

## MINISTERIAL BRIEFING NOTE

<b>Subject</b>	Current and upcoming public information campaigns
<b>Date</b>	9 October 2024
<b>Briefing number</b>	BRI-3182

Contact(s) for telephone discussion (if required)				
Name	Position	Direct line	Cell phone	1 <sup>st</sup> contact
Karen Jones	Group General Manager – Engagement and Partnerships	s 9(2)(a)	s 9(2)(a)	✓

### Action taken by Office of the Minister

- ☐ Noted
- ☐ Seen by Minister
- ☐ Agreed
- ☐ Feedback provided
- ☐ Forwarded to
- ☐ Needs change [please specify]
- ☐ Withdrawn
- ☐ Overtaken by events

9 October 2024

**Hon Simeon Brown – Minister of Transport**

## Current and upcoming public information campaigns

### Purpose

1. This briefing provides information on current and upcoming NZ Transport Agency Waka Kotahi (NZTA) public information campaigns.

### Background and context

2. NZTA's public information campaigns are funded through the National Land Transport Fund (NLTF) and are part of the National Road Safety Promotion Programme (NRSPP). This is a continuous programme that contributes to positively influencing people's attitudes and choices through public information and education interventions.
3. The NRSPP aligns to the road safety priorities outlined in the Government Policy Statement on land transport 2024 (GPS 2024) by supporting the safer drivers and safer vehicles focus areas. The programme addresses behaviours that contribute to the highest number of deaths and serious injuries on New Zealand roads (for example drink and drug driving), targets the most at-risk audiences (for example young drivers and motorcycle riders), and supports the Road Policing Investment Programme (RPIP) by prioritising the behaviours NZ Police can enforce (restraints, impairment, distraction, and speeding).
4. The NRSPP includes road safety education work, which complements and supports our public information campaigns. Our education work is designed to help:
  - school children gain foundational road safety knowledge and skills.
  - young drivers learn how to be safe and skilled as they progress through the graduated driver licensing system.
  - senior citizens continue to be safe and consider their transport options as they age.
  - all drivers gain a deeper understanding of the behaviours NZ Police can enforce and learn how they can keep themselves and others safe.
5. In line with value for money expectations, the 2024-27 NLTF funding allocation for the NRSPP is \$75 million (26 percent less than the allocation provided in 2021-24). This includes \$44m for public information campaigns, \$11m for education work and smaller allocations for areas such as research and partnerships.
6. We've also refocused our planned programme to ensure it's well aligned with the Government's road safety objectives.
7. Delivering the NRSPP includes working with, and getting support from, central/ local government and not-for-profit organisations to ensure a nationally consistent and coordinated approach,

combine resources to find cost efficiencies and make a bigger impact together than what one organisation could do alone.

8. The NRSPP has existed for more than 30 years, which enables extensive data to be held about what works best to encourage people to adopt safe behaviours. NZTA sets targets for our public information campaigns and education work, with evaluations to track performance on an ongoing basis. This enables NZTA to identify where our approach is effective and what we need to change to improve our performance.

#### Current public information campaigns

9. NZTA is currently running six public information campaigns with a focus on:

- drink-driving
- seatbelts
- safe vehicles
- safe motorcycle riding
- safe driving for young people
- speeding.

10. Further information about each campaign is outlined in the table below:

Campaign name	Target audience	Approach
<i>Would you rather</i> Drink-driving campaign	20–34-year-old men, who continue to drive after more than a few drinks	<p>This campaign asks our audience to consider the consequences of drinking and driving, outside of crashing or losing their licence, by showing different personal and social scenarios people could face after being caught drinking and driving.</p> <p>This supports the Government's safer drivers objective by encouraging behaviour change for one of the leading contributors to fatal crashes.</p>
<i>Seatbelt warnings</i> Seatbelts campaign	Males, aged 18-39-years-old, with a focus on those living in rural areas	<p>This campaign shows people that wearing a seatbelt means they're keeping themselves safe for other people they care about, for example their friends, children, and parents.</p> <p>Evidence shows that wearing a seatbelt doubles the chances of surviving a serious crash, yet each year over 80 people die in crashes not wearing a seatbelt.</p> <p>This campaign supports one of the outcomes in the RPIP, to increase the percentage of vehicle occupants wearing restraints.</p>

