

Evaluation of ‘Run a Red and Stop Dead’ Media Campaign: Observational Study Results

Presented to the Alberta Traffic Safety Foundation

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I. Background

The Capital Region Intersection Safety Partnership (CRISP) is devoted to improving the safety of intersections in the Capital Region for all road users. Intersections pose special risks for road users. Intersections with stop signs are major sites for crashes, with over 700,000 occurring in the United States each year, and one third of these crashes resulting in injuries (Van Houten & Retting, 2001). For the Alberta capital region, encompassing the greater Edmonton area, the following statistics are noted:

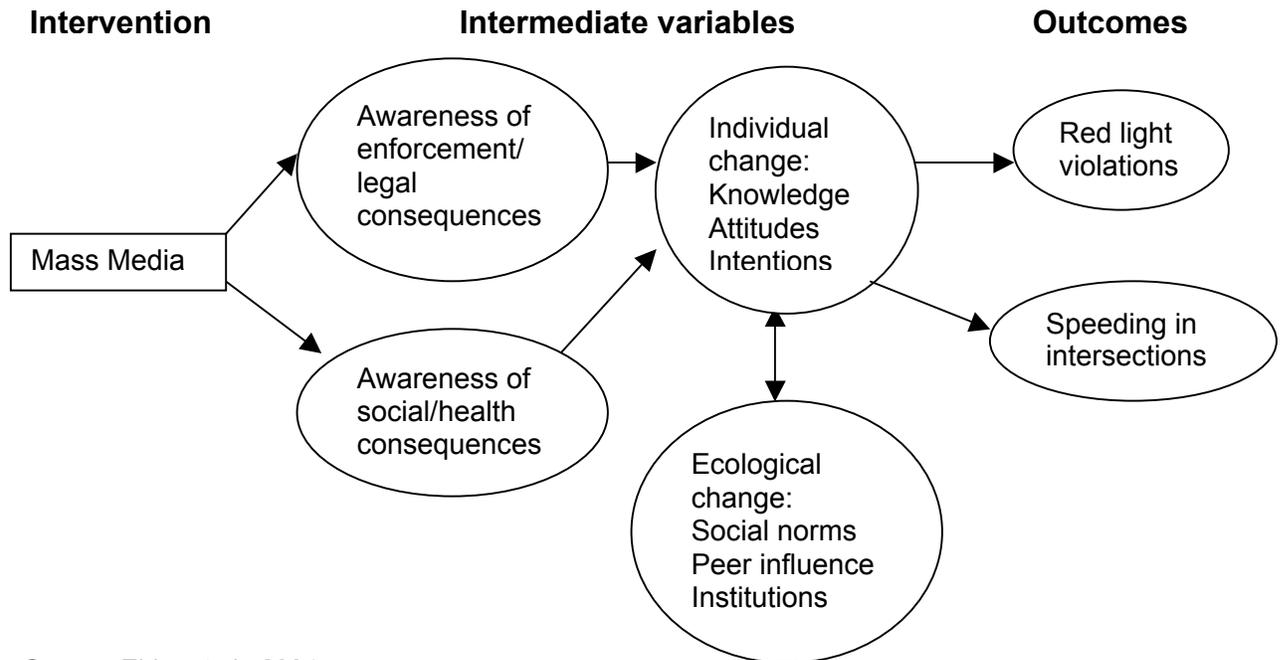
- Between 1996 and 2003, approximately 54% of collisions, 67% of injury collisions, and 41% of road fatalities occurred at intersections (City of Edmonton, 2004; Strathcona County, 2004; City of St. Albert, 2004).
- In the City of St. Albert, three of the top four causes of collisions were related directly to intersections, including left turn across path, disobey traffic signal, and stop sign violation. The remaining cause--follow too close-- often occurs in intersections.
- In Strathcona County, close to half of all fatalities occur at stop signs, and almost 50 percent of drivers do not stop at stop signs.

Awareness Campaigns

Evidence suggests that the more targeted a campaign, the greater the effectiveness in reducing collisions (Delhomme et al., 1999). Some evidence suggests that safety message signage at intersections does reduce the number of stop sign violations and increases driver compliance at crosswalks (Preston & Storm, 2003; Van Houten et al. 1998). However, other studies have not shown stop signs or warning signs to produce any change in driver behaviour (Van Houten & Redding, 2001; Chen et al., 2001).

