



Bloomberg Philanthropies

Initiative for Global Road Safety

Vital Strategies

MASS MEDIA CAMPAIGN REPORT

Helmet Campaign “Consequences”

Delhi, India, 2025

BACKGROUND AND CAMPAIGN DETAILS

On Aug. 14, Rekha Gupta, Chief Minister of the Government of the National Capital Territory of Delhi, launched a mass media campaign “[Consequences](#)” on the eve of India’s 79th Independence Day. The campaign emphasized the importance of proper helmet use and correct fastening, and was paired with enforcement by the Delhi Traffic Police per Section 129B of the Motor Vehicles Act, which mandates the use of Indian Standard Institution-certified, properly fastened helmets for all two-wheeler occupants.

The campaign launch and its messages received extensive coverage in leading Delhi news outlets, including [Hindustan Times](#), [Press Trust of India](#) and [The Times of India](#). Social media announcements of the launch event were shared on YouTube and on the chief minister’s platforms: [Instagram](#), [Facebook](#) and [X](#).



(Left to right) Campaign out-of-home advertising, press launch and media attending an enforcement checkpoint.

Target audience: Two-wheeled vehicle drivers
Campaign objectives: Raise awareness of the safety benefits of properly worn helmets and encourage secure helmet use by riders and pillion passengers
Coordinated with enforcement: Yes
Message tested: Yes
Press event: Yes

Media plan: [Here](#)
Budget: US\$94,500
Media channels: 149 cinemas; 90 out-of-home billboards and hoardings; 13 newspaper ads; digital media; radio
Duration: Aug.14-Oct.14, 2025
Materials available: [Video PSA](#), radio PSA, print layout

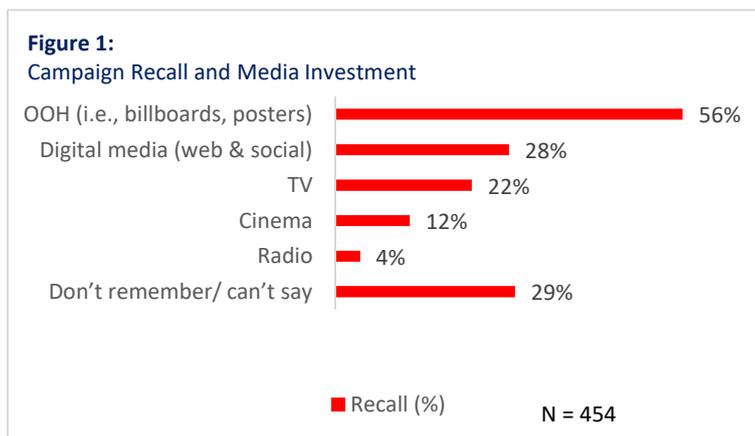
EVALUATION

Methodology

The campaign was evaluated using a survey administered through face-to-face household interviews with systematic, multistage random sampling. The survey was conducted with 943 respondents in Delhi between Oct. 19 and Nov. 16, 2025. Men and women ages 18 to 55 who rode two-wheeled vehicles participated in the study.

Prompted recall was measured by showing still images from the video advertisement. See [full report](#) and [questionnaire](#).

Campaign Reach



Approximately **48%** of respondents recalled the campaign, translating to an estimated **12.2 million** adults reached in Delhi. This estimate was conservatively calculated by multiplying the recall rate by the city's urban population age 15 and older (25.4 million).

Roadside out-of-home billboards and LED screens, and posters on police barricade were the most frequently recalled campaign sources (56%), followed by digital media, including websites and social media (28%).

Response to the Campaign

The campaign messages were positively understood and accepted by respondents. Nearly three-quarters of drivers (71%) recalled the core message emphasizing the need to always wear a helmet while riding a two-wheeler. More than half (58%) recalled messages about the risks of injury associated with not wearing helmets and the legal requirement to wear them. Passenger safety messages were recalled by half of respondents. However, only 22% recalled the important distinction between simply wearing a helmet and fastening it correctly.



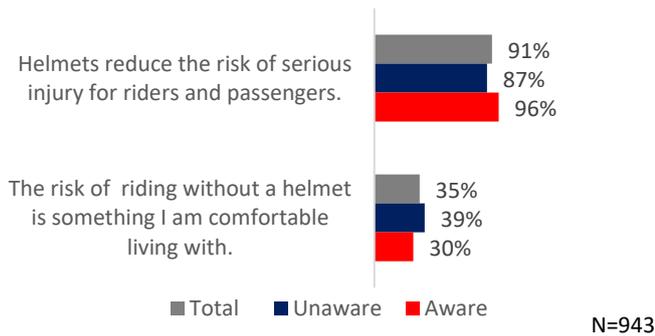
Almost all participants (98%) perceived the advertisement as relevant and believable. About 91% agreed that it made them “stop and think,” and 94% said it helped them understand the consequences of not using a helmet properly.

The campaign raised awareness of proper helmet use and motivated respondents to wear helmets correctly (Figure 2). It also prompted action: Approximately 90% reported discussing helmet use with others, 89% reported

encouraging others to wear helmets and ensure they were fastened correctly, and 76% reported searching for new information on road safety.

