



Share the Road Nova Scotia

Volume 6

Thumbs up! Share the Road Nova Scotia
*Development, Implementation & Evaluation
Summary*

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Executive Summary

This portion of an ongoing large scale project by the Dalhousie Transportation Collaboratory (DalTRAC) in support of road safety in Nova Scotia looks to design, develop, implement and evaluate a multi-platform Share the Road awareness initiative. After extensive background research of Nova Scotia collision data, best practices in Share the Road campaigns, and stakeholder and community consultation, it was found that a Share the Road campaign was needed in Nova Scotia. The initiative needed to be community-based, positive, interactive, employ social media, represent both urban and rural concerns, and be adoptable by any municipality.

With these major considerations and other technical details in mind, (ie. audience, duration, messaging, among other) Thumbs up! Share the Road Nova Scotia was developed and implemented across a variety of physical and digital media: online social media, a website documenting the initiative, local community events, and a major 10 day long Facebook and Twitter campaign titled the "10 Days of Sharing". The campaign targeted various road users using Facebook advertising and prize incentives.

An evaluation period following the 10 day campaign looked at social media statistics, their behaviour during community events held concurrently, as well as results from an online post-campaign survey. The findings demonstrated that the 10 Days of Sharing led to significant increases in Likes, Follows, and levels of engagement on Facebook and Twitter. Additionally, smaller scale spikes in social media engagement were observed when local community events were hosted, suggesting that there is potential for linking on-line platforms with local events. The post-campaign survey results suggested that the campaign had a positive effect on those who had engaged with it. 62% of respondents said they had learned something new as a result of the campaign. 45% reported changes in attitudes toward other road users and 48% reported changes in behaviour as a result of the campaign. Of those that had reported changes in behaviour, the majority cited an increased awareness of themselves and other road users.

More interestingly, results demonstrated that those who had been engaging with the campaign for a longer period reported higher increases in changes of attitude and behaviour, suggesting that long-term campaigns may present a greater means to promote safer streets for all road users.

In all, the campaign demonstrated small-scale immediate success and great potential for using emerging technologies such as social media to extend the discussion of road safety in an on-line setting and in a long-term campaign. The campaign observed significantly increased activity where social media advertising and prize incentives were employed. Future goals for the campaign should include strategies for building local capacity and expanding the campaign to gain a more recognized and official role in the province. The campaign should ideally build on the existing momentum within the community and on-line.

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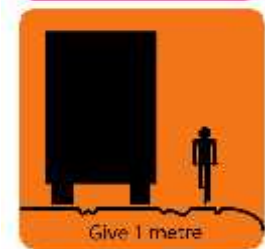
1 Overview

Thumbs up! Share the Road Nova Scotia is a community-based “Share the Road” awareness campaign in Nova Scotia. Over a year in the making, this initiative began with a proposal submitted to the Nova Scotia Road Safety Advisory Committee (RSAC) by the Dalhousie Transportation Collaboratory (DalTRAC). Following this, extensive background research and community engagement efforts were undertaken to inform the process of developing a Share the Road awareness campaign aimed at Nova Scotia. Results of these research efforts are presented in the Background Research and Community Engagement sections.

This research project adds to the prior data collection and community engagement work by developing, implementing, and evaluating a Share the Road awareness campaign aimed specifically at Nova Scotia. While the overarching motivation of this initiative is to promote safer sharing of the roads for all users in Nova Scotia, exploring the potential application of traditional and emerging technologies to achieve this goal is another primary concern. To achieve these goals, this project will:

1. Use existing recommendations to develop a Share the Road awareness campaign in Nova Scotia
2. Design and implement the campaign using social media
3. Analyze and interpret the influence of the campaign

The timeline of work performed throughout the Share the Road initiative is presented in Figure 1. Background work conducted by DalTRAC consists of the initial concept proposal, guiding background research and consultation, and community engagement. Research performed for Thumbs up! Share the Road Nova Scotia consists of the later stages involving a review of all of the background work, the development, design, and implementation of an online Share the Road campaign, and subsequent evaluation of the campaign.



Thumbs up! Share the Road Nova Scotia timeline

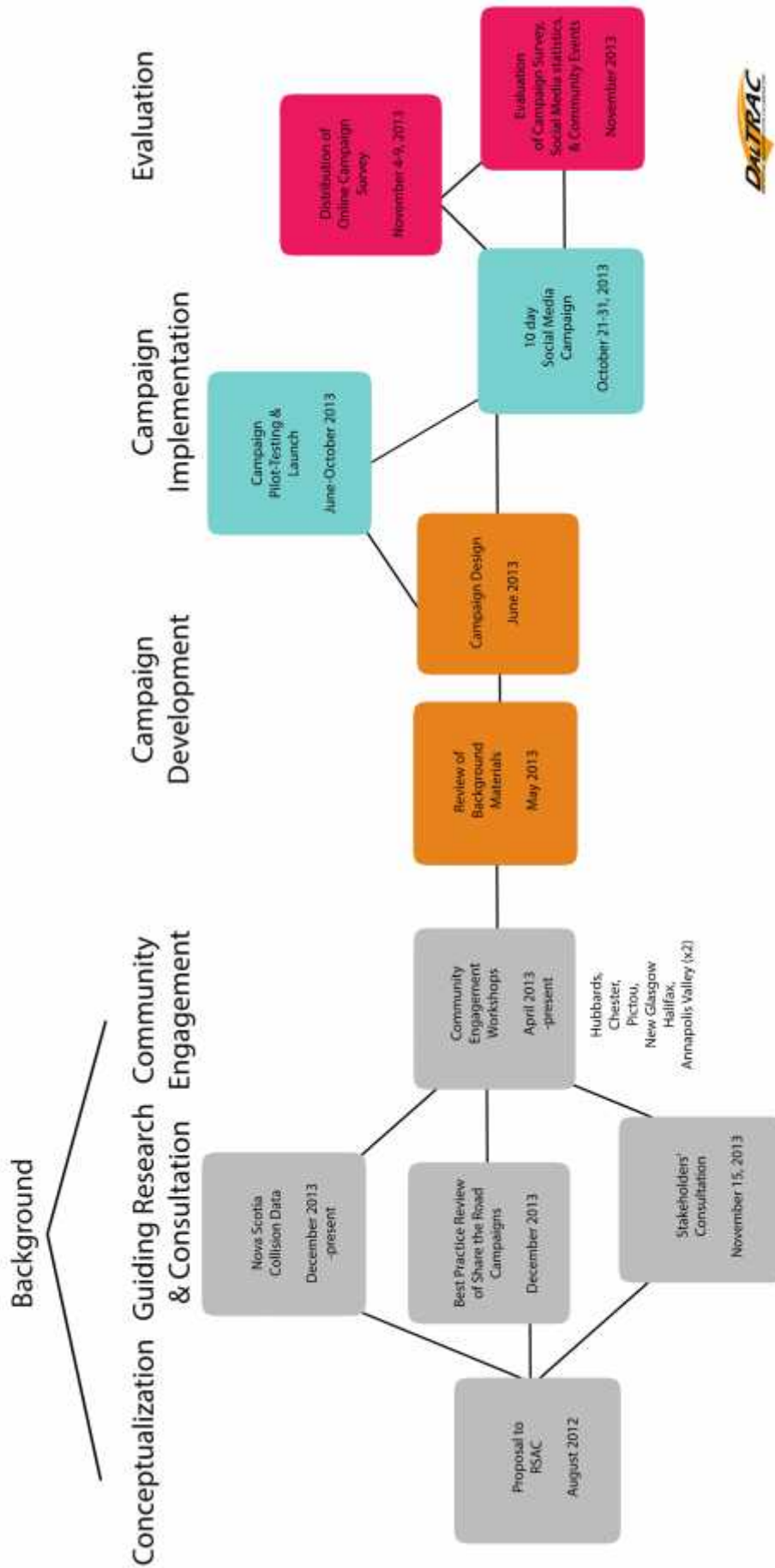


Figure 1: Thumbs up! Share the Road Nova Scotia project timeline

2 Background

2.1 Introduction

Studies show that educational awareness campaigns can effect positive attitudinal and behavioural changes in populations. With topics from sustainable transportation to safety, awareness campaigns have become increasingly popular tools in transportation planning. Behaviour plays an enormous role in road safety. In recognition of this, Share the Road and other road safety awareness campaigns have been implemented in cities throughout the world.

Until recently, a province-wide Share the Road campaign had not been implemented in Nova Scotia, Canada. In August, 2012, a proposal was put forth to the Nova Scotia Road Safety Advisory Committee (RSAC) by DalTRAC as the groundwork for a potential 'Share the Road' initiative in Nova Scotia. The goals of the proposal were to:

1. Investigate best practices for Share the Road campaigns to offer guidance on the implementation of a local Share the Road initiative
2. Collect and visualize existing collision data for Nova Scotia to identify any target areas or 'hot spots' and target groups that may inform the messaging of the initiative
3. Develop a framework for road safety-related data collection, monitoring, and reporting

2.2 Partnerships

In the summer of 2012, the proposal was approved. Major funders of the initiative included RSAC and the Nova Scotia Department of Energy through the Nova Scotia Moves grant – a grant that supports local organizations in implementing sustainable transportation strategies. Other partners included the Ecology Action Centre, Active Pictou County, the Municipality of the District of Chester, Halifax Regional Municipality, the Nova Scotia Department of Health & Wellness, the Route Enhancement Committee of the Aspotogan Peninsula, Bicycle Nova Scotia, and the Halifax Cycling Coalition. Additional partners for the latter stages of the project included Doctors Nova Scotia and the County of Annapolis.

2.3 Guiding Research

A number of key findings and guiding principles were synthesized through the Best Practice Review (BPR) of Share the Road campaigns (2012), a stakeholder consultation, hosted on November 15, 2012, and the Nova Scotia Collision Study (2013).

The BPR summarized 70 Share the Road and road safety campaigns from Canada, the United States of America, Australia, and New Zealand and synthesizes the findings with those uncovered in the stakeholder consultation. The stakeholder consultation was held at the Dalhousie University School of Planning on November 15, 2012 and involved 16 road safety professionals from provincial and municipal levels of government, as well as Non-Government Organizations (NGOs). Lessons learned from the focus group are as follows:

There's a need for a Share the Road campaign that:

Targets the **right audience**
Is **culturally sensitive**
Reflects **local identity**
Is **community-based**
Employs **social media**

Emphasizes **"Respect for all road users"**
Uses **positive messaging**
Involves **strong leadership**
Is **province-wide** (Takes an umbrella approach)

Figure 2: Lessons Learned from a focus group held on November 15, 2013

Lastly, the Nova Scotia Collision Study is an ongoing effort to collect, process, visualize and analyze road collisions throughout the province. The study was conducted between 2007 and 2011, and involved collisions with pedestrians, cyclists, and motor vehicle drivers. The study demonstrates a need for improvements to road safety (Forbes *et al.* 2013). Reported collisions in the province totaled 15,692 and health costs for road safety traumas total approximately \$74 million annually, suggesting that local road safety is a problem from both a health and economic perspective (Baglo *et al.* 2012). Moreover, the collision study demonstrated that while the severity of collisions has been decreasing over time, the frequency of collisions is on the rise (2013) (Fig 3).

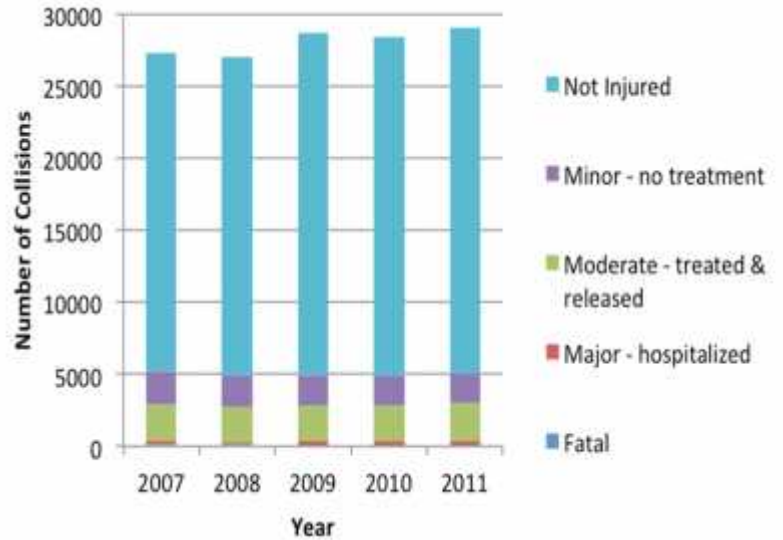


Figure 3: Annual Collisions in Nova Scotia (2007-2011) (Forbes et al. 2013)

Many of the lessons learned from the focus group and collision study were also uncovered during the BPR. The BPR recommended that a Share the Road awareness campaign employ positive messaging, have a specific objective, incorporate elements of enforcement & engineering, use a unique approach, be interactive, have a non-traditional spokesperson, and use a strong aesthetic design and a catchy slogan (2013). Together, the background findings became the guiding framework for the Share the Road initiative. With interest from three municipalities in Nova Scotia including the Municipality of the District of Chester, Pictou County, and Halifax Regional Municipality, the Dalhousie Transportation Collaboratory (DalTRAC) organized five community engagement workshops in these communities to begin the process for creating Nova Scotia's first community-based Share the Road awareness campaign.

