

# Message Not Received

Research into seatbelt use amongst Birmingham's South Asian communities

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**HIGHLY COMMENDED**  
CIHT Research Initiative of  
the Year Award



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**We make change happen, because we focus on making it easy for people to change.**

For over 10 years So-Mo have been helping people make different choices and build better habits.

Our ground-breaking work has helped hundreds of organisations improve the health, wealth and happiness of the people who work for them and the populations they serve.





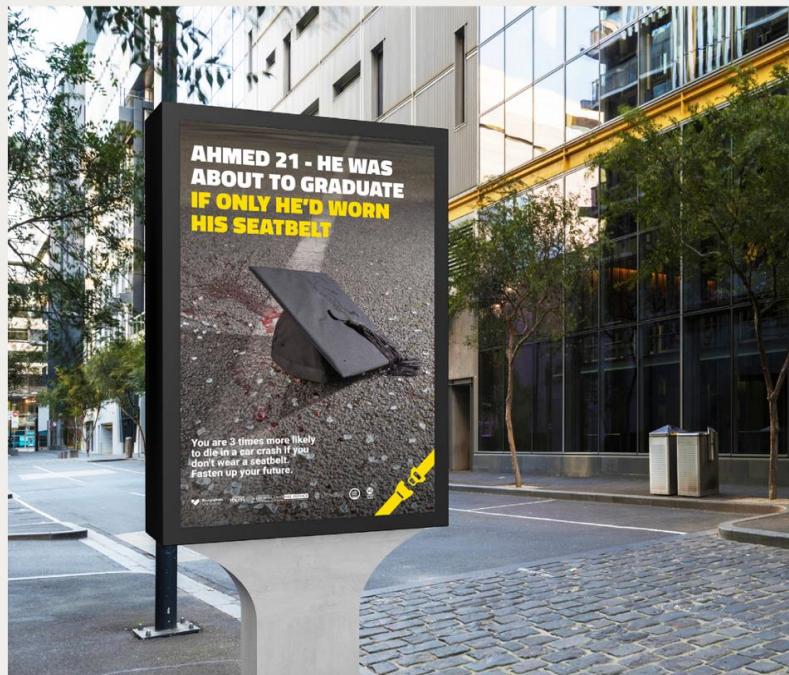
Behavioural Science  
- a modern-day  
equivalent of the dark  
arts?



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These campaign images were using Behavioural Science

When tested in a randomised trial, they outperformed national comparators on every behavioural metric



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Was this magic?



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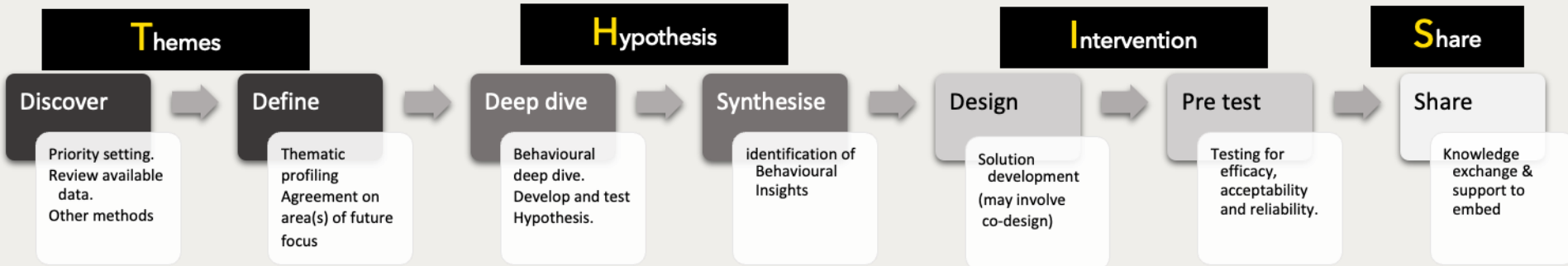
Even a ‘ magic trick’  
defined methodology,  
and skill

Behavioural Science offers a  
practical and pragmatic solution to  
real world challenges; by offering  
a more complete understanding  
of what drives human choice and  
behaviour



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# THIS is our framework



# Let's go back to the beginning beginning

Where did it all start?



