

Altering pre-drivers' social norms, perceived risk and willingness for mobile phone usage whilst driving. Pilot evaluation.

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Purpose: The purpose of this paper is to propose a new way of altering social norms, perceived vulnerability and willingness in road safety interventions aimed at adolescents. Following trends in latest behavioural change research, the proposition of this paper is that positive and self-reflective behavioural change techniques can successfully alter social norms, perceived vulnerability and willingness in road safety or other health areas.

Design/methodology/approach: Special sessions (incorporating behavioural change techniques such as prompts/cues, action planning and problem solving via interactive games and group discussions) were specifically designed for the target groups and included in a road safety intervention pilot. Pre and post questionnaires were distributed and the results were compared and tested.

Findings: Major movement in the desired direction was reported for all three aspects investigated. Further, the level of engagement and satisfaction among participants was higher than previous or comparator 'traditional' interventions based on 'fear appeals'

Practical implications: Latest psychology and behaviour change research suggests social norms, perceived risk/vulnerability and willingness are key factors in determining or influencing young people's behaviour. Moreover, the traditional 'fear appeal' techniques are not proven to work and are more frequently contested. This paper opens new horizons by providing an example of analysis, design, implementation and evaluation of a behaviour change intervention.

Originality/value: Designed on the basis of new theories and incorporating a number of creative ways to use and evaluate behaviour changing techniques, this paper is a pioneer in road safety, providing a good practice example on both how to tailor interventions and how to evaluate them, whilst incorporating the evaluation and feedback into constantly improving the output.