2.4 Community Engagement

The goal of Share the Road community workshop series was to gain local knowledge of road safety issues and to generate ideas about what an awareness campaign should look like. Prior to the design and development of the current campaign, a total of five such community engagement workshops were held in Hubbards, Chester, New Glasgow, Pictou, and Halifax, Nova Scotia. Two more workshops were later held in the Annapolis Valley in October, 2013, where several counties expressed interest in implementing a Share the Road campaign locally.



SCHEDULE

6:30 PM	INTRODUCTION <ul style="list-style-type: none">• About DalTRAC• What is this about?
6:40 PM	PRESENTATION: "SHARE THE ROAD" campaigns from around the world
6:50 PM	SESSION 1: How can we make local roads safer for all users? <ul style="list-style-type: none">• Let's map safety issues!• Think! What can we do to encourage safe sharing of the roads?• Make a campaign slogan
7:20 PM	BREAK
7:30 PM	SESSION 2: Getting the message out! <ul style="list-style-type: none">• Design your own campaign poster• How should we spread the message in your community?• How can we use social media for raising awareness?
8:20 PM	CONCLUSION <ul style="list-style-type: none">• Circle of support - Where do you see yourself?• Workshop evaluation - How did we do?

The design of the workshops was informative, interactive, and goal-oriented. They were approximately two hours in duration, and commenced with an introduction during which participants learned about DalTRAC, the team's collision data findings, and Share the Road campaigns from around the world. This was followed by two main interactive sessions:

1. How can we make local roads safer for all road users?
2. Getting the message out!

The workshops concluded with a workshop evaluation survey and a "Circle of Support" during which participants were able to sign themselves up as anything from an observer to a potential future campaign leader. Figure 4 shows a copy of the workshop program.

Figure 4: Community Engagement Workshop Program

2.4.1 Workshop Findings

The general findings of the workshops corroborated and enhanced many of the same key findings of the background research. Such findings included:

- The umbrella campaign should represent both urban and rural concerns
- The campaign should be easily adoptable by any municipality or county
- The slogan and design should be customizable to represent local concerns
- The campaign should engage in local events
- Use YouTube, Facebook, Twitter, QR codes, memes, and crowd-sourcing
- Information presented during the campaign should:
 - Consider Nova Scotia's aging population, education and engagement with youth and new drivers, and targeting parents for their influence on youth
 - Be non-conventional, informative, support the development of relationships between road users, and illustrate various perspectives
 - Encourage empathy for other road users – make one experience how it is for the other (ie. Illustrate obstructions cyclists have to deal with that may not be apparent to motorists)
 - Promote active transportation modes and positive attitudes towards them

Some of the most valuable findings in the workshops included the concerns that communities expressed with respect to road safety, sharing the road, and perceived safety. Most notably, the differences in dialogue between workshops held in rural areas, versus that of urban areas were important in informing the campaign. For example, while certain road safety issues were consistent between urban and rural contexts, others tended to be more of an issue in one or the other. Challenges when using rotaries, speeding, distractions and negative attitudes toward active transportation users were themes found in both types of communities. In contrast, dooring, bus maneuvering, and traffic congestion were predominantly considered issues in urban contexts, and high roadway speeds, heavy truck traffic, and no side walks or shoulders were major concerns in rural contexts. Below is an outline of the road safety concerns in urban and rural settings that were uncovered through the Community Engagement phase. These concerns posed a major consideration for the campaign development and were integrated in some form into the design of the campaign.

Urban Concerns

- Dooring from taxis, other cars
- Dangerous bus stops
- Manoeuvring in parking lots
- Traffic congestion
- Cyclists riding on sidewalk
- Intersections
(Right & Left turns)

Rural concerns

- Heavy truck traffic
- Poor pavement, deep ditches
- No sidewalks and speeding on rural roads
- School zones in rural areas
- Increased traffic during tourism season
- Strollers and wheelchairs on the road
- Multi-purpose sidewalk
- No (or narrow) shoulders on most roads
- Poor trail signage
- Blind turns

Urban & Rural Concerns

- Rotaries
- Crosswalk safety
- Cars not giving enough room
- Winter use
- Attitudes against AT users
- Steep slopes
- Motorists not obeying speed limits
- Car-oriented roadway designs
- Distractions

Figure 5: Urban, Rural, and Common concerns for road safety expressed by participants during the Community Engagement Workshops (Baglo et al. 2013, Chester, Hubbards, New Glasgow, and Pictou) (Siabanis et al. 2013)

3 Development of the Thumbs up! Campaign

3.1 Design

The design of the Thumbs up! campaign reflects the findings and guiding framework of the background research and community engagement performed by DalTRAC. The design itself is community-based, uses a strong aesthetic, demonstrates leadership, is interactive, and positive. On-line tools such as a website and social media were used in the campaign. Accounts were created on Facebook, Twitter, YouTube, and Instagram. Additionally, campaign designs and materials incorporate the phrase “Join the Movement” to promote engagement on these platforms. The above design elements are described within this chapter.

3.1.1 Community-Based

The overall messaging, slogan, and design of the campaign formed through information gathered at the five community engagement workshops, during which DalTRAC received a wide variety of slogan, poster, and campaign ideas (Figure 6). Many of the ideas were fun, comical, and emphasized the need for more consideration and understanding on the road. Ideas were further explored for their ability to convey the broader goal of the campaign in a short, sweet, and easily adoptable way. A list of all of the slogans and campaign ideas generated during the community engagement workshops can be found in the Appendix.



Figure 6: Slogan ideas generated at the HRM Community Engagement Workshop (Siabanis et al. 2013)

During a campaign idea generation activity at the HRM workshop, one group presented their suggestion for a campaign theme which used the slogan: “The only finger we use is this one: Thumbs up!” (Siabanis 2013) This was very well received by the workshop attendees and after a review of all of the slogans generated throughout the community engagement workshops, it was decided that it supported the goals of being non-conventional, represents the comical side of Nova Scotian culture, while also suggests improving the relationship between road users. After consulting with several members of the community including a local professor of communications from St. Vincent University, it was decided that the slogan should be further simplified to “Thumbs up!” in order to reduce the potential negative reactions that the phrase “The only finger we use is this one:” might trigger. Another feature of the final campaign slogan was the addition of a personalization, or location: “Thumbs up, Nova Scotia!” Municipalities involved or interested in the campaign are able to easily request the name of a specific town, municipality, or county in lieu of Nova Scotia, making it more localized. The



Figure 7: Poster ideas from the HRM and Chester Community Engagement Workshop (Siabanis et al. 2013) (Baglo et al. 2013)

3.1.2 Strong Aesthetic

The illustrations of the campaign employ a bold design aesthetic. The goal of this choice was to portray typical road signage in a **unique**, light-hearted, and positive way; therefore, road sign geometries with typical road user figures are key elements, but are portrayed in atypical scenarios. The pods developed for the campaign are illustrated in Figure 8.

final slogan was thus in line with the goals of the campaign in keeping it catchy, positive, local, and easily adoptable by any municipality.

Like the slogan, the design of the campaign materials drew inspiration from poster ideas generated during the community engagement phase as well as other discussions in workshops. One of the posters, generated in the Chester workshop, illustrated all road users within equal rectangular blocks, which together illustrated a larger message, as shown in Figure 7.

This concept was employed in the final campaign design as a way to capture both rural and urban road safety concerns in support of a broader campaign message. The campaign imagery, collectively called 'pods', was designed on Adobe illustrator, a vector-based program that allows for very easy

manipulation for use in a variety of media, sizes, and purposes. In this way, posters can be easily customized to feature road scenario pods targeted at a particular behaviour or action in a given municipality. The pods **represent concerns voiced throughout the public engagement phase of the campaign**. The design aesthetic of these pods will be discussed in the following section, Strong Aesthetic.

Throughout the design, development, and pilot-testing phases of the campaign, ideas from the community were incorporated into the campaign, making it a unique voice of the community in terms of road safety and Share the Road awareness. Other long-term campaigns with similar road safety goals that involved a sense of community ownership have been demonstrated to be successful (Bird and Tapp 2008) Moreover, participative and discursive approaches that involve local knowledge have been shown to be an effective means for communicating with young drivers in Canada (Tiliczek 2004).



Figure 8: Thumbs up! Share the Road Nova Scotia 'pods'

Such interchangeable imagery can be adapted for use on posters depending on what a municipality deems locally necessary. A variety of colours (blue, orange, and pink) are used to reinforce positive messaging, appeal to younger age groups, and to create a recognizable brand. The goal of representing all three main road user types (drivers, cyclists, and pedestrians) in the pods was to emphasize that the campaign is taking a non-preferential position in promoting a better relationship between all road users; thus minimizing bias toward any one particular road user.

The visual design of the campaign also plays a large role in aligning the common initiatives of the online campaign presence, physical materials, and community events; a bold, recognizable brand allows for the public to easily and quickly associate one with the other. Avatars (thumbnail images of an online profile, such as Facebook or Twitter) represent the views and beliefs of a campaign, and must be easily recognizable in all forms of social media. Consideration was made to make all campaign outlets easily recognizable.

3.1.3 Leadership

Focus group findings suggested that the campaign should have a strong, recognizable, and independent lead. DalTRAC thus took a lead role in the campaign and materials development, with the support and aid of interested municipalities and groups.

3.1.4 Interactive

The design of the posters for the campaign included interactive components, such as the campaign hashtag “#sharetheroadNS” which was used in lieu of a traditional campaign poster title; links to the social media pages on Facebook, Twitter, and Instagram; and a Quick Response (QR) code. QR codes are two-dimensional codes that are readable using handheld devices, such as smartphones. When scanned, QR codes link to a wide variety of on-line destinations, and are becoming increasingly popular tools for anything from historical walks, to airline check-ins, to road safety haikus, as illustrated in the BPR. New York City’s “Curbside Haiku” campaign of 2011 used public art to raise awareness on road safety being a shared responsibility (Figure 9). QR codes on the posters linked to haikus (New York City 2012). This idea was one of several presented by DalTRAC at the community engagement workshops, and was well received by the public, which found it to be non-conventional, interest-sparking and interactive. Interactivity was seen as an important part of the campaign throughout its background research and community engagement phases. Being what is predominantly an online campaign, the interactive features of the posters serve as a gateway to the broader discussion of the campaign, which to date occurs on-line.



**Aggressive driver.
Aggressive pedestrian.
Two crash test dummies.**

Figure 9: QR Code used in New York City Curbside Haiku campaign.

The website serves as a central hub for all components of the campaign, including materials, photo galleries, links to all of the campaign social media accounts, news, events, and resources on sharing the road and road safety from various government and NGO websites. The Dalhousie University server was chosen for its permanence its fittingness to also serve as a location for the continual addition of resources from DalTRAC's road safety research stream, such as the BPR, collision studies, active transportation reports, and others. Linking the project to **enforcement and engineering**, the resources page also includes rules on sharing the road, and active transportation maps. The website is connected to and works in conjunction with the campaign's social media sites. This is important for social media sites such as Facebook, which require page activity and popularity to maintain a strong presence in "news feeds", where Facebook stories appear to those who Like a specific page. Therefore, elements such as photo galleries and YouTube videos are embedded into the website, thus linking to Facebook, or YouTube. This multimedia representation increases the views and reach of these posts with respect to both the website and the referenced social media account.

3.1.5 Positive

Reflecting local identity, the campaign design is positive and in some cases uses humour in its materials and online messaging. This was seen as crucial in guiding productive reactions to posts that don't attempt to villainize or point fingers, but rather **improve the relationship between road users**. In doing so, the campaign's **approach is unique** in road safety campaigns that traditionally often employ fear-based messaging and target specific road users using non-interactive methods.

Similarly, a slogan that originally ran the risk of negative interpretation was reworded to maintain a positive relationship between road users, as discussed in the Community-Based section.

3.1.6 Incorporates Social Media

The campaign launched a social media campaign, with platforms on Facebook, Twitter, Instagram and YouTube created in June 2013. A campaign website (dal.ca/sharetheroadns) was later developed and launched in September 2013. Exploring the potential of social media was emphasized in all phases of the project for the ability to reach a wider audience, be relatively cost efficient, and allow for an interactive platform.

The **Facebook** page, "Share the Road Nova Scotia – Thumbs up" serves as an interactive forum for dialogue and engagement with the community. It acts as a platform for discussion of sharing the road and other relevant local community news and events. There are more than a billion people on Facebook worldwide and more than 540,000 users in Nova Scotia (Facebook 2013). Over half of the province's population of 945,437 use Facebook (Statcan 2011). Moreover, Canadians are considered "world leaders" in using Facebook, with a total of 83.1% of the population tuned in, compared to 71.5% of users of the United States of America (Market Watch 2011). The campaign's Facebook page was created free of cost, though paid advertising was used to increase post reach and page Likes in the month of October 2013. Unlike Twitter, Facebook uses a News Feed real-time algorithm to determine the popularity and interest level of posts to select who sees and does not see posts created on a particular Facebook page. This made gaining organic page followers for the campaign more challenging on Facebook than Twitter. On average, 3 posts were made to the Facebook page per week.

