



AIRBAG

Safety

Campaign

Information Campaigns

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Overview

- The National Safety Council with Greer, Margolis, Mitchell, Burns and Associates
- 1996: Trend was Identified
 - People, many of them children, were being killed by air bags.



Overview

- Coalition of government agencies, auto makers, occupant restraint manufacturers, insurance companies, and safety groups.
- Purpose:
 - To reduce the child fatalities caused by air bags.



Research

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R O P E

Public Opinion Research:

- 56% of people that transport kids knew the risks of airbags
- 53% of drivers put kids ages 5-12 in the backseat
- 43% said they take every necessary step to restrain their children

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Focus Group Research:

- Campaign should be direct and factual, not frightening
- Should explain how airbags work
- Communicate in simple but memorable terms

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National Crash Data

- Drivers set seatbelt behavior for children other passengers
- Allowed the safety council to track the number of airbag deaths
- Reinforced the biggest risk to children
- Airbags are supplemental restraints

The background of the slide is a close-up photograph of a light-colored, textured surface, possibly leather or a similar material. The surface has a repeating pattern of small, raised, diamond-shaped or hexagonal shapes. In the upper portion of the image, the word "AIRBAG" is embossed in large, capital letters, following the curve of the surface. The lighting creates soft shadows, emphasizing the texture and the embossed letters.

Research

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R O P E Organization



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Organization and Planning

Priority of Campaign:

- Prevent any further air-bag related fatalities by getting people to buckle up immediately and keep children 12 and under in the back seat.

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Organization and Planning

Budget:

\$3,000,000.00

Three Million Dollars

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Organization and Planning

Target Audience:

Drivers who regularly transport children 12 and under in air bag-equipped vehicles and who are likely to change their behavior after hearing the educational message.

“Motivated But Misinformed”

R O P E

Organization and Planning

The immediate objectives were:

1. Deliver the air bag safety message through widespread media coverage at the national and local levels
2. Expand the reach of our message through corporate involvement and sponsorship
3. Develop partnership with key health, civic, advocacy, and law enforcement organizations to deliver and promote the message

R O P E

Organization and Planning

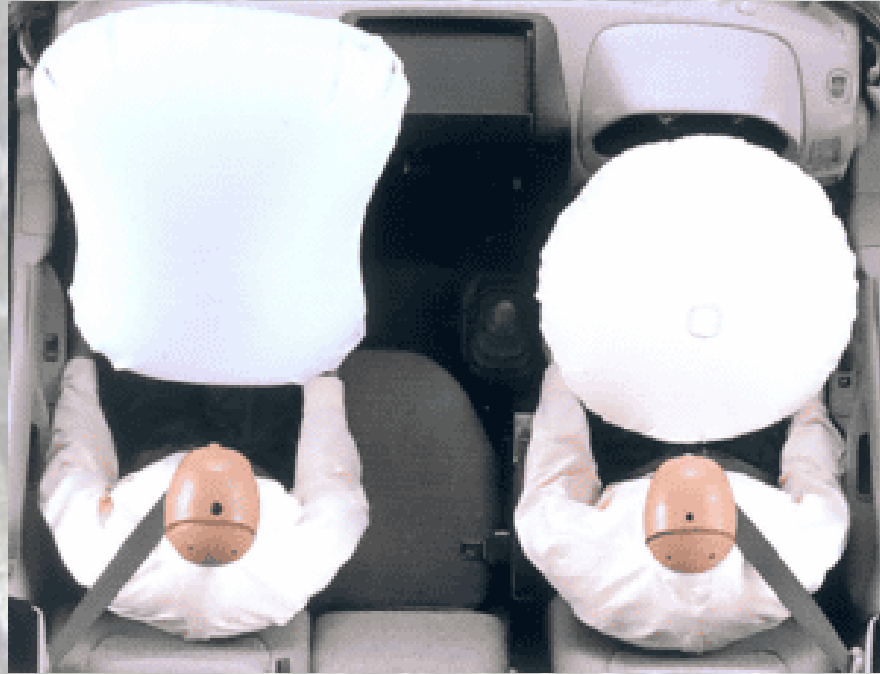
The long-term objectives were:

1. Increase public support for stronger seat belt laws
2. Enlist policy makers to make stronger seat belt laws a priority
3. Mobilize law enforcement to enforce existing seat belt and child passenger safety laws
4. Showcase the need for increased, high-visibility enforcement of seat belt laws



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Programming

Programming and Communication Tactics

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Programming and Communication Tactics

ABC's of Airbag Safety

Air Bag Safety Means: Buckle
Everyone! Children in Back, was
labeled the ABC's of air bag safety.

