Kudos to Dars, nice messages👍

Wonderful. All praises. Finally, positive messages and not threats.

Very cute and inspiring..good idea

Great idea, they brightened up my long drive yesterday. I hope these messages will remain.

I saw these captions yesterday ♡ I have to admit, they make you think! At the same time, they brighten the day! Thank you DARS ♡🙌

Congratulations to the creators of these cute signs, which bring a smile to my face every time 🙌🙌🙌

Top DARS for this idea. Nice words caress. And you teased us that it is necessary to look at the boards. Thank you.

Such messages are definitely a way in the right direction. A beautiful word finds a beautiful place. Incentives are more effective than threats. Nice.

Well done to those who suggested and simultaneously implemented this campaign. ♡
I wish you many more similar positive ideas 🙌

Very nice! When I saw this, I was very positively and pleasantly surprised. Thanks for that. More gestures like this🙌👍

100x thanks to the one who gave the initiative and to the team at DARS for such beautiful messages on the displays. I have to give a public praise!

Kudos to whoever comes up with these messages. And even bigger to the one who approves that they go up 😊 Sometimes good ideas get stuck at the top.

We admired them yesterday while driving to the coast (and back). Congratulations!

Really commendable.♡ Positive words go a long way. Kudos for the creativity. ♡

One of the best things in Slovenia are the cute messages on the motorway. They always make my day. Thank you!

With these messages you have done far, far more for the good mental state of the drivers and also of those who are still learning to drive than you can imagine. Very nice and I hope that such a heart-warming surprise is not the last. I WISH YOU ALL THE WELL, and to whoever gave this idea, a hug from grandma. ♡🙌



Vozimo pametno z DARS · Follow

13 February 2022 · 🌐



Za ljubezen ni nobena pot predolga. Poskrbimo pa, da bo vedno varna. ❤️



👍❤️ Ziva Jalovec, Katarina Ribnikar and 1.9K others

161 comments 322 shares



POSITIVE/NEGATIVE FRAMING



We lose 100 lives every year due to drunk driving.

We can save 100 lives every year by sober driving.

POSITIVE/NEGATIVE MESSAGES



- positive emotions

- funny

- clever wordplay

- gains

vs.

- threats

- shock

- fear

- losses

PSYCHOLOGY

Le Doux [36], a neurologist, explained how our emotion influences attention. If the associated memories are intensely emotionally charged we will pay more attention. If the charge is positive we will feel attracted, if negative then repelled; this helps explain why ads that are liked are more noticed, more remembered and more likely to influence decisions.



to drive slower based on the self-reports of participants [18]. In other studies, positive appeals were found to have a greater effect on intentions for safer driving compared to threat appeals in road safety messages [17,19,24]. In Lithuania, positive appeals are hardly

There was significantly greater reported message impact from the positive campaign, compared to the negative campaign overall, however, differences in impact existed as a function of drivers' age and sex.

Another possible explanation for the diverging results is that the effect of fear appeals may be dependent on cultural differences. In the Netherlands, for example, there is a long tradition of road safety advertising with an emphasis on humour rather than fear. This in contrast to countries such as Australia, New Zealand, the United States, and Great Britain that often show explicit pictures of crashes, casualties, injuries and blood, and the related emotions of pain, sorrow and grief of traffic victims and relatives [18]. Using such methods in countries where the people are not used to them, may cause a controversy which might detract from the impact of the campaign.

Yet another factor that determines whether or not fear-appeals have the desired effect, is the gender of the group the campaign is aimed at. Women tend to respond more favourably to fear appeals than men, as evidenced by greater recall, more effect on behavioural intentions and more positive attitudes towards the central message (e.g. [19,20]). Young males, especially, seem to have little susceptibility to fear appeals. Lewis, Tay and Watson (2007) [20], for example,

The efficacy of threat appeals has been questioned, in addition to ethical and practical concerns (de Hoog, Stroebe, & de Wit, 2008). For example, whilst threat appeals work under certain conditions (e.g., Witte & Allen, 2000), they can also be ineffective and actually lead to an increase in the undesirable behaviour (e.g., Caren & Sarma, 2011; Jessop, Albery, Rutter, & Garrod 2008). Message efficacy is also influenced by sex; females generally show a more effective response than males (Goldenbeld, Twisk, & Houwing, 2008; Lewis, Watson, & Tay, 2007; Tay & Ozanne, 2002). Uncertainty in the causal relationship

In more recent years, there was a shift away from threat appeals to more rational and realistic approaches [e.g. 22]. A recent review of 45 anti-speeding campaigns found that the approaches taken were typically rational persuasion or hard-hitting emotional persuasion [42]. In the present review campaigns targeting males did not appear to use threat based appeals, consistent with the literature that suggests positive emotional appeals might be more effective than threat appeals for males [17, 18].

