

MASS MEDIA CAMPAIGN REPORT

“Slow down for children’s future” Campaign Vietnam, November 2024

BACKGROUND AND CAMPAIGN DETAILS



PSA message displayed on street LEDs (left), PSA on high-rise buildings' elevator screens (center) and PSA (right).

On November 17, 2024, the Vietnam National Traffic Safety Committee (NTSC) launched the mass media campaign "[Slow down for children's future](#)" to increase compliance with building 30 km/h speed limits in school zones and pedestrian-heavy residential areas. Vietnam's three Bloomberg Philanthropies Initiative for Global Road Safety cities—Hanoi, Da Nang and Ho Chi Minh City—amplified the campaign by disseminating materials and hosting city-level launch events. The post-campaign evaluation indicates a positive impact: drivers who saw the campaign reported higher compliance with the speed limits than those who did not.

Target audience: All drivers in Vietnam.

Campaign objectives:

- Increase awareness that 30km/h is a safe speed in heavy pedestrian areas and that reduced speed limits around schools are essential for children's safety.
- Motivate compliance with the posted speed limits.

Coordinated with enforcement: Yes

Message tested: Yes

Press event: Yes

Media plan: Yes

Budget: US\$247,000 (paid and pro-bono)

Media channels: TV (national and local), social media (NTSC, Da Nang TSC, HCMC TSC Facebook & YouTube); PSA displayed across government buildings, high-rise buildings, train and bus stations, street LEDs, and billboards.

Duration: November 18, 2024 to December 15, 2024

Materials available: [30-second video PSA](#) with social media version and out-of-home print layout.

EVALUATION

Methodology

The campaign was evaluated using a random household survey design and administered through face-to-face interviews with 1,220 respondents in Hanoi, Ho Chi Minh City and Da Nang in January 2025. Both two- and four-wheel vehicle drivers participated in the study, with 50.5% men and 49.5% women aged 18 to 55 years. To measure the recall of the campaign, the participants were asked if

they had heard or seen any public health campaigns discussing the risks of speeding. See [questionnaire](#) and [full report](#).

Campaign Reach

Approximately 33% of surveyed respondents recalled the campaign, which means an estimated **22.6 million adults** nationally were reached by a campaign message. (Calculated as 33% recall rate x 68.6 million population aged 15+ years.)

Response to the Campaign

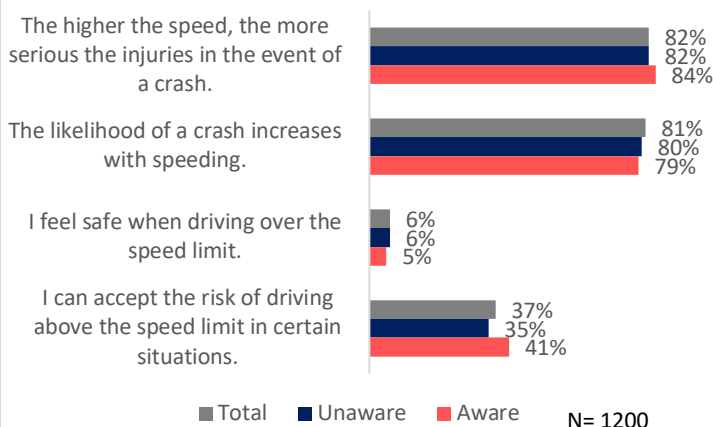
Drivers responded positively to the campaign messages. Among those who recalled the campaign, 79% said the campaign was easy to understand, 64% reported learning new information, and nearly 73% agreed that the message content captured their attention and interest.

The campaign also effectively raised concern about speeding and encouraged safer behavior: 83% said it motivated them to avoid exceeding the speed limit, nearly 93% agreed it helped them understand the consequences of speeding, and 67% reported they would not exceed the speed limit after seeing the campaign.

The campaign also communicated key messages clearly and consistently. The most frequently recalled message was “Respect/slow down and drive within posted speed limits,” cited by 77% of participants. This was followed by “The faster you drive, the greater the risk of a crash” and “You can save lives by following speed limits,” each recalled by 40% of respondents. Lastly, 32% of participants remembered the message “Speeding kills/leads to death.” These findings indicate that the campaign successfully highlighted the risks of speeding and the importance of safe driving. Additionally, about 69% of respondents said they would share the campaign message with others.

