

Making it Stick: A Human-Centered Approach to Transportation Safety

May 7, 2025

Who we are...



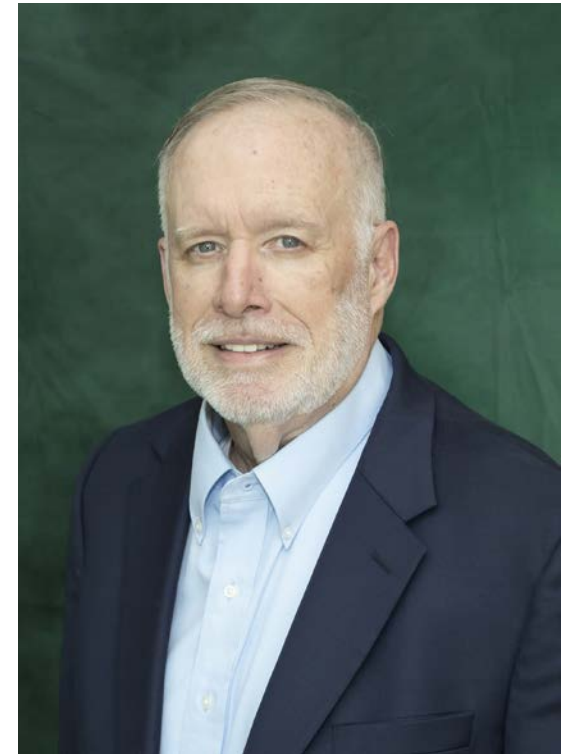
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Objectives

- Define and differentiate between human factor research/social marketing and other social change approach
- Identify up to three elements of the human factor/social marketing approach
- Connect elements of the human factor/social marketing process to Target Zero Initiative of Florida.

Question

Think back to your most recent work, in developing an initiative on traffic safety (i.e. distracted driving), what are some of the initial steps you took?



What is this ad selling?

- A. Hide behind a larger vehicle while driving to avoid police
- B. Slow down to not get stopped by police
- C. Drive safely and observe speed limits

What is the key promise?

- A. Driving while focused on the road helps you avoid police
- B. Driving the speed limit will help avoid accidents
- C. Driving the speed limit keeps you and your family safe

Who is this ad for?

- A. Individuals driving a vehicle
- B. Passengers of a vehicle
- C. Law enforcement

Congratulations!

You've just absorbed some key lessons about human factor research or social marketing.

- **Behavior specific** – focus on specific ask
- **Benefits** – What the end-user wants, needs, aspires to be..
- **Exchange** - If you give up this, you can get that
- **Audience segmentation** - One size fits all – not a good strategy

Social marketing

An approach to changing behavior capitalizing on traditional marketing tools to promote sustainable and positive social change

Human-centered

Guided by Research

Marketing tools and strategies

Social good

Social Marketing is Not

- Social Media
- Advertisement
- Using social causes to sell products



Traditional approaches...

- Expert driven
- Education
- Persuasion
- Behavioral change



TOP-DOWN
APPROACH



Traditional approach audience focus...

- Focusing on the “hard to reach”
- Focusing on everyone
- When we can't reach them, we ask...

What is wrong
with THEM?

Why don't
THEY
understand?

Why don't
THEY do it?

Mindset of a marketer...

- What is wrong with our programs?
- What do we need to offer to offset their costs?
- What would make our product more attractive than the competition (what they are currently doing)?

Core Principles of Human Factor Research/Social Marketing

Specific behavioral focus.

- Knowledge isn't enough
 - Educating people will not lead to change
 - Telling people will not lead to change
- Strategic decision about the behavior you wish to influence.



