

# KENTUCKY OFFICE OF HIGHWAY SAFETY: SPREADING THE BUCKLE UP. PHONE DOWN. MESSAGE



## *Traffic Safety Culture Case Study*

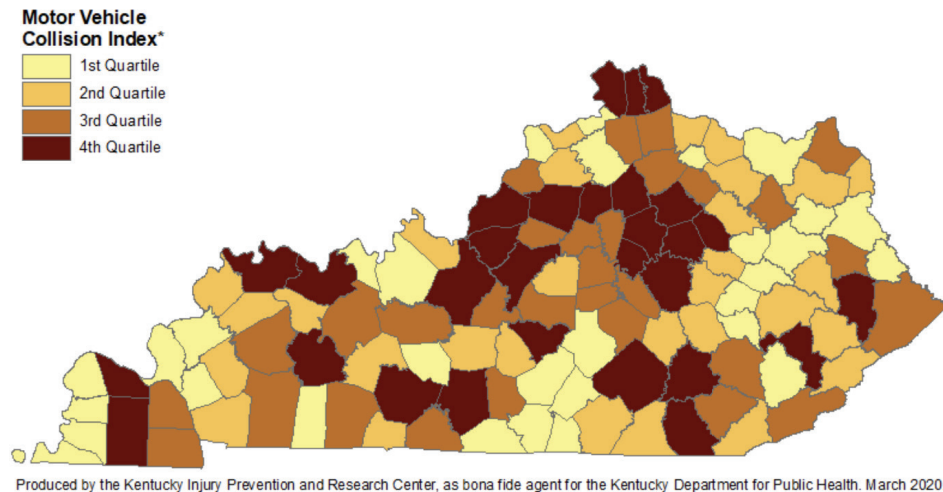
### **TARGETED BUCKLE UP, PHONE DOWN MESSAGING IS CREATING A NEW SAFETY CULTURE IN KENTUCKY.**

Kentucky was witnessing consistent year-over-year high fatalities from distracted driving and not buckling up. While safety had been a priority within the leadership of the Kentucky Office of Highway Safety (KOHS), messages had primarily been focused on enforcement. Keeping safety in conversations and held as a priority over time, made a natural segue as Kentucky safety representatives found funding that allowed them to increase focus on the behavioral aspects of highway safety.

2019 was the year several things began to align to open a way for the Kentucky Office of Highway Safety (KOHS) to create their own campaign to change safety culture and save lives. First, Kentucky officials witnessed the success of the “Buckle Up, Phone Down” (BUPD) campaign in Missouri and the openness of the public to change their behavior. Second, AASHTO encouraged and offered additional support to Kentucky to implement their own efforts. Third, encouraged by examples and additional support, state funds became available for a state-wide project.

With funding and support aligned from many sources, KOHS surged forward to secure data to more specifically understand which areas of their state had the most urgent need for improvement to stop loss of life. Using available crash data from NHTSA they understood the need for more education about occupant protection and distracted driving.

Additional visibility was provided by the Kentucky Injury Prevention and Research Center (KIPRC) illustrating where unsafe behaviors were highest through heat maps. Importantly, this data identified the counties of residence of those involved in crashes where fatalities were caused by distracted driving and lack of occupant protection instead of where the crashes themselves took place. Receiving this additional perspective from an epidemiological/public health perspective, allowed the KOHS to identify where their message could really hit home.



Within Kentucky's 120 counties, 34 counties were defined as top-tier, and 33 as second-tier for heavier message targeting. These 67 counties covered approximately  $\frac{3}{4}$  of the state's population. This county data became the core of using the power of Missouri's BUPD message while customizing the campaign to the urgent needs of Kentucky's most affected populations.

Grassroots efforts and user-generated content were an exciting part of the Missouri BUPD campaign, but as KOHS learned more about their target audiences, they agreed to prioritize crafting the tone and clarity of messages to most effectively change behaviors. For example, paid talent was used to create four video spots that were simple and direct for all platforms to ensure the tone was consistent, rather than relying on the public-made messaging.

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Moms will do anything to keep their kids safe – including making sure they're always buckled up. #seatbeltgame

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Sons take after their dads. So teach them to wear their seat belt – by wearing yours. #bearolemodel

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**Kentucky Office of Highway Safety**  
Written by Red7e [?] · October 7 · 🌐

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Produced videos were focused on protecting loved ones and the real life-changing consequences of distracted driving behaviors or choosing not to wear a seat belt. Rather than the speaker threatening punitive consequences or traffic tickets, the human side would appeal to audiences to protect others and set a better example. Importantly, each video concluded with the concise plea: “Be safe Kentucky. Buckle up and put the phone down.”