Community wide advertising has been used in Canada with suggestive results as to its effectiveness on left turn yielding behaviour (Koenig & Wu, 1994). Similarly, carefully designed media campaigns have been shown to be effective in reducing alcohol related crashes (Elder et al. 2004). CRISP has traditionally used community wide advertising to carry safety messages encouraging drivers to adopt safer driving behaviour in intersections. The broad advertising has included newspaper and transit advertisements, billboards, radio spots, and information cards. Messaging using signage targeted to a specific location has not yet been tried and its comparative effectiveness measured by CRISP. A conceptual framework detailing how media can affect driving outcomes is shown in Figure 1.

Figure 1 Framework of how mass media can affect intersection outcomes



Source: Elder et al., 2004

CRISP determined that an observation of overt driver behaviour outcomes (red light violations and speeds through intersections) at specific red light camera intersections could indicate the relative effectiveness of awareness mediums in a cost-effective manner. No attempt was made at measurement of the intermediate awareness variables listed in Figure 1 because of suggestions that awareness of traffic safety initiatives may not lead to safer driving behaviour (Haight, 1985) and that traffic safety evaluations need to concentrate on actual driving behaviour (Delhomme, 1999). The perilousness of concentrating on the more distal outcomes is that it is more difficult to show cause and effect when there are multiple influences on driving behaviour. However, our group was not aware of this type of published research done in Alberta. Our effort was intended to broaden traffic safety evaluation in this community and provide a scientific basis for future CRISP campaigns.

II. Goals and Objectives

The primary goal of this project is to decrease the number of red light violations and reduce vehicle speeds at select intersections in the Capital region.

The secondary goal of this project is to determine the effectiveness of communicating intersection safety messages. Two types of methods are used, a community wide campaign, and targeted signage at high collision intersections.

The specific objectives of this project were:

- 1) To increase the public's awareness of the need to obey red lights and stop signs through a community-wide safety campaign and through targeted signage at high collision locations.
- 2) To install targeted signage with safety messaging at 6 high collision intersections.
- 3) To support enforcement efforts by using data from red light cameras to track vehicle speed and red light violations.
- 4) To evaluate the effectiveness of the community wide campaign and targeted signage interventions to determine:
 - a) If the number of red light violations and violation speeds decreased over the study period at all locations.
 - b) If there is a difference in red light violations and violation speeds between the targeted sign locations and control locations.

III. Hypothesis

The community-wide campaign combined with targeted signage will decrease the number of red light violations and violation speeds at the targeted intersections compared with the control intersections.

A conceptual framework that guided the implementation and evaluation of this campaign is shown in Figure 1 and has been adapted from another source.

IV. Description of campaign elements

The interventions were two-fold, the first being a community-wide campaign (CW) that urged all drivers to come to a complete stop at red lights and stop signs. The second intervention was targeted signage (TS) using four by eight foot signs installed at selected intersections in the City of Edmonton, City of St. Albert, and Strathcona County.

a) Community-Wide Campaign

The community wide campaign was officially launched on April 21, 2005, with a media event that took place in Sherwood Park on the corner of Broadmoor Boulevard and

Baseline Road. Between April 25 and May 22, the community wide campaign was launched. The campaign consisted of the following elements in Table 1:

Table 1 Community-wide campaign elements

Type of media	Who/What
Newspaper	Edmonton Journal, Edmonton Examiner, Strathcona County This Week, Sherwood Park News, St. Albert Gazette, St. Albert Saint City News
Radio spots (30 seconds)	The Bear 100.3, K-Rock 97.3, 103.9, 92.5 Joe FM, 96X
Transit shelter posters	City of St. Albert and Sherwood Park
Billboards (10' x 20')	30 units throughout City of Edmonton

The billboard and transit shelter posters advertisement slogan was “Run a Red and Stop Dead”. This slogan had been focus tested and the respondents’ net message takeaway from the message was that they needed to obey red light signals (Criterion Research Group, 2003). A picture of the billboard advertisement is shown in Appendix A.

Newspaper advertisements were made in several papers in the Capital region, though only in the Edmonton Journal on one day. A picture of the advertisement is shown in Appendix B.

Radio advertisements encouraging drivers to stop at red lights were tagged by several prominent public figures in the Capital region. Tag lines were supplied by the Mayor of Edmonton - Stephen Mandel; Mayor of St. Albert - Paul Chalifoux; Mayor of Strathcona County - Cathy Olesen; Acting City of Edmonton Police Chief - Darryl DaCosta; Medical Officer of Health - Dr. Gerry Predy; and RCMP superintendent - Brian McLeod. It was thought that high profile individuals in the community would enhance the credibility for the message of how deadly running a red light can be. The radio script is listed in Appendix C.

b) Targeted Signage Campaign

The second media intervention was targeted signage (TS) at certain high crash locations in the Capital region to determine if the TS produced any driver behaviour change in intersections, over and above that seen with CW alone and no interventions at all. The message slogan of “Run a Red and Stop Dead” was similarly used for the TS campaign (see Appendix B). Six intersections in total were selected, three in City of Edmonton, one in City of St. Albert and two in Strathcona County. A similar number of control intersections were used in City of Edmonton (4), City of St. Albert (1), and Strathcona County (2). Control intersections were matched based on red light camera availability, traffic volumes, road type, and number of vehicle collisions.

