

re:act

inspiring change

campaign brief

Re:act is a program that challenges university students to raise awareness of road safety issues and change behaviour among 18-25 year olds.

Contents

02	About Re:act
04	Re:act Student Brief
11	Safe System
13	Key Considerations
14	Re:act Outcomes
15	The Re:act Process
16	Re:act Partner Profiles
22	Re:act Lecturer Profile
25	Re:act Contact





Re:act 2022 student brief

Vulnerable Road Users and Drivers: Shared Responsibility

Brief form

Student Q&A:	September 8
Student check in:	TBA
Final presentation:	TBA

1. Our challenge

The term vulnerable road user (VRU) refers to any pedestrian, motorcyclist or cyclist who uses or interacts with the road system. They are defined as 'vulnerable' because they have less crash protection than occupants of motor vehicles, and therefore a higher risk of being seriously injured or killed in a crash. This could be a pedestrian crossing the street or a motorcyclist on a motorway or road.

Interactions between cars and pedestrians, cyclists and motorcyclists account for a significant proportion of road traffic fatalities and injuries in Maryland and across the United States.

Many unnecessary injuries and fatalities occur because of intoxication, ignorance, or inattentiveness. Crash data from Maryland for 2019 shows:

- About one in every four people killed in Maryland in a traffic crash was a pedestrian on foot.
- Almost all (92%) of pedestrian-involved crashes in Maryland resulted in injury or death.
- More than 80% of crashes involving a cyclist resulted in an injury, double the rate of all crashes statewide.
- 125 pedestrians were involved in fatal crashes and 2185 pedestrians were involved in crashes where there was an injury. More than 725 people were injured in cyclist-involved crashes.
- Risk increases with speed. For example, a pedestrian or cyclist struck by a motorist driving 40mph is eight (8) times more likely to die than a pedestrian or cyclist struck at 20mph.

Source: Maryland Crash Data

The challenge of this brief is to develop a campaign that builds a greater sense of shared responsibility between VRUs and vehicle drivers to reduce the number of crashes involving VRUs. This should be achieved by positively influencing the attitudes and behaviours of both VRUs and drivers to understand the potential risks they pose to one another and how these can be minimised, while also building a greater sense of empathy, community and shared responsibility, rather than an 'us vs. them' mentality among different road users.

Some of the behaviours drivers should display when sharing the road with VRUs:

- Give way to pedestrians at designated crossings and when they are crossing at an intersection.
- Make eye contact with pedestrians as they approach to cross the road. Don't assume VRUs have seen your vehicle.
- Avoid any distractions inside your vehicle and ensure you are highly aware of the external environment, particularly the presence of VRUs. Engage the 'do not disturb' function on your smart phone or put your phone away in the glove box or boot to avoid distractions while driving. Maintain awareness of your surroundings and be particularly aware of pedestrians, cyclists and motorcyclists.
- Never exceed speed limits and adjust your speed to match the conditions, including in areas of high pedestrian, cyclist and motorcyclist activity such as around schools, hospitals, strip shopping centres, car parks and residential neighbourhoods.
- Be aware of time of day and environmental conditions, which can hamper visibility.
- Use the 'Dutch reach' method when exiting a parked vehicle, by using the hand furthest from the handle, so vehicle occupants are forced to look over their shoulder for passing traffic.

Some of the behaviours VRUs should display when using the road:

- Always make eye contact with the driver, don't assume they have seen you.
- Use designated crossings and obey signals (pedestrians). Avoid crossing from between parked vehicles and on sections of road where you can't get a clear view of approaching traffic such as bends, dips and rises in the road.
- Avoid distractions and always be acutely aware of the environment when using the road – phone down, head up.
- Don't wear headphones when using the road.
- Be easily seen, particularly in areas/times of low light and/or limited visibility.
- Don't stand right on the edge of the road verge while waiting to cross – trucks and buses can at times swing across a verge and hit VRUs standing on the sidewalk.

2. Target audience

18-25 year old VRUs and drivers.