### Audio Streaming (Pandora)

	Impressions	Reach	Frequency
MOM	33,475	201,490	1.66
CORONER	168,527	117,919	1.43
DAD	494,551	282,295	1.75
<b>Total</b>	<b>998,533</b>		

The simple message of “Buckle Up. Phone down.” was a key part of the campaign plan. KOHS hoped to multiply its affect as a life-saving behavior each time it was seen again on digital advertising, social media, radio, news coverage, venue advertising and even non-traditional truck wraps that carried the message all across the state. All advertising activity was planned to direct audiences back to a professionally produced campaign landing page for additional information and the ability to share this message with loved ones.

Once the messaging and creative were finalized, KOHS planned their media placement and scheduling toward one big, bold release. The executive-level leadership buy-in was integral in getting the messaging to the most important places within the state leadership and across departments. It was important when working with the leadership of the state to remember that although data helped to understand and track progress, the true concern was the lives of people.



In October 2019, “Be safe Kentucky. Buckle up. Phone down.” launched. The targeted ads in English and Spanish began running as well as placements across other platforms. To ensure responsible use of funding, special attention was paid to ensure that the most effective ads were given additional funding, while those under-performing were paused. Combined with earned media coverage, ads showing mothers and fathers speaking to the human side of traffic safety was powerful in reaching people that previously would not change their behavior. It became evident that coordinating early and often with departments that had a similar passion about safety made the bold release of the messaging go more smoothly and spread more widely.

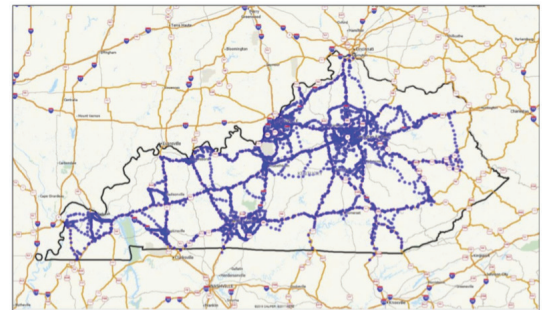
The actionable Kentucky BUPD message, launch, media coverage, landing page and ads were optimized and performed even better than expected, but Kentucky isn’t stopping there. With the huge strides made in gaining the support of state leadership, departments and Kentucky citizens, KOHS is continuing to move forward in 2021 with this life-saving message. New videos, radio spots, digital ads and out-of-home elements are being developed, featuring medical professionals, law enforcement and teen drivers.

## Steps of the Traffic Safety Culture Development Process

1. Learn	2. Plan	3. Engage	4. Implement	5. Evaluate
<i>Sources cited</i>	<i>Strategies used</i>	<i>Stakeholder engaged</i>	<i>Tactics deployed</i>	<i>Measurement</i>
<ul style="list-style-type: none"> <li>KIPRC driving behavior heat maps</li> </ul>	<ul style="list-style-type: none"> <li>Involved state leadership in ongoing safety conversations</li> <li>Focusing messaging on saving lives instead of punitive</li> <li>Controlled tone and clarity of message</li> <li>Target audiences with data</li> </ul>	<ul style="list-style-type: none"> <li>Governor</li> <li>Secretary of Kentucky Transportation Cabinet</li> <li>KOHS</li> </ul>	<ul style="list-style-type: none"> <li>Coordinated bold launch</li> <li>Used news media to cover launch</li> <li>Landing page for campaign</li> </ul>	<ul style="list-style-type: none"> <li>Crash/Fatality data</li> <li>Driving behavior</li> <li>Paid media reach and engagement</li> </ul>

## OUT OF HOME | Truckside Advertising

	Total Trucks (Driver, Passenger & Back Position)	Overcab Position (Added Value)
Bowling Green	3	3
Lexington	7	7
Louisville	11	10
<b>Total</b>	<b>21</b>	<b>20</b>



## Audio Streaming (Pandora)

Ad Set	Impressions	Reach	CPR	Frequency	Video Average Watch	Link Clicks	Post Comments	Post Shares	Post Engagement
<i>Top Counties -Being Safe</i>	114,613	48,784	\$0.78	2.35	00:02	822	2	15	7,664
<i>Top Counties -Going Out</i>	156,398	66,288	\$0.76	2.36	00:02	1,236	9	37	21,311
<i>Top Counties -Hispanic</i>	188,418	71,808	\$0.56	2.62	00:02	1,456	6	49	19,625
<i>Total</i>	459,429	186,880	\$0.70	7.33	00:02	3,514	17	101	48,600