



Fifth Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims

Two Full Days

Social Marketing and Behavior Change Communication

How do you build an effective behavior change campaign and what are the techniques and approaches that work in creating cost effective campaigns and interventions. Social Marketing looks to support behavior that is socially desirable and reduces risks. Many road safety organisations have these aims, but without a more strategic perspective on how to build effective, evidence based interventions, they struggle to deliver activities that have measurable outcomes. This two day training is designed to give a broad understanding of how to develop social marketing interventions.

DATE: 1 - 2 April 2017

DURATION: Two Full Days (9:00- 17:00)

NUMBER OF PARTICIPANTS: Max 20

WHO IS THIS TRAINING FOR: English speaking participants, with some level of experience in building road safety behaviour change campaigns.

CONTENT:

Day One:

General Introduction

- Evidence based practice – what is it & why does it matter
- Process planning model (Scope, Develop, Implement, Evaluate, Follow-up)

Evidence for Intervention Design (Scope)

- Understanding your data landscape
- Performing a needs analysis
- Segmentation approaches
- Learning from research
- Defining behavioural objectives
- Useful resources

Behavioural Change Approaches (Develop)

- Understanding Human Behaviour
- The human motivation system (PRIME)
- Behavioural Models
- Theories of change

- Behaviour change techniques

Day 2:

Channel Selection (Develop/Delivery)

- Channel Types
- Selecting Channels for Behavioural Outcomes
- Digital & social

Evaluation

- Why evaluate
- Evaluation cycle
- Terms and definitions
- Aims and Objectives
- Evaluation Methodology
- Logic Models
- Selecting samples
- Question writing

Trainers:

Dan Campsall, *Road Safety Analysis, UK*

Tanya Fosdick, *Road Safety Analysis, UK*

Dan Campsall:

Director, Road Safety Analysis, UK

In addition to his role as a director at Road Safety Analysis, Dan is a Trustee of the Parliamentary Advisory Council for Transport Safety, a member of the advisory panel for RoadSafe and on the judging panel for the Prince Michael International Road Safety Awards. With well over a decade invested in Road Safety, Dan has played key leadership roles in partnership programmes and projects with national significance including the multi-award winning MASTonline project. He specialises in strategic social marketing and the integration of behaviour change for road safety education. Dan has developed a suite of training courses that are being rolled out to industry professionals through Road Safety GB, he has been utilised as a road safety spokesman on every major news network in the UK and is a highly-rated conference speaker.

Tanya Fosdick, BA (hons), MAIRSO, AMRSGB

Head of Research, Road Safety Analysis, UK

Tanya is an experienced researcher who has worked in the road safety arena for many years and has been involved in a number of national road safety projects. After gaining a postgraduate research certificate in research methodology Tanya became involved in a project with RoSPA and the UK Department for Transport to develop industry capacity for evaluating road safety interventions; she has gone on to develop a professional training programme that is now available to the industry through Road Safety GB for whom she is the designated advisor on analysis. Tanya works on a wide range of research with organisations such as Warwick Medical School, National Farmers Union, Bike Safe and the IAM covering topics such as young drivers, pedestrian and motorcycle risk. She has recently produced research syntheses for the Road

Safety Observatory and is managing a number large scale evaluation studies.