SPEEDING



Life is already
fast enough.

Wild at heart,
careful on the road.

Slovenia is not big.
What's the hurry?

Take your time.
Arrive safely.

SEAT BELT



That seat belt
looks good on you.

Black belt in no time.
Wear it every time.

Keep your children snug
with a seat belt hug.

Don't wait for May.
Buckle up today.

ALCOHOL



Lead by example.
Drive sober.

Sober
wins the world over.

You're not a bee,
don't drive buzzed.

Friends don't let
friends drive drunk.

PHONE USE



Be a star,
don't text in a car.

If you're texting,
who's driving?

Hands on the wheel,
not on the phone.

Park your phone
while driving.

CHRISTMAS/NEW YEAR



Don't speed,
Santa is watching.

The best gift –
coming home safely.

In 2023 and every day,
stay sober on your way.

In the new year,
always buckle up.

PROCESS OF CHOOSING MESSAGES



- approximately two weeks
- researching past traffic safety campaigns
- brainstorming
- process of elimination (~10 -> 4 messages)
- short & positive
- approval by the President of Management Board
- Traffic supervision and control centres
- public contest

RESULTS



- viral social media posts
- wide media coverage
- positive PR
- more people discussing traffic safety

SURVEY



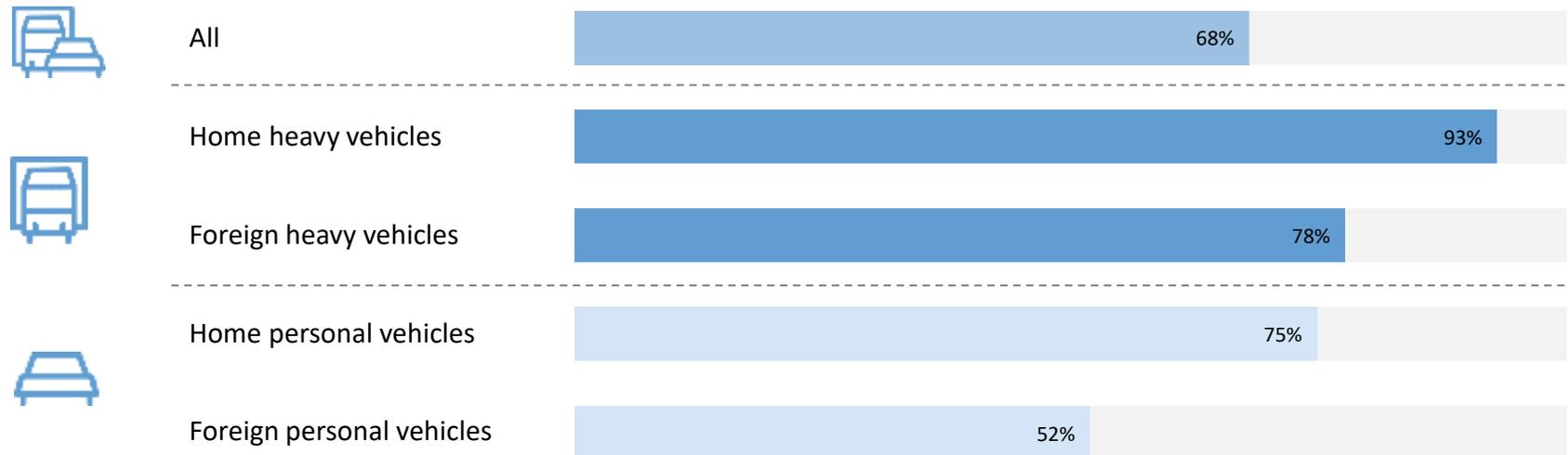
This year, DARS started to display various thematic messages on the motorway variable message signs that encourage or appeal to drivers to drive safely and responsibly (excessive speed, safety belt, driving under the influence).

