

MASS MEDIA CAMPAIGN REPORT

“Stop Speeding” Campaign

Ghana 2024

On March 20, 2024 the National Road Safety Authority (NRSA), with the support of Vital Strategies, launched the “Stop Speeding” national road safety campaign. Francis E. Doku, Director General Ghana Police, Motor Traffic and Transport Department (MTTD) was featured in the public service announcement and advised drivers to slow down, or risk being arrested for speeding.

NRSA, the Accra Metropolitan Assembly (AMA) and the Kumasi Metropolitan Assembly (KMA) also conducted outreach activities to educate the drivers about risks of speeding. The campaign was strategically launched ahead of the Easter holiday, which data indicates as a time of increased road crashes. Enforcement teams carried out operations in both Accra and Kumasi while the campaign ran.

The post-campaign evaluation, conducted by the NRSA with support from Vital Strategies, confirmed that the campaign effectively met its objectives.

BACKGROUND AND CAMPAIGN DETAILS



Campaign objectives:

- Increase drivers' awareness on the risk of speeding.
- Increase the perception on the enforcement consequences of speeding.
- Create shift in the societal norms where speeding is seen as unacceptable behavior.

Target audience:

- Male drivers between 18 to 45 years old.

Coordinated with enforcement operation:

Yes

Message tested: Yes

Press event: Yes

Materials available: [TV](#), [radio](#) and [posters](#)

Media plan: [Here](#)

Budget: US\$33,000 (US\$23,000 from NRSA for TV and radio; US\$10,000 from Vital Strategies for the social media and out-of-home placement)

Duration: March 20, 2024 to April 30, 2024

Media channels: TV (national and local), radio, social media (Facebook, Instagram, YouTube, and Twitter), billboards, flyers, public transport branding

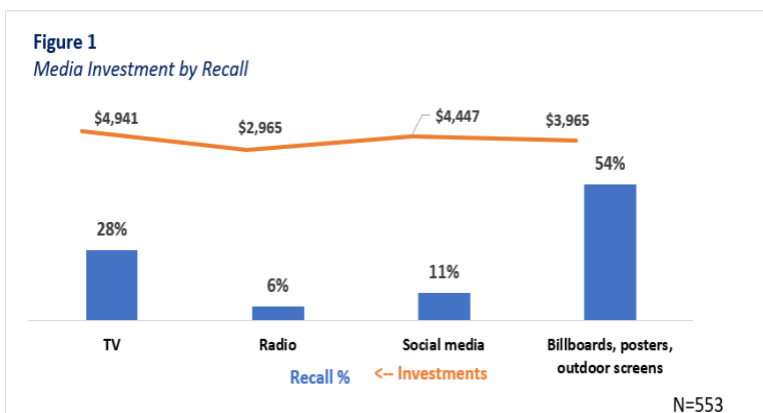
EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 911 respondents in Accra and Kumasi from April 29, 2024 to May 2, 2024. The intercept locations in the city were selected based on high traffic/crash areas. Participants drove 2- and 4-wheel vehicles more than three times a week; 825 were men and 86 were women. The recall was measured by presenting images selected from the campaign to the participants.

Campaign Reach

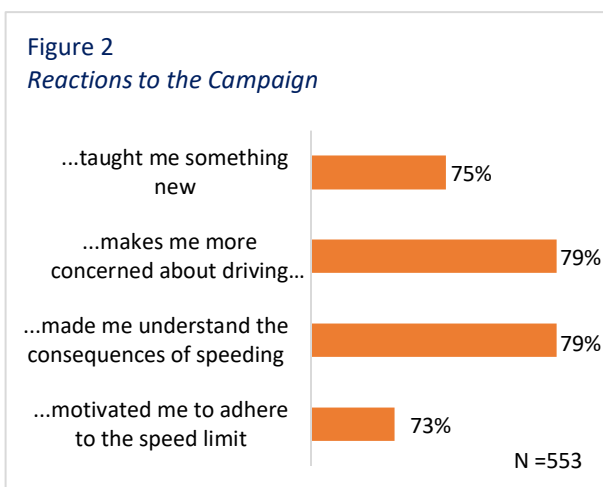
Approximately 61% of respondents recalled the campaign, which means an estimated 12.3 million adults were reached in Accra and Kumasi (calculated based on the fact that 65% out of 31 million people are 15+, based on the national 2021 census).