The nature of the two platforms led to differences in their roles in the campaign. The campaign **Twitter** handle, @sharetheroadns, was created in June 2012. In Canada, 13.7% of people use Twitter, which is also comparably higher than our southerly bordering neighbour, at 11.3% (Market Watch 2011). Twitter allows a user to create 140 character posts. Based on these posts, other users can then decide whether or not to follow each other. Organizations have no control over what is said of them on Twitter, even on their own page (unlike Facebook), which can pose a challenge if conversations are not handled appropriately. On average, 3 posts were made each day through the Twitter account.

In June 2012, the campaign's **YouTube** channel was created to serve as a platform for future campaign videos. The platform was used to upload videos associated with the campaign's first video contest, and will be subsequently used to upload future campaign videos. YouTube is the second largest search engine after Google, with over a billion unique users visiting the site and 600 billion hours of video watched on it each month (YouTube 2013). In Canada, 17.6 million people use YouTube each month, making up 71% of the total population. That is 16% more than the percentage of people using YouTube in the United States (Rubenstein 2010). YouTube's largest Canadian age group following is 18-24, watching an average of 360 minutes of YouTube videos per month (Ibid.) In the US, YouTube reaches more 18-34 year olds than any cable network (YouTube 2013). This is important considering one of groups at highest risk for collisions in Nova Scotia is 25-34 years of age (Forbes *et al.* 2013). It should be noted, however, that time spent on YouTube gradually decreases with age, with ages 55 and over watching an average 155 minutes per month.

Lastly, an **Instagram** handle was created for Thumbs up! in June 2013. The goal of the Instagram account was to encourage self-populating photos of real-time road safety and Share the Road concerns in Nova Scotia with the hashtag #sharetheroadns. In 2013, Instagram announced a 100 million-user milestone was reached (Instagram 2013)

3.1.7 “Join the Movement”

The phrase “Join the Movement” was adopted to invite members of the community to follow and engage with the campaign on social media pages. Throughout the background research and community engagement phases, there was a strong desire to have the campaign promote not only safer sharing of the roads, but also active and sustainable modes of transportation. By defining it as a movement, we want to evoke the thought that this initiative is more than just a one-time campaign, but a long term, positive, and growing change. The phrase is also used in Nova Scotia’s Sustainable Transportation Strategy, which strengthens the idea behind the message.



Figure 10: Poster for campaign video contest



Figure 11: On-line links on campaign poster design

3.2 Campaign Materials

A number of campaign materials were produced to support and promote the initiative at a local level. As outlined earlier, materials were designed to align with campaign initiatives, promote social media, engagement, and demonstrate rural and urban concerns. To date, they include:

- Posters (3 types) x500
- Buttons x900
- Bookmarks (2 types) x900
- High visibility t-shirts x50



Figure 12: (counter-clockwise from top right) Three campaign posters, bookmarks, high-visibility t-shirt, and buttons.

4 Implementation of the Thumbs up! Initiative

4.1 Thumbs up! Pilot Testing

On June 2, 2013, pilot testing of the campaign was done at HRM's BikeFest event. Posters of two concepts for the final campaign design were displayed, and participants were able to vote on which concept they felt was most effective for the campaign. The voting process involved a fun and simple dab on one's, using provided bingo dabbers. This was popular with all ages. A total of 89 people voted for Concept 1 (Figure 13, left), while 20 voted for Concept 2 (Involving several different road scenario pods, Figure 13, right). While the simplicity of Concept 1 was preferred, it was suggested that more information should be depicted in the poster, such as the 1 metre rule, and/or several road users together. After voting, participants were able to choose from a variety of buttons that featured the #ShareTheRoadNS hashtag and the 'Thumbs Up' design and were given a bookmark with which lists the campaign's social media links. A YouTube video booth that was set up and videos were solicited from participants for a video contest. The video contest asked Nova Scotians to record a short 15 second clip stating their name, their location, the type of road user they are, and why sharing the road is important to them (Figure 10). The contest involved prize incentives of \$25 and \$50 gift cards. The video booth was set up at most of the community events of the campaign. Eventually, the contest yielded the campaign's first community-based video, which attempts to humanize different road users and improve relationships between them through discussion of common concerns for safety, family, and active and healthy lifestyles. The final video stitched together clips from all road users across the province and debuted during the campaign's online social media campaign.



Figure 13: Pilot launch voting at BikeFest 2013. Winning poster concept on left.

Lessons learned from the Pilot Testing:

- Strong graphics were well received and successful at conveying the message
- Slogan is clean, sharp and positive
- Posters and materials that incorporated road rules and major road safety concerns were preferred over posters that only portrayed road users
- Where possible, certain pods should include more information to make the scenario they are portraying clear
- Interactive activities create more interest and engagement at events

Lessons learned were constantly applied to the ongoing design of all campaign materials, the organization of community events, and the content of on-line platforms. They were also directly applied to the design of the social media campaign.

4.2 Building a Community Presence

With final designs set soon after BikeFest, the initiative sought out local events where the campaign could be officially launched into communities of the three initial municipalities of the campaign. The three main goals of the community events were to establish a relationship with the community, promote and encourage the community to engage with the campaign's social media pages, and to explore opportunities for communicating knowledge on sharing the road. Below is a list of the community events that were participated in, or hosted:

1. Halifax Switch Open Street Party, Halifax, June 9, 2013
2. Annual Father's Day Ride, Hubbards, June 16, 2013
3. Heartland Tour in Pictou County, Pictou, July 9, 2013
4. Dalhousie University SuperNOVA Summer Camp, August 8, 2013
5. Dartmouth Switch Open Street Party, Dartmouth, August 25, 2013
6. Halifax Switch Open Street Party, Halifax, September 8, 2013
7. Nocturne Halifax Cycling Coalition (HCC) Bike Ride, Halifax, October 19, 2013

Similar to the pilot-testing event, most of the community events involved the display of posters, distribution of campaign materials, a video contest booth, and other activities including complimentary bike maintenance, with the exception of the Dalhousie SuperNOVA Summer Camp and the Nocturne HCC Bike Ride.

Education and youth engagement were brought up consistently at many of the community engagement workshops. In response to this, the campaign explored opportunities for educating youth on road safety through Dalhousie University's SuperNOVA Summer Camp – a science and engineering youth camp. On August 8, 2013, DalTRAC hosted its first youth engagement and education session for the Share the Road Nova Scotia awareness campaign.

The class involved a group of 12 students in grades 5 and 6, and was organized into four parts: 1. Warm-Up to Sharing the Road; 2. Road Safety Video; 3. Bicycle Mechanics; and 4. Road Signalling Obstacle Course. The first two sessions took place in a classroom setting, and involved getting to know youth about awareness concerns on road safety, followed by an up-beat video titled *Bike Safe Bike Smart from Weinland Park Kids*, by the City of Columbus, Ohio, Department of Public Safety and the Weinland Park Community Civic Association. The video teaches road safety for bicycles, including bike mechanics, sharing the road, and wearing a helmet. The latter two parts of the class took place outdoors in an enclosed field, and involved hands on bicycle repair taught by a bicycle mechanic, and a bicycle signalling obstacle course.



Overall, the class was very well received by the students, who expressed a lot of enthusiasm in communicating their ideas on road safety, getting to know the parts of a bicycle, and learning how to signal on the road. Many of the students had expressed that they had never seen or understood the parts of a bicycle before. In addition most of them expressed that they were unaware of correct signalling practices while on their bicycles. At the end of the class, students were awarded with a Share the Road Nova Scotia certificate, and given bookmarks and buttons to take home, ideally, to their parents or guardians.

The class demonstrated the importance and potential for engaging with youth on road safety in a fun and interactive way. Since active transportation is a youth's only independent means of transportation until the age of 16, offering safety skills and knowledge at an early age is seen as extremely important, though it is not always promoted in school curriculums.

Lastly and in order to promote the importance of high-visibility for cyclists, the campaign collaborated the HCC during its annual bike ride at Nocturne, an annual evening art festival that occurs at various locations throughout the Halifax peninsula. Through a grant in for health-promoting initiatives offered by Doctors Nova Scotia, 50 high-visibility t-shirts were designed for the event. The t-shirts, described under Campaign Materials featured the 1-metre rule, and the "#sharetheroadNS" hashtag.

Overall, the community events were found to be successful in spreading the message of the campaign and in gaining a trusting, local presence within the community. Moreover, peaks in social media activity during local events suggest that these two parts of the initiative (traditional event-based discussion and social media discussion) were well integrated into the campaign.

Lessons learned from participating in community events:

- Youth engagement is important. During our summer camp, youth demonstrated an understanding for the importance of road safety, though they were not familiar with certain rules of the road, such as bicycle signalling
- Taking part and/or collaborating at community events is a powerful way to gain a wider audience. For example, through collaboration with Doctors Nova Scotia, the campaign was able to gain a larger social media following from local medical practitioners that can bring new contributions to the campaign's on-line discussion
- A full social media campaign should be implemented to gain a wider audience and posts should evenly represent concerns from all road users



Riding Nocturne at Night with the HCC?
 Share the Road NS & Doctors Nova Scotia
 are teaming up to get you tuned up and dressed for the occasion.

**First 45 riders will receive a
 FREE minor tune up & high-visibility t-shirt!**

See you outside the
 Bloomfield Centre at 6:30pm

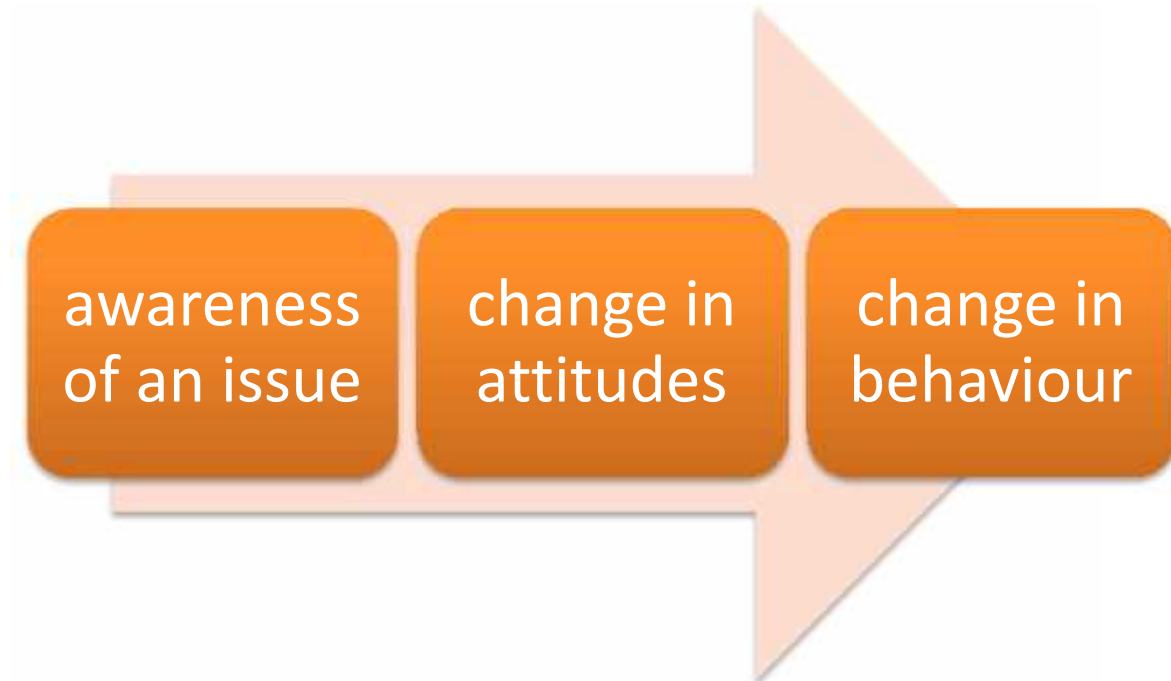
Join the movement on
 f | t | i
 @sharetheroadns

**NOCTURNE
 ART AT NIGHT**

AMTRAC | Doctors Nova Scotia | HCC

4.3 Implementing a Social Media Campaign

The campaign uses Facebook and Twitter as platforms for encouraging the public to engage with, discuss, and share daily posts on road safety and sharing the road. The on-line campaign models itself around a process for desirable change in awareness programs, that is, a three part course including:



(Beaudoin, Thorson and Hong 2009)

4.3.1 (In)Forming the Social Media Campaign

To date, there is limited literature on road safety awareness campaigns employing social media. In general, most road safety and Share the Road campaigns have employed a mass-media approach. Although social media poses a different type of platform and approach for an awareness campaign, it is nevertheless useful to consider findings from mass-media campaigns.