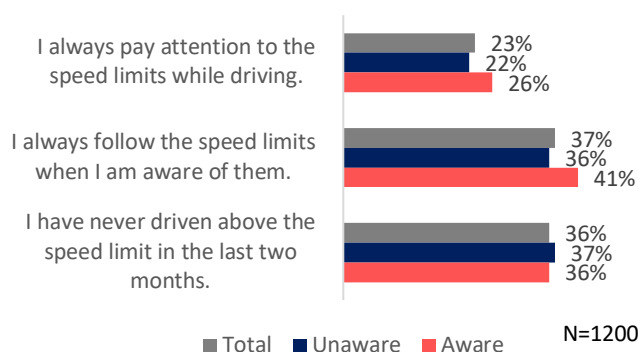
Campaign Impact

Figure 1: Speeding Risk Perceptions



Overall, respondents showed a high perception of risk, regardless of their awareness of the campaign. While few reported feeling safe driving over the speed limit, nearly four in 10 expressed some acceptance of speeding (Figure 1). Two-wheel drivers were more likely to justify speeding in certain situations than four-wheel drivers (38% vs. 33%). Additionally, about 37% of respondents reported feeling comfortable with the risk of driving fast.

Figure 2: Self-Reported Behaviors



The campaign had a positive effect on self-reported behavior. Respondents who were aware of the campaign were more likely to say they always paid attention to and complied with speed limits. Additionally, a higher proportion of campaign-aware respondents reported adhering to speed limits in the past two months compared to those who were unaware (Figure 2).

When asked about social norms around safe driving, more campaign-aware respondents (76%) said that people important to them believed in following the speed limit, compared to 74% of those unaware of the campaign.

Other Findings

- Respondents identified drink driving (23%), speeding (18%) and running red lights (16%) as the main causes of road traffic crashes, followed by reckless driving (12%).
- Nearly 32% of respondents reported being fined for traffic violations in the past two years. Of these, 30% were fined for not wearing helmets, 20% for speeding, and nearly 9% for drink driving. Hanoi recorded the highest rate of fines (34.5%), followed by Da Nang (31.5%) and Ho Chi Minh City (29%). Motorcycle drivers were fined more frequently (34%) than car drivers (23%). Violation rates were slightly lower among those aware of the campaign (30%) compared to those unaware (32%).
- About 86% of respondents expressed support for government-run campaigns targeting speeding, regardless of whether they were aware of the specific campaign ad.
- About 38.3% of respondents reported watching TV regularly (daily or 4–6 times per week). Popular channels include VTV (VTV1, VTV2, VTV3, VTV9), HTV (HTV3, HTV7, HTV9), Vinh Long TV, and Hanoi TV.
- Radio listenership was relatively low, with 16.5% of respondents tuning in regularly and 43.2% reporting they never listen. Radio use was mostly among car drivers, who listened to VOV Traffic or other FM programs.
- Digital platforms were widely used, with 74% of respondents reporting using social media regularly (daily or 4–6 times per week) and only 2.6% reporting never using it. Among the most frequently used platforms, Facebook, TikTok, Zalo, YouTube and Instagram were the most popular. Digital TV services such as K+, SCTV and VTV Cab were commonly accessed, as were online news outlets like VnExpress, Dan Tri, Phap Luat, Tuoi Tre and Bao Moi.

RECOMMENDATIONS

- Sustain speeding campaigns to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Define target audiences and campaign objectives more precisely. Analyze granular crash data and consideration of speed management initiatives (e.g., focusing on school zone safety) to contribute to the campaign's impact.
- Invest in and improve media planning to achieve adequate target population exposure to campaign messages. Analyze the target audience's media habits and assessment of the campaign recall by media channels and specific mediums for necessary, cost-effective media planning.
- Consider a message on how communities are affected by speeding. Study reveals that speeding is not top-of-mind risk factor for the audience.