Out-of-home media, including billboards, posters and outdoor screens, were the most recalled, followed by TV and social media. The return on investment, based on recall rates, indicates that out-of-home media was the most effective (Figure 1). On social media, most of the respondents recalled seeing the campaign on Facebook (88%).

Response to the Campaign

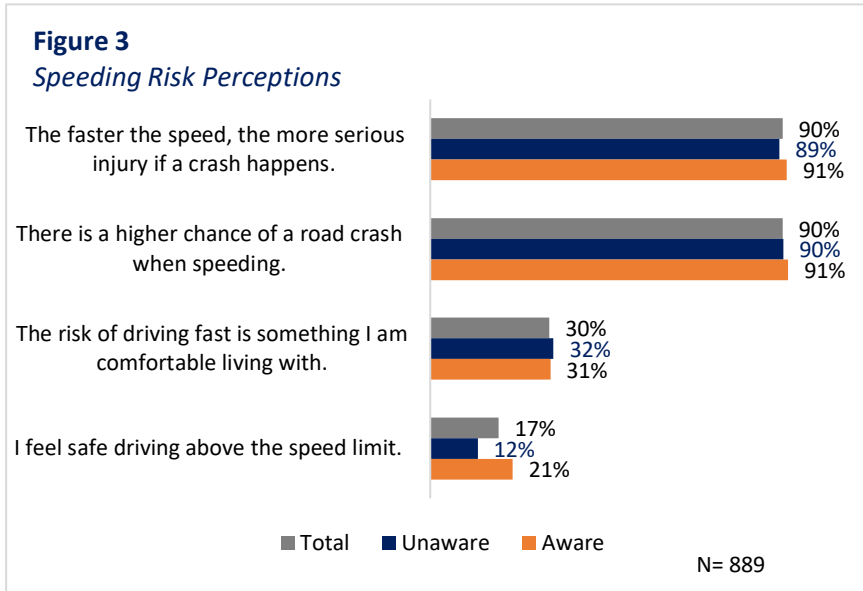
Drivers across Accra and Kumasi received campaign messages well. Many reported that the campaign was easy to understand (85%) and believable (78%). Among all respondents, 82% said the ad was relevant to them, and 66% agreed that the campaign made them “stop and think.” About 78% of campaign-aware respondents considered the campaign ad effective. This campaign successfully conveyed key messages about the high risks and serious consequences of speeding. Among the most recalled messages were “slow down” (48%), “stop speeding” (17%), and “speeding kills/leads to death” (8%).



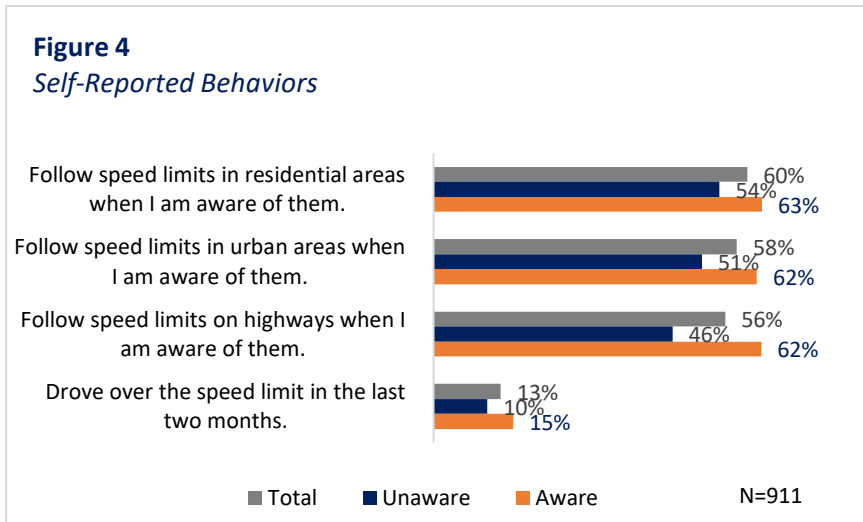
The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