4.3.2 Target

Road safety and Share the Road campaigns have taken on a wide variety of target groups, such as young males, and behaviours, such as speeding, seatbelt safety, and many others. Targeting can further be sub-divided by key motivators of reckless behavior. Bird and Tapp (2008) mentions several key drivers, including: “peer approval or status of driving fast” (Clark and Powell 1984), “experiential thrill of driving fast” (Machin and Sankey 2008), and a tendency toward “skill-risk optimism” (Deery 1999). In addition to these factors, many other socio-psychological motivations exist that could make for targets through social marketing (Bird and Tapp 2008)

Background research and community engagement prior to the start of this project determined that the focus of the campaign should be on improving relationships between all road users. While future interventions under Share the Road Nova Scotia may find it useful to target specific groups and actions exclusively, the goal of this campaign was to take a more general approach that would serve to inform more targeted future campaign endeavors. Based on the expected longevity of this project, targeted future sub-campaigns that appeal to specific groups would likely yield promising long-term results, and are in fact encouraged in findings from other studies (Bird and Tapp 2008). Within the broader goal of

this campaign, multiple general sub-campaigns facilitate reaching hard to influence, high-risk groups without disqualifying dialogue presented to the general population.

4.3.3 Duration

Studies demonstrate that long-term campaigns with continuous messaging are most successful in promoting changes in behaviour. In addition, event based solutions, while more costly, offer a promising environment for emphasizing realism and self-recognition in high-risk groups, like young males (Bird and Tapp 2008).

4.3.4 Getting the Message Across

Existing methods for educating drivers are questionable. For example, studies show a lack of success of pre-license education programs in reducing short or long-term collision rates among drivers (Christie 2001). A study by Williams and Ferguson (2004) found several sources confirming no difference between the behaviour of drivers with formal driving education versus those without (Christie 2001; Mayhew *et al.* 1998; Vernick *et al.* 1999; Woolley 2000). One main reason for this may be that ongoing life events have a huge impact on driving style, much more so than a short educational intervention. Additionally, it has been shown that long-term, community based programs are more likely to be successful in forming positive behaviours (Williams and Ferguson 2004).

A number of different suggestions for communicating with high-risk and hard-to-reach groups are presented in literature. A Scottish Road Safety campaign for example, showed that analogies requiring thought deter young men from understanding the message. In contrast, when young males were given the opportunity to relate to the advert (such as through a common activity), they were more likely to be affected by the ad (Bird and Tapp 2008). Environment also plays a role in how messages are interpreted. Tilleczack (2004) suggests that the most effective young driver educational programs are those which create an environment which shares local knowledge in a relaxed tone; discuss with students at an equal, non-authoritarian level; encourage discourse and interaction; and demonstrate real (not acted) situations.

These are just certain examples that may be considered for influencing hard-to-reach and high-risk groups. This campaign is designed to understand the engagement with and reaction to various types of posts and messages related to local concerns (whether derived from the collision data, other background research, or community engagement).

4.3.5 The Power of Discussion

A major factor associated with the behavior of young males is a tendency to reject social norms of parental generations. Allen and Brown suggest that “normal” or safe behavior may lead to undesired social status among peers (2008).

Literature demonstrates that discussion is a powerful tool for changing attitudes, especially with young drivers. Clark and Powell found that peer group discussions demonstrated positive changes in attitudes among youth drivers (1984). Such techniques pose another benefit by being relatively easy to measure. This can be done by monitoring attitudes before and after the discussion or intervention. A local interest in the power of discussion for promoting safe road behaviour can be seen in a recent program in Nova Scotia, led by the Department of Health & Wellness, called the Youth Sensing Program. While still in its piloting stages, a total of three events have been held with youth from various communities in the province. The most recent event, a three day “Risky Behavior” Youth Retreat brought a variety of youth from various high schools together to participate. During the three day period, youth and event staff participate in a variety of activities, discussions (road safety related and not), with the intention of gaining youth perspectives on risky behaviours on the road, creating relationships with the youth, and through dialogue and activities, helping youth realize a lot of the risks of a road environment. To date, the piloting is demonstrating positive potential and a fourth event is currently being organized for the spring of 2014.

While the role of this discussion in an on-line platform is not entirely defined or understood, studies are demonstrating good potential. Webb *et al.* explored the use of the Internet for the purpose of similar interventions and found that the interventions had an effect on behavior. Moreover, larger effects were observed with interventions that involved more behavior change techniques, and additional modes of communication with participants, such as through text (2010).

The Global Road Safety Partnership suggests seven elements be considered for a publicity campaign. These are target behavior, target audience, appeals to motivate the audience, message content, audience activation, media selection, and campaign timing (2012). These elements and their considerations within Thumbs up! Share the Road Nova Scotia are listed below.

Table 1: Campaign element considerations for 10 Days of Sharing Campaign

Campaign Element	Consideration in Thumbs up! Share the Road Nova Scotia campaign
Target behavior:	Cross-walk safety, distracted driving and walking, child pedestrian safety, negative attitudes toward other road users, aggressive driving/road rage, speeding
Target audience:	Pedestrians, cyclists, and drivers in Nova Scotia
Appeals to motivate audience:	Highlighting the community's responsibility for safer roads, also prize incentives
Message content:	Positive, informative, fun and/or humorous,
Audience activation:	Call-to-actions or engaging questions related to the content (Calls to Action are questions that follow a pot to encourage engagement.)
Media selection:	Facebook and Twitter
Campaign timing:	10 days

4.3.6 Using Social Media

The BPR outlined two campaigns that used social media. One campaign was “Road User or Abuser” 2012, from the state of Victoria, Australia. This campaign created a forum using a Facebook page and encouraged cyclists and motorists to openly discuss weekly themed concerns over sharing the road. Another example is “Heads up!” from the city of Edmonton, Alberta. This campaign raised awareness about pedestrian safety at intersections. The campaign posted on a webpage, Facebook, Twitter, and a blog (Baglo *et al.* 2012).

Evans (2010) suggests that research, strategy, involvement, and measuring are key considerations for a successful campaign. Towards that end, this project’s extensive research phase has been demonstrated. The following sections of this report will explore strategies for promotion, measuring involvement, and understanding the effects of the campaign.

4.4 The “10 Days of Sharing” Campaign

The first social media campaign intervention of the Thumbs up! Share the Road Nova Scotia movement, entitled “10 Days of Sharing: Share or Tweet”, was launched on October 21, 2013 and ended on October 31, 2013. The 10 Days of Sharing campaign relied on the more general road safety and awareness campaign research, existing background research, examples of social media already in use by Share the Road campaigns, and literature on the effective use of social media.

Share the Road Nova Scotia Halloween Special

10 Days of Sharing SHARE OR TWEET & WIN!

Watch for WINNING posts throughout October 21-31, 2013 & Share or Tweet them for a chance to WIN over 40 awesome prizes!



Figure 14: Facebook Cover image during the 10 Days of Sharing Campaign

Being the first intervention of the campaign, the 10 Day Share or Tweet targeted each of the three main road user types (pedestrians, motorists, and cyclists) for 3-4 days, and focused on a variety of behaviours discussed throughout the background research. During the campaign, participants were asked to share or engage with the posts in some form in order to be entered in a random draw to win one of many prizes. The incentives for discussion were seen as supplementary to the original content and a way of building a relationship with the campaign and those engaging with it. Following the guiding principles for the project, the campaign posts focused in on messages that were positive, not villainizing, and community-based. The 10 Day Share or Tweet was designed to be dynamic, responsive, and experimental. This allowed for changes to be made on a daily basis in response to the tone and level of engagement being experienced with the campaign. As mentioned earlier, by maintaining a wide audience, the initiative as a whole will serve to inform future campaigns that may be more specific in their targets. This campaign was followed by an evaluation period, which will assist in interpreting the success of various aspects of the campaign using on-line statistics, survey answers, and the effects of various local events.

4.4.1 10 Days of Sharing Campaign Goals

The goals of the on-line campaign were to increase Facebook Likes from 90 to 450, Twitter Followers from 200 to 300, and the levels of engagement on both platforms by 500%. Despite a larger Twitter following compared to that of Facebook at the start of the campaign, it was predicted that Facebook advertisements would significantly increase the page's Likes during the campaign. Likewise, it was predicted that the prize incentives for sharing or engaging with posts would significantly increase the level of engagement on both platforms.

4.4.2 10 Days of Sharing Campaign Promotion

Promotion was done for the 10 Day Share or Tweet through the following:


- Email notifications sent to the campaign email list, and DalTRAC partners, including provincial and municipal-level planners and policy advisors
- Media advisory distributed through Dalhousie University's communications team
- Posts made on campaign website, DalTRAC blog, and Spacing Magazine website
- Promotional cover photo posted to Facebook a week prior to the start of the campaign
- Facebook "Like advertisements" were purchased for a duration of 3 days prior to the campaign
- Promotional posts made to Twitter feed

- 300 bookmarks describing the 10 Days of Sharing were printed and distributed

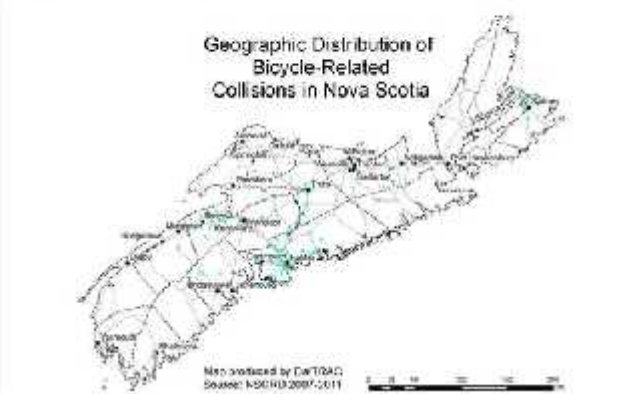

4.4.3 10 Days of Sharing Campaign Posts

In general, posts reflected as many guiding principles of the campaign as possible, were followed by a call-to-action, and presented content focused on high-risk behaviour which was either extracted from the community engagement workshops and/or the collision data. Below is a table of the Facebook posts, including the call to action that was used, the type of post, content, incentive, target, and whether or not the post was original content. The posts were also made to Twitter, though in a condensed form in order to accommodate the 140 character limit per tweet.

Table 2: Facebook posts made during 10 Days of Sharing

10 Day Share & Tweet Facebook Post (in order of appearance) & Call to Action	Post Type	Content	Incentive	Target	Orig. Content
<p>Share the Road Nova Scotia - Thumbs up Want a New iPod nano? Comment or Tweet the answers to this HRM Crosswalk Safety Quiz & BE ENTERED TO WIN! Winner announced tonight! TRUE or FALSE 1. In Nova Scotia, pedestrians have the right of way.... See more</p> <p>http://www.halifax.ca/traffic/documents/crosswalkFINAL.pdf <small>HALIFAX, CA</small></p>	Quiz	Cross-walk safety	iPod Nano (\$170)	Pedestrians	
<p>Share the Road Nova Scotia - Thumbs up SHARE & ENTER TO WIN one of many Gameback! Spill-Proof water bottles! "This year in the US, 500 people under 19 will be killed from a pedestrian incident" Distracted deaths on the rise, and not just amongst teens. http://www.vocnews.com/content/pedestrian-distracted-walking-dangers/7611844.html</p>  <p>Cell Phone Use Increasing Pedestrian Danger Teenagers are often warned against texting on their cell phones while they are behind the wheel of a car, since distracted driving can lead to serious and deadly accidents. Many teens, however, et...</p> <p><small>BY FADIA ELI/ATKIN VOA NEWS</small></p>	Video	Distracted walking	3x water bottles (\$15 ea.)	Pedestrians (Teens)	
<p>10 Day Share & Tweet Facebook Post (in order of appearance) & Call to Action</p> <p>Share the Road Nova Scotia - Thumbs up Today's Giveaway for sharing: 2 MEC \$25 gift cards 2400 child pedestrian injuries a year-we need to change this. SHARE with Drivers, Parents & Children. http://www.youtube.com/watch?v=cdYSGubWw2c</p> <p>Safe Roads, Safe Kids Recreational streets are more dangerous than we think and with an estimated 94-hundred children being injured annually in pedestrian accidents, Safe Kids Cana...</p> <p><small>PHOTO: GETTY IMAGES</small></p>	Video	Child safety	2x MEC gift card (\$25 ea.)	Drivers, pedestrians (Children)	