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Programming and Communication Tactics

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Labor Day Weekend 1996 :

- Airbag safety billboards were strategically placed along the nation's most-traveled interstates

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Programming and Communication Tactics

Media Relations:

- News events in ten major markets and placing 250 local news stories, which reached an audience of 78 million people.



Programming and Communication Tactics

Thanksgiving Weekend:

- Teams of safety advocates in all 50 states, named Safe Travel Action Teams or STAT.
- STAT members were placed at the nation's busiest rest stops to relay the message of air bag safety to travelers.

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Programming and Communication Tactics

Air Bag Safety Campaign also recruited over 150 organizations and corporations to spread the message, including The American Academy of Family Physicians, Jiffy Lube and Kaiser Permanente.

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Programming and Communication Tactics

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Governmental Outlets:

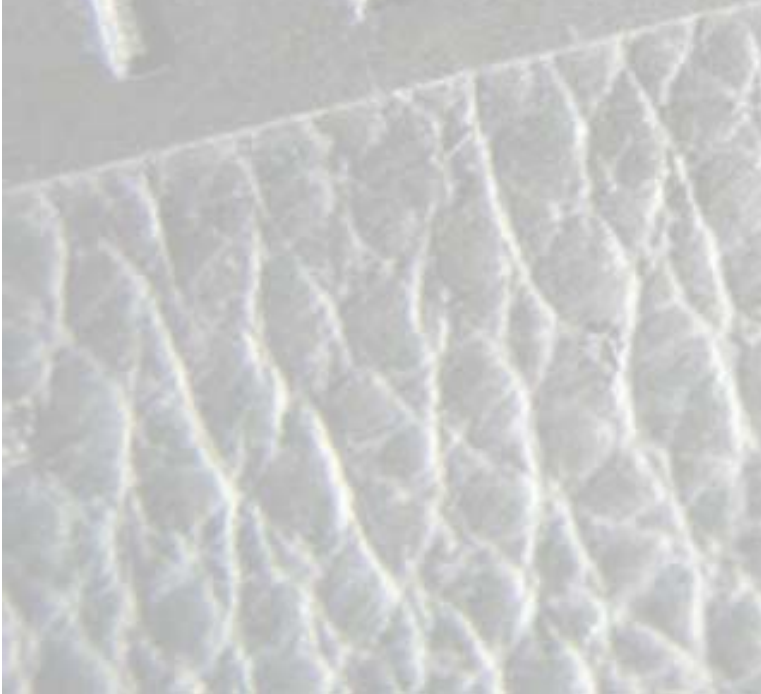
- National Highway Traffic Safety Administration
- White House
 - Shaped President Clinton's 1997 radio address for Child Passenger Safety Week.--

Programming and Communication Tactics

Operation ABC:

- During Buckle Up Week 1997
- Partnered with the International Association of Chiefs of Police
- Fulfilled the objective of the campaign to implement stricter child passenger laws.
- Publicized in 20 major media markets and reached an audience of 71 million.

