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Road Safety

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MASS MEDIA CAMPAIGN REPORT

“Speeding Kills, Slow Down”

Addis Ababa, Ethiopia 2023

BACKGROUND AND CAMPAIGN DETAILS



In December 2023, the Addis Ababa Traffic Management Authority (TMA) launched the “[Esmlealem’s Story](#)” road safety mass media campaign, supported by the Bloomberg Philanthropies Initiative for Global Road Safety and Vital Strategies. This testimonial-style campaign aimed to curb speeding in Addis Ababa, Ethiopia. The campaign featured the story of Esmlealem Befikadu, who was hit by a speeding driver while crossing the road, causing injuries that required amputation of his legs. The public service announcement emphasized the hardship his family endures.

The campaign was strategically designed ahead of the Christmas holiday season, when data indicates an increased number of crashes and Addis Ababa police and TMA carried out speed enforcement operations.

The post-campaign evaluation demonstrates that the campaign messages were adequately comprehended and accepted by drivers, generated the intended concern about speeding and motivated respondents to comply with speed limits.

Campaign Objective: To increase drivers’ awareness of the devastating consequences of speeding, their risk perception and the likelihood that drivers will obey posted speed limits.

Campaign target audience: Male drivers 18-45 years old.

Coordinated with enforcement operation: Yes.

Message tested: Yes.

Press event: Yes.
Materials Available
[TV](#), [radio](#), [social media](#) and [Out-of-Home](#) advertisements

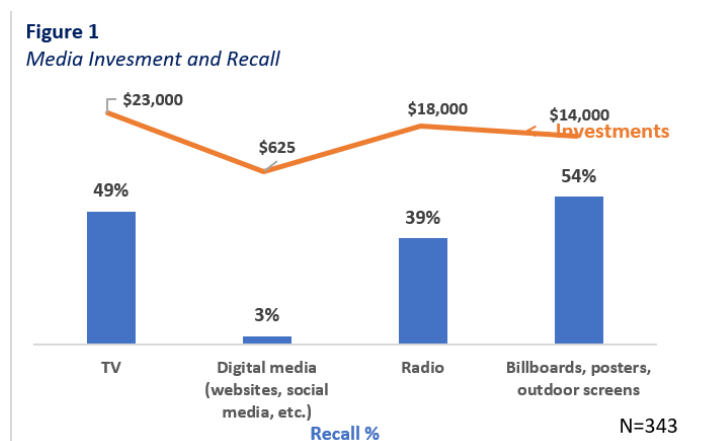
Budget: US\$55,625
Duration: 6 weeks, December 28, 2023-February 8, 2024.
Media channels: TV, radio (city and national), social media, street billboards and posters.

EVALUATION

Methodology

The campaign was evaluated through face-to-face intercept interviews with 633 randomly selected drivers in high-traffic locations in Addis Ababa between February 8-23, 2024. Both two- and four-wheel vehicle drivers participated in the study, with 91% men and 9% women aged 18 to 55 years. The prompted recall was measured by showing selected images from the campaign.

Campaign Reach



Approximately **53%** of surveyed respondents recalled the campaign, which means that an estimated 1.5 million adults in Addis Ababa were reached by a campaign message (calculated as 53% recall rate x 2,771,020 of population aged 15+) (CSA, 2022)¹.

Out-of-home advertisements were the most frequently recalled source, followed by television and radio.