<p>Share the Road Nova Scotia - Thumbs up "If you got to know me..." Celebrating 4 & 2 wheels. Share the love around! Today's prizes are \$25 Petro-Canada gift cards! http://www.youtube.com/watch?v=vcj-AK8rWID_E</p>  <p>2010 Think Road Safety Campaign - Named Riders Video.mp4 The new advert by the THINK! Road Safety campaign encourages car drivers to see motorcyclists as people.</p> <p>WEBSITE.COM</p>	Video	Humanizing motorcyclists & drivers	2x \$25 Petro Canada gift card	Motorcyclists, Drivers	
<p>Share the Road Nova Scotia - Thumbs up Guess which day of the week has the most collisions for Nova Scotians? More Petro Canada gift cards for sharing today. Sit back and enjoy the ride! https://www.youtube.com/watch?feature=player_embedded&v=rPwfwynHXDk</p>  <p>Enjoy The Ride Enjoy the Ride is a Road Safety Council of Western Australia initiative, brought to you by the Office of Road Safety. The aim is to show Western Australians d...</p> <p>YOUTUBE.COM</p>	Video	Aggressive driving, speeding	2x \$25 Petro Canada gift card	Drivers	
<p>Share the Road Nova Scotia - Thumbs up What difference does 5km/h make? You may be very surprised. Help us share this and enter to win prizes. http://www.youtube.com/watch?v=BpZPks3EWAc&list=PL50ED7385ED5C8526</p>  <p>This video will change your mind about speed! PT: Veja como pequenas variações de velocidade podem ter consequências graves. EN: Watch how small changes in travelling...</p> <p>YOUTUBE.COM</p>	Video	Speeding	\$25 gift card to local shop of choice	Drivers	
<p>Share the Road Nova Scotia - Thumbs up SHARE & WIN: Tell us about something another road user did that deserves a Thumbs up! Winner gets a gift card to a local shop of choice!</p>	Question	Positive experiences	\$25 gift card to local shop of choice	All road users	X
<p>Share the Road Nova Scotia - Thumbs up "Proudly Introducing" our beautiful community video: http://www.youtube.com/watch?v=UHMAmyn-sDg</p>  <p>Share the Road Nova Scotia Video: Drivers, Cyclists & Pedestrians talk road safety Nova Scotia's collision rate is increasing. Road safety education can change this. Share the Road Nova Scotia went to the</p>	Video	Common concerns of the community	None	All road users	X
<p>10 Day Share & Tweet Facebook Post (in order of appearance) & Call to Action</p>	Post Type	Content	Incentive	Target	Orig. Content
<p>Share the Road Nova Scotia - Thumbs up Cyclists: Let's make this viral! Pro-Cyclists reflect on experiences & keeping safe with drivers. What do you think about the messaging? We're giving away 12 high-visibility Share the Road Nova Scotia t-shirts today for sharing! https://www.youtube.com/watch?v=afZSW_sT2Vg</p>  <p>Vulnerable on the Open Road: Five pro cyclists reflect on bike safety While safe roads matter to everyone on a bike, professional cyclists spend more time on them than almost anyone. It's how they make a living. We sat down with...</p> <p>YOUTUBE.COM</p>	Video	Encouraging empathy	12x high visibility Share the Road t-shirts	Cyclists, Drivers	

<p>Share the Road Nova Scotia - Thumbs up</p> <p>Does this map of bicycle-related collisions in NS surprise you? Or does it make sense, knowing the issues of certain roads? How about when compared to pedestrians below?</p> 	Map	Collision Data	3x bike lights (\$15 ea.)	Cyclists	X
<p>Share the Road Nova Scotia - Thumbs up</p> <p>This video offers some tips to prevent dooring. What are your tips? We know our 10 day event is over, but we're offering 2 free bike tune-ups today anyway!</p> <p>http://www.youtube.com/watch?v=xIMooBzAUjKY</p> 	Video	Dooring	2x Bicycle tune-ups (\$50 value)	Cyclists, Drivers	

The nature of social media requires the ability to react. As such, planned posts were slightly rearranged or changed based on real-time feedback during the 10 day campaign. For example, on the third day of the campaign and after three posts on pedestrian safety, one Twitter follower expressed displeasure toward a post discussing pedestrian distractions, suggesting that it villainized the pedestrian and did not consider motorists. Simultaneously, a local allegation of thumbtacks being strewn along the newly opened Windsor Street bike lane in Halifax, Nova Scotia was enraging the cycling community. In order to mitigate sensitivity from both incidents, the campaign altered the planned schedule involving safe cycling messages. Instead, a positive and humorous video that attempts to humanize motorcyclists to drivers was posted. Following this, two more posts that targeted drivers and two posts that targeted all road users extended the campaign by an extra day to incorporate an unexpected but important issue. The final three bicyclist-related posts brought the campaign to an end after 11 days instead of the scheduled 10.

4.4.4 Media Coverage and Community Feedback

The campaign's media coverage was positive, and occurred throughout various stages of the initiative. Media coverage included: an on-line and print article in Metro News on the Halifax Community Engagement workshop; a live interview about the Share the Road campaign on Global News; an on-line CBC article on DalTRAC's collision study and the need for a Share the Road awareness campaign in Nova Scotia; a print and online article in Spacing Magazine about the Share the Road campaign; and an online article on DalNews about the Share the Road campaign.

Community feedback demonstrated an interest and ownership at the community level, with several members of the public requesting campaign posters and/or materials to distribute in their local communities. Another interested community member and expert in animation offered a complimentary animation workshop to those involved with the campaign with the intention of encouraging that the initiative use animation to create a future YouTube campaign video series. In addition to interest from several municipalities in Nova Scotia, out-of-province contacts were made out of requests for designs by Share the Road initiatives, including Waterloo and Oxford County, Ontario, and in Jeddah, Saudi Arabia. Those interested

expressed interest in the unique, positive, and aesthetically appealing approach of the campaign design. Finally, the campaign was added to HRM's Active Transportation Plan as a complimentary initiative.

5 Social Media Campaign Evaluation

5.1 Introduction to Campaign Evaluation

Evaluation of a Share the Road or road safety campaign is challenging and can be rare. Campaigns that do incorporate some form of evaluation often do so in the form of pre and post-campaign surveys, collision data analysis, and the monitoring of measurement criteria. Krol (2007) suggests that in addition to the analysis of collision data, qualitative and quantitative surveys that probe for attitudinal changes are important to understanding how the initial attitudinal state was affected by the campaign. Thus, while collision data may provide a quantitative summation of the problem, preliminary surveys bring light to the current state of attitudes or any particular sensitiveness toward a road safety element (Ibid.). The No-Zone campaign, a Share the Road campaign led by the Federal Highway Administration (FHA) involved an evaluation that solicited responses regarding awareness of Share the Road issues within certain audiences, and differences in the effect of campaign materials and messages based on age and gender. The evaluation also identified messages and mediums that successfully communicated to target audiences, and explored potential for the future of the campaign (Lungo 1999)

The City of Edmonton's "Heads up!" campaign was evaluated through a number of methods, and its use of social media as a campaign tool makes it relevant to this work. Targets were set for Likes, follows, and engagement on each platform in order to measure the success of each at the end of the campaign. All social media targets were surpassed with 5000 Twitter followers, 2300 Facebook fans, and 1400 views on YouTube. A target of 5% reduction in collisions was also set. The social media and collision reduction targets were all surpassed. For media coverage, a goal for 70% of news coverage to be positive or neutral was set. Monitoring demonstrated that 100% of the coverage was positive, similarly surpassing the goal (Baglo *et al.* 2012).

The campaign also used a post-campaign on-line survey to evaluate public perception of the campaign, changes in public awareness, and change in behavior. While deemed inconclusive due to a low response number, the survey demonstrated interesting findings. 43% of respondents stated that the campaign increased community awareness about the cause, 28.6% stated that the campaign increased their own awareness, and 54% stated that they were not more cautious as a result of the campaign (Baglo *et al.* 2012). A similar on-line survey, which was distributed as a result of Haliburton County's Share the Road campaign, probed the extent to which the public had seen or heard the campaign, whether the public felt that the campaign was successful in communicating the message, and increasing knowledge and awareness about road safety (Baglo *et al.* 2012).

Krol (2007) suggests on-going monitoring of collision data during a campaign in addition to a post-campaign survey. However, there should be caution in interpreting immediate post-campaign findings, as they may not reflect long-term changes. Literature suggests that long-term surveys be performed to inform timing between campaigns (Global Road Safety Partnership 2012). It is also recommended that poll or survey findings be made public to demonstrate the success of the community's efforts (Krol 2007). This is especially important in a community-based campaign, in which the community has a larger invested interest and thus desire to know that one's own behavior is part of a greater movement. This being said, social media is relatively novel as an educational tool, and will require more research and evaluation to better understand its role.

5.2 Evaluating Thumbs up! Share the Road NS

The campaign was evaluated through the following methods:

1. Analysis of all on-line statistics, including webpage visits, Facebook page Likes and engagement, Twitter follows and engagement
2. Analysis of the effect of community presence throughout the campaign
3. On-line post-campaign survey

5.2.1 Social Media Results and Discussion

By the end of the campaign, the Thumbs up! Share the Road Nova Scotia Facebook page experienced an increase in page Likes from 90 to 500, surpassing the initial goal of 450 Likes with a total increase of 455%. The Twitter following increased from 200 to 300, meeting the goal, with an increase of 50%. Both platforms thus met or exceeded their initial goals. The success of Facebook page Likes through advertising demonstrated promising reach, and should be further explored in the future (See Appendix for more in-depth Facebook data). With promotion through these platforms, the YouTube channel views also increased to 450 views, from 50, an increase of 800%.

In terms of engagement, Facebook Likes, comments, and shares totaled 335, while Twitter mentions, retweets, and favourites totaled approximately 200 within the 10 day period. Both platforms well surpassed the goals for increasing page engagement by 500%. Prior to the 10 Days of Sharing, typical levels of engagement on the two platforms during a 10 day period totaled on average between 20-25 for each platform. Facebook offers another tool for insight, which provides a measure of total engagement, meaning Likes, comments, shares, and clicks on a post. If we consider post clicks as engagement, the page's engagement totaled over 1300 in the 10 days. Another feature offered with Facebook data is the post reach, which is defined as the number of times a post is viewed. For the duration of the campaign, the reach was more than 61,000. Higher numbers on the Facebook platform can be attributed to the use of adverts to increase post engagement, in addition to page likes. On-line adverts, including those on Facebook offer very promising opportunities for targeting specific groups and were seen as useful in gaining more traffic and engagement at a relatively low cost. Overall, the study demonstrated that an incentive-based social media campaign, and especially one that utilizes online adverts generated significant increases in audience and engagement (See Figure 16).

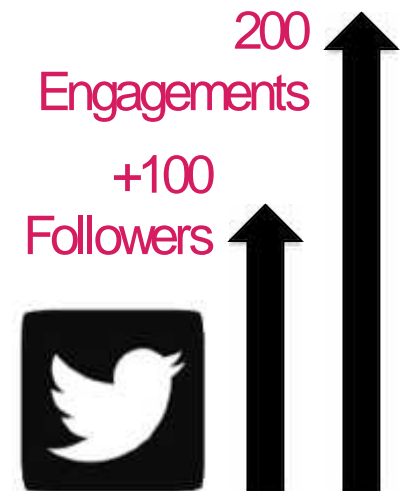
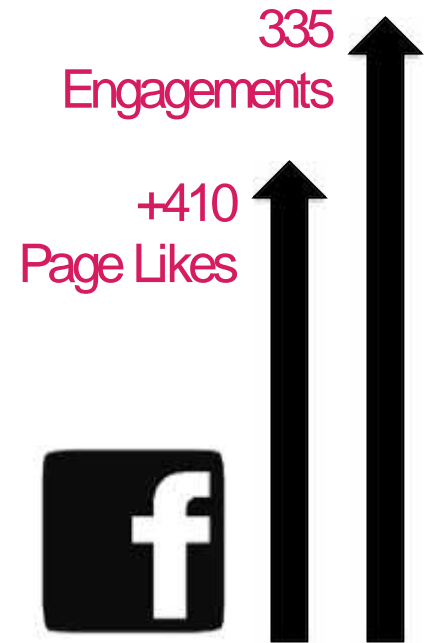


Figure 15: Increases in Facebook & Twitter audience and engagement during 10 Days of Sharing Campaign.

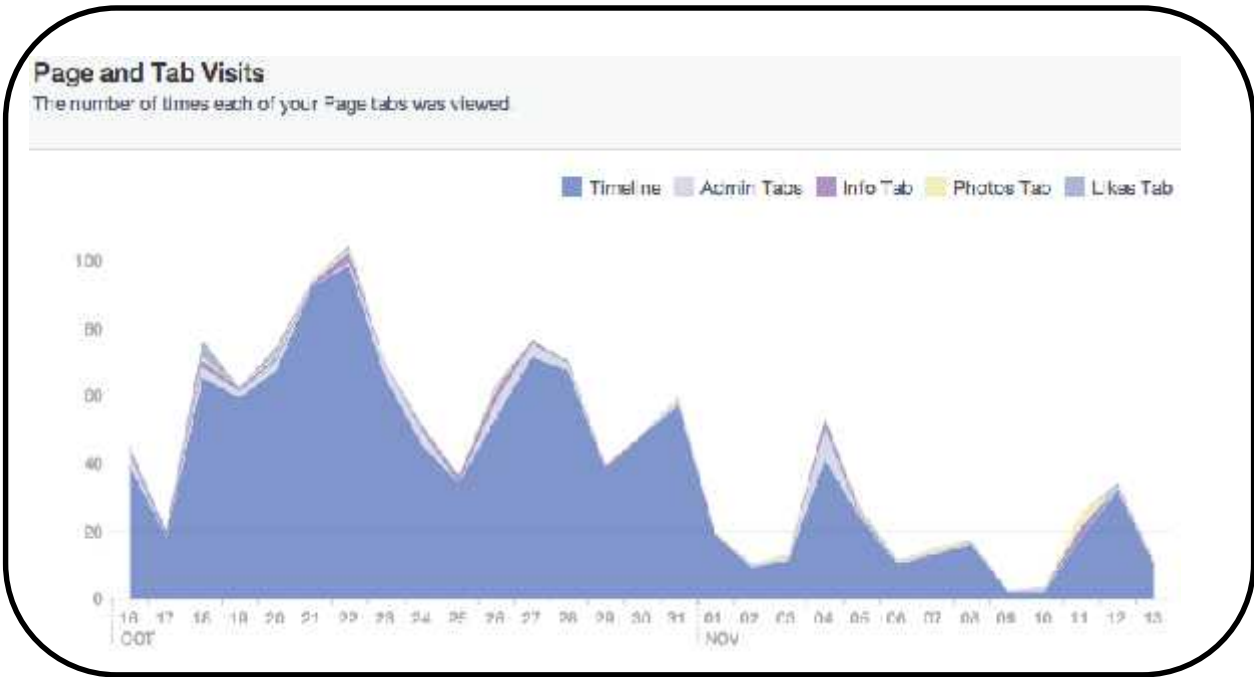


Figure 16: Increases in Facebook page and tab visits during 10 Days of Sharing (October 21-31, 2014)

In addition to large interest spikes during the 10 Days of Sharing, new page Likes, Followers, and increases in engagement were observed concurrently with community events. Figure 17 illustrates two of these 'peaks' through Facebook page Likes, and suggests that local community events were, at least to a certain extent, complimenting the campaign's on-line platforms. Considerations for increasing the potential connectivity between community events and the campaign's online presence should be considered for the future.