The four by eight foot signs were ground mounted, with plywood backing and high intensity reflectivity sheeting that is visible at night. The locations are listed in the table below. Consideration was given to the following aspects when selecting the high crash locations in the City of Edmonton.

- Intersections must have at least one operational Red Light Camera.
- Intersections could not be on one of the Integrated Corridor Safety Plan routes (97 St, 137 Av, 170 St, Gateway Blvd, 118 Av, 82 Av), which were undergoing other traffic safety initiatives (engineering, enforcement, and education) in 2004.
- Intersections could not be undergoing roadwork in 2005.
- All target approaches must have space for a four by eight foot sign located at least 110 m from the intersection (to provide adequate Stopping Sight Distance between the signage and the intersection).
- All intersections are four-leg arterial/arterial intersections.

Table 3 City of Edmonton intersections

Intersection	RLC Dir'n	Daily Traffic Volume (approx.)	Collision Frequency			Target / Control
			2001	2002	2003	
34 Ave - 91 St	SB	51,000	42	42	35	Target
153 Av - 82 St	NB	37,300	20	18	20	Target
23 Av - 50 St	NB	49,100	32	47	35	Target
114 St - University Ave	SB	53,000	38	45	40	Control
34 Av - 111 St	SB	38,800	19	19	17	Control
63 Av - 99 St	EB	59,000	59	48	35	Control
87 Av - 178 St	WB	42,000	38	43	40	Control

For the City of St. Albert, since there were two operational red light cameras in the city, both were selected for this project. Table 4 lists the St. Albert intersections.

Table 4 City of St. Albert intersections

Intersection	RLC Dir'n	Daily Traffic Volume (approx.)	Collision Frequency			Target /Control
			2001	2002	2003	
St. AB Rd - McKenney Rd	SB	45,900	38	40	25	Target
St. AB Rd - Hebert Rd	NB	48,100	41	48	62	Control

For Strathcona County, intersections were selected because they were located in rural areas with no red light camera, only stop signs. However, the “Run a Red” theme also extends to stop sign controlled intersections. Because the four locations did not have red light cameras, numeric speed counters were installed on the road surface to collect needed vehicle speed data. Table 5 lists the Strathcona County intersections. Note that the traffic volume and collision statistics are far less compared to Edmonton and St. Albert.

Table 5 Strathcona County intersections

Intersection	Stop Sign Dir'n	Daily Traffic Volume (approx)	Collision Frequency			Target /Control
			2001	2002	2003	
Twp Rd 530 - Rge Rd 222	WB	4,570	0	1	3	Target
Twp Rd 520 - Rge Rd 225	NB	1,674	1	0	1	Target
Twp Rd 530 - Rge Rd 213	EB	1,365	0	2	1	Control
Twp Rd 520 - Rge Rd 224	NB	1,292	4	0	1	Control

c) Timeline

The project had four distinct phases, listed in Table 6. Due to red light data collection problems, data from the post test phase was not available. Therefore all comparisons are from baseline to the end of the targeted signage phase.

Table 6 Project phase timelines

Phase	Time Period
Baseline	April 11 – 24, 2005
Community-wide	April 25 – May 19, 2005
Targeted signage	May 20 – June 19, 2005
Post test	Not Available

V. Method

A quasi-experimental before-and-after treatment control study design was used for this project. It was a quasi-experimental design because though control sites were used, it is not possible to control for all variables (e.g. weather, special events, other road safety messaging, driver attitudes etc.).

Red light violations and vehicle speeds were the two outcomes of interest. Data collection occurred during each of four phases: pre study baseline (BS), CW, and TS. Red light violations were monitored by Affiliated Computer Systems (ACS), the private contractor who operates red light cameras in the City of Edmonton and the City of St. Albert. All outcomes were measured for through traffic lanes only, not turning lanes. Vehicle volumes were also collected at all intersections.

In Strathcona County, there were no red light cameras used for this study. Instead, intersections with two way stop signs were selected to examine the effectiveness of the CW and TS on vehicle speeds in rural areas. Numeric gauges were used to calculate vehicle speeds approaching the stop signs before the campaign, and during both the CW and TS phases. The numeric counters were operational 24 hours a day for the days they were working in each phase. This is different that for the red light cameras where they were only operational for certain hours of the day.