Unique messages are also displayed to coincide with other special events (Statehood Day, New Year's greetings, the fire in Karst, etc.).

Have you noticed these messages on the variable message signs while driving on Slovenian motorways this year?

N = 750

ONLY „YES“ SHARE IS SHOWN

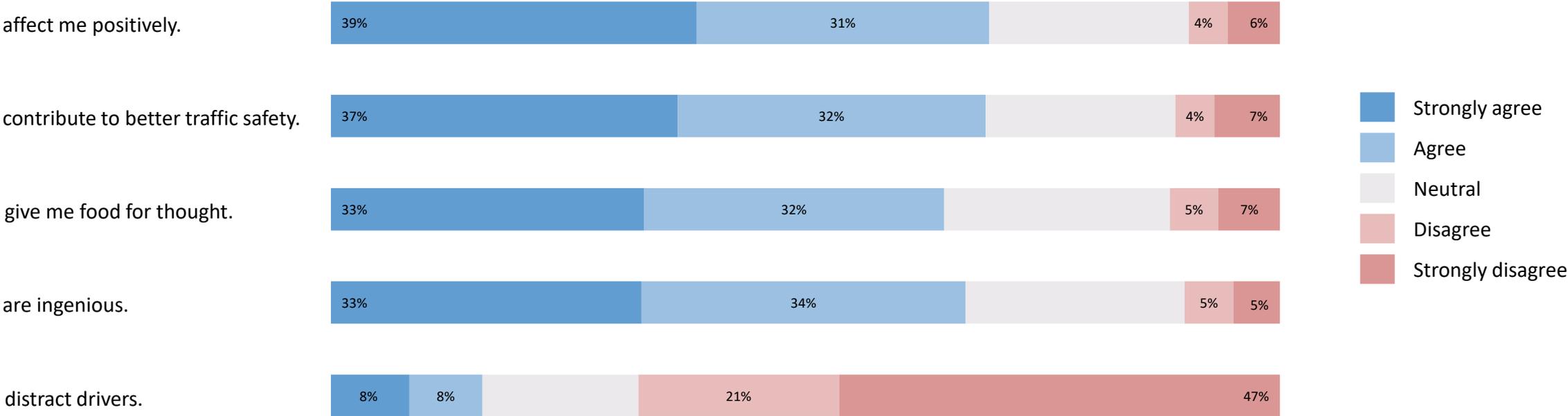




To what degree do you agree with the following statements regarding these thematic or event-specific messages on the variable message signs?

The messages on the motorway variable message signs...

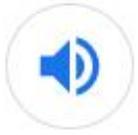
BASIS: DRIVERS WHO NOTICED THE MESSAGES | N = 509



SOCIAL MEDIA



- Slovenia's population:
2.12 million (January 2023)
- Facebook:
937.3 thousand (early 2023)
- Twitter:
209.0 thousand users (early 2023)



meme

/mi:m/

noun

1. an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations.
"celebrity gossip and memes often originate on the site"
2. an element of a culture or system of behaviour passed from one individual to another by imitation or other non-genetic means.

verb

create an internet meme from (an image, video, piece of text, etc.).
"there's always one audience reaction shot at the Oscars that gets memed"