Campaign name	Target audience	Approach
<i>Last line of defence</i> Safe vehicles campaign	All New Zealanders who own or use a vehicle, with a focus on those looking to buy one soon.	<p>This campaign encourages people to prioritise safety and check their vehicle's safety rating at <a href="http://rightcar.govt.nz">rightcar.govt.nz</a>.</p> <p>This campaign supports the road safety objectives outlined in the GPS 2024 ensuring that New Zealand has an increasingly safer vehicle fleet.</p>
<i>Rider stories</i> Motorcyclist campaign	45-64-year-old men who ride for fun.	<p>This campaign features messages to help riders manage the risks of every ride: Ride sober and rested, ride to your ability, always wear the gear, ride to the conditions, and do rider training such as ACC's <i>Ride Forever</i> course. We developed this campaign in partnership with ACC.</p> <p>Evidence shows that motorcyclists are overrepresented in deaths and serious injuries. Motorcycles make up around 4% of the vehicle fleet but riders and their passengers account for around 19% of deaths and serious injuries.</p>
<i>RIDSY</i> summer road trip campaign	16-24-year-olds	<p>The campaign encourages young drivers to keep themselves and others safe when they're driving around the country over the summer by always wearing their seatbelt, not driving after drinking alcohol, keeping their phone away while driving and following the speed limit.</p> <p>Death and serious injury data shows that 16-24-year-olds are overrepresented in harm on New Zealand's roads.</p>
<i>Through my eyes</i> Speed campaign	All drivers	<p>This campaign challenges the excuses people give police to justify their speeding and shows the consequences of speeding which could be fines, injuries, or death.</p> <p>It's aligned to the Government's safer drivers objective in the GPS 2024. It supports NZ Police efforts to enforce speeding behaviour and helps shift attitudes towards speeding to help with the rollout of safety cameras.</p>

### Upcoming public information campaigns

11. NZTA is working on four new campaigns that will launch at various times over the next 12 months.
12. In February 2025, we plan to launch the first drug-driving campaign, *Stopping*, which is aimed at a broad audience. The campaign will raise awareness that drug-driving is causing harm on New Zealand roads by illustrating the serious consequences of harm to individuals and others.
13. There will be an opportunity to launch this campaign in February 2025.
14. Further activities are planned in 2025 to build on the above campaign targeted at drug-drivers. This will also include specific public information and education work to support the introduction of the oral fluid testing regime in collaboration with NZ Police.
15. In addition to the *Stopping* campaign, we're also working on the following campaigns:
  - a new distractions campaign in partnership with ACC which will use their *Have a hmmm* platform and encourage people to pause and consider the consequences before they reach for their phone while driving.
  - a new speed campaign which will target young, male drivers as a high-risk audience for speeding behaviour. This campaign will also support RPIP where the focus is for NZ Police to conduct speed-focused road policing activities.
  - a new drink-driving campaign which will build on the work we've been doing through our *Would you rather* campaign, by continuing to highlight the potential negative consequences of drinking and driving.

### Alignment and collaboration with national and regional organisations

16. NZTA continues to work closely with other national organisations involved in road safety through regular forums, sharing resources, planning, and delivering together to meet shared outcomes. Organisations involved include ACC, NZ Police, Ministry of Transport and WorkSafe.
17. We also provide leadership, guidance, resources, and other support to local government who are responsible for delivering the NLTF-funded Regional Road Safety Promotion Programme. A focus for this is sharing public information campaign materials that can be tailored for their communities and help extend the reach of NZTA campaigns in their regions.
18. We're continuing to work with NZ Police and local government to deliver the *Better Together* collaborative enforcement initiative in designated regions. NZTA will run national campaigns for either drink-driving or speeding and provide materials to local councils to use across their channels. This will occur while Police run targeted enforcement operations.
19. Local government received a reduced level of regional road safety promotion funding through the National Land Transport Programme, and they are investing this into education programmes for priority audiences and not advertising. This meets the direction stated in the GPS 2024, so that advertising is funded through the NRSPP only and we're delivering nationally consistent and coordinated road safety promotion that's aligned and achieves value for money.

### **Delivering value for money**

20. Our advertising investment is based on an evidence-based model that leads to behaviour change for high-risk activities such as drink-driving.
21. We combine research, data and insights about our audiences to develop our public information campaigns. The channels we use depend on the nature and scale of the problem we're addressing and the channels our audiences are engaging with the most.
22. Increasingly fragmented media consumption by our audiences means we're using more digital video platforms such as YouTube and TVNZ+ as well as social media, website and outdoor advertising like billboards and poster sites.
23. TV advertising still remains an effective way to change or reinforce attitudes amongst a large portion of the population. However, we also use more direct channels to reach audiences 'in the moment' of their behaviour. For example, ads in bars to discourage young drivers from drink-driving, billboards on popular routes to remind Saturday motorcycle riders to be safe, and ads on car sale websites encouraging people to check the safety rating when they're buying a new car.

### **Measuring and reporting on effectiveness**

24. We gauge the effectiveness of our public information campaigns through media performance data and an ongoing nationally representative survey. This helps NZTA understand the extent to which our campaigns are relevant to the people we're targeting, how easily they can recall messages and the campaign's impact on their attitudes and behaviours towards road safety issues.
25. We report on the NRSPP quarterly to the NZTA Board and annually through a Statement of Performance Expectations measure which is: "The portion of road safety advertising campaigns that meet or exceed their agreed success criteria", with our target being greater than or equal to 86 percent. We achieved this target in both 2022-23 and 2023-24.

**It is recommended that you:**

1. **Note** the public information campaigns we're currently running and developing.
2. **Advise** us if you'd like to launch our new drug-driving campaign in February Yes/No



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**Karen Jones**

Group General Manager Engagement and Partnerships

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**Hon Simeon Brown, Minister of Transport**

Date: 2024