

# Case Study

Community Road Safety Grant



## Georgina Josephine Foundation

### Driveway Safety Campaigns

\$27,600 – 2018/19

\$20,375 – 2018/19

#### Project aims

The Georgina Josephine Foundation was awarded two grants enabling it to produce a multimedia awareness campaign on the prevention of Low Speed Vehicle Run-Over incidents (LSVRO), especially those involving young children.

The campaigns ran throughout NSW from October 2018 to March 2019.

The first grant of \$27,600 was directed toward advertising on buses to help reduce LSVRO incidents.

The second grant of \$20,375 helped develop a radio awareness campaign called Keeping Kids Safe Around Cars.

#### Implementation

A targeted five-month radio campaign was implemented involving up to eight 2SM radio stations across NSW. The campaign's central message reminded listeners to check around their car before they got behind the wheel to drive (especially reversing manoeuvres), with a voiceover from Foundation Ambassador and TV personality, Scott Cam.

Simultaneously, between 40 and 80 visual advertisements (through APN Outdoor) appeared on the rear of State Transit buses reminding the public to 'Supervise, Separate and See', and to check around the car before driving.

## Project outcomes

A survey conducted at the conclusion of the campaigns indicated over 17 per cent of respondents had heard the radio promotions, while nearly 9 per cent had seen the bus back posters.

In total, 53 per cent of respondents indicated they would change their behaviour around vehicles to prevent LSVRO incidents after hearing or seeing the awareness promotions, while 33 per cent indicated they already put measures in place.



## Next steps

The future goals of the Foundation are to increase coverage of campaign materials across regional and metropolitan areas through the use of truck-side advertising, and State Transit buses. They are also planning more radio coverage to generate greater impact.

The survey results show while people are aware of the Low Speed Vehicle Run Over prevention messages in and outside of NSW, much more engagement is required. Many survey respondents were over the age of 50 so the Foundation concluded that targeting younger generations was critical.



**The NSW Government's Community Road Safety Grants Program is helping to move communities across the state towards zero road trauma by providing financial support to community groups to run local projects that increase road safety awareness and support safer road use.**

**For more information on the next round of grants see**

**[roadsafety.transport.nsw.gov.au/aboutthecentre/communitygrants](https://roadsafety.transport.nsw.gov.au/aboutthecentre/communitygrants)**