



# MASS MEDIA CAMPAIGN REPORT

## “Slow Down, Speeding Ruins Lives” Campaign

### Kenya 2024

#### BACKGROUND AND CAMPAIGN DETAILS

On December 10, the Mombasa County Government, in collaboration with the National Transport and Safety Authority (NTSA) and the National Police Service (NPS), launched the “[Slow Down, Speeding Ruins Lives](#)” campaign. This was Mombasa County’s first-ever speeding mass media campaign. The campaign featured two testimonial-style PSAs of [Mary Wanja](#) and [Ruth Machacho](#), whose lives were irreversibly changed by speeding-related crashes. The campaign, strategically rolled out during the holidays when travel and road risks increase, was coordinated with enforcement and aimed to deter speeding.

As part of the campaign, NPS and the NTSA also carried out police-led outreach activities, during which over 500 drivers signed a pledge to slow down.



#### Target audience:

- Male drivers between 18 and 45 years old.

#### Campaign objectives:

- Increase awareness of speed limits on different types of roads.
- Educate road users on the increased risks associated with speeding, including higher crash rates and severity of injuries.
- Encourage motorists to comply with speed limits.

**Coordinated with enforcement operation:**  
Yes

**Message tested:** Yes

**Press event:** Yes

**Media plan:** [Here](#)

**Budget:** US\$102,906 from Mombasa County, US\$62,000 from NTSA Nairobi, US\$9,899 Vital for TV, radio, social media and out-of-home placement.

**Media channels:** TV (national and local), radio, social media (Facebook, Instagram, and TikTok), digital and traditional billboards

**Duration:** December 10, 2024, to January 20, 2025

**Materials available:** [TV](#), [radio](#), [digital billboard](#), and [billboard](#)

## EVALUATION

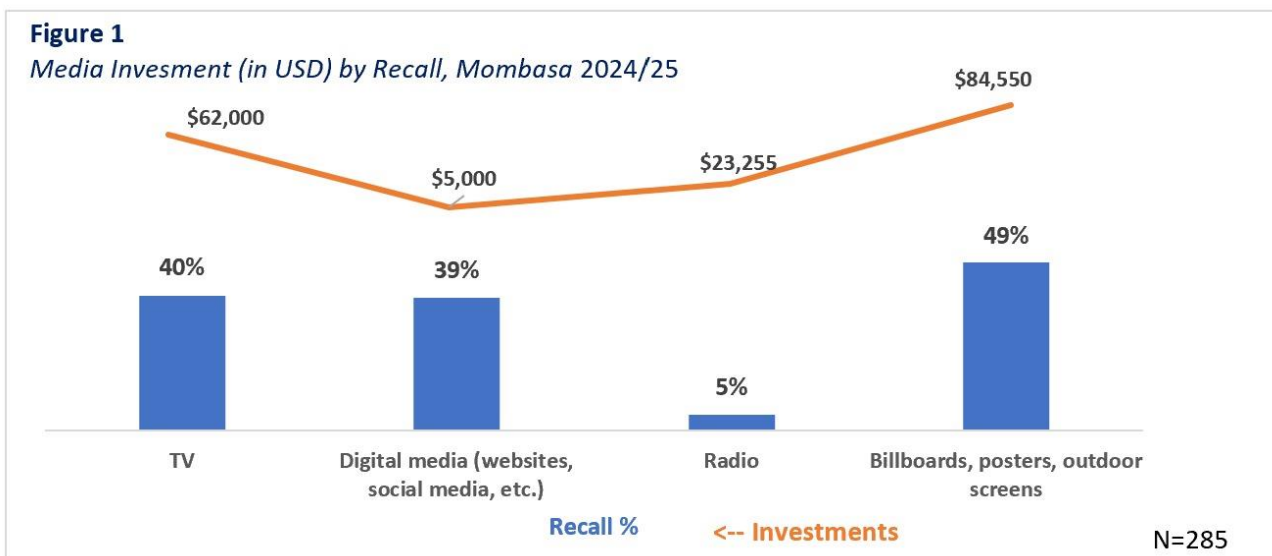
### Methodology

The campaign was evaluated using a random intercept survey design and administered through face-to-face interviews with 600 2- and 4-wheel vehicle drivers aged 18 to 55 in Mombasa between January 21 and 27, 2025. See the [questionnaire](#) and [full report](#).