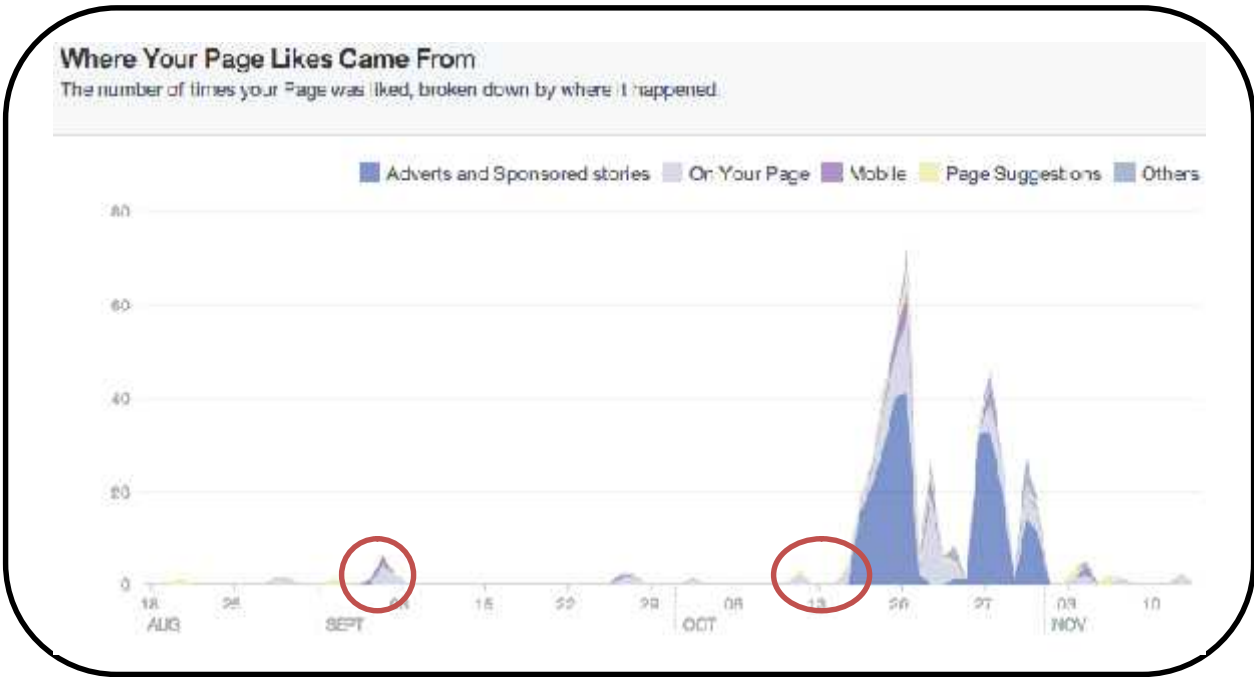


Figure 17: Observed peaks in Facebook page Likes during concurrent community events.

5.2.2 Post-Campaign Survey Results and Discussion

After the 10 Days of Sharing was complete, a short post-campaign survey was provided to those engaged with the campaign (Appendix). The survey supplements the findings of insights gained through the social media campaign analysis.

While the 10 Days of Sharing did not have a pre-campaign survey, the post-campaign survey was designed to gather some of the information that would have been available from two surveys. One issue associated with post-campaign surveys is that participants who are aware of the messaging and intent of the campaign may be more likely to answer with a bias when probed on whether their behavior or attitudes have changed as a result of the campaign. As such, survey questions posed both direct and indirect questions to probe for findings that would suggest change as an outcome of the campaign. For example, the survey attempts to uncover whether and to what extent the campaign was successful in promoting desirable through what was described as a process for desirable change in awareness campaigns by Beaudoin, Thorson and Hong (2009) in 4.3 Implementing a Social Media Campaign: **change through increased awareness**, and **changes in attitudes and behavior**. From a social media perspective, it also attempts to gain a better understanding of interaction with the campaign, messaging, and types of posts. Since level of experience and interest in a conversation are important indicators for creating a worthwhile interaction, this type of information will help to inform the future of the campaign.

The survey yielded 125 complete responses. Respondents were approximately equally distributed between males and females, and represented twelve counties in Nova Scotia, with most respondents being from Halifax Regional Municipality (64%), Pictou County (8%), and Lunenburg County (7%), Hants County (5%), and Cape Breton (5%). While ages varied, the largest represented age group was 25-34, followed by 35-44. 50% of respondents were primarily drivers,

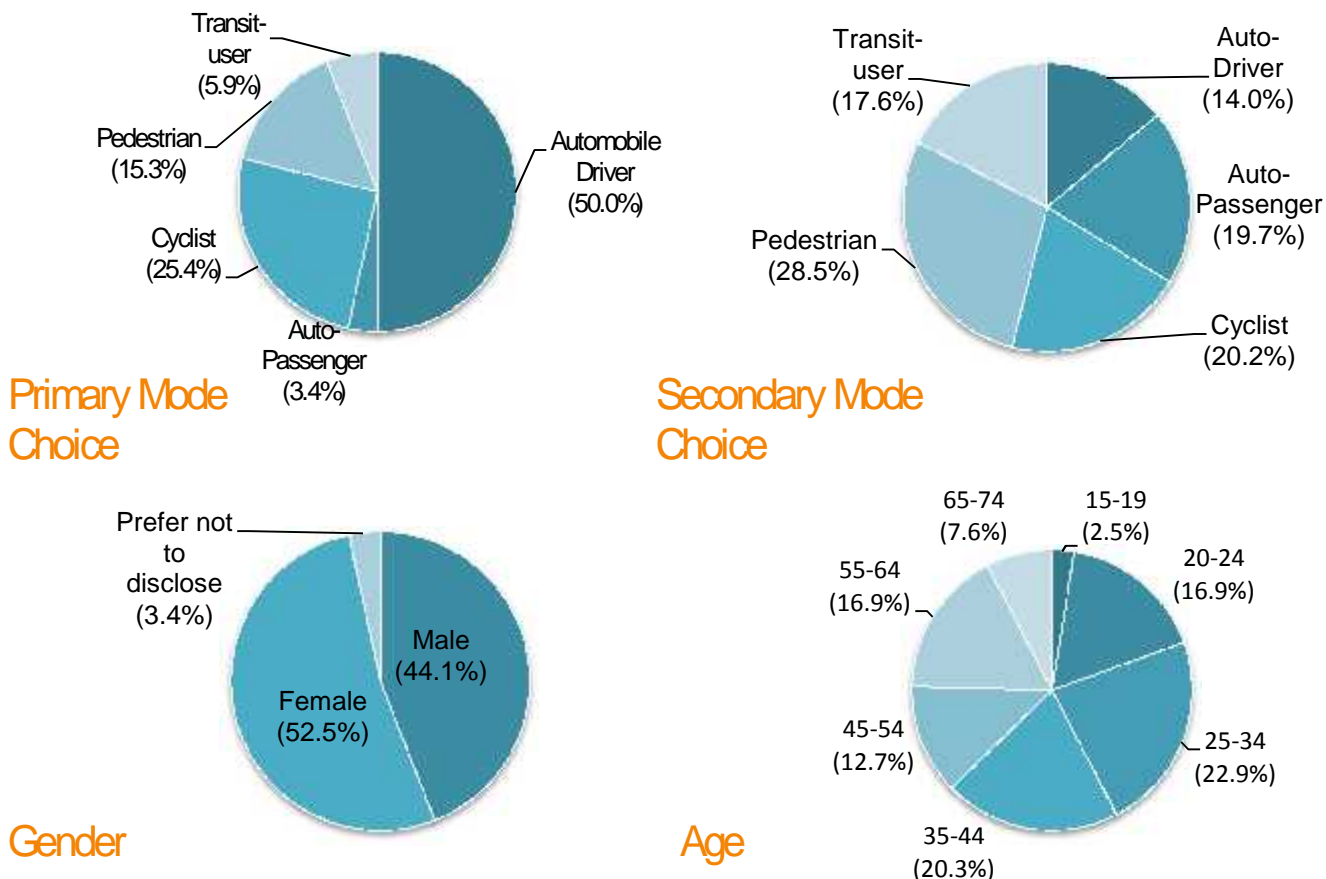


Figure 18: Demographics of the Thumbs up! Share the Road Nova Scotia post-campaign survey

25% were cyclists, and 15% pedestrians. As a secondary mode of transportation, 27% classified themselves as pedestrians, 29% as transit users, and 20% as cyclists or drivers, respectively, and 18% as transit-users. Facebook, Twitter, & Community Events have been the primary means for interacting with the campaign (Figure 18). More importantly, when observing some of the questions that indicate factors for desirable change, we see interesting and promising results.

The survey also demonstrated **changes in attitude and behavior**, a summary of which is shown in Figure 19. 45% of respondents said the campaign changed their attitude toward other road users. 48% said their behavior changed partially or significantly as a result of the campaign. Of those that reported changes in behavior, 17% found themselves less likely to engage in hostility and more likely to remain positive toward other road users. An additional 12% felt inspired and able to openly discuss issues concerning road safety. Interestingly, of those that experienced a change in attitude or behavior, 12% realized the need for further education concerning safety and locally infrastructure issues. It was anticipated that many respondents who claimed no change in behavior was experienced may already self-identify as safe road users.

62%
Learned something new through the campaign

48%
Reported that their behavior had changed as a result of the campaign

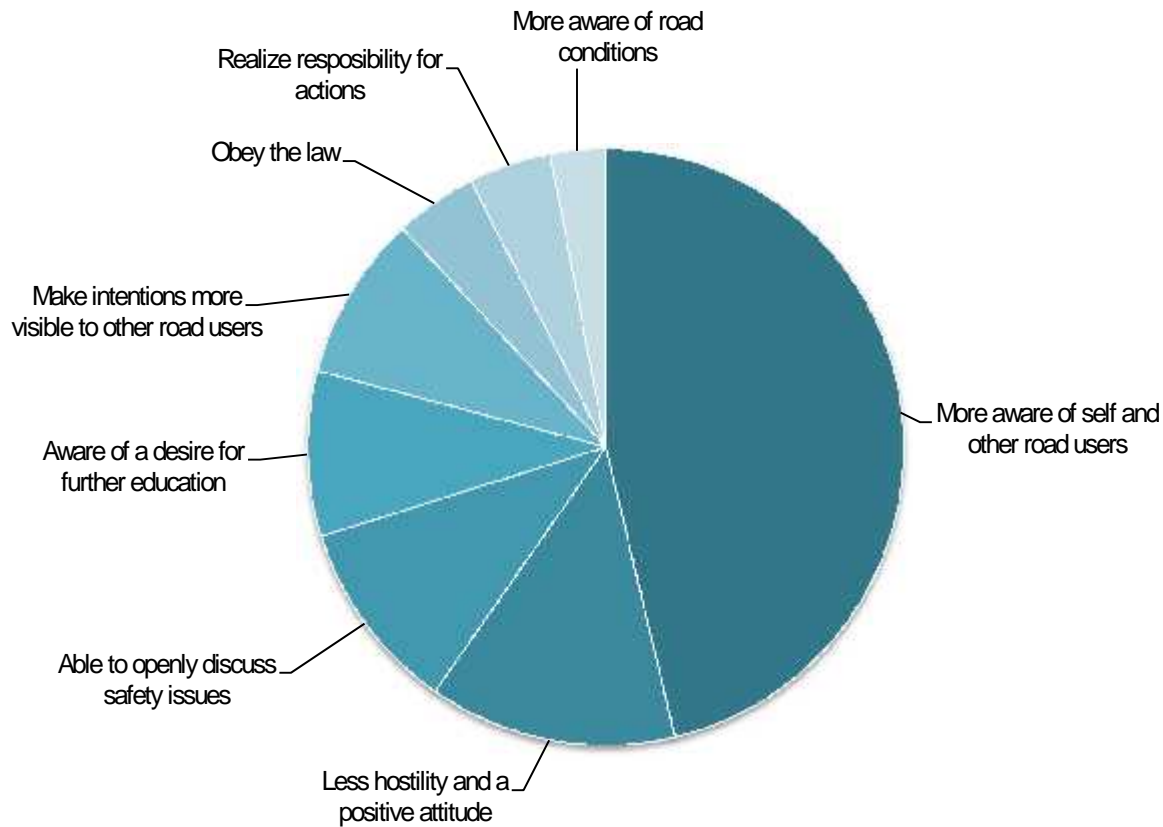


Figure 19: Reported behavior changes in post-campaign survey

What is even more interesting are the **trends in attitude and behavior changes over time**. Figure 20 and 21 demonstrate these trends, respectively. In terms of attitude change, those who have been interacting with the campaign the longest demonstrated a higher rate of attitudinal change than those who interacted with the campaign for less time. There was a 100% increase in partial behavior change between those who have interacted with the campaign for less than a week, to those who have interacted with the campaign for more than two months.

