



Evidence-Based Behavior Change Campaigns to Improve Traffic Safety:

Appendix D: Additional Examples

APPENDIX D. ADDITIONAL EXAMPLES OF EVIDENCE-BASED AND EFFECTIVE BEHAVIOR CHANGE CAMPAIGNS

Name	Topic	Type	Description
Battle of the Belts (BOB)	Traffic safety (seat belt use)	Education and peer-to-peer campaign + competition and reward	BOB is a national initiative wherein schools compete to organize campaigns to promote seat belt use among students. In one Southwest Florida county, 14 high schools participate annually by designing their own campaigns to promote seat belt use. An evaluation found that the campaign resulted in a significant short-term increase in seat belt use among students.
Battle of the Belt	Traffic safety (seat belt use)	Education and peer-to-peer campaign + competition and reward	In Arizona, the Battle of the Belt program addressed teen seat belt use using a peer-to-peer approach. The program used competition as a means to raise awareness and encourage seat belt use. An evaluation found overall significant increases in seat belt use among drivers, front passengers, and rear passengers, with the largest increases in schools with closer trauma representative involvement.
Checkpoints	Traffic safety (teen driving)	Education intervention	Parents and their 16-year old adolescents were recruited at a local Maryland Motor Vehicle Administration (MVA) site. Parents watched the Checkpoints video and were given the video and the Parent–Teen Driving Agreement, a document with information about teen driving risks and sections for setting consequences and limits. Families were encouraged to adopt strict initial limits and to relax them over time. An evaluation found that teens reported more limits on passengers, high-speed roads, and night driving, and overall driving limits, but no differences for driving overall or under high-risk conditions.
Boosting Restraint Norms	Traffic safety (belt-positioning booster seat use)	Social marketing and education campaign	This social marketing campaign promoted belt-positioning booster seat (BPB) use among vulnerable populations. BPBs are designed for children who have outgrown booster seats. Campaign activities included a 3-minute video for parents called “No Regrets” that utilized a threat appeal; and community outreach kits with the video, brochures, audio PSAs, posters, displays, and flyers intended for use by partners. An evaluation found a 28% increase in directly observed BPB use within the intervention community, compared to the comparison community, six months over baseline.
Distracted driving workshop	Traffic safety (distracted driving)	Education campaign	A distracted driving workshop that included a 30-min interactive power point presentation, 10 min for pre- and post-test and 10 min for a distracted driving simulator. The presentation included education on topics such as distracted driving and risks; stories; PSAs; myths; and penalties. Significant improvements were found for 12 of the 14 behavior-related questions at three-month follow-up.

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"Be In The Zone" (BITZ) Teen Motor Vehicle Safety Pilot program	Traffic safety (distracted driving)	Education and peer-to-peer campaign	This was an education program designed to increase awareness of teen risky driving behaviors (distracted driving) and promote safe driving behaviors. In Phase 1, student leaders participated in a half-day interactive educational session in a pediatric hospital. Pre- and post-surveys were administered. In Phase 2, the same students planned and implemented a year-long campaign. The evaluation found a statistically significant decline in the number of drivers who were texting in the post-intervention phase in both schools observed.
Teen Traffic Safety Challenge (TTSC)	Traffic safety (seat belt use)	Education and peer-to-peer campaign + competition and reward	This educational program was aimed at increasing seat belt use among teens within five area high schools in Colorado. Resources and incentives were provided to generate peer-to-peer motivation and schools competed to see which could achieve the highest seat belt usage rate during a seven-week period. Rewards, awards, and incentives were used. There was a significant increase in observed seat belt use among teen drivers, passengers, and overall.
Education campaign against texting and driving	Traffic safety (distracted driving)	Media and education campaign	An educational campaign against texting and driving among the students at the University of Arizona. The one-week campaign included pamphlets and informational brochures, interaction sessions, mass email, and signage. In the post-intervention phase there was a significant reduction in overall distracted driving however the rate returned to baseline at six months after the intervention.
Tobacco control television advertising campaign	Tobacco cessation	Mass media campaign	This evaluation of the government-funded tobacco cessation campaign in England from 2002-2010, which consisted primarily of television advertising, found an association between increased advertising and lower odds of smoking, among other findings.
Anti-tobacco media campaigns in 1) New York City (NYC), and 2) New York state	Tobacco cessation	Mass media campaign	This evaluation describes two campaigns – the first, in NYC, was an extensive, television-based anti-tobacco media campaign using graphic imagery of the health effects of smoking, which aired simultaneously to the second, a large New York state anti-tobacco media campaign. The evaluation found that smoking prevalence among NYC residents decreased significantly by subgroups, but not overall.
Tobacco education media campaign	Tobacco cessation	Media campaign (message card)	This population-based message card campaign was designed to improve compliance with a tobacco-free campus policy at University of Kentucky. The evaluation measured policy compliance by comparing the number of cigarette butts in hot spot areas before and after the intervention; two-thirds (18 of 27) campus sites saw a decrease in cigarette butts per day.