VI. Analysis

Analysis was conducted comparing the outcomes for each set of intersections in each phase. All the targeted intersections were combined and included as one group. Likewise, all the control intersections were combined and included as one group. Change in outcomes between baseline (BS) and the end of targeted sign phase (TS) for the treatment and control intersections was determined using both likelihood ratio tests and chi square tests for independence.

VII. Results

a) Red light violations

The combined results from City of Edmonton and City of St. Albert intersections (four treatment and five control) are shown in Appendix E. The number of red light violations, median speed of red light violations, traffic volume, and the percentage of red light violations are shown for each phase of the study.

The following figures graphically display the results from Appendix E. There were two treatment intersections where decreases in the red light violations were observed. For the control intersections, one intersection displayed decreases in the percentage of red light violations.

Figure 2 Red light violations, treatment intersections, Apr-Jun 2005, Edmonton and St. Albert

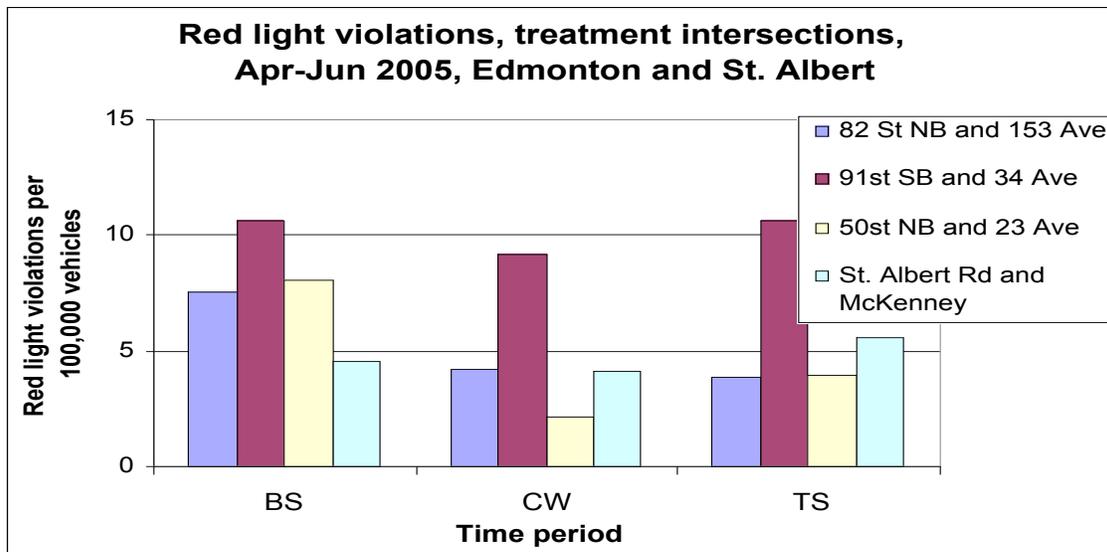
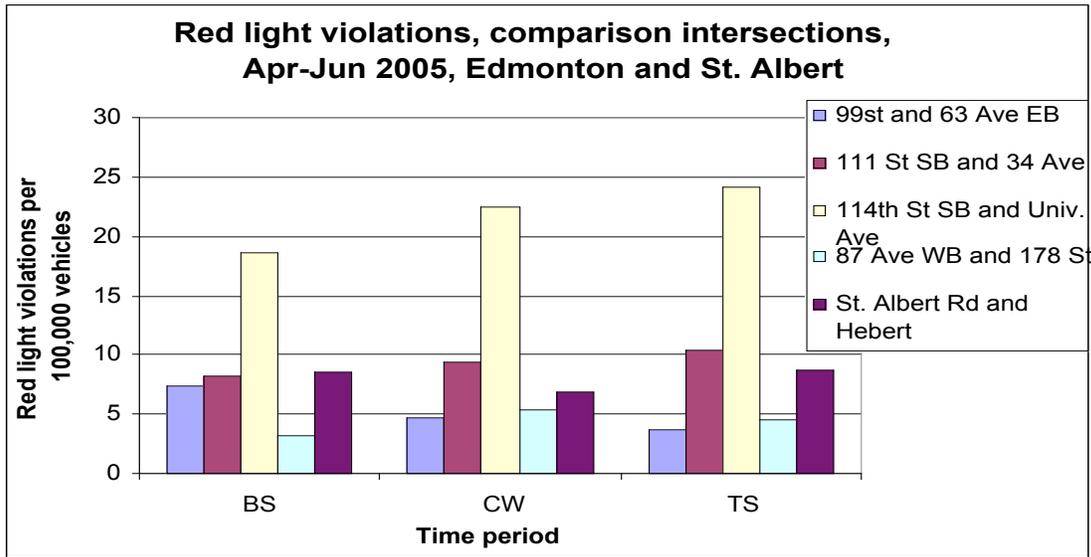