3. Current attitudes & behaviours

Your research for this brief should investigate this in detail, with the insights feeding into your creative strategy. As a starting point, consider:

- Do they lack awareness of the shared responsibility different road users have to look out for themselves and each other?
- Do they have a tribal mentality toward other road users, that drives negative “us vs. them” attitudes and behaviours (motor/cyclists vs. drivers, motor/cyclists vs. pedestrians, etc.) rather than a positive, communal attitude?
- Is there a lack of shared responsibility and/or a tribal mentality/negative attitude toward other road users that can lead to dangerous behaviours on the road?

4. Future/target attitudes & behaviours

- Clear awareness of the shared responsibility all road users have to look out for themselves and each other in a safe system approach.
- A positive, communal attitude to all other road users, irrespective of mode of transport.
- A stronger sense of shared responsibility, a communal and empathetic attitude to other road users and greater awareness of risks different road users can present will lead to safer behaviours on the road, resulting in fewer road traffic deaths and injuries

5. What is the single-minded proposition?

We all have a shared responsibility for our own safety and the safety of others on the road.

6. Like this (our tone)

- A clear tone should be developed as part of your creative and messaging strategy.
- While the tone needs to resonate with the target audience of 18-25 year olds, consideration should be given to the fact the campaign will appear in public spaces and be supported by a number of corporate partners. As such, the messaging should not be inappropriate or potentially offensive to any segments of the wider population.

7. Support

- The single-minded proposition is aligned with and supported by a safe system approach to road safety.
- Your campaign strategy and concept should be underpinned by insights you uncover through your primary and secondary research.

8. Mandatories

- Re:act lockup logos. EPS file will be supplied by your lecturer.

9. Deliverables

5-8 minute presentation including:

- Primary and secondary research findings and target audience insights
- Concept development and messaging strategy
- Campaign creative applied to multiple media channels

Apply your campaign creative to one landscape and one portrait orientation.

Specifications

1. Digital Portrait (1080pxW x 1920pxH, still or simple animation up to 7 seconds)
 2. Digital Landscape (1280pxW x 720pxH, still or simple animation up to 7 seconds)
- Campaign plan – how will you reach the target audience to effectively change their attitudes and behaviour?

10. Objectives

- What are the quantifiable campaign objectives (overall and for individual channels/activities)? Provide as much detail as possible.

11. Your pitch

Use the below as a guide to the steps you should take in developing your campaign and the structure of your final presentation.

- Brief recap of the brief - your interpretation of its key points
- Your research approach
- Summary of insights/findings from your research
- Introduce your concept: key messaging, look and feel
- Campaign activation ideas

12. Timing

Student Q&A: September 8
 Check in: TBA
 Completion and presentation: TBA

13. Appendices

The following resources should be reviewed for further reference and insights.

- 🔗 Insight: [Pedestrian and Bicycle Safety](#)
- 🔗 Risk Insight: [Sharing the Road with Vulnerable Road Users](#)
- 🔗 Research: [Road Safety Mass Media Campaigns: A Toolkit](#)
- 🔗 Article: [Road Safety: A Shared Responsibility](#)
- 🔗 Insight: [Safe System – Recognising Shared Responsibility](#)
- 🔗 Research: [Save Lives: A Road Safety Technical Package](#)
- 🔗 Research: [Vision Zero: A Toolkit For Road Safety In The Modern Era](#)