### Campaign Reach

Approximately 48% of respondents recalled the campaign, which means an estimated 380,195 adults were reached in Mombasa (calculated as a 48% recall rate of 1,208,333 total urban population aged 15+ years). Campaign recall was significantly higher among 4-wheel drivers than 2-wheel drivers (56% vs. 39%).

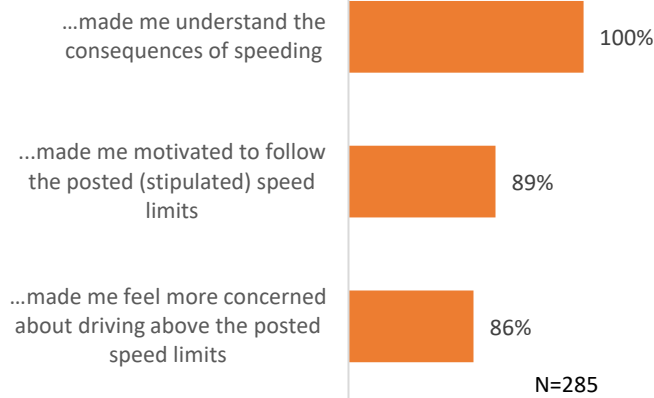
Most participants recalled the campaign from outdoor channels such as billboards, posters, and screens; followed by television and social media. Very few recalled it via radio (Figure 1). On TV, the campaign was mostly seen on Citizen TV (90%), and fewer viewed on NTV (10%) and KTN (5%). Among social media platforms, the campaign was predominantly seen on Facebook (74%), followed by YouTube (29%), and X (formerly Twitter) (16%).



### Response to the Campaign

Drivers received campaign messages well. Many respondents who recalled the campaign reported that it was easy to understand (90%) and believable (89%). About 87% of respondents said the campaign was relevant, 86% agreed it made them “stop and think,” and 89% said it “taught them something new.” Nearly nine out of 10 campaign-aware respondents said this was an effective anti-speeding campaign.

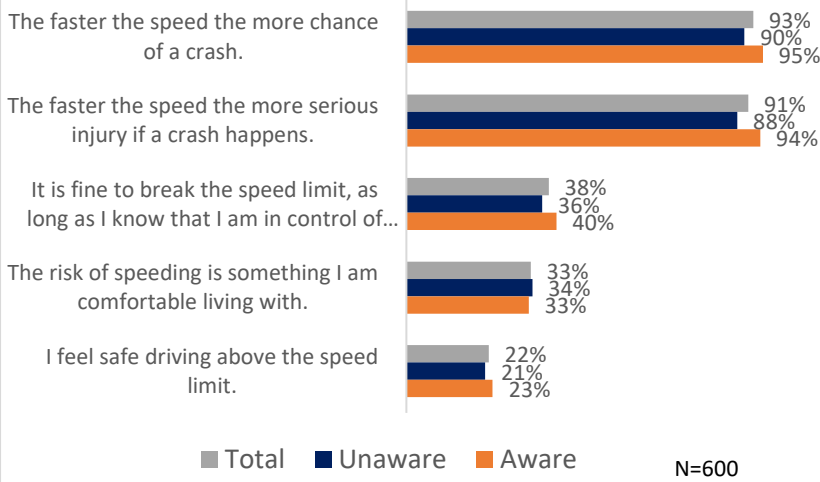
**Figure 2**  
*Reactions to the Campaign*



This campaign effectively conveyed key messages about the high risks of speeding and the importance of following speed limits. The main messages recalled from the campaign were consistent among respondents. The top three most prominent messages included: “Speeding kills/leads to death” (63%), “Respect the speed limits” (31%), and “Don’t let speeding ruin your dreams” (31%). The campaign also generated the intended concern about speeding and motivated respondents to comply with speed limits (Figure 2).