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Programming

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Evaluation

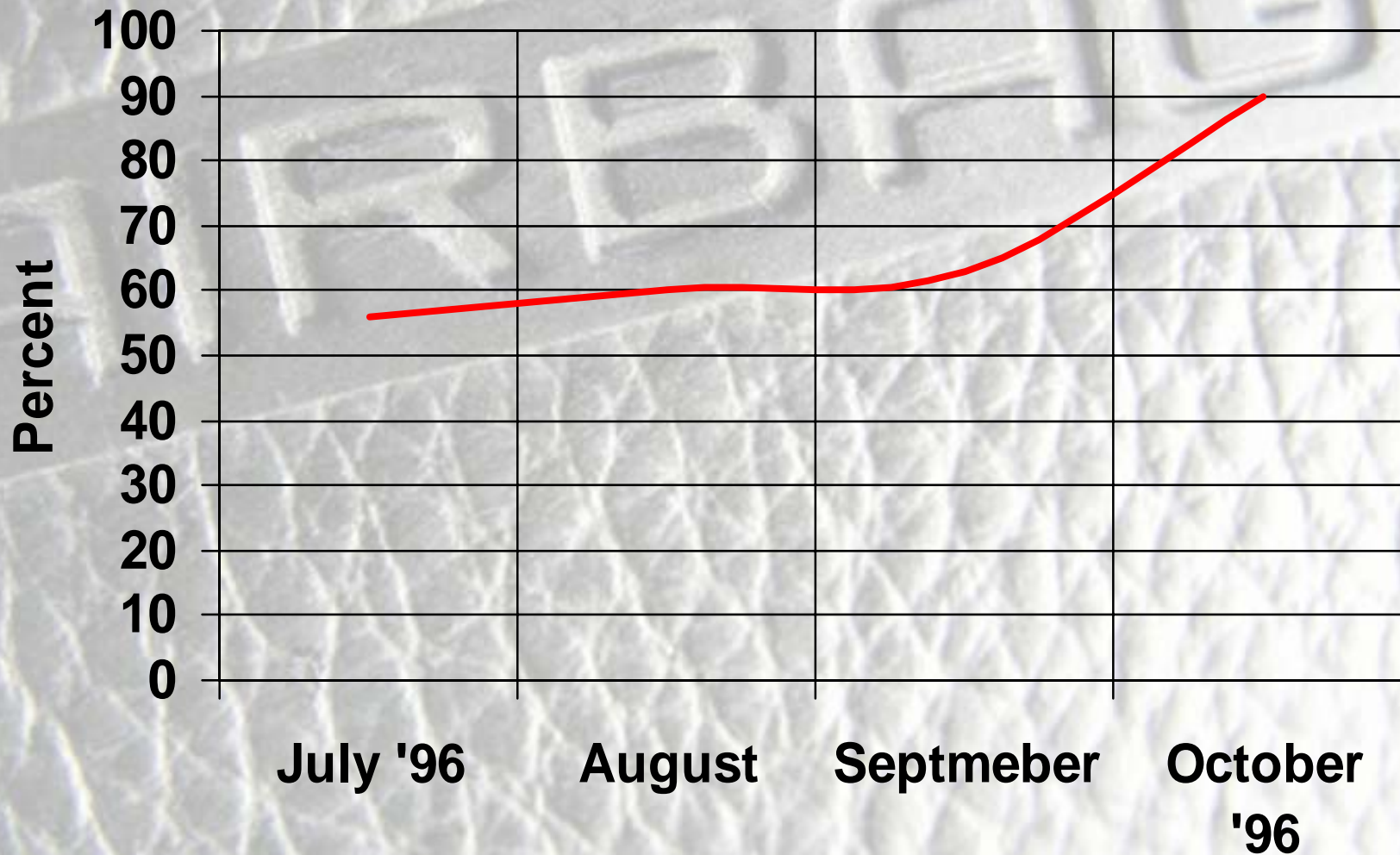
Evaluation

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- 17 (July 1995 to 1996) to 14 (July 1996 to 1997) child deaths
- Despite 1 million passenger air bag-equipped vehicles hitting the road each month
- Child Death Rate Dropped 43%

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Awareness



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Practicing Americans



Evaluation

Legislation:

- Enforcement of existing seat belt laws/child safety laws and new primary laws increased
- Maryland, Oklahoma and the District of Columbia adopted new laws

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Evaluation

HAIRBBAG



CLICK IT

OR

TICKET

Sources

The Air Bag Safety Campaign

The National Safety Council with Greer,
Margolis, Mitchell, Burns and Associates

**SILVER ANVIL AWARDS '98 - Category
5D Public Service (6BW-9805D18)**

<http://www.silveranvil.org>

A close-up photograph of a textured, light-colored surface, likely a car's interior or exterior trim. The word "AIRBAG" is embossed in large, bold, capital letters across the middle of the frame. The texture is a fine, irregular pattern, possibly a leather or faux-leather grain. The lighting is dramatic, coming from the side, which creates strong highlights and deep shadows, emphasizing the three-dimensional quality of the embossed letters and the surface texture.

AIRBAG

Safety

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