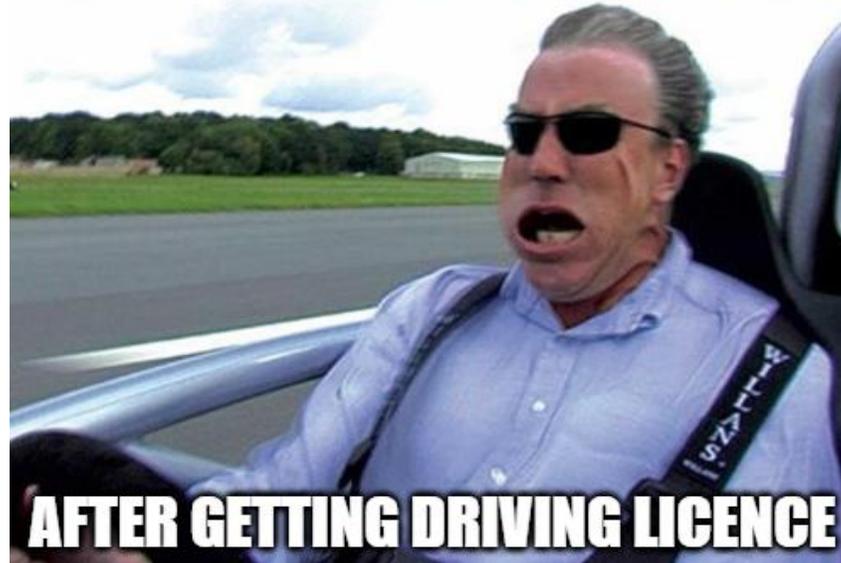
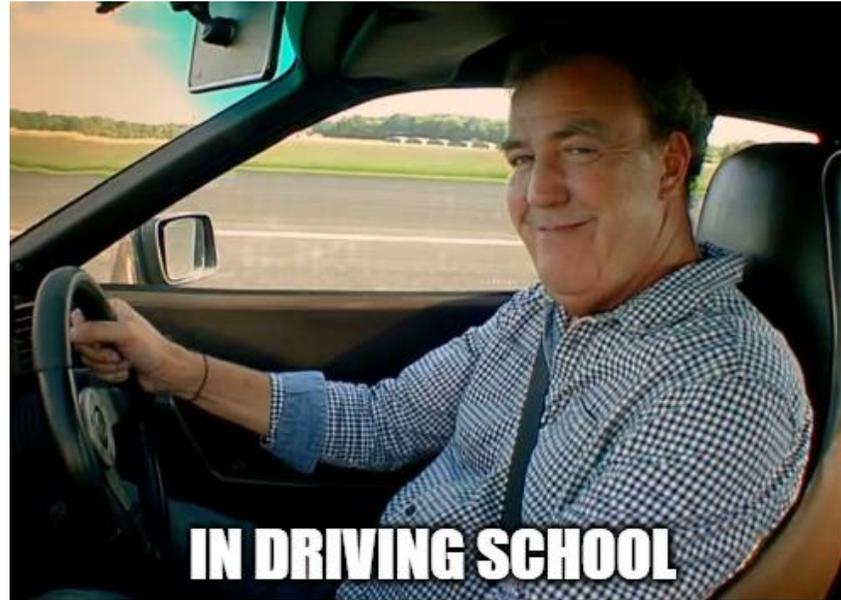


