



Leadership Award 2017 – Road Safety

Distraction campaign: “My phone stops in the car”
Auckland Transport



Helen Whittal receives her plaque from Andy Foster, John Goettler & Robyn Denton

Summary from Robyn Denton, Treasurer, Trafinz:

Distraction is a road safety risk of medium concern in the Safer Journeys Strategy. In the Auckland region between 2012 and 2016 there were 209 serious injuries and 24 deaths when driver distraction was a contributing factor. While the number of deaths had remained constant on the previous 5-year period, the number of serious injuries increased by 59.

A campaign aimed to increase public awareness of the risks associated with driver distraction and mobile phone usage – delivering ‘reality check’ to the target audience – drivers aged between 18 and 39 years. Pre-campaign research revealed that the target



group did not believe that a crash while using a mobile phone would happen to them, and secondly, if by chance they did crash, they would be 'gone' – long term, life changing effects were not considered.

The campaign utilised YouTube, Facebook, Cinema', advertising in carparks and Police checkpoints.

Sophie's story was a warm and emotive story told by a video shot using a smart phone. The interest in this campaign was huge – Google had around 300,000 people watch the full video, Facebook 450,000 people, and interest by media with update including NZ Herald, Radio NZ and various other outlets.

Evaluation of the campaign shows high engagement – not only by the target audience – but also their mothers!! Go Mum! Those interviewed noting increased discussion on the topic – with a high percentage forwarding links to friends and family. There was also behaviour change noted via reduced usage of cell phones for texting, calling, and using maps.

If you would like to see the video used for this campaign, click [here](#).