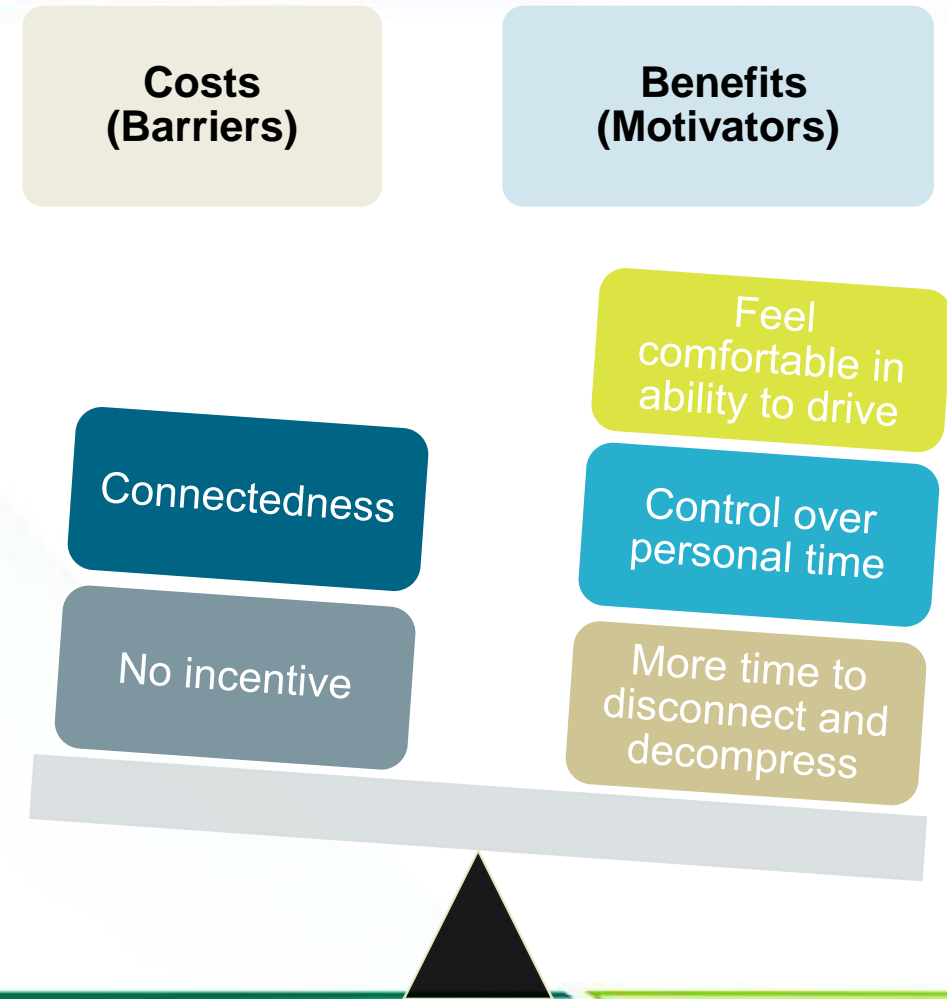
Segmenting audience

- “One size doesn’t fit anybody very well”
- Responsibility to manage resources



Exchange (What's in it for me)

- Getting people to turn on do not disturb
- $\text{Benefits} > \text{Costs} = \text{Value (relative to competition)}$





Example: Speed Camera Lottery

- Focus on reducing speeding in Sweden
- Engaged people by offering a reward for obeying the speed limit
- The average speed was reduced by 22%
- An example of behavior change coupled with changes in design.



Core Principles

- Specific behavioral focus
- Segmenting the audience
- Understand competition/exchange
- Develop integrated marketing mix – 4 P's



Target Zero

Illustration of Human Factor Research/Social Marketing in Action

Target Zero

The Problem:

- Transportation-related serious injuries and deaths across Florida
- Driver behavior is a contributing factor



ON FLORIDA'S ROADS...



8 daily fatalities

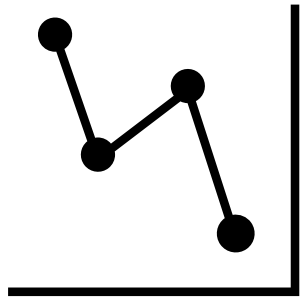


49 daily serious injuries

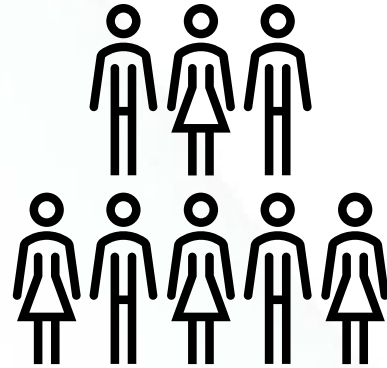
But when it comes to human lives, no fatality or serious injury is acceptable.

Source: 2021 Florida Strategic Highway Safety Plan

Developing a Solution



Data Driven



Human Factor
Approach



To eliminate serious injuries and fatalities throughout the state's transportation system

Evaluating Previous Campaigns

- TZ focused on identifying reasons for the behaviors contributing to crashes (pre-cursors) and developing influential messaging addressing those behaviors



How do we influence change at this point in time?

Behavioral Focus and Audience Segment

- **Behavioral Focus** – Fear of missing out (FOMO), anxiety with missing notifications from family, employer and friends.
- **Audience Segment: Young Males 22-27**
 - Informed by formative research and existing research
 - Reasoning
 - Young adults emerging into financial independence
 - Assuming responsibility for own health insurance
 - Entering long-term relationships
 - Assuming responsibilities for loved ones – including children

Existing Data → Primary Data Collection

Evaluation of current work

Review of existing campaigns for similar audiences

Why? Way of learning what works and what does not. Able to assess whether there is something to build upon/the need to start from scratch.

Community input

Discussions with community partners and organizations

Why? Share insights into what is feasible, sustainable, and influencing our priority population

Focus Groups/Interviews

Young males 18-34

Why? Ability to have long-form discussions with population in a space that fosters open dialogue

Target Zero – Focus Groups with young males

Gaining insight on young males driving behaviors and experiences

- Three (3) Florida regions:
 - Miami-Fort Lauderdale
 - Orlando-Volusia
 - Tampa Bay.
- Four (4) virtual focus groups per region with young males between the age of 18 and 34.