safe system

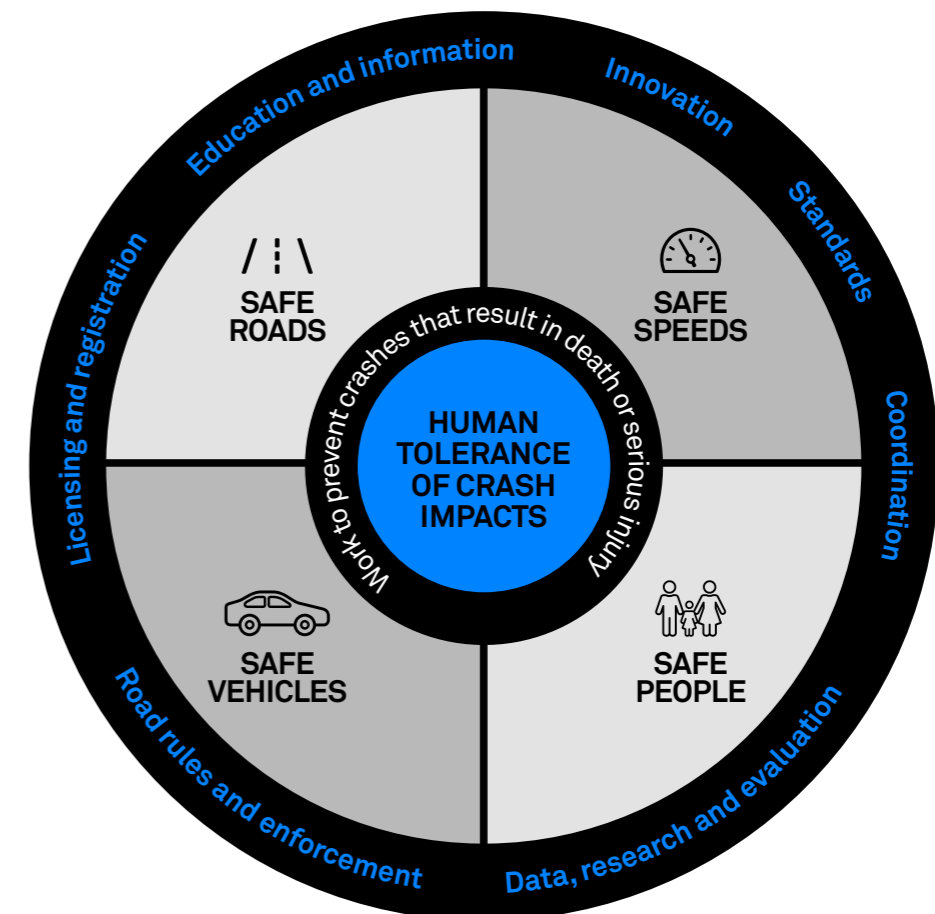
The Re:act road safety behaviour change program is grounded in the Safe People pillar of the Safe System approach to road safety, encouraging better decision making through positive education and sharing information to motivate young drivers.

This Safe System approach to road safety recognises that people will make mistakes that may lead to road crashes but the road transport system should be designed so those crashes do not result in death or serious injury.

It combines individual responsibility, where road users are expected to be responsible for complying with traffic laws and behaving in a safe manner, with responsibility for organisations who ‘manage the system’, such as governments and industry who design, build and regulate roads and vehicles, to provide a safe operating environment for road users.

Adopted by many countries around the world, the Safe System approach is guided by the principles that the transport system should not result in death or serious injury as a consequence of human error on the roads, and that the physical limits of humans are taken into account in designing and maintaining roads, vehicles and speeds to reduce injury.

The research, insights, and resulting campaigns students develop as part of the Re:act road safety program are designed to raise awareness and improve or change the behaviours of the road users who see them. Road safety campaigns and their messages are a critical component of the Safe System “Safe People” pillar and should educate and motivate road users to interact and share the roads safely with others.





key considerations

1. Demonstrate a clear understanding of the issue and the brief.
2. Primary research: Quality of research and articulation of insights on target audience attitudes and behaviours, relevant to the brief.
3. Strength of creative idea. Should be clearly based on insights. Quality of execution/design (visual and messaging).
4. Audience engagement: Ideas and tactics of how to best match your campaign to your age group.
5. Feasibility: How prepared would a client be to take the idea to market as is? Is the tone/messaging appropriate?
6. Quality of presentation/professionalism.

Re:act outcomes

The creators of the selected campaign in this year's Re:act program with **University of Maryland** will receive:

- a budget for digital subscriptions and required campaign purchases; and
- access to and support from the Re:act team to advise in development of the campaign.

The selected individual/team can expect:

- to be included in PR after the event. This can include media releases, interviews across any media, website, digital content;
- to participate in potential video content to highlight changes in behaviour or awareness from participating in Re:act;
- to potentially be approached by partners for industry placement or to launch your campaign with them.

