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MASS MEDIA CAMPAIGN REPORT

“Know and Follow the Speed Limits” Campaign Ghana 2024

BACKGROUND AND CAMPAIGN DETAILS

On November 29, 2024, the National Road Safety Authority (NRSA), together with the Accra and Kumasi Metropolitan Assemblies, with the support of Vital Strategies, launched the national road safety campaign “[Know and Follow the Speed Limits](#),” addressing the critical issue of speeding. The period before the Christmas holiday and Ghana’s election period is a time when data shows an increase in road crashes.

The campaign was guided by a previously conducted [message-testing study](#) and an [evaluation](#) of the April 2024 “[Stop Speeding](#)” campaign. Findings revealed that only 43% of drivers always know the posted speed limit, highlighting a critical road safety concern. As part of the campaign, the NRSA, Accra Metropolitan Assembly and Kumasi Metropolitan Assembly conducted community engagement activities to further disseminate the campaign message among drivers. Accra and Kumasi conducted targeted speed enforcement operations while the campaign was live.



Target audience:

- Male drivers between 18 to 45 years old.

Campaign objectives:

- To increase awareness of posted speed limits on roads.
- To increase risk perceptions and concerns about speeding.
- To increase the intentions of motorists to obey speed limits.

Coordinated with enforcement operation: Yes

Message tested: Yes

Press event: Yes

Media plan: [Here](#)

Budget: US\$33,648 from NRSA for TV, radio and out-of-home placement)

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

Duration: November 29, 2024, to January 3, 2025

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

EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 1,168 respondents in Accra and Kumasi from January 10 to January 14. 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

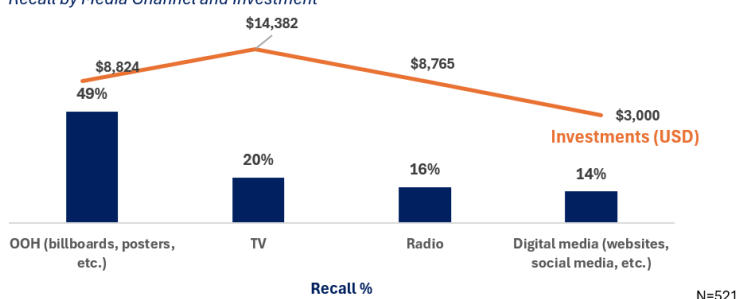
a week; 88% were men, and 12% were women. The recall was measured by presenting images selected from the campaign to the participants. See the full evaluation report [here](#) and the questionnaire [here](#)

Campaign Reach

Approximately 43% of respondents recalled the campaign, with more 4-wheel drivers (45%) than 2-wheel riders (38%) recalling it. This recall rate indicates an estimated 13 million adults in Accra and Kumasi were reached (calculated based on 43% of the 31 million people aged 15+ according to the 2021 national census).

Figure 1

Recall by Media Channel and Investment



Out-of-home media were the most recalled based on investment, (Figure 1). When asked about their daily media consumption, three out of 10 drivers reported paying attention to billboards daily and two out of 10 reported watching TV daily. Nearly three out of 10 reported listening to the radio daily and about half reported using social media daily. The top three social media platforms reported were Facebook (25%),

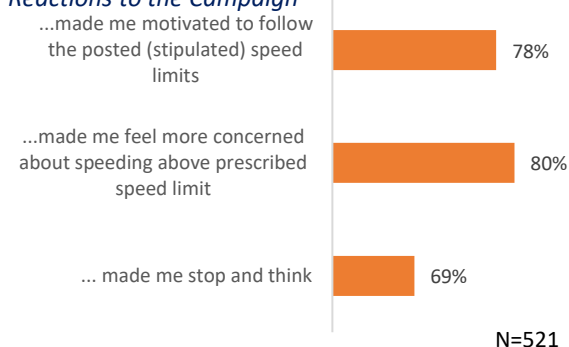
WhatsApp (25%), and TikTok (22%). The most-watched TV channels were TV3 (15%), UTV (13%), and ONUA (8%). For radio, the top three stations were Peace FM (13%), Adom FM (8%), and Oyerepa FM (6%).

Response to the Campaign

The majority reported that the campaign was easy to understand (88%) and believable (82%). Among all respondents, 91% said the ad was relevant to them, and 69% agreed that the campaign made them “stop and think.” About 88% of campaign-aware respondents considered the campaign ad effective.

Figure 2

Reactions to the Campaign



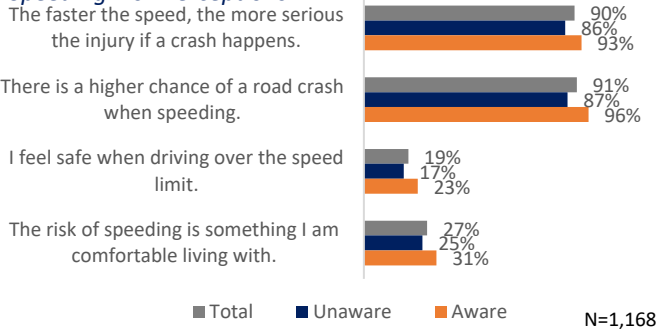
This campaign conveyed key messages about the high risks and serious consequences of speeding. Among the most recalled messages were “stop speeding” (25%), “speeding kills/leads to death” (24%), and slow down (20%). The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2). After watching this campaign, about 41% tried to persuade others not to speed, 39% discussed it with others, and 22% searched for new information on road safety.