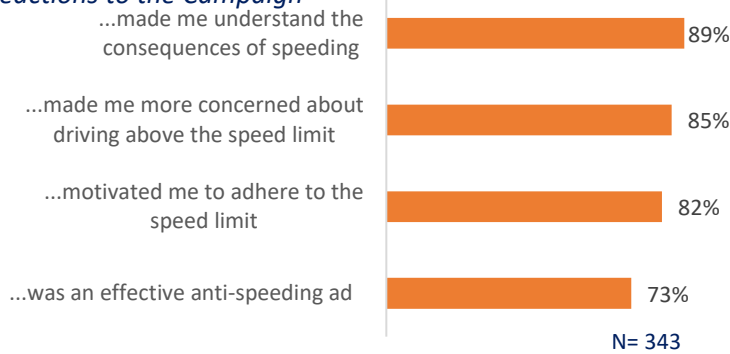
Response to the Campaign

Campaign messages were received well by drivers. The majority of respondents who recalled the campaign reported that it was easy to understand (79%) and believable (78%). Seven out of 10 (74%) perceived the advertisement as relevant, 76% agreed that the campaign prompted them to “stop and think” and 77% said it “taught them something new.”

¹ Central Statistical Agency (CSA), Population Projections for Ethiopia 2007-2037. Retrieved from <http://www.csa.gov.et/census-report/population-projections/category/368-population-projection-2007-2037>

Figure 2

Reactions to the Campaign

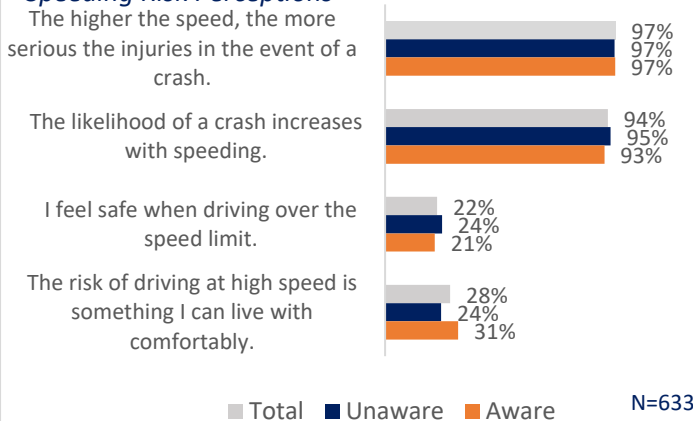


This campaign successfully conveyed key messages related to the risks associated with speeding. The main messages recalled from the ad were quite consistent among respondents. The top-most prominent messages were: "speeding kills/leads to death (51%), "the higher the speed the more severe the outcome of the crash" (43%) and "slow down" (42%). The campaign generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

Impact of the Campaign

Figure 3

Speeding Risk Perceptions

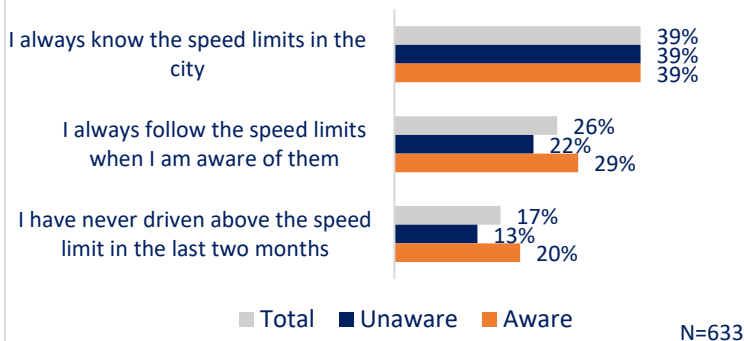


A significant majority, both aware and unaware of the campaign, were cognizant of the risks associated with speeding. Some respondents, including those aware of the campaign, reported feeling comfortable with the risk of driving fast. Conversely, more drivers who were unaware of the campaign reported feeling safe when driving over the speed limit (Figure 3). Two-wheel drivers (35%) were significantly more likely to report feeling comfortable with the risk of driving fast than four-wheel drivers (25%). Many of two-wheel and four-

wheel drivers explained this comfort with driving fast by citing their consistent use of seat belts (48%) and helmets (33%).