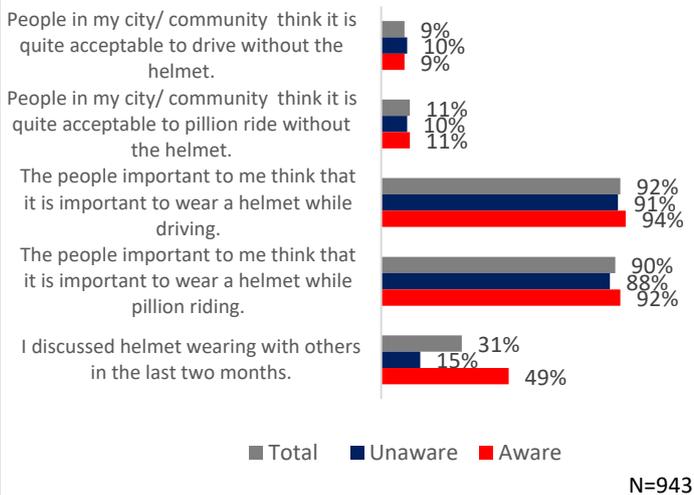
Campaign Impact

Figure 3
Risk Perceptions



Nine in 10 respondents, regardless of campaign awareness, agreed that helmets reduce the risk of serious injury for riders and passengers (Figure 3). However, more than three in 10 reported that riding without a helmet was a risk they were willing to accept. This sentiment was more prevalent among respondents who were unaware of the campaign. Respondents correctly recognized that wearing an unstrapped helmet is as dangerous as not wearing a helmet at all.

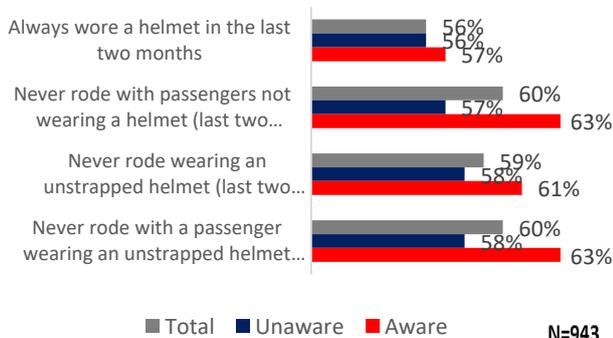
Figure 4
Social Norms and Public Discourse



Nine in 10 respondents indicated that people important to them consider helmet use essential for both drivers and passengers, demonstrating strong positive social norms in favour of helmet wearing. Only about one in 10 respondents believed their community finds riding without a helmet acceptable, indicating strong social disapproval of noncompliance. The campaign prompted dialogue about helmet use, with significantly more campaign-aware respondents reporting conversations with family and friends. Campaign-aware respondents also reported slightly stronger pro-helmet social norms for both drivers (94% vs. 91%) and passengers (92% vs. 88%), suggesting that the campaign reinforced perceived

social expectations.

Figure 5:
Self-Reported Helmet Use and Passenger Helmet Compliance (Last Two Months)



About 56% of drivers reported wearing a helmet at all times while riding during the past two months. Sixty-seven percent reported not wearing a helmet for short or nearby trips (Figure 5). Seventy-seven percent reported having a spare helmet available for passengers. Overall, self-reported compliance was high (84%), with most riders reporting that they wear helmets all or most of the time. This likely reflects strong compliance or, potentially, social desirability bias in self-reported helmet use.

Other Findings

Awareness of the Law

- Almost all respondents, regardless of campaign exposure, knew that helmets are legally required for both two-wheeler drivers (99%) and passengers (97%).
- Slightly more than three-quarters (78%) knew that helmets must be properly fastened under the chin, indicating greater awareness of the requirement to wear a helmet than of the need to wear it correctly.

Enforcement Perception

- Most respondents (84%) believed they would be caught riding without a helmet or with a passenger who was not wearing one. More than half (57%) thought they would be caught if a driver failed to properly fasten a helmet, compared with 64% of passengers.
- Most respondents (87%) reported no enforcement encounters during the previous two months.

Riding Experiences

- Two-thirds (67%) of noncompliant behavior occurred during short or nearby trips. Few respondents cited discomfort, low traffic, or a perceived lack of necessity, indicating that these were not primary barriers.
- Seventy-eight percent of drivers reported having a helmet available for passengers, and nearly all (98%) ensured that passengers fastened helmets properly.

Support for Government Road Safety Initiatives

- Most respondents supported government-led public information campaigns on road safety. Campaign-aware respondents expressed slightly stronger support (86% vs. 81%) for such initiatives.

Media Consumption

- Most respondents (94%) reported using social media, including YouTube (62%) and Facebook (54%). Television viewing was reported by 74%. Nineteen percent reported reading magazines or newspapers online, and 22% reported using digital streaming platforms such as Netflix and Hotstar. Radio had the lowest reach, with only 5% reporting use.

RECOMMENDATIONS

- Continue promoting safe behavior by pairing road safety campaigns with enforcement to support gradual, sustained changes in drivers' attitudes, behaviors and social norms.
- For future campaigns, review crash data to identify priority risk factors contributing to fatalities, high-risk audiences, and periods during which risky behavior increases. Analyze granular crash data—when, where and how crashes occur—and consider the broader policy context.
- Optimize media placement based on audience media habits and strategic roadside locations. Consider expanding paid digital media strategies.
- For helmet-wearing communication, emphasize legal requirements, proper fastening and enforcement, while addressing the misconception that short trips pose low risk.