Campaign Impact

Campaign awareness influenced perceptions of speeding risks, with aware respondents showing higher agreement (93% and 96%) on the dangers of high-speed crashes compared to unaware individuals (86% and 87%). However, despite this awareness, almost every third (27%) driver still

Figure 3

Speeding Risk Perceptions



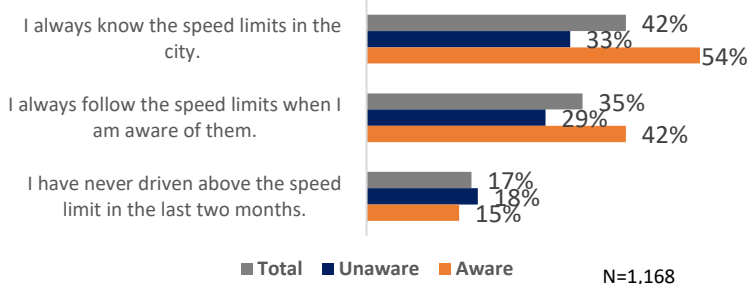
felt comfortable with the risk of speeding. While most respondents (81%) did not feel safe driving over the speed limit, 23% of aware individuals still perceived it as safe, suggesting a possible overconfidence effect (Figure 3).

Approximately four in 10 respondents reported being aware of speed limits at various locations in their city. Those aware of the campaign demonstrated greater speed limit

awareness and compliance with the speed limits when aware of them than those who were not. (Figure 4). Four-wheel drivers showed higher awareness (49%) than 2-wheel riders (30%) and also reported greater compliance with speed limits when aware of them (41% vs. 24%).

Figure 4

Self-Reported Behaviors

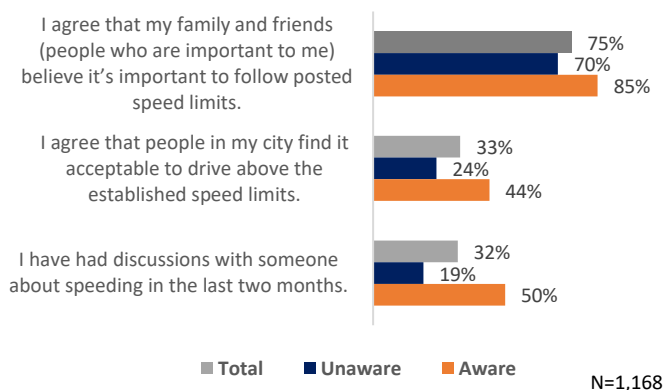


Only three out of 10 participants believed driving fast was acceptable in their city. Additionally, the post-campaign evaluation showed that among those aware of the campaign, a slightly higher percentage reported that people close to them emphasized the importance of following speed regulations.

The campaign appeared to spark conversations about road safety, as those aware of the campaign were significantly more likely than those unaware to have discussed speeding with someone in the past two months (Figure 5). All participants reported discussing speeding-related issues most frequently with government officials (39%) and police officers (28%)

Figure 5

Social Norms and Public Discourse



more protected—for both them and their families—with this sentiment more commonly expressed among those aware of the campaign (89%) compared to those unaware of the campaign (69%).

- Across all demographic segments, there was broad agreement on the top three causes of road crashes: speeding (49%), reckless driving (15%), and drink driving (6%).

Other Findings

- About 28% of respondents reported noticing police enforcement on the roads in the past two months.
- Nearly eight (76%) out of 10 respondents stated that police presence made them feel safer and

- The primary reasons cited for speeding included rushing (51%), empty roads (32%) and no specific situation (19%). More 4-wheel drivers (34%) compared to 2-wheel riders (28%) attributed their speeding to empty and broader roads, while many more 2-wheel riders emphasized rushing and service delivery as key factors (27%) compared to 3% among 4-wheel drivers.
- About 35% of all respondents reported that they often or always perceived a risk of being caught by the police for speeding. Those who were aware of the campaign (41%) had a higher perception of being caught compared to those who were unaware (30%).

RECOMMENDATIONS

- Speeding campaigns must be sustained to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Optimize media placement based on media habits and strategic locations for roadside posters to improve campaign recall.
- Define campaign objectives, target audiences and strategic timing to launch campaigns more precisely based on contextual analysis of granular crash data (when, where and how the crashes happen) and consider speed management initiatives needed.
- Consider additional formative study to identify drivers' barriers and motivators, risk perception, safety strategies and possible misbeliefs to craft compelling messages that the audience will relate to.
- Address the overconfidence of drivers, despite knowing the risks of speeding they feel safe and in control of the vehicle when driving.
- Frame messages on consequences that are relevant to drivers (e.g., the impact on families, the lost future of crash victims). See the [message testing report](#) for this.
- Emphasize reasons for posted speed limits and the importance of following them.
- Highlight enforcement and legal consequences and design a supporting communication strategy to magnify enforcement in alignment with the media campaign; drivers indicated low perceptions of being caught.
- Strengthen discourse on speeding enforcement through public relations and consider a tailored enforcement-focused journalist workshop or a site visit.
- Consider reviewing and regulating business practices, e.g., to reduce pressure on delivery motorcyclists and prioritize safety.