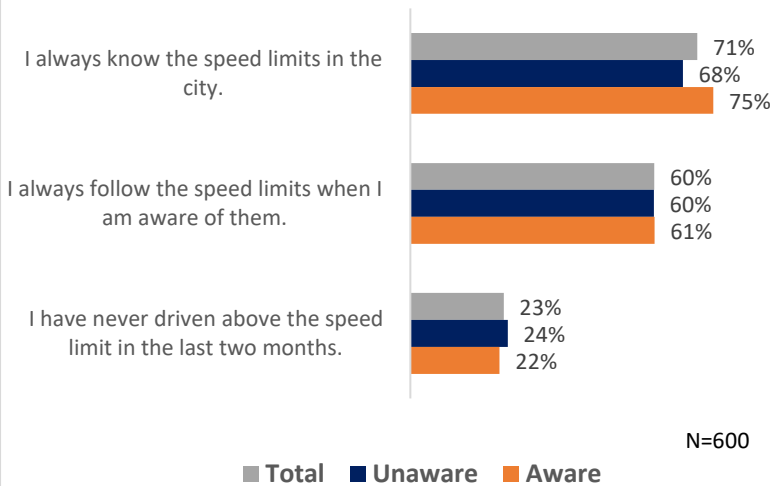
### Campaign Impact

**Figure 3**  
*Speeding Risk Perceptions*



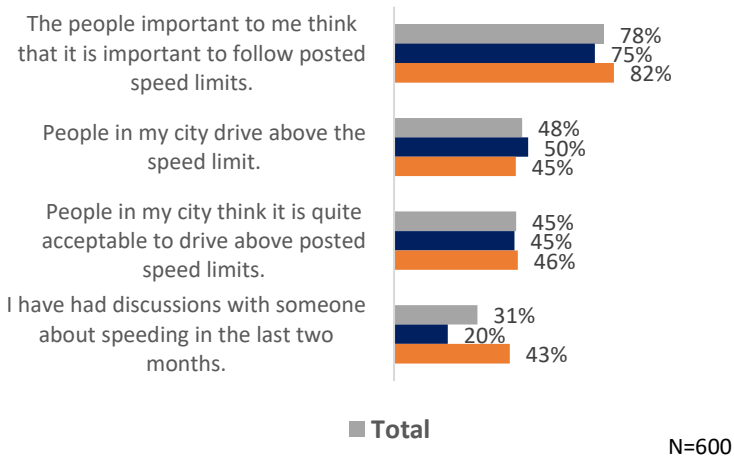
Most respondents were highly aware of the risks of speeding. However, over 20% felt speeding safe, and over 30% felt at ease exceeding the limit and breaking it when in control (Figure 3). The low perception of risks associated with driving at high speeds was more common among drivers with less than five years of experience.

**Figure 4**  
*Self-Reported Behaviors*



About seven out of 10 drivers reported always knowing the speed limits in their city, with more campaign aware reporting higher levels of knowledge of existing speed limits. About six out of 10, regardless of the campaign awareness status, reported following the speed limit when aware of it, and about two out of 10 never drove above the speed limit in the last two months (Figure 4). Overall, individuals aware of the campaign reported higher awareness and compliance with speed limits than those unaware.