Has the campaign changed your attitude toward the way you think of other road users?

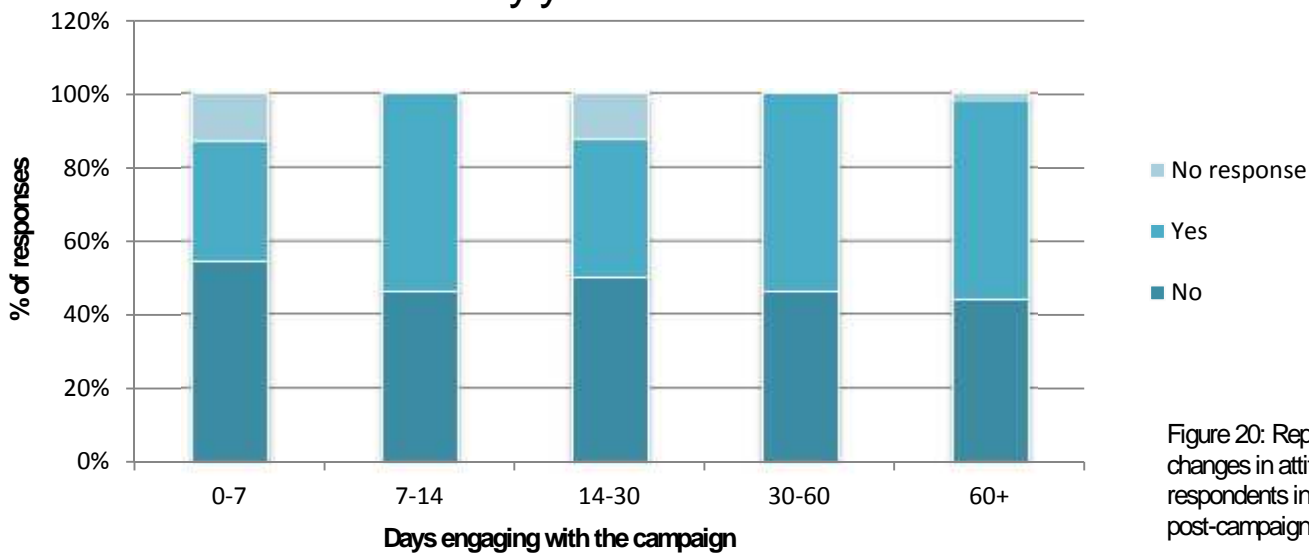


Figure 20: Reports of changes in attitudes by respondents in the post-campaign survey.

Has your behaviour been influenced by the campaign?

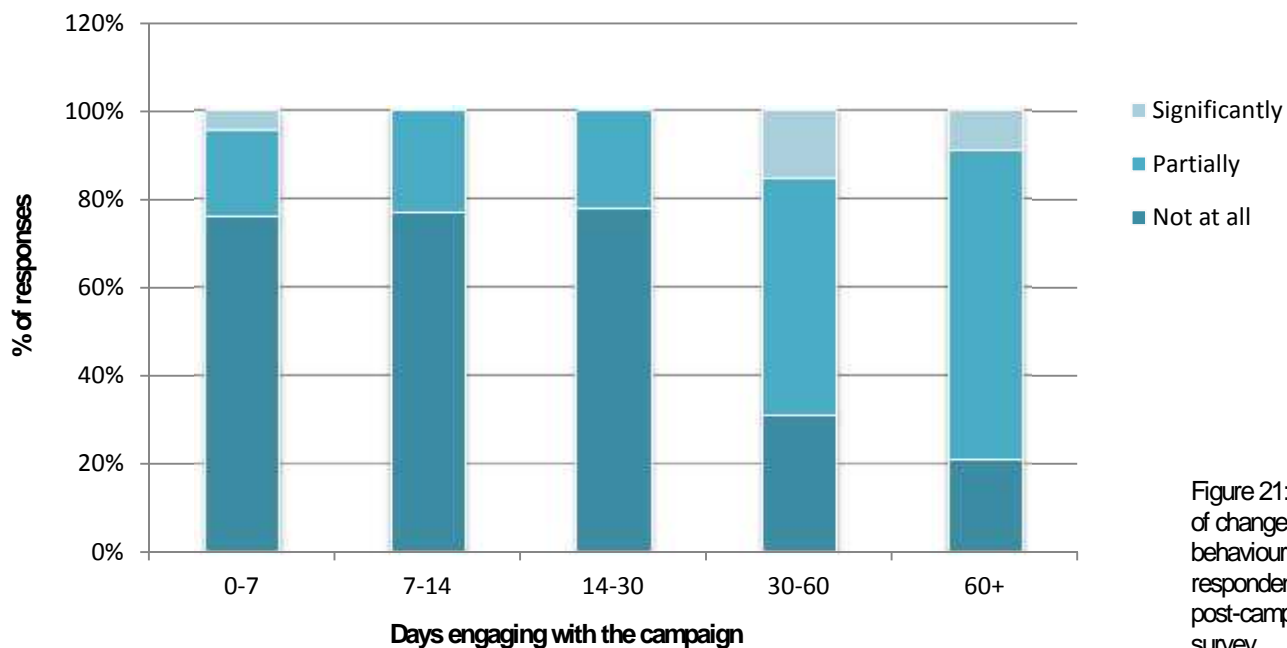


Figure 21: Reports of changes in behaviour by respondents in the post-campaign survey.

The overall **experience** with the campaign indicates that the content is interesting, and yielding generally positive experiences with the audience, which is a very important measure for future potential of a campaign. 87% felt the message of the campaign is important or very important, 85% felt the campaign is effective in spreading the message, and 77% experienced positive or very positive experiences with the campaign. Of those that filled the survey out 58% reported that the campaign had sparked discussion on road safety issues with their friends or colleagues.

In terms of content, Rules of the Road & Tips for Sharing the Road are preferred types of messaging, while preferred types of posts are of a much wider variety, including (in order from most preferred) examples of initiatives in Sharing the Road, news or research articles, photographs, videos, graphs or charts, and engaging questions.

Finally, when asked how the campaign can be a more effective tool in promoting safer sharing of the roads, the following suggestions were made:

- . Take the campaign to a larger scale and reach more people
- . Make the initiative long-term
- . Target groups that are difficult to reach
- . Consider methods for reaching populations that do not engage with social media
- . Connect with driver's education programs, schools, visitor information centres
- . Engage with governments (Municipal and Provincial level) to get a stronger message out
- . Keep promoting active transportation benefits
- . Set up booths and interact with road users 'live' or during pop-up conversations, such as with stopped traffic or at gas stations
- . Promote active transportation infrastructure
- . Show more provincial success stories
- . Post bad driving habits in social media and on the front pages of newsprint
- . Make large advertisements next to bus stops, shopping centres, grocery stores, the airport, etc.
- . Have a greater and more effective online presence
- . Seek satellite offices to help spread the message (Community Transit Nova Scotia, Driving Schools, Safety Services NS, government departments, traditional media outlets, etc.)
- . Bring clarity to "road taxes" and cyclists' rights to the road
- . More presence in rural communities and "small urban" areas
- . More road signage
- . More community events (at bicycle and driving related events)
- . Produce more materials, such as bumper stickers and window decals
- . Gain a presence in schools
- . Connect with radio media and get hosts to give 'tips'



87%

Felt the message of the campaign is important or very important



58%

Reported that the campaign has sparked discussion on road safety issues with friends or colleagues

6 Conclusion

Overall, Thumbs up! Share the Road Nova Scotia Campaign demonstrated small-scale success and great potential for using emerging technologies such as social media to extend the discussion of road safety in an on-line setting and in a long-term campaign. Periodic interventions that have been shown to be successful in targeting specific groups and behaviours in traditional road safety campaigns also have potential on an on-line platform, as demonstrated by the increased levels of engagement during the 10 Days of Sharing intervention that employed Facebook and Twitter. The possibilities for social media targeting were demonstrated with the success of Facebook advertisements. On-line advertising should be further explored using Google AdWords, Twitter, and other means.

Also consistent findings from other studies, longer term engagement with this campaign demonstrated higher levels of reported changes in attitudes and behaviours than those that had been interacting with the campaign over a shorter period of time. This finding suggests that the campaign has good potential in implementing periodic interventions to target behaviour change in specific groups, though research and periodic surveys are needed to understand how frequent these interventions should be. In addition, this campaign will serve to inform future posts of the campaign by offering insight into how various types of posts differed in their level of engagement, and through the desired post types suggested by survey respondents.



Figure 22: Live tweet by @ShareTheRoadNS during BikeFest, 2013

Overall, the design of the campaign received positive feedback. The campaign's positive and community-based approach to discussions on Share the Road is refreshing, supports the campaign's longevity, and guided a generally higher and productive level of discussion on the online platforms. The design of the campaign was successful in reaching certain important age groups (ie. youth), as demonstrated through the demographics of the Facebook page. While the 10 Days of Sharing had a more general target including all road users, future interventions should consider altering the designs to effectively target specific groups. Future campaigns should also consider the complimentary relationship between community-level and on-line discussion, especially for reaching certain groups with whom online discussion is not as accessible, or effective (Figure 22).

Based on experience in the community and through on-line discussion, there is a clear and growing level of interest for the importance of road safety and sharing the road. Immediate goals for the campaign should include strategies for local capacity building, and expanding the campaign to gain a more recognized and official role in the province. The campaign should build on the existing momentum in the community and on-line. Evidence from the survey suggests that positive attitudinal and behavioural changes are possible through the campaign, that may make an impact on the safety of Nova Scotia's roads if the campaign is taken to the next level. The following are recommendations for steps to take the campaign to the next level:

- Seek funding opportunities and partnerships that can offer larger scale approaches to enhance the existing campaign reach
- Seek marketing expertise and communications channels in order to optimize efforts of the campaign

- Create of a strong “Thumbs Up! Share the Road Nova Scotia!” branded campaign toolkit and system for a municipality to commence the process for adopting the campaign
- Produce more materials for distribution to interested municipalities across the province
- Explore large scale advertising opportunities, such as advertising in or on local transit vehicles, online video advertising, radio, TV and print advertising, and others
- Explore on-line advertising possibilities, such as Facebook, Twitter, Google Adwords, and others to encourage more traffic and engagement in the social media webpages
- Design original, fun, and innovative campaign ideas for future on-line initiatives that encourage engagement
- Engage with communities through local events and create a recognizable, trusting presence locally
- Make existing youth road safety education programs (such as Making Tracks) accessible to municipalities throughout Nova Scotia
- Consider linking the campaign with on-going enforcement efforts
- Continually monitor collision data (especially once the campaign reaches a larger scale)
- Consider a long-term, targeted, intervention-based approach that employs social media as a main outlet

“ We must now use every day to act on road safety,
and implement effective sustainable action to prevent injury
and death on the world’s roads

”
-Dr Lee Jong-Wook, World Health Organization

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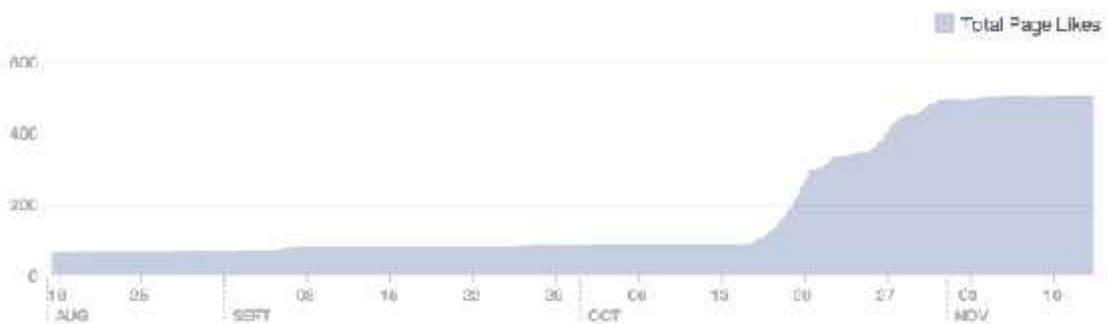
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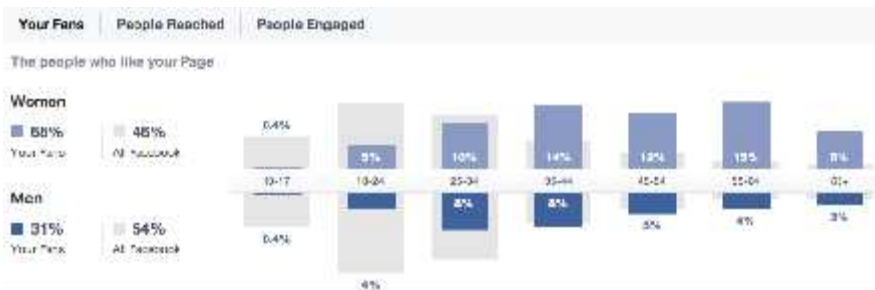
8 Appendix