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## The problem

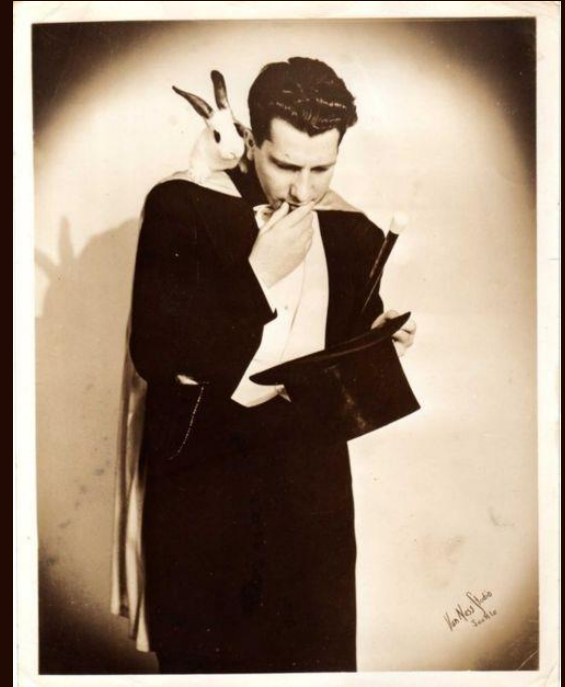
- Road casualty figures in East Birmingham were disproportionately high
- Interventions that have been effective elsewhere in the city had achieved little impact



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Birmingham City Council thought that young men speeding in high performance cars lay at the heart of the problem

were they right?



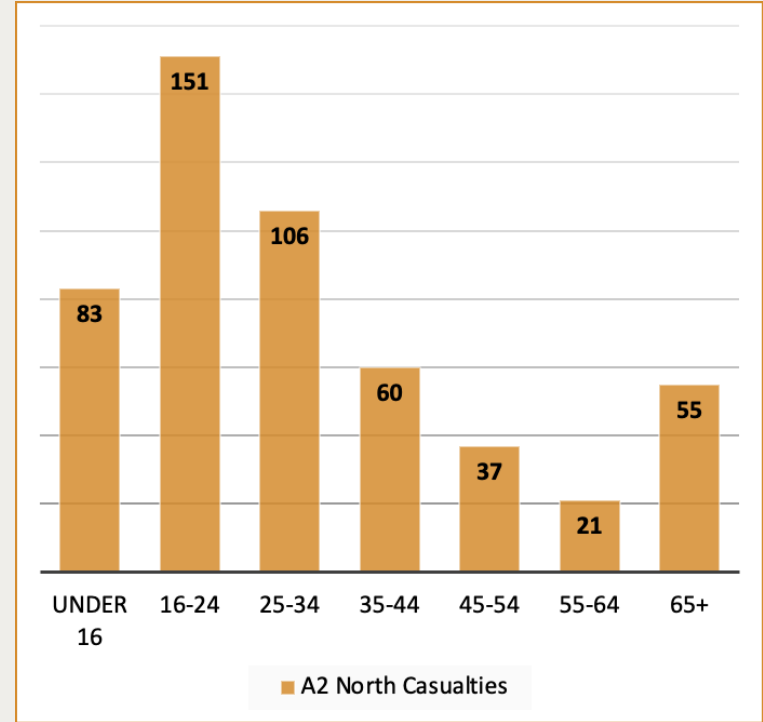
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# Not quite....

Targeting drivers of prestige cars would have had almost no impact

The real reason this area had higher deaths and injuries was explained by a very large number of passenger casualties (33% of all casualties)

This suggested the problem may lie in non seatbelt use



8% of car occupants do  
not wear a seatbelt  
(DfT, 2018)



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# In East Birmingham this figure figure rises to 38%

- a staggering 5 times higher

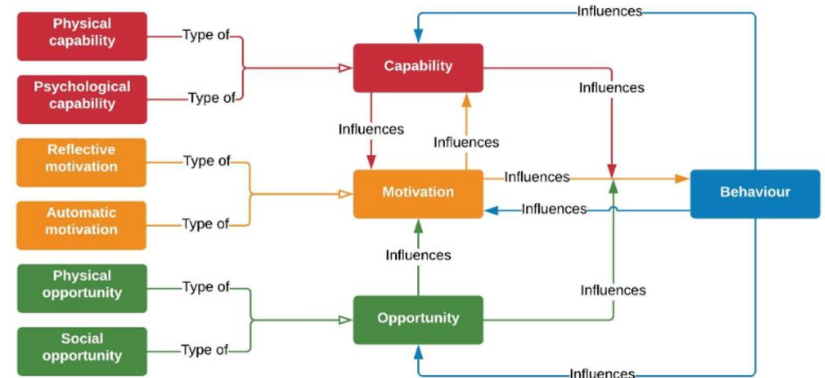
(observational study of 507 vehicles)

The majority of passenger casualties were experienced by people  
of South Asian origin ~80%

(demographic analysis of casualties)



Could this problem be tackled using behavioural science?