Campaign Impact

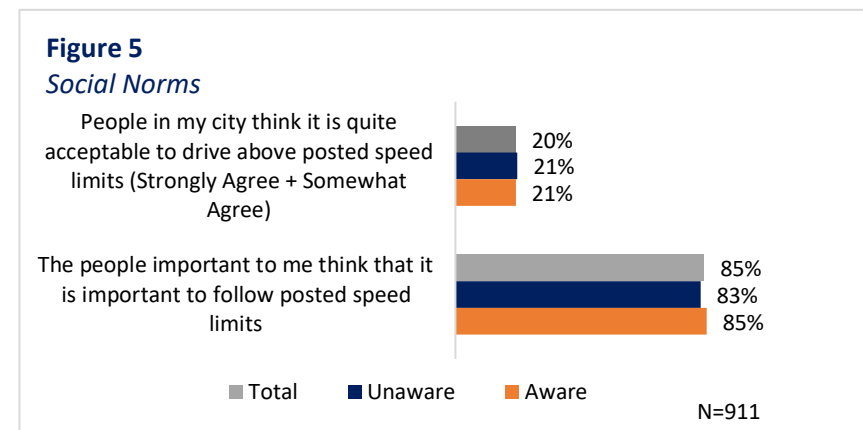
Respondents who recalled the campaign had a marginally higher perception of speeding risk compared to those who did not recall the campaign. Approximately 30% of both those aware of the campaign and those unaware admitted they were comfortable with driving fast. Additionally, a higher proportion of those aware of the campaign reported feeling safe while driving above the speed limit (Figure 3).



Approximately six out of 10 respondents were aware of the speed limits at various road locations in their city. Campaign-aware respondents had a higher awareness of speed limits compared to those who were not aware of the campaign: 68% of campaign-aware respondents were aware of speed limits in residential areas versus 55% of those who were not campaign-aware; 70% versus 53% in urban areas; and 73% versus 50% on highways.



Campaign-aware respondents were also more likely to adhere to speed limits when they were aware of them. However, a higher percentage of campaign-aware respondents reported driving above the speed limit in the past two months, which could be linked to their better awareness of speed limits (Figure 4).



Many respondents believed that driving fast was not considered acceptable in their city. Additionally, the post-campaign evaluation revealed that among those aware of the campaign, a slightly higher percentage reported that individuals close to them emphasized the importance of adhering to speed regulations (Figure 5).

Other Findings

- About 32% of respondents believed they would be caught by the police if they exceeded the speed limit, with no significant difference between those who were campaign-aware and those who were not.
- Overall, 66% of respondents reported feeling safer and more protected from potential crashes when speeding is enforced, with a higher percentage of campaign-aware respondents (71%) feeling this way than those who were not campaign-aware (59%).
- Across Accra and Kumasi, 26% of respondents observed increased law enforcement related to speeding during the campaign. More campaign-aware respondents noticed the increase of 37% compared to 11% of campaign unaware.
- Many respondents (75%) supported government campaigns addressing speeding, with a higher level of support among respondents in Kumasi (90%), compared to 54% in Accra.
- Only 6% of respondents reported often hearing stories related to speeding during the campaign, suggesting limited discussions on road safety.
- Only 8% of respondents considered adherence to posted speed limits as a key strategy for road safety.
- The majority (73%) are generally satisfied with existing speed limits and do not believe any changes are necessary.
- About 54% of respondents reported using social media on a daily basis, 35% listened to the radio daily and 25% watched TV daily. Additionally, 31% of respondents reported paying attention to out-of-home media, such as billboards and posters.

RECOMMENDATIONS

- Speeding campaigns must be sustained to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Define target audiences, campaign objectives and strategic time to launch more precisely.
- Analyze granular crash data and trends (when, where, and how the crashes happen), as well as review drivers' knowledge, attitudes and behavior and consideration of speed management initiatives is needed.
- Improve campaign recall by investing in strategic media placements within communication channels that align closely with the target audience's media consumption.
- Consider relaying messages such as "know and follow speed limits" as post-campaign evaluation registered low awareness of current speed limits.
- Consider a rerun of the enforcement campaign, as drivers indicated low perceptions of being caught.
- Design supporting a communication strategy to magnify enforcement in alignment with the media campaign.
- Strengthen discourse on speeding enforcement through public relations and consider a tailored enforcement-focused journalist workshop or a site visit.
- Consider community outreach and interpersonal communication with drivers.