Published	Post	Type	Targeting	Reach	Engagement
01/11/2013 00:47	This video offers some tips to prevent dooring. What are your tips? We know our			3.7K	42 11
31/10/2013 06:48	Does this map of bicycle-related collisions in NS surprise you? Or does it make			4.1K	336 21
30/10/2013 00:49	Cyclists: Let's make this viral. Pro-Cyclists reflect on experiences & keeping safe with			6.4K	52 34
29/10/2013 09:35	"Proudly introducing" our beautiful community video:			6.9K	24 34
28/10/2013 10:17	SHARE & WIN: Tell us about something another road user did that deserves a			8.4K	98 25
27/10/2013 15:07	What difference does 5km/h make? You may be very surprised. Help us share this			765	66 26
25/10/2013 00:09	Guess which day of the week has the most cool is one for Nova Scotians? More Pctro			7.5K	59 20
24/10/2013 09:39	"If you got to know me..." Celebrating 4 & 2 wheels. Share the love around! Today's			8.5K	100 46
23/10/2013 10:42	Today's Giveaway for sharing: 2 MEC \$25 gift cards 2400 on the pedestrian injuries a			7.6K	41 44
22/10/2013 10:51	SHARE & ENTER TO WIN one of many Camelback Spill-Proof water bottles! "This			2.6K	30 17
22/10/2013 00:00	Answers to yesterday's HRM Quiz: 1. In Nova Scotia, pedestrians have the right of			395	42 11
21/10/2013 12:21	Want a New iPod nano? Comment or Tweet the answers to this HRM Crosswalk			2.1K	143 44

Facebook posts and their engagement levels during 10 Days of Sharing.

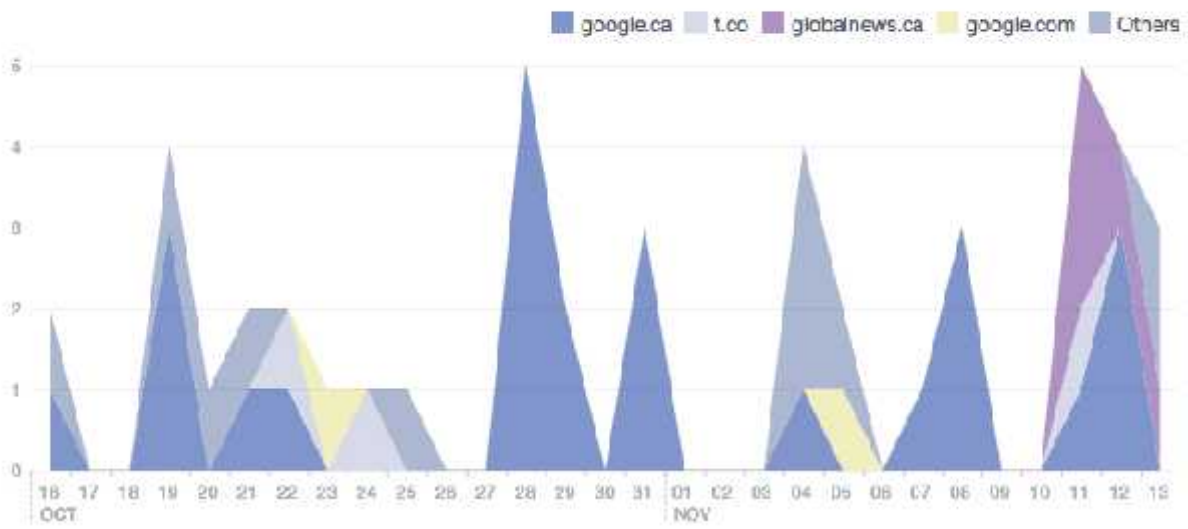


Share the Road NS total Facebook page Likes.



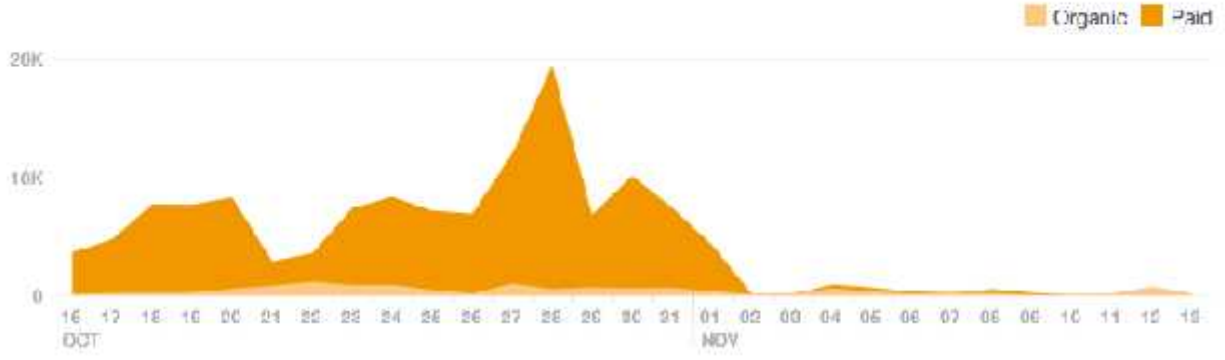
Demographics of Share the Road NS Facebook page audience.

External Referrers
 The number of times people came to your Page from a website off of Facebook.



Sources of external referrers to Share the Road NS Facebook page.

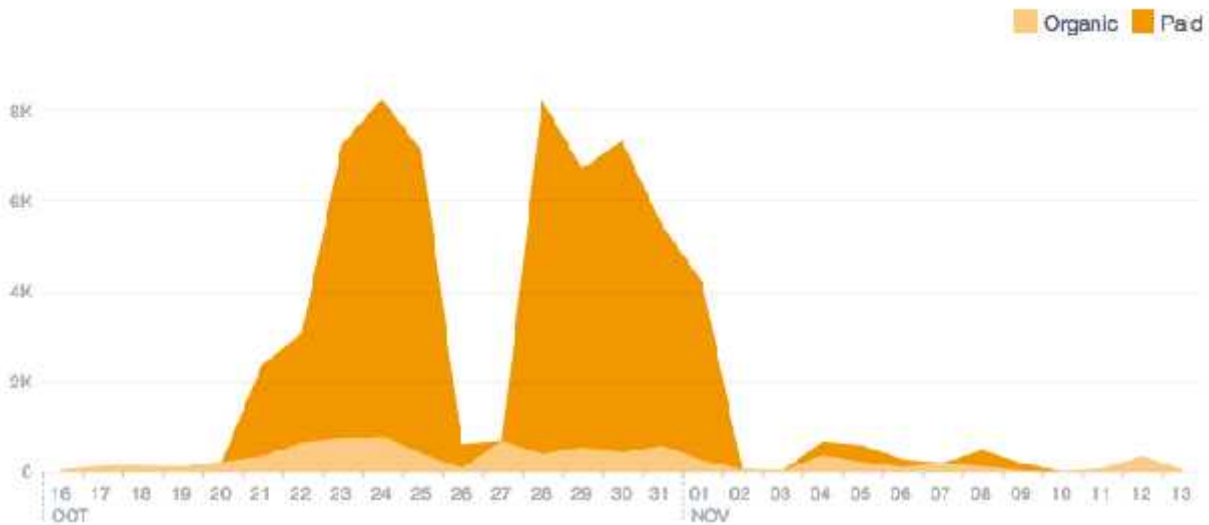
Total Reach
 The number of people who saw any activity from your Page including posts, posts by other people, Page like adverts, mentions and check ins.



Total reach of Share the Road NS Facebook page.

Post Reach

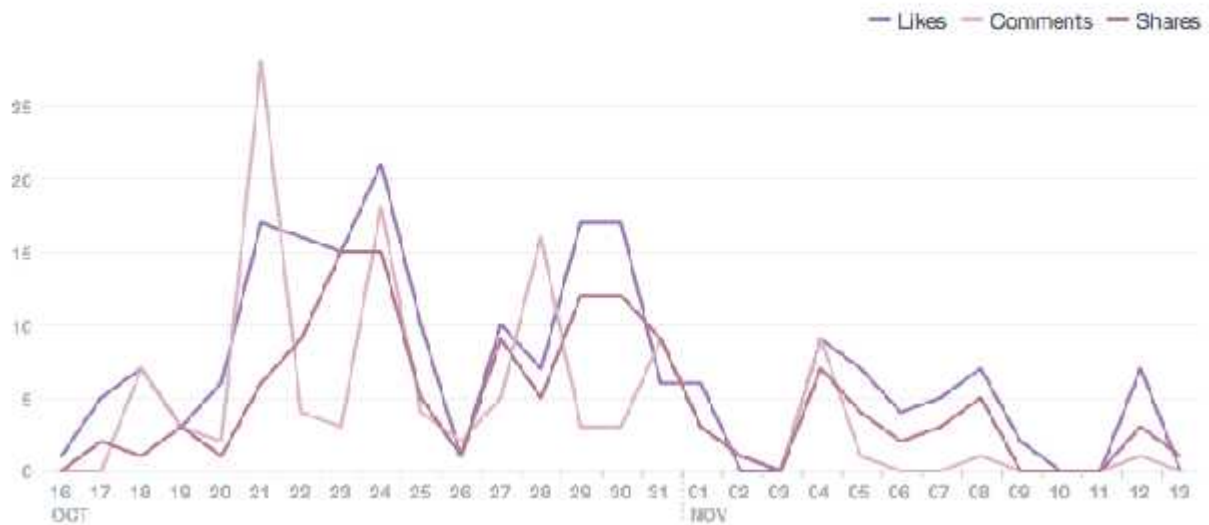
The number of people who saw your posts.



Post reach of Share the Road NS Facebook page.

Likes, Comments and Shares

These actions will help you reach more people.



Total Likes, Comments, and Shares of Share the Road NS Facebook page.

Thumbs up! Share the Road Nova Scotia Survey

1. Which county do you currently reside in?

Other:

Next

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Thumbs up! Share the Road Nova Scotia Survey

2. How did you first hear about the campaign?

- Social Media
- Poster
- Community event
- Friend/Colleague
- Other

3. How long have you been engaging with the campaign?

4. How have you been primarily interacting with the campaign? (Please select all that apply)

- Facebook
- Twitter
- Website
- YouTube
- Instagram
- Community events
- Other

5. How important do you think the messaging of the campaign is?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not important | Somewhat important | Unclear | Important | Very important |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. Which of the following would best describe your experience engaging with the campaign?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Negative | Negative | Neutral | Positive | Very positive |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. How important is sharing the road to you now?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not important | Somewhat important | Not sure | Important | Very important |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. How important was sharing the road to you 6 months ago?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Not important | Somewhat important | Not sure | Important | Very important |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. Have you learned something through the campaign? (This can be a clarification of existing knowledge on road safety, or something entirely new)

- Yes
- No
- No response

10. Has the campaign sparked discussion between you and others concerning road safety issues?

- Yes
- No
- No response

Questions 1-10 of 10 Days of Sharing post-campaign survey.

11. Has the campaign changed your attitude toward the way you think of other road users?

- Yes
- No
- No response

12. Has your behaviour been influenced by the campaign?

- Not at all
- Partially
- Significantly

13. If you answered "Significantly" or "Partially" in Question 12, tell us how your behaviour was changed.

14. Overall, do you think this campaign is effective in spreading a Share the Road message?

- Yes
- No, explain:

15. In the future, what types of messaging do you prefer to see in the campaign? (Please select two of the following)

- Nova Scotia 60-65 on information
- Rules of the road
- Tips for sharing the road
- Community-related posts
- Other:

16. In the future, what types of posts do you prefer to see in the social media campaign? (Please select two of the following)

- Videos
- Photographs
- Graphs or Charts
- Engaging questions
- News or research articles
- Examples of initiatives in Sharing the Road
- Other:

17. How can the campaign be a more effective tool in promoting safer sharing of the roads province-wide?

18. Additional Comments, if any.

NEXT

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Questions 11-18 of 10 Days of Sharing post-campaign survey.

Thumbs up! Share the Road Nova Scotia Survey

19. Please tell us a bit about yourself. Are you:

- Male
- Female
- Prefer not to disclose

20. What age group do you belong to?

Select from this drop down menu

21. What is your primary mode of transportation (70% or more of your trips)? (Please select one)

- Automobile Driver
- Auto-Passenger
- Cyclist
- Pedestrian
- Transit-user
- Other

22. What are your secondary modes of transportation? (Please select all that apply)

- Automobile Driver
- Auto-Passenger
- Cyclist
- Pedestrian
- Transit-user
- Other

Thumbs up! Share the Road Nova Scotia Survey

Thank you for taking the time to help us understand how we're doing!
This campaign could not have happened without the community.

You will be entered to win one of two \$50 gift cards.

#sharetheroadNS

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Questions 19-22 of 10 Days of Sharing post-campaign survey.