We know the  
' what, where, when, how, and

but without understanding the 'why' we are limited in  
our ability to design an effective solution



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Decades of high-profile, well regarded seatbelt campaigns have succeeded in achieving one of the highest wearing rates in the world

what had gone wrong?



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**You Know it Makes Sense**  
1963



**Your Seatbelt is Their Security**  
1970



**Clunk Click Every Trip**  
1971



**The Clunkers**  
Late 70's / Early 80's



**Belt up in the Back**  
1998 (& 2007)



**Clunk Click Even on the Shortest Trip**  
1983



**The Blunders**  
1983



**Don't Do It**  
1983



**Elephant**  
1993



**THINK! Wear a seatbelt**  
2003



**THINK! Reverse Advert**  
2006



**Three Strikes**  
2008 (& 2010)



**Embrace Life**  
2010



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“ People are more likely to empathise and feel an emotional response when identify with the campaign ‘ actor’ and its content”

(2007)

Message not received?



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The logic we  
was this:

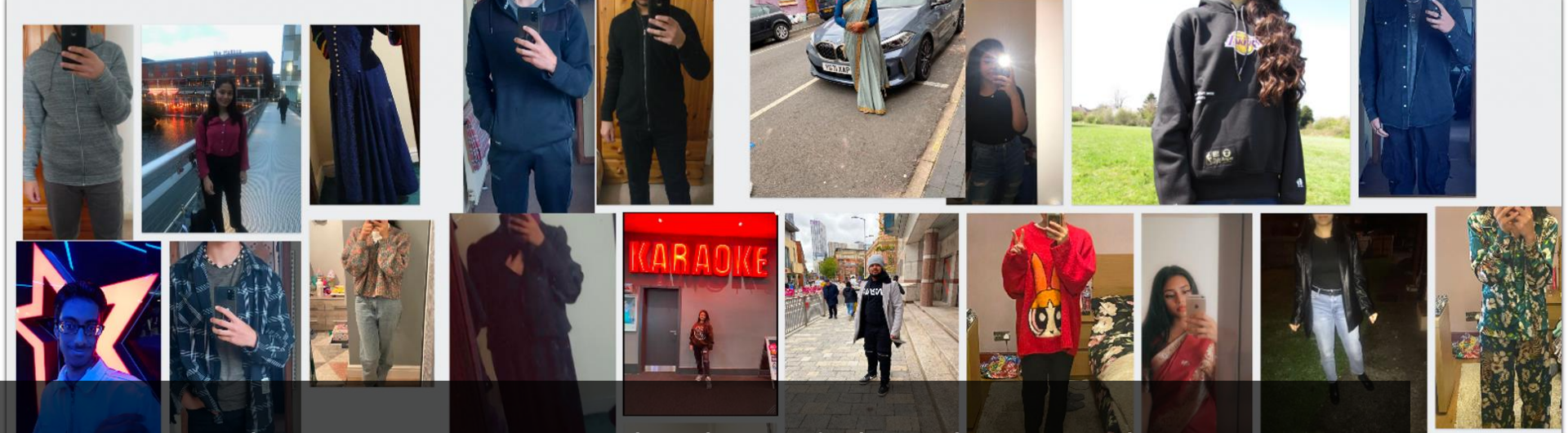
If we could increase use of  
seatbelts, we would see a  
reduction in passenger  
casualties

Any intervention to increase  
seatbelt use would need to  
be targeted and tailored to a  
South Asian population



How can we effectively 'tailor' when we have no idea what it means to be a South-Asian teenager living in Birmingham?





Over 8 weeks, 20 young people shared their lives with us



Welcome Leide

Edit Page

Wellcome Back!



The next stage of this project will start on the 17th December 2021 and will take place here, on Recollective. We would love if all of you could participate as it is your opinion that matters!