FORMATIVE RESEARCH QUESTIONNAIRE

[Consent is automatically done when the participant logs into the meeting. The presentation/facilitator includes tech details, introductions, and rules of engagement]

Welcome to the focus group and taking time out of your schedule to speak with us. To get us started, let's learn a little more about one another. This will help us to learn the names, but also to make sure our audio and camera continues to work

1. What is your name and what do you like to do for fun when you have free time?

Thank you, let's get started...

2. What are some characteristics, or actions you associate with a good or safe driver?
 - Probe: What do they do? How does what they do, make them a safe driver, What are some actions/behaviors you observe?

No one leaves the house with the intention of getting in a crash or get injured

3. Continuing the discussion, What gets in the way of you being able to drive safely?
 - Probe: Of the points that you shared, what is one that must be addressed before any change in behavior takes place?
 - Probe: What is something that could help to reduce these barriers?
4. Thinking about driving safely, what is something you think you have to give up, in order to drive safely?

Let's move to discuss what you see while driving...

5. When I say the phrase "risky behavior" while driving, what are some words, images, actions that come to mind?
 - Probe: how about speeding? Not paying attention to traffic lights or posted signage? Following too closely or tailgating? Not giving right of way? Distracted driving (texting, eating, radio or streaming music/podcasts, drinking)

Key insights

*Curbing risky driving behavior centered **first on the cell phone, second on the driver and third on the environment.***

- Barrier to safe driving – driver connectedness, feeling of wanting to be connected to their work, friends, family
- Where they learn how to drive – electronic media, people such as family members
- Influence on risky behavior – environmental distractions



Marketing Mix – 4 P's




Price	Which costs to lower?
Place	Where to offer products?
Product	Which benefits to offer?
Promotion	What spokespersons, information channels, activities?

Product Strategy – what are the benefits we can offer?

Enjoy your ride free from distractions. Take some time for yourself.

DRIVE TIME = YOU TIME


How to enjoy your next trip




STRESSED BEHIND THE WHEEL?

We've all been there! Anxiety and stress can have you running in circles, especially behind the wheel. That's why we've collected some resources to **help make drive time YOU time.**


Below you'll find a variety of playlists, custom do not disturb messages, and more to help you and your fellow drivers relax on the road...and **enjoy the ride.**






**FL VIBE GUY'S
LO-FI BEATS**

A collection of laid-back, lo-fi, electronic tunes to help drivers relax and vibe out on the roads.




**FL VIBE GUY'S
FEEL THE GROOVE**

A pop-centric playlist full of upbeat, positive songs to wash away stress and anger when you're behind the wheel.




**FL VIBE GUY'S
COOL AS A CUKE**

Mellow songs that are sure to cool down any driver, in any situation.



**FL VIBE GUY'S
VIBE GUY CLASSICS**

Hits from every era - a compilation of some of the most happy, relaxing, and positive tunes of all time.



CUSTOM DO NOT DISTURB MESSAGES

Did you know most smartphones have an autoreply feature for when you're on the road? Turn on Do Not Disturb before you drive, and let the phone do all the hard work while you ride around distraction-free.

Just one catch — pre-made do not disturb phone messages are usually bland, boring, and not your style, we're sure. That's where we come in!

We've created a plethora of do not disturb messages for you to add to your phone. With a wide range of tones and emotions, we're sure you'll find the right do not disturb message for you!

[FIND YOUR NEW DND MESSAGE HERE](#)

Not sure how to activate or customize your autoreply message? Here's how:

- [Apple Tutorial](#)
- [Android Tutorial](#)

DOWNLOADS

Know someone that needs a friendly reminder to drive safely? Use any of our premade images to give them a gentle push.

- [DOWNLOAD SOCIAL POSTS](#)
- [DOWNLOAD SOCIAL SHARING IMAGES](#)

Price Strategy – which (in)tangible costs to lower

Maximizes need for personal down time, utilizes a feature already embedded in their cellular device, Setting do not disturb prior to ride limits distractions and asserts autonomy and independence

- ***Young men want to feel:*** *In control, respected, valued, honored, free, safe, private, proud, winners, masculine*
- ***They value:*** *Authentic connections (with influencers), autonomy, self-control, power, winning, being envied, impressing peers*

Place Strategy – where behavior occurs/decision-making

Place Strategy: Making young males' personal vehicle driving environment safer from point A to point B.

Cell phone: Eliminate distractions

Driver: In control of decision making

Environment: Create a stress-free atmosphere

Promotion Strategy – Where information is received

Young males learn how to drive and get information from electronic media and people close to them such as family members



Promotion Strategy: Community and sporting events throughout the state. Social media and paid advertisements.

Want to learn more, stay engaged...

- Social Marketing certificate at USF College of Public Health
- Workforce development trainings on social marketing
- Develop social marketing-based solutions for traffic safety

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