Figure 3 Red light violations, control intersections, Apr-Jun 2005, Edmonton and St. Albert



The red light violation comparison between treatment and control from baseline to the end of the targeted signage phase was done using both likelihood ratio test and the chi-square test for significance. The following chart shows the cumulative number of red light violations for all three treatment intersections and four control intersections. The before period is baseline time period (April 11-24) and the after period is the combined community wide phase with the targeted signage phase (April 25 to June 19). Statistical significance is referred to at the 95% level throughout.

The statistical tests for the number of red light violations are shown in Table 7. The likelihood ratio test with a z-value of .24 has a p-value > .10, meaning that there is no statistically significant difference in red light violations between the treatment and control intersections. The chi-square statistic for the City of Edmonton intersections was 0.05 (p-value > .10).

Table 7 Number of red light violations, City of Edmonton

	Treatment	Control	Total	Z-value	Chi-square
Before	19	30	49		
After	58	99	157		
Total	77	129	206	.24	.05

Note: Before period: April 11-24. After period: April 25 – Jun 19.

For the City of St. Albert, the likelihood ratio z-value was 0.15 (p-value > .10), meaning that there is no statistically significant difference in red light violations between the treatment and control intersections. The chi-square statistic was .02 with a p-value > .10 (see Table 8).

Table 8 Number of red light violations, City of St. Albert

	Treatment	Control	Total	Z -value	Chi-square
Before	9	14	23		
After	29	42	71		
Total	38	56	94	.15	.02

Note: Before period: April 11-24. After period: April 25 – Jun 19.

For the City of Edmonton and St. Albert, the z-value statistic combined was 0.11 (p-value >.10) meaning that there is no statistically significant difference in red light violations between the treatment and control intersections. The chi-square value was .01 which again had a p-value well over .10 (see Table 9).

Table 9 Number of red light violations, City of Edmonton and St. Albert

	Treatment	Control	Total	Chi Square	Z-value
Before	28	44	72		
After	87	141	228		
Total	115	185	300	.01	.11

Note: Before period: April 11-24. After period: April 25 – Jun 19.

Based on the results, there was little evidence that the targeted signage campaign (immediately following a community wide campaign) was effective in reducing the number of red light violations in either City of Edmonton or St. Albert or both cities combined. While not statistically significant, there were a slightly lower number of red light violations in the targeted intersections than would be expected based on the numbers from the control intersections (data not shown).

b) Violation Speeds

Mean speeds for only those vehicles that **violated the red lights** were calculated for all City of Edmonton and St. Albert intersections. The mean speed for the treatment intersections in the baseline period was 64.7 km/h. The mean speed dropped after the combined CW and TS periods to 58.7 km/h. While the speeds dropped, this result was not statistically significant because the confidence intervals were overlapping (see Table 10). For the control intersections, mean violation speeds increased from baseline (53 km/h) to the end of the TS period (58.4 km/h). The results give some cautionary evidence that the combination of CW and TS may have decreased red light violation speeds.

Table 10 Violation speeds, City of Edmonton and St. Albert

	Treatment intersections			Control intersections		
	Mean (km/h)	95% CI	N	Mean (km/h)	95% CI	N
Baseline	64.7	55.6, 73.8	28	53.0	48.7, 57.4	44
CW	63.6	58.5, 68.7	52	56.8	54.0, 59.6	114
TS	55.8	52.3, 59.3	87	59.7	57.1, 62.2	141
CW + TS	58.7	55.8, 61.7	139	58.4	56.5, 60.3	255

For Strathcona County, speeds were measured for all approaching vehicles coming up to an intersection. The speed counters were placed approximately 0.5 meters behind the stop bar. Vehicles traveling at 16 km/h or under by the time they hit the speed counter were considered being able to stop in time. Those traveling at faster than 16 km/h were considered to not stop in time for the stop bar. All data shown are only for those vehicles that were traveling at faster than 16 km/h. This would be a proxy measure for red light violators in the Edmonton and St. Albert areas.

Table 11 shows that the treatment intersections violator speeds dropped from 31.5 km/h during baseline to 29.0 km/h at the end of the targeted signage and community wide periods combined. The control intersections experienced an increase in speeds from 31.4 km/h to 33.7km/h by the end of the targeted signage phase. Although the trend is decreasing speeds amongst the treatment intersections it is a very minor drop, only about 2 km/h. Therefore there is little evidence that the targeted signage and community-wide campaign made much difference in violator speeds.

