

MASS MEDIA CAMPAIGN REPORT

“Slow down for your family” Campaign

Colombia 2025

BACKGROUND AND CAMPAIGN DETAILS

On April 9, 2025, the Director of the Colombian National Road Safety Agency (NRSA), Mariantonia Tabares, announced the “Slow down for your family” campaign, highlighting the role of enforcement in reducing speeding, preventing crashes, and saving lives. The campaign was a part of the “Plan 365” road safety strategy focused on risky periods such as Holy Week, holiday weekends, and school breaks.



Campaign image with Capitán Lina Marcela

Cristancho López



Enforcement during the campaign launch.

The campaign was shaped by the 2024 [formative study with motorcyclists and](#) the [post-campaign evaluation](#) of the 2023 “[It didn’t have to happen](#)” campaign, in which it was observed that while fines continue to be a significant motivator for compliance, drivers express a low understanding of the life-saving benefits of enforcement.

Target audience: Male drivers between 18 and 45 years old.

Campaign objectives:

- Increase drivers' awareness and concern about the risk of speeding.
- Change the perception of the enforcement.
- Motivate compliance with speeding regulations.

Coordinated with enforcement: Yes

Message tested: Yes. [Motorcyclist study](#).

Press event: Yes

Media plan: Yes

Budget: US\$300,000

Media channels: TV, radio (national and local), social media, digital media, out-of-home advertisement (roadside billboards, bus stop posters)

Duration: April 9 to May 9, 2025

Materials available: TV PSA: “[Slow down for your family](#)”

EVALUATION

Methodology

The campaign was assessed through face-to-face interviews with 1,000 randomly selected drivers in high-traffic locations in **Bogotá, Cali, Medellín, and Barranquilla**, from May 15 to June 5, 2025. The recall was measured by showing campaign images to two- and four-wheel male and female drivers aged 18 to 55. See [full report](#) and [questionnaire](#) for more details.

Campaign Reach

When asked about campaign material, about 25% of survey respondents recalled the campaign, which means that, conservatively, **1,950,759 adults** in Colombia were reached by a campaign message. (Calculated as 26% recall rate with the total population of [7,502,919 aged 15-55](#).) Significantly more four-wheel drivers (31%) than two-wheel riders (22%) recalled the campaign.

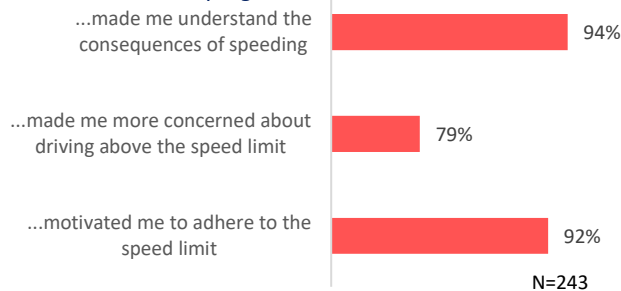
Television was the most frequently recalled source of the campaign (68%), followed by social media (27%). Only 1% of respondents recalled seeing the campaign through out-of-home channels, and none reported hearing it on the radio.

Response to the Campaign

The campaign messages were positively comprehended and accepted by survey respondents. The main messages recalled from the campaign were consistent among respondents, emphasizing themes like "Speeding kills/leads to death" (51%), "Respect speed limits" (46%), "You can save lives by following the speed limits" (17%) and "Speeding is dangerous, and enforcement is needed" (9%).

Figure 1

Reactions to the Campaign



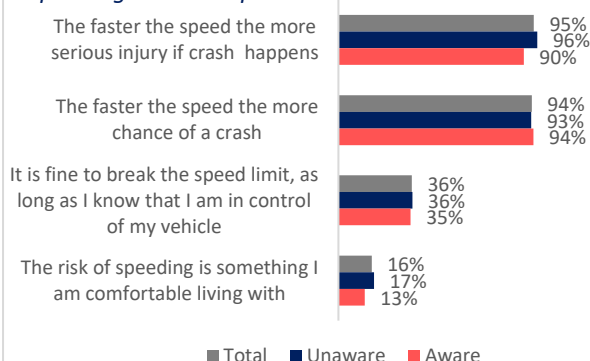
Most respondents who remembered the campaign found it easy to understand (94%). Additionally, 88% perceived the campaign message as relevant, 92% agreed that it made them "stop and think," 84% mentioned it "taught them something new, and 88% said this was an effective anti-speeding ad.

The campaign instilled concern about speeding and motivated respondents to comply with speed limits (Figure 1).

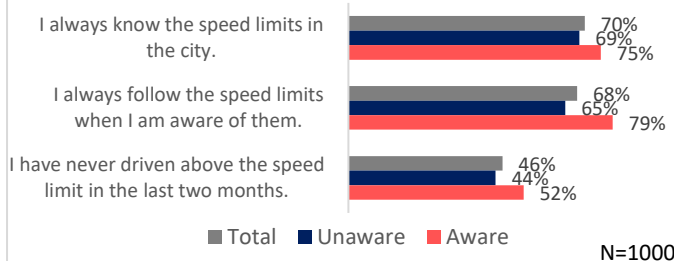
Campaign Impact

Figure 2

Speeding Risk Perceptions

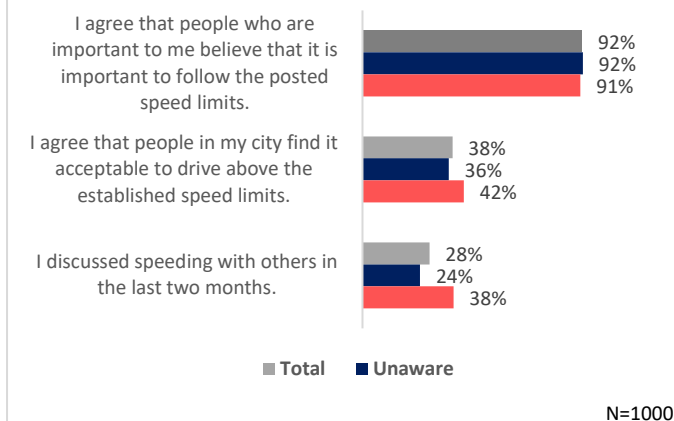


Regardless of campaign awareness, a significant majority recognized the risks of speeding. However, over three in 10 respondents felt it was acceptable to exceed the speed limit if they were in control of their vehicle. Additionally, at least one in 10 drivers reported being comfortable with the risks of speeding, with this sentiment more common among those unaware of the campaign (Figure 2). Similarly, more

Figure 3
Self-Reported Behaviors


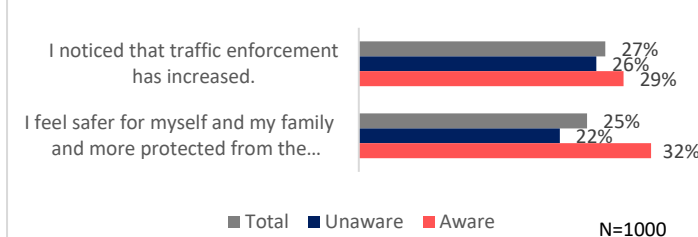
campaign-unaware respondents (30%) than those aware (26%) said they felt safe driving above the speed limit in their city.

About seven in 10 respondents said they consistently knew the speed limit, and a similar proportion reported following it when aware. Additionally, over four in 10 said they had not driven above the speed limit in the past two months, with higher compliance among those aware of the campaign (Figure 3). However,

Figure 4
Social Norms and Public Discourse


Although most respondents felt that people important to them valued following speed limits, almost four in 10 believed people in the city accepted speeding, especially among those aware of the campaign (Figure 4). At the same time, campaign-aware respondents were significantly more likely to report having conversations about speeding (38% vs. 24%), suggesting that the campaign may have helped surface the issue and encouraged dialogue.

The campaign appeared to enhance trust in enforcement efforts, as more campaign-aware respondents reported feeling safer for themselves and their families with police presence on the streets. Additionally, one-third of respondents reported increased traffic enforcement efforts (Figure 5).

Figure 5
Road Safety Laws and Enforcement


Other Findings

Vehicle use

Most (76%) of the two-wheel respondents reported using their motorcycles for commuting to work or universities; 7% said they used them for errands, and around 5% used them for delivery services. Additionally, 4% reported using their motorcycles to transport their families, while only 2% used them for recreational purposes.

Speeding and crash causes, safety strategies, and driving confidence

- Speeding was identified by 79% of drivers as the top risk factor on the road, followed by drink driving (44%) and reckless driving (42%).
- When asked about what kept them safe on the roads when driving, respecting the speed limit was mentioned by 45%, wearing a helmet was cited by 43% and following traffic rules was mentioned by 39%.

- While most drivers were aware of speed limits in residential areas and on main roads, about 47% of respondents felt there were not enough speed limit signs on the roads. Additionally, 42% said they were often confused by the speed limits due to poor visibility of signs. Among those, 12% cited main avenues, roads, and streets as problematic, 11% mentioned Avenida Boyacá, and 7% pointed to national highways.
- Drivers who admitted to speeding in the past two months cited rushing (42%), no specific reason (23%), and empty roads (14%) as the main reasons for speeding.
- 51% rated their driving skills as average, 28% above average, and 16% considered themselves much better than average.

Support for government road safety initiatives

- Overall, the majority of the participating drivers in the study (80%) supported the public health campaigns, with campaign-aware drivers showing higher support (83%) than those unaware of the campaign (79%).
- The most frequently recalled government road safety measures were speed enforcement cameras (56%), speed bumps (25%), and traffic patrols (19%).
- Only 20% of respondents agreed with the statement, “I think that speed limits should increase in residential areas.”

Media consumption

- When asked about media consumption, daily use of social media (79%) was significantly higher than television (33%). However, television was viewed considerably more by those who recalled the campaign compared to those who did not (41% vs. 31%).

RECOMMENDATIONS

- Pair speeding campaigns with enforcement to sustain a gradual change in drivers' attitudes, behaviors and norms related to speeding.
- Improve campaign recall by optimizing media placement based on media habits and strategic locations for roadside posters.
- Define campaign objectives, target audiences, and strategic launch times for more precise targeting. Contextual analysis of granular crash data (when, where and how the crashes happen) and consideration of speed management initiatives needed.
- Consider campaigns targeting two-wheel riders to address their higher acceptance of speeding and to reinforce the consequences of exceeding speed limits.
- Review formative study findings (barriers and motivators, risk perception, safety strategies, and possible misbeliefs) to craft compelling messages that the audience will relate to.
- Start dissemination ahead of risky periods. Avoid launching the campaign after December 15, as public attention is focused on holiday-related advertising during the festive season. This saturation can cause consumer fatigue, making them indifferent to new messages, so launching when attention is less diverted will increase the chances of success.
- Continue enforcement messages and support enforcement with an intensive PR strategy to make it more visible and raise the perception of being caught when exceeding speed limits.
- Consider a message emphasizing collective responsibility and inclusivity, as formative studies indicate drivers tend to blame others for crashes.