**I DON'T KNOW WHAT YOU'RE
SAYING OR WHERE YOU ARE**

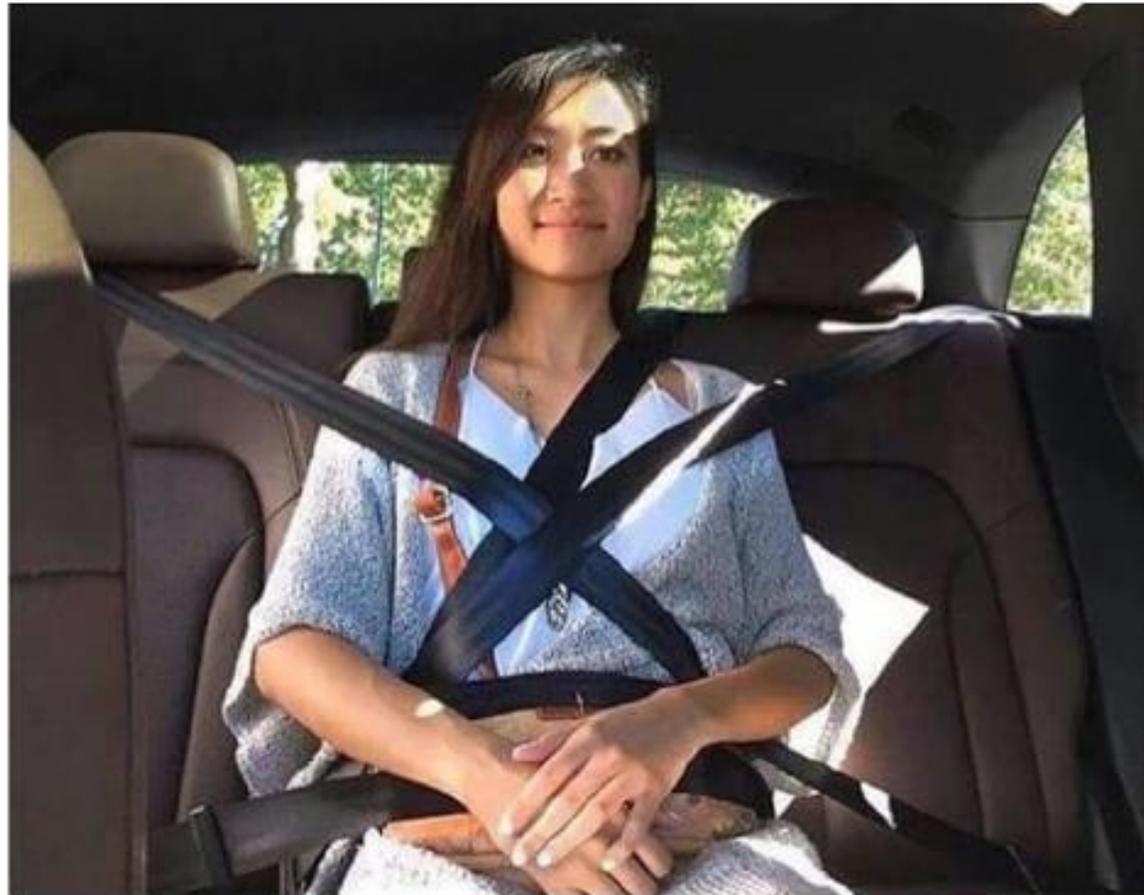


**BUT I WILL FIND YOU AND
I WILL GET YOU HOME SAFELY**





WHEN YOUR BEST FRIEND STARTS DRIVING

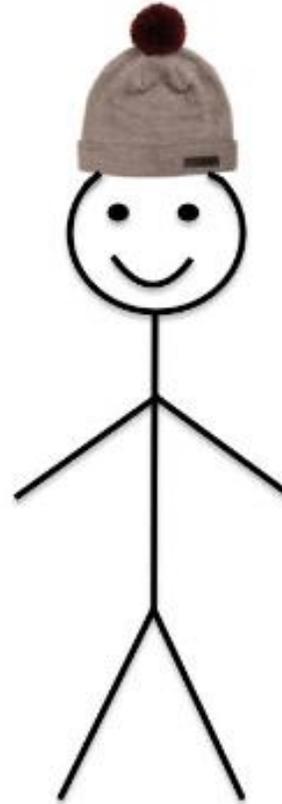


This is Bill.

Bill got his
winter tires
put on before
first snow fall.

Bill didn't get
stuck in the snow.

Be like Bill.