Table 11 Violation speeds, Strathcona County

	Treatment intersections			Control intersections		
	Mean (km/h)	95% CI	N	Mean (km/h)	95% CI	N
BS	31.5	28.3, 34.7	167	31.4	29.9, 32.8	487
CW	30.5	29.4, 31.5	1,276	32.3	30.8, 33.7	615
TS	27.4	26.7, 28.5	1,187	35.8	33.4, 38.2	420
CW + TS	29.0	28.4, 29.8	2,463	33.7	32.4, 35.0	1,035

Note: TR 222 and TR 530 collected no data during the baseline phase, therefore only 225 and 520 is reported in this phase

c) Media results

i) Earned media

Appendix D includes a qualitative evaluation of the results for the earned media surrounding the campaign launch event on April 21. The coverage was slightly unfocused and the goal of having one key message in at least five news stories was not met (only three news stories had at least one key message). The need for a more creative “hook” when CRISP releases a new campaign was one of the major findings.

ii) Paid media

The time period for the paid media (community-wide) campaign was from April 25 to May 24. The combination of media was outdoor advertising and newspapers along with radio spots. The reach is defined as the number of different persons or homes exposed to a specific media vehicle or schedule at least once. This is measured over a specified period of time. Data in Table 12 are expressed in a percentage (e.g. 71% of all people in the Edmonton area were reached by the radio advertisements). Frequency is defined as the average number of times an audience is exposed to the message (e.g. for radio spots, a person would be exposed to the radio spot 14 times in this 4 week time period). The Gross Rating Point (GRP) is the product of Reach multiplied by Frequency. The sum of all program ratings equals the total GRPs of the campaign.

Table 11 Paid media statistics for community wide campaign

	Time	Details	Reach	Frequency	Gross Rating Point
Outdoor	4 weeks	36 units	79%	26.8	2100
Radio	4 weeks	30 second spots	71%	14.2	1000
Total			95%	32.8	3100

d) Budget

The total cost for the campaign was \$64,280 which included payment for the various media.

VIII. Discussion

We place our campaign findings in context with other work done in this area. Specifically, we took seriously Delhomme’s (1999) recommendations of over 300 road safety campaigns. Three of those recommendations were:

- a) more theoretical basis is needed in road safety evaluations,
- b) more emphasis should be placed on observed driving behaviour rather than simply driver’s recall, knowledge, and attitudes, about and towards safe driving behaviour and
- c) findings of road safety evaluations need to be published, positive or negative.

Our study relied on a theoretical framework (see Figure 1) adapted from past sources. The framework is useful because it outlines a causal pathway from the media messages to the outcomes that we focused on in this study.

The concentration on observed driving behaviour is a step forward for CRISP because in past years, driver recall of advertisements and attitude probes were the extent of campaign evaluations. Driver’s knowledge and positive attitudes towards safety messages do not always translate in better driving behaviour (Delhomme et al, 1999).

Our results suggest that the community wide campaign combined with the targeted signage did not significantly decrease the number of red light violations. This in itself is a useful finding because in future, different types of messages, with increased frequency or

delivered in different channels may be necessary. Other organizations may be able to learn from our experiences.

Our results unfortunately do not get us any closer to definitely stating whether the targeted signage lead to a decrease in red light violations. While the increase in red light violations observed at the targeted intersections was not as great as that seen in the control intersections, between baseline and the end of the targeted signage phase, the difference was not statistically significant.

While the test of statistical significance is important, we cannot say for certain that the targeted signage combined with the community wide campaign had no effect. The targeted signage and community wide campaign may have helped to decrease the speed of the violators, though without statistical significance it is difficult to definitively state this. There may be some positive aspects to the campaign that are not easily measurable (e.g. contributing to a social norm of road safety). In summation, our findings add to the general uncertainty in the literature about the effectiveness of signage in changing observed driving behaviour.

Our campaign was selective in that only media was used, no enforcement initiatives were run at the same time, nor were there engineering efforts made at any of the intersections during this time frame. This was both positive and negative. With a combined enforcement effort we may have seen a further decrease in red light violations. The drawback to engaging enforcement in this campaign is that it would have been much more difficult to distinguish the effects of the media from the enforcement.

Confounding factors are an issue that must be acknowledged in any quasi-experimental study. The control intersections are crucial because if changes in red light violations and vehicle speeds occur at both intervention and control intersections, this may indicate that external variables (e.g. weather, other safety media, obstructions in roadway) caused the change. Not all of the cameras operated during the same hours for each intersection. This may have obscured the results if a camera was on primarily more at night than other cameras. The time of the year may have had an effect on the data collection,. The driving public may have different characteristics in summer than in April to June (e.g. more tourists in the summer season).