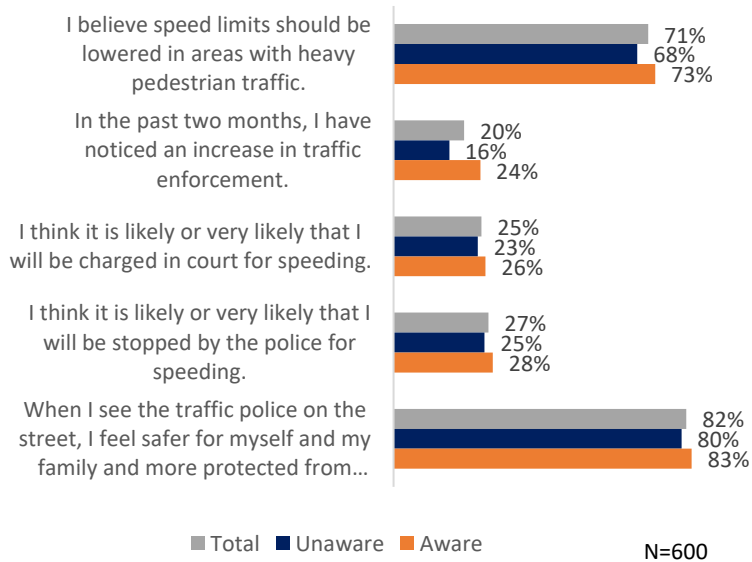
**Figure 5**  
*Social Norms and Public Discourse*



About eight in 10 respondents agreed that people important to them believed following speed limits was essential. Nearly five in 10 felt that drivers in their city frequently exceeded the limit, with a higher proportion among those unaware of the campaign. Additionally, four in 10 believed speeding was acceptable in their town, with no difference between campaign-aware and unaware participants.

The campaign seemed to inspire conversation around road safety, with more campaign-aware than unaware discussing speeding with someone in the past two months (Figure 5).

**Figure 6**  
*Road Safety Laws and Enforcement*



Campaign awareness increased recognition of road safety regulations and enforcement. More campaign-aware participants supported lowering residential speed limits, noticed increased enforcement, and felt more likely to be stopped or charged for speeding (Figure 6).

### Other Findings

- Across all demographic segments, there was broad agreement on the top three causes of road crashes: speeding (85%), reckless driving (68%), and drunk driving (65%). Notably, younger drivers (18-29 years old) were significantly more likely to cite swerving as a major contributing

factor than other age groups.

- Overall, survey participants displayed high confidence in their driving abilities, with 39% considering their skills significantly above average and 38% rating them above average. This sentiment was more prevalent among 4-wheel drivers.
- The primary reasons cited for speeding included rushing (38%), reduced traffic congestion (35%), and the presence of wider roads such as highways and ring roads (24%). Four-wheel drivers frequently attributed their speeding to empty and broader roads, while motorcyclists emphasized rushing and service delivery as key factors.

### Social Media

See report [here](#).

### RECOMMENDATIONS

- Sustain speeding campaigns to gradually change drivers' attitudes, behaviors and norms related to speeding.
- Maintain social behavioral data collection, a key supplement to crash and behavior data for policymaking and communication. Consider adding road safety questions to public health surveys to gather social-behavioral indicators.
- Define the target audience more precisely by analyzing not only the fatality group but also the causes and consequences of crashes. Focus on younger motorcyclists and delivery/taxi motorcyclists, tailoring campaigns to their specific knowledge gaps and perceptions.
- Review annual crash data to identify high-risk periods, and critical locations for targeted prevention measures and messages.
- Invest in strategic media placement within channels that align with the target audience's media habits to enhance message exposure. While roadside advertisements had the highest reach—being close to the audience at the time and place of potential risk—social media proved to be the most cost-effective channel.

- Strategically expand police outreach through one-on-one engagement, explaining speeding risks and encouraging compliance pledges. This fosters dialogue and strengthens connections with enforcement agents.
- Design a stronger supporting communication strategy to magnify enforcement in alignment with the media campaign, as the enforcement efforts were not much noticed.
- Consider messages for 2025 campaign which: Highlight the severity of penalties, including the risk of losing a vehicle or license, prison sentence and the potential hardship for the family; address the most common reason for speeding--"Better late than never"; counter overconfidence by emphasizing the unpredictability of road users --"Others make mistakes"; and enforce the collective responsibility for safety--" Your speeding endangers us" / "We share the road".
- Consider appropriate regulations for delivery and taxi aggregators, as most drivers use motorcycles to transport goods or passengers.