As before, all responses (apart from the ones you post on the discussion board) will be private and only seen by our moderators, so please be as honest and open as you can. It will really help us understand your experiences, thoughts, and feelings.

Please complete each task as promptly as you can



Stage 3 - Next Steps

- 17-19 December 2021 - review and rank campaign poster prototypes.
  - Think of any places, props, people etc., who might be interested in featuring in this campaign.
- 17-19 December 2021 - show the prototypes to 3 friends and ask them to rank them.
- 20-22 December 2021 - express your thoughts and leave detailed comments on the top ranked posters. This task will remain open until midnight on Wednesday, December 22, 2021 which is when the third stage of this project formally concludes.



# Cards

Hide Color Group

Export

Save Changes Reset All

<input type="checkbox"/>		Card	Edit Color	Label	Average Rank	Dangerous	Rank
<input type="checkbox"/>	↑↓	3		Doing drugs and driving	2.89	19 (100%)	2.89
<input type="checkbox"/>	↑↓	8		Careless driving	3.84	19 (100%)	3.84
<input type="checkbox"/>	↑↓	2		Drinking and driving	3.56	18 (100%)	3.56
<input type="checkbox"/>	↑↓	5		Driving over the speed limit	4.79	19 (100%)	4.79
<input type="checkbox"/>	↑↓	4		Driving while holding a phone	5.05	19 (100%)	5.05
<input type="checkbox"/>	↑↓	9		Underage driving	5.67	18 (100%)	5.67
<input type="checkbox"/>	↑↓	1		Not wearing a seatbelt	6.11	18 (100%)	6.11
<input type="checkbox"/>	↑↓	10		Driving when tired	6.44	18 (100%)	6.44
<input type="checkbox"/>	↑↓	7		Old car parts and/or not servicing the car when needed	7.11	18 (100%)	7.11
<input type="checkbox"/>	↑↓	6		Driving at night	9.12	17 (100%)	9.12

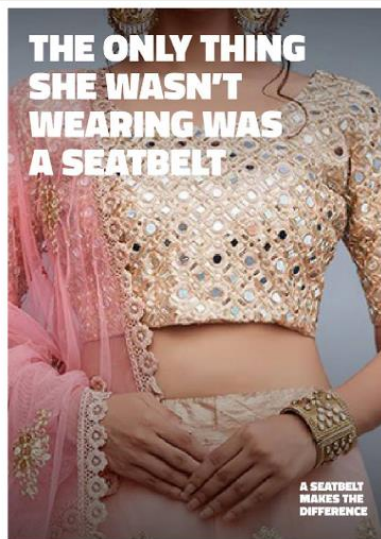
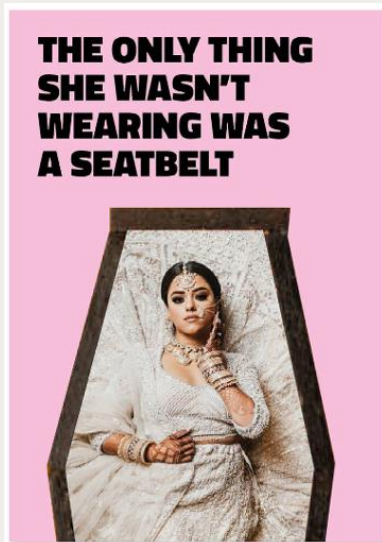


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# Anticipated Regret

a feeling experienced in the present, of regret we may feel in the future about future about decisions we're currently considering making



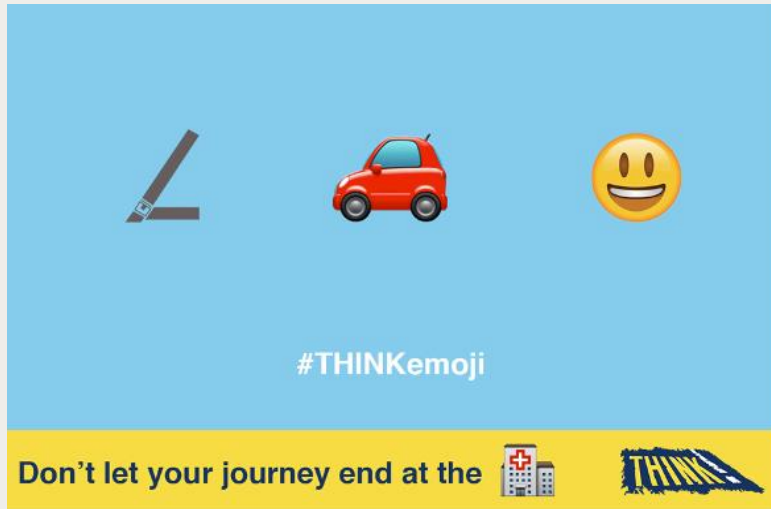
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# Co-design: we created two behaviourally optimised, tailored campaigns



