



# Safe and Sustainable

## Integrating Road Safety and Environmental programs

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# Social Marketing

Applying marketing techniques that aim to achieve specific behavioural outcomes for social good.

For a person to change their behaviour, the following elements are required:

- The benefits of the new behaviour outweigh the costs.
- The new behaviