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Road Safety & Insurance Fund Service

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Road Safety

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MEDIA CAMPAIGN REPORT

“Slow down. Speeding ruins lives.”

Ethiopia 2025

BACKGROUND AND CAMPAIGN DETAILS

In April 2025, Ethiopia’s Road Safety and Insurance Fund Service (RSIFS) launched the national campaign “[Slow down. Speeding ruins lives.](#)” which featured a testimonial from an incarcerated driver who recounts the legal and psychological consequences of speeding on a regional road. The campaign was guided by a previously conducted message-testing study and an [evaluation](#) of the 2023 “[Speeding Enforcement](#)” campaign. In coordination with the campaign, enforcement was conducted intensively in Addis Ababa, and the lead agency coordinated with regional offices to conduct enforcement in the country’s major cities. The RSIFS research team managed the post-campaign evaluation with Vital Strategies support.



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

Campaign objectives: To increase awareness of the increased risk of harm associated with speeding, for both the driver and others; and to generate intentions to obey speed limits.

Coordinated with enforcement operation: Yes.

Message tested: Yes.

Press event: Yes.

Budget: US\$21,500 from RSIFS, US\$27,500 in pro-bono placement, and US\$4,200 from Vital Strategies.

Media plan: [Here](#).

Media channels: TV (national and local), radio, social media (Facebook and TikTok), out-of-home digital screens, billboards, posters, public buses and bus station shelters, and gas stations.

Duration: April 29 to June 30, 2025.

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

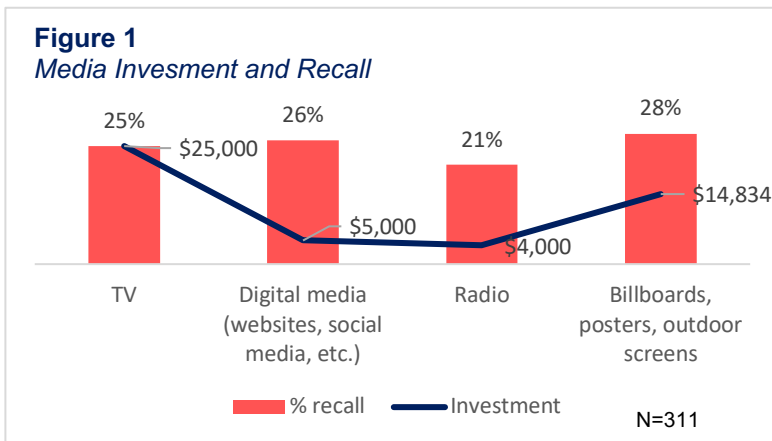
EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 797 randomly selected drivers in high-traffic areas of Addis Ababa between August 1 and 30, 2025. Both two- and four-wheel vehicle drivers participated in the study, with 97.6% men and 2.4% women aged 18 to 55 years. The prompted recall was measured by showing selected images from the campaign.

Campaign Reach

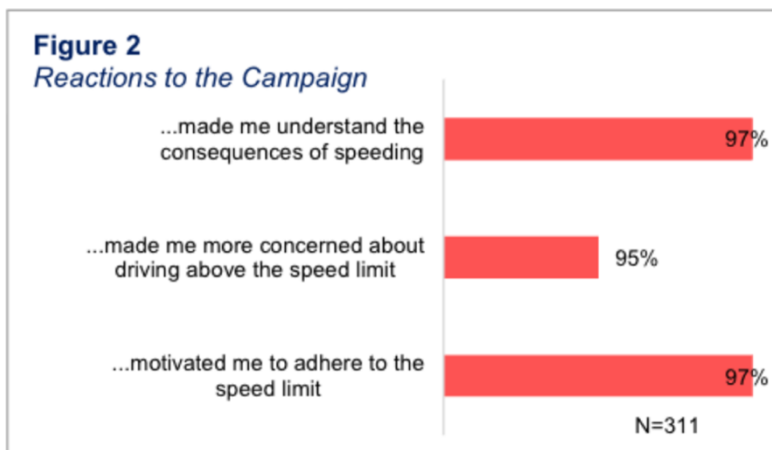
Approximately **39%** of surveyed respondents recalled the campaign. This corresponds to an estimated **1.5 million adults** in Addis Ababa who were reached by a campaign message calculated as 39% recall rate x 2,337,400 of the population aged 15-64 (58% of the total population of 4,030,000) (CSA, 2024). Among those who recalled it, 8% were two-wheel drivers, 84% were four-wheeler drivers, and 8% used both types of vehicles.



respondents recalled seeing the campaign on TikTok (36%), followed by Facebook (28%) and YouTube (26%).

Response to the Campaign

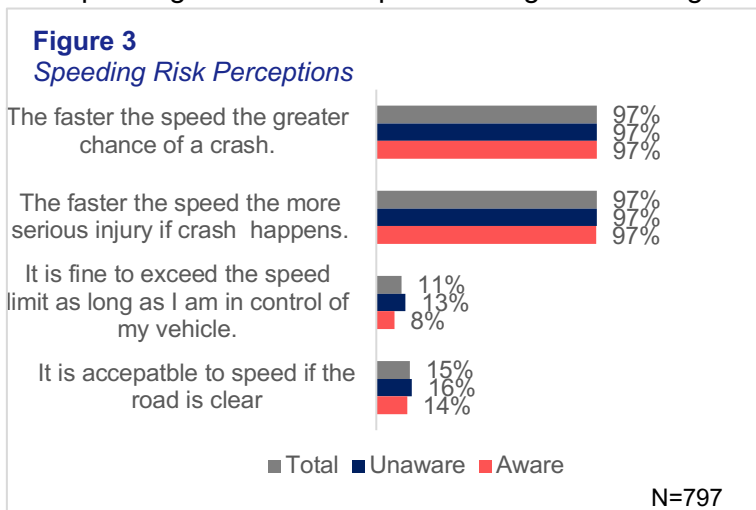
The majority of respondents who recalled the campaign reported that it was easy to understand (97%) and relevant (95%). This campaign successfully conveyed key messages related to the risks associated with speeding. The main messages recalled from the ad were quite consistent among respondents. The top-most prominent messages were: “speeding kills/leads to death (87%), “respect the speed limits (57%), and “you can save lives by following speed limits” (21%).



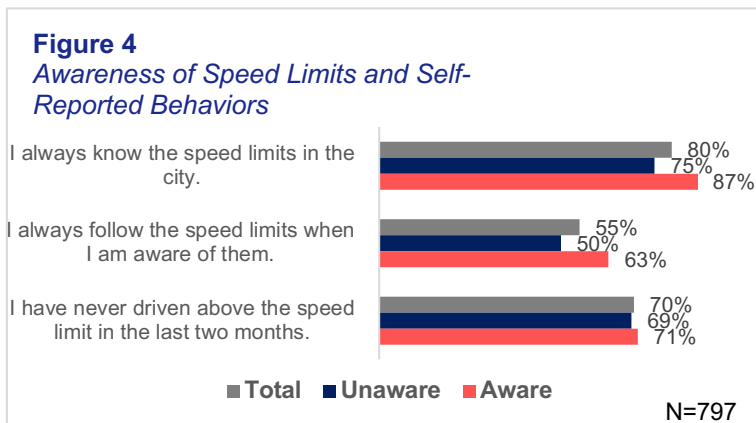
speeding and motivated respondents to comply with speed limits (Figure 2).

Campaign Impact

Most respondents, regardless of their awareness of the campaign, recognized the risks associated with speeding. Almost all respondents agreed that higher speeds increase both the likelihood of a crash and the severity of injuries in the event of a crash, with no significant difference between those aware of the campaign and those unaware (Figure 3).

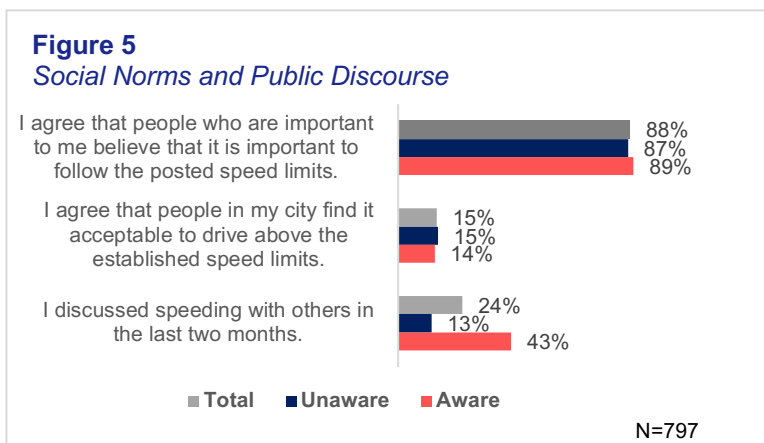


Interestingly, while two- and four-wheel drivers demonstrated similar overall levels of risk perception, a higher proportion of two-wheel drivers than four-wheel drivers considered it acceptable to drive at high speeds on clear roads (18% vs. 14%). This proportion was even higher among respondents who drove both types of vehicles (30%).



Eight in 10 respondents reported consistently being aware of speed limits at various locations in their city. Those aware of the campaign demonstrated higher awareness of the speed limits and greater compliance with posted speed limits when aware of them, and a slightly higher proportion of those aware of the campaign reported never exceeding the posted speed limits in the two months preceding the survey compared to those unaware of the campaign (Figure 4). Two-wheel drivers and those driving both two- and four-wheel vehicles

demonstrated lower compliance levels. For example, 57% of four-wheel drivers reported consistently following speed limits when aware of them, compared to 49% of two-wheel drivers and 22% of drivers who used both types of vehicles.



Most respondents reported that speeding was unacceptable within their close circle, with those aware of the campaign showing slightly higher levels of agreement than those unaware. Only a small proportion of respondents believed that people in their city generally accepted driving above the established speed limits, suggesting that speeding was considered acceptable by relatively few. The campaign inspired conversation about the speeding issue, with significantly

more campaign-aware than unaware discussing speeding with others. (Figure 5).

Other Findings

Enforcement

- The majority (80%) of respondents reported noticing traffic law enforcement in the two months preceding the evaluation, with a higher percentage among campaign-aware respondents (83%) compared to those who were unaware of the campaign (78%).
- Four out of 10 respondents felt safer and more protected when they saw traffic police on the road, with a notable difference between those who were aware (52%) and those who were unaware (32%).

Speeding and Crash Causes and Driving Confidence

- Speeding was identified by 59% of drivers as the top risk factor on the road, followed by reckless driving (12%) and drink driving (7%).
- About one-third of respondents (33%) rated their driving skills as average, 44% as above average, and 21% considered themselves much better than average. A slightly higher proportion of two-wheel drivers rated their skills above average (49%) compared to four-wheel drivers (44%). However, a smaller share of two-wheel drivers (15%) considered themselves much better than average, compared to 21% among four-wheel drivers. Those who drove both types of vehicles demonstrated significantly higher confidence overall, with 32% rating their skills as much better than average.

Support for Government Road Safety Initiatives

- Approximately 80% of participants expressed support for government-led public health campaigns, with higher support among respondents who were aware of the campaigns (89%) compared to those who were unaware (75%).

Media Consumption

- Approximately 46% of the respondents reported listening to the radio, 43% used social media, and 22% watched TV daily.

RECOMMENDATIONS

- To gradually change drivers' attitudes, behaviors and norms related to speeding, sustained speeding campaigns are needed. Thus, sustain media with enforcement during risky periods to gradually change behavior.
- The recall suggests media planning is an area for improvement. Analysis of the target audience's media habits and assessment of the campaign recall by specific programs and media within TV and radio channels are necessary for cost-effective media planning. Leverage the results of organic dissemination, particularly on the most successful channels, and maximize their impact in future campaigns by incorporating paid advertising and using strategic dissemination, e.g., out-of-home around high-traffic risky areas.
- Granular crash data and data on risky behaviors must be analyzed to define target audiences and campaign objectives more precisely. The survey suggests that two-wheel drivers have lower risk perceptions and higher confidence, and those who drive both vehicles.
- Address the overconfidence of drivers; despite knowing the risks of speeding, they often feel safe and in control of the vehicle while driving.
- Design a communication strategy to amplify enforcement and implement it in alignment with the media campaign.
- Plan campaign evaluation surveys to begin immediately after the dissemination period.
- Partner with local research and academic institutions to collaborate on social and behavioral data analysis and evaluation of campaigns and build local capacity as a way forward to sustainability.
- Consider triangulating crash data with other sources to assess the impact of enforcement and media campaigns on risky behavior.