WHEN I NOTICE MY BOYFRIEND IS USING TURN SIGNALS ON THE MOTORWAY

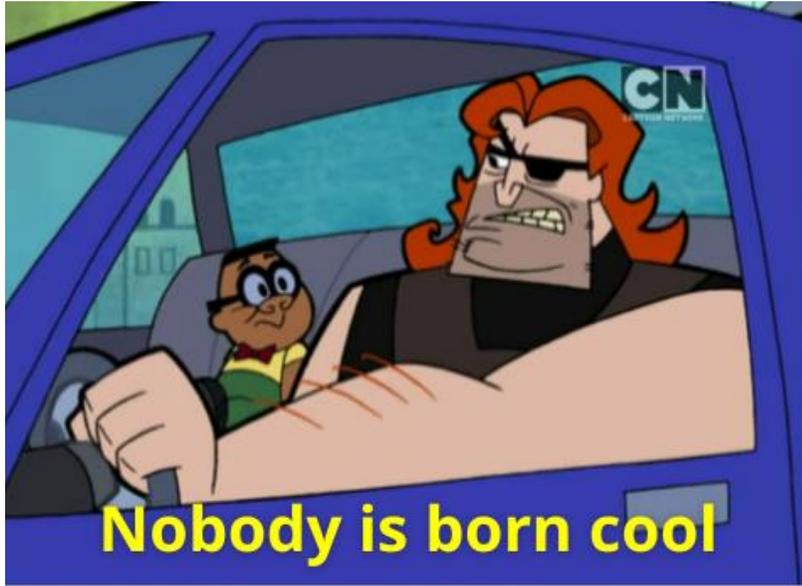
















RESULTS



- higher engagement
- wider reach
- more people discussing traffic safety

ADDITIONAL INFORMATION



www.dars.si/napisi



Vozimo pametno z DARS



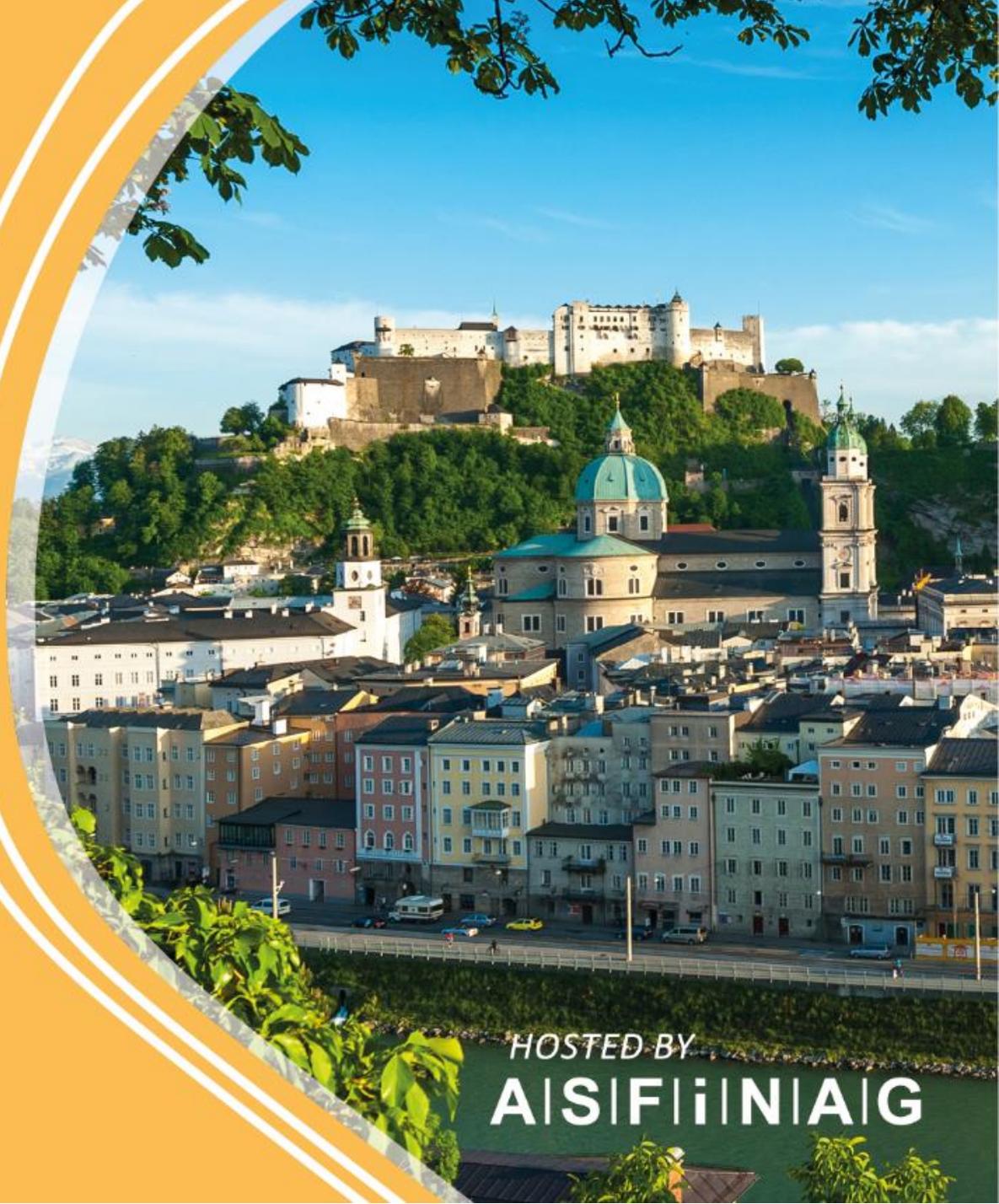
DARS_SI



tomo.juvan@dars.si

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Thank you for
your attention!



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