CRISP's earned media evaluation goal was to get at least five positive news stories as well as key messages across in each story. Overall, while there were five news stories, only three of these had a key message. In general, the coverage was disappointing and slightly unfocused because of the lack of key messages. This could have been because there was no real 'hook' or story with the campaign that was new or creative. There was also competition for media and public attention in that the Prime Minister of Canada delivered a live television address on a major national story the same evening as the launch. As was recommended in the media evaluation, a more creative approach by CRISP may have resulted in improved media coverage.

IX. Conclusion

The CRISP interventions of community wide campaign and targeted signage were examples of several organizations commitment to road safety in the Capital region of Edmonton. A public awareness campaign was launched in the spring followed up by signage urging drivers to come to a complete stop at red lights and stop signs. While this type of initiative is not new for CRISP, what was new is that the earned and paid media were evaluated along with a study of overt driving behaviour outcomes.

The results of the campaign show that targeted signage along with community wide campaign did not make a significant difference in red light violations. The combined community wide and targeted signage campaigns may have had a positive effect of decreasing the speeds with which the violators went through the red light, though without statistical significance, this claim lacks conclusive evidence. While the media results were somewhat discouraging due to limited media coverage, CRISP now has a baseline with which to prepare future campaigns.

X. Acknowledgements

CRISP would like to acknowledge the Alberta Traffic Safety Foundation for resource support for the Red Means Stop campaign. Affiliated Computer Systems are acknowledged for providing needed red light camera data. Strathcona County traffic operations are to be commended for coordinating the installation of the signage and data collection for the intersections in Strathcona County. The City of Edmonton Traffic Operations Branch is acknowledged for intersection site selection and the production, installation, and takedown of the four by eight foot signs.

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Appendix A

Billboard, transit shelter and four by eight foot signs:

Appendix B
Newspaper advertisement

**Run a red
and stop dead.**

Don't zone out when you're crossing.
60% of injury collisions happen at intersections.



Drive to Live.

Appendix C

Radio script

Announcer	People are just dying to get through
Sound FX	Car speeding, screeching and crashing Horn under
Announcer	With a little speed, any intersection can become a deadly crossing. In fact, sixty per cent of all serious collisions happen at intersections. Sixty per cent! You can't ignore a statistic like that. People are dying. And you have the power to stop it. Put on the brakes. And stop at the red.
Dr. Gerry Predy:	For the Partnership on Intersection Safety I'm Medical Officer of Health
Dr. Gerry Predy. (pause)	Drive to live.

Appendix D

CRISP Red Means Stop April Campaign—Media Launch Evaluation

Background

The communication objective of the April Red Means Stop campaign was to raise public awareness about the dangers of running red lights.¹ The campaign consisted of paid radio spots and billboards, as well as earned media².

Scope

This evaluation will assess documented *print and radio coverage from the campaign launch* of April 24, 2005 only. Television coverage of the campaign launch will not be assessed as it was not recorded (the EPS Media Relations Unit's recording equipment was not working the day of the launch).

The Red Means Stop campaign explicitly stated targets for earned media exposure for the launch. These modest criteria include five media stories with one key message in each. This evaluation will compare results to this standard as well as shed light on the:

- Volume of coverage—number of stories,
- Length of coverage,
- Presence of key messages—were any campaign key messages evident in the coverage,
- Accuracy of key messages—were the campaign key messages accurately communicated,
- Spokesperson quotations—which partner if any were quoted, and
- Notes—other points of interest on the coverage.

This analysis will, at the very least, form a benchmark for future campaigns as well as make recommendations for future improvement.

Campaign Launch Media Attendance

- CBC TV English language
- CFCW
- Strathcona County This Week
- Edmonton Sun
- A Channel
- CFRN

Campaign Launch CRISP Attendees

- AMA—2 representatives
- EPS—3 representatives
- Capital Health—3 representatives
- RCMP—7 representatives
- St. Albert—5 representatives
- Strathcona County—5 representatives
- City of Edmonton—2 representatives

There were a total of 27 CRSIP representatives at the campaign launch.

¹ Another campaign objective was to evaluate the effectiveness of various communication media, specifically whether targeted signage enhanced the effectiveness of a community-wide campaign to change driver red light running behaviour.

² Earned media refers to campaign coverage that has not been purchased. It can include, but is not limited to, press releases, media events, news stories...[and is] a means of adding credibility to your cause.”
(http://www.kpha.us/spring_training/Earned%20Media.rtf accessed August 23, 2005)

Media Coverage

Print and radio media stories were captured by *Bowdens Media Intelligence*. Bowdens captured one print story, one internet story (unclear if this also went into print) and three radio spots generated from the launch. Coverage from Bowden's is detailed below.