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Tobacco cessation media campaign	Tobacco cessation	Mass media campaign	This mass media campaign in Philadelphia was designed to increase use of help among people who smoke (the media campaign promoted the belief “it is easier to quit with help.”) The evaluation found that at the individual level, each additional campaign exposure per week increased the likelihood of later reporting using help, but no measurable evidence of change in using help at the population level.
Let’s Clear the Air	Tobacco cessation (policy compliance)	Media campaign	A print-based campaign designed to increase compliance with a tobacco-free campus policy among undergraduate students who smoke. Consisted of five print-based messages, several copies of which were placed around a large southern campus. There was a significant decrease in the average number of self-reported cigarettes smoked on campus after the campaign ended compared to before.
Tips From Former Smokers® Campaign	Tobacco education	Mass media campaign	<p>From CDC.gov/Tips: During 2012–2018, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately one million have quit for good because of the <i>Tips</i> campaign.</p> <ul style="list-style-type: none"> • During the 2018 campaign, a total of 206,253 calls to 1-800-QUIT-NOW were attributable to the <i>Tips</i> campaign. • As a result of the <i>Tips</i> 2012 campaign, people who do not smoke reported increased conversations with family or friends about the dangers of smoking and had greater knowledge of smoking-related diseases. • People who smoke who have seen <i>Tips</i> ads report greater intentions to quit within the next 30 days and next six months, and people who smoke who have seen the ads multiple times have even greater intentions to quit.
Cancer screening social marketing campaign	Cancer prevention (cervical cancer screening)	Social marketing campaign	This social marketing campaign included key messages on TV, radio, and print media advertisements and was designed to increase cervical cancer screening among target populations of women in New Zealand. An evaluation found significant increases in cervical cancer screening uptake among the intended audiences after 12 months.
SMS-based skin cancer prevention campaign	Cancer prevention (skin cancer)	Education and media (SMS-based) campaign	This SMS-based sun safety intervention was designed to change adolescents’ sun-related behaviors, beliefs, and knowledge. At 12 weeks, significant increases were reported for sun avoidance behaviors.
Tu Salud ¡Si Cuental! (Your Health Matters!)	Physical activity and sedentary behavior	Mass media and education campaign	This was a media campaign involving a newsletter, community health worker (CHW) discussion, and TV and radio segments. Exposure in the intervention group to any component was associated with five times the odds of meeting moderate-to-vigorous physical activity guidelines, and 3 times lower odds of excessive sedentary behavior, compared to the control community.

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LiveLighter	Healthy weight and lifestyle	Mass media and education campaign	LiveLighter was a healthy weight and lifestyle mass media campaign that included campaign ads with graphically depicted extensive visceral ‘toxic fat’ around an overweight person’s organs. An evaluation found a significant decrease in sugar sweetened beverage (SSB) consumption among frequent consumers and some evidence of reduced consumption of sweet food. A controlled cohort evaluation found a significant reduction in SSB consumption in intervention state and evidence of increased water consumption among overweight/obese SSB consumers.
Text4baby	Maternal and child health	Education and media (SMS-based) campaign	This mobile health (mhealth) text message service is designed for pregnant and postpartum women. One evaluation found significant effect of high exposure to text4baby on self-reported alcohol consumption postpartum and lower reported quantities of alcohol consumed postpartum.