Figure 4

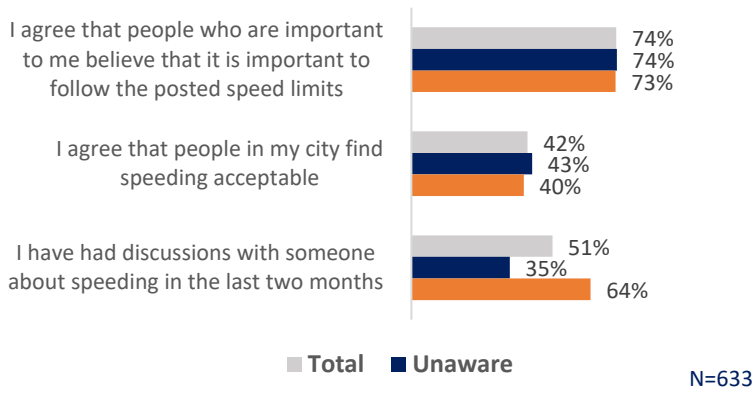
Self-Reported Behaviours



Regardless of their awareness of the campaign, four out of 10 respondents consistently knew about the city's speed limits. However, significantly more respondents aware of the campaign reported following the speed limits when they were aware of them, as well as never driving over the speed limit in the preceding two months (Figure 4).

Figure 5

Social Norms and Public Discourse



Seven out of 10 respondents agreed that people important to them believed it was important to follow the posted speed limits. More respondents unaware of the campaign than those aware of it reported that people in their city found it acceptable to drive above the established speed limits (Figure 5).

Campaign evaluation findings also demonstrated that the campaign seemed to spark discussions about speeding, with significantly more respondents aware of the

campaign discussing speeding with others during the two months preceding the evaluation (Figure 5). Similarly, significantly more respondents aware of the campaign (21%) than those unaware of it (10%) noticed any road safety-related stories or news.

Other Findings

- About 27% of total respondents thought that speeding enforcement had increased in the two months prior to the survey.
- Significantly more respondents unaware of the campaign stated that the speed limits should increase than aware respondents (29% versus 19%, respectively).
- Nine out of 10 respondents showed their support for the government running public health campaigns addressing speeding, with significantly more among those aware of the campaign expressing their support (92%) compared to unaware (87%).
- Many (46%) also reported feeling safer and protected from possible collisions for themselves and their families when they saw traffic police on the streets.
- According to the study results, approximately 37% of respondents listen to the radio daily, with Bisrat FM 101.1 (30%) and Sheger FM 102.1 (20%) being the most listened-to radio stations. About 28% of respondents reported watching television daily, with EBS TV (33%) being the most watched. Additionally, about 50% of respondents reported using social media on a daily basis, with many using Facebook (37%), TikTok (18%), and YouTube (14%).

RECOMMENDATIONS

- To gradually change drivers' attitudes, behaviors and norms related to speeding, sustained speeding campaigns are needed.
- Granular crash data and data on risky behaviors must be analyzed to define target audiences and campaign objectives more precisely. Consideration of priority speed management initiatives (e.g., focusing on school zone safety) will contribute to the campaign's impact.
- The recall suggests media planning is an area for improvement. For instance, having better-funded campaigns to achieve adequate target population exposure to campaign messages. Analysis of the target audience's media habits and assessment of the campaign recall by specific programs and mediums within TV and radio channels are necessary for cost-effective media planning. Continue strategic placement of billboards and digital screens in high-traffic sensitive areas for maximum visibility and exposure to the target audience. Supplement this review with social media report analysis. Consider creating a set of materials in formats more suitable for social media.

- For the next campaign, continue focusing on four-wheel vehicle drivers, as two-wheel vehicles are banned from the city by law. Consider relaying messages about consequences to others (e.g., the impact on families, the lost future of crash victims, and oneself) as well as a reminder that the roads are a shared space and to expand consideration of consequences beyond personal physical safety.
- Consider the evaluation of posted speed limit signage (only every third driver always knew the speed limit, according to this evaluation). Decide if there is a need for infrastructure or signage improvement, or if enhanced communication is needed to inform drivers of posted speed limits.