RADIO

Source: 630 Ched

Length: 40 seconds

Angle: Focused on red light cameras and the EPS defense of red light camera value

Key messages: No campaign messages brought forward in the story

Message accuracy: N/A

Quotes: The only quote was an archived (a quote from an old interview) quote from EPS Sgt. Tom Bell defending the use of red light cameras.

Placement: Not available

Notes: The story opened with the announcer giving an incorrect campaign title "Run a red and wind up dead." Though this story reminded the public about red light cameras, it did not really further CRISP's goals of the campaign because of a lack of key messages and the story angle.

Source: 630 Ched

Length: 40 seconds

Angle: focused on red light cameras and the EPS defense of red light camera value

Key messages: No campaign messages brought forward in the story

Message accuracy: N/A

Quotes: A different variation of the archived quote from Sgt. Tom Bell defending the use of red light cameras.

Placement: Not available

Notes: This time the story opened with the announcer giving a correct campaign title. Though this story reminded the public about red light cameras, it did not further CRISP's goals of the campaign because of a lack of key messages and the story angle.

Source: CBC Radio English language

Length: 4 minutes 25 seconds

Angle: This was a wide ranging interview conducted by Rod Kurtz and covering how to measure the impact of awareness campaigns, attitudes of Alberta drivers, traffic fines etc. but not much about intersection safety.

Key messages: Running red lights and stop signs dangerous; take responsibility for each other.

Message accuracy: Messages were accurate, did reflect the campaign messaging, however little time was spent discussing intersection safety.

Quotes: This was a live interview with Don Szarko from the AMA and did not quote directly from the campaign launch.

Placement: Not available

Notes: This story opened with the CRISP tag line "Drive to Live." This story also did not generate the desired coverage regarding intersection safety but did bring traffic safety in general to the forefront.

PRINT

Source: Edmonton Journal

Length: 2.5 column inches

Angle: Described the campaign and its purpose

Key messages: Two thirds of injury collisions happen at intersections

Message accuracy: Very accurate

Quotes: None

Placement: B12 next to the announcements section; coverage was very small and not significant

Notes: The Journal was not at the launch and likely covered the story using the news release.

INTERNET

Source: Sherwood Park News web page

Length: 18 column inches

Angle: Described the campaign and its purpose, planned enforcement at intersections

Key messages: The most serious collisions occurred at intersections; 25,000 motor vehicle collisions at intersections; two out of three injury collisions happen at intersections; over half of collisions involving red light violations result in injuries or fatalities compared with one third otherwise.

Message accuracy: The above key messages were accurately portrayed but there was some inaccurate messaging in spokesperson quotations around the role of enforcement in this campaign.

Quotes: Quotations from the RCMP at the launch.

Placement: Not available

Notes: This story was effective in conveying campaign-related key messages. There was, however, some confusion between the role of enforcement in the evaluation component of the campaign (which was not to be discussed by stakeholders at the launch) and the role of enforcement in the communications component of the campaign. The story made it sound as though there was going to be a major targeted enforcement initiative supporting the awareness campaign, which was not true.”

According to AMA records, CFRN television also covered the story. It was a 45 second spot and quoted Don Szarko. However, the coverage could not be reviewed for content and therefore is not analysed in this document.

Media Summary

- Overall CRISP garnered limited media coverage from the campaign launch. In news stories generated, media sources were often distracted from the campaign itself focusing on areas of interest to them and not necessarily relevant to the campaign. This resulted in unfocussed coverage.
- Without review of television media coverage it is impossible to determine if CRISP communications goals were met (five stories with a minimum of one key message in each). However, of the five stories documented, three contained key messages related to the campaign.
- CRISP members far outnumbered media outlets at the launch. There were more than 20 people in attendance from CRISP organizations and about half that number of media personnel.
- There appeared to be some partner confusion about the campaign purpose and key messages to be communicated to the media at the launch.
- At the launch it was observed that media felt free to interview any person in uniform.

Recommendations

1. To manage the accurate conveyance of messages, limit the representation numbers from each CRISP partner organization to one or two individuals.
2. Ensure all CRISP member launch participants know who their designated spokesperson is and how to refer the media to that person.
3. Because media coverage was overall disappointing, CRISP should come up with more creative ways of getting the message out that will garner more and accurate earned media attention.
4. To make evaluation easier and more meaningful, develop a list of prioritized key messages for the campaign. This will ensure the evaluator has a clear list of messages to look for in coverage. Also the key messages generated by each partner should be shared with the committee and evaluator prior to the launch to ensure accuracy.