Comparators: Most recent national campaign - recent regional campaign + an 'information only campaign'



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## Trial methodology

Campaigns were evaluated using a **randomised survey**, completed by **400**, Birmingham residents aged 16–22. We split respondents into; those who identified as **South-Asian (185)** and those from **other ethnic groups (215)**. Each respondent was shown only 1 of 5 possible campaigns

Responses were described using simple statistics and compared using regression analyses appropriate to the outcome measure

(significance reported at  $p < 0.05$ )

We measured each participants response to the campaign they were shown:

- Their intention to wear a seatbelt after viewing the campaign
- What they thought the intention of their peers would be if shown the campaign (normative intent)
- Their emotional response to the campaign
- How likely they were to share the campaign with others



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## Headline results - all respondents

The tailored campaigns performed significantly better than the comparator campaigns (national campaign, regional campaign and the information only campaign) on all measures

*Mean intention (6.48 SD(3.03) versus 7.33(2.72),  $p=0.0005$ ), higher normative intention to wear a seatbelt (6.14 SD(2.90) versus 7.06(2.64),  $p<0.0001$ ), and double the number of emotions (1.66 versus 0.8 emotions,  $p<0.0001$ )*

This shows that that the insights we' d uncovered, were relevant to the experience of being a young person more generally



## Headline Results - SA young people

Those who identified as **South-Asian** showed a **35% increase in the number of emotions** generated from viewing the tailored campaigns

Given what we know about emotion as a device to increase attention, engagement and recall this is a significant finding

“ People are more likely to and feel an emotional response they identify with the campaign ‘ actor’ and its content”  
(Noar et al. 2007)



# What next?

The the 'proof of concept' achieved in Birmingham will be developed into a full campaign - part funded by Transport for West Midlands

We will continue to evaluate impact

## Secondary objectives

To consider how the approach might be useful in relation other road safety challenges

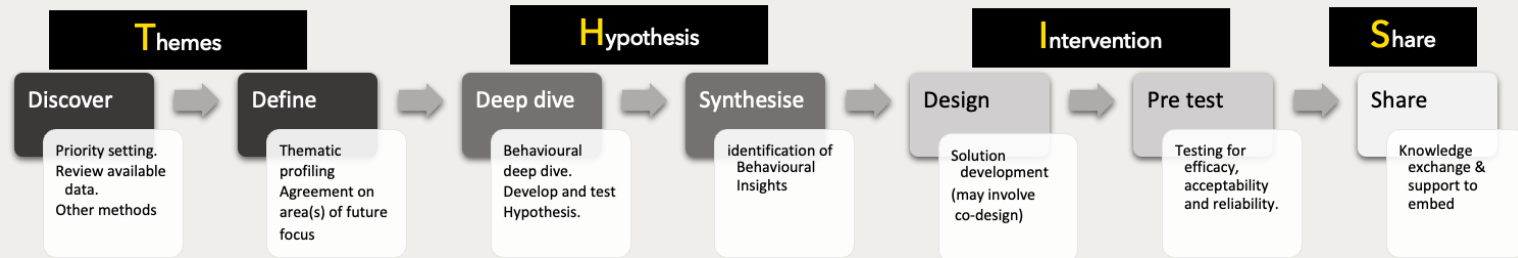


# What is the significance for the wider community?

The approach is highly transferable to a wide range of behavioural opportunities:

- modal shift
- climate agenda e.g. emissions
- road safety

So-Mo  
Methodology:  
**THIS**



# As for the big question of the day...



## Arts & magic?

- Lateral thinking
- Behavioural Insights can 'feel like magic'
  - Anticipated Regret
  - Visual Cues
  - Loss aversion
- Collaboration and Creativity



## Or science?

- Diagnostic approach
- Developed hypothesis then tested using QED
- Deepened insight through ethnography, psychological and behavioural tests
- Embedded insights into prototypes then rigorously tested using a randomised trial





Thank you



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