Any of the above or other unforeseen opportunities will be managed with the students by the university and Re:act.

the Re:act process

TOPIC	Re:act and program partners agree on topic.
BRIEF	Brief written in consultation with partners.
WEEK 1 – PRE SURVEY AND BRIEF	Participating students complete pre-Re:act survey. The survey should be completed in class and only takes a few minutes. Brief is then supplied to students only after the above has been completed.
WEEK 2 – Q&A SESSION	Students meet with and clarify any queries with partners. Proceed to conduct research, document insights, and design campaign messaging and concepts.
WEEK 5 – CHECK IN	Students present in 5 minutes their research as tables and graphs including insights from their research and campaign concepts. Partners provide feedback and direction to students. Students then proceed to address feedback and refine their campaigns.
WEEK 8 – PRESENTATIONS AND POST SURVEY	Students pitch final campaigns to partners in 5-8 minute presentation. Participating students complete post-Re:act survey within 3 days of the session. Selected campaign cannot be announced until completed.
SELECTION	Partners choose selected campaign.
DEVELOPMENT	Student/s who created selected campaign work with Re:act to develop campaign and assets for launch.
EXECUTION	Selected campaign launched publically via media partner assets.



Re:act 2022 partner profiles



Anna Levendusky

**Communications and Media Manager,
Maryland Highway Safety Office**

As Communications and Media Manager for the Maryland Highway Safety Office, Anna Levendusky is responsible for all press materials, event communication, social media and website development.

Anna began her career in the private sector at a PR agency, where she worked with corporate and non-profit clients including Walmart, Greater Baltimore Medical Center Foundation and the Brigance Brigade, a non-profit that empowers those with ALS. Anna made the transition to the public sector in 2020.

She lives in Baltimore and received her Bachelor's Degree in Communications from the University of Maryland.



Russ Rader

**Senior Vice President – Communications,
Insurance Institute For Highway Safety**

Russ Rader is senior vice president for communications at the Insurance Institute for Highway Safety. He joined the Institute in 2001, having previously worked as public affairs director for the U.S. Consumer Product Safety Commission.

Russ received a Bachelor's Degree from the University of Nebraska at Lincoln.





Erika Spissu

Principal of Travel Behavior, Transurban

Erika Spissu has more than 15 years of academic and professional experience in travel behavior and modelling, gained in Italy and in the United States. Her most recent work experience has been on Toll Roads, Market Research and Road Safety.

A civil and environmental engineer with a PhD in Transport Technique and Economics, Erika joined Transurban in 2017 as Principal of Travel Behavior, supporting the business in understanding customer behavior and promoting safer and more efficient travel choices.



Andrew Hardwick

Re:act Founder and CEO

Founder and CEO of behaviour change creative agency Hard Edge, Andy began the Re:act road safety program in 2016 with Swinburne University in Melbourne and with the support of the Hard Edge team and industry partners.

Today, Re:act runs nationally in Australia with nine institutions across five states and internationally in the United Kingdom, and launching in 2022 in Brazil and the United States.

Andy's knowledge in the road safety sector has been informed by numerous road safety campaigns, his experience on Re:act, and consultancy. He has been recognised with seats on various industry bodies such as the National Road Safety Partnership Program (NRSPP) and Australasian College of Road Safety (ACRS).



Re:act 2022 lecturer profile



Antwon Key

**Director, University of Maryland-College Park
Graphic Design**

Antwon Key is Director of the Graphic Design program at the University of Maryland-College Park.

Antwon holds an MFA in Graphic Design from the Vermont College of Fine Arts and a BA in Advertising from the University of Alabama. His current research interest is in Design for Social Change.

Antwon believes a designer's responsibility is to use their expertise and unique perspective to address critical societal problems. Through his work, he tries to help the viewer think critically about social, political, and cultural issues. His recent project, 'Red, White, and Black: A Visual Introspective of Alternative American Perspectives' was chosen as one of 265 Regional Winners in the PRINT 2018 Regional Design Awards.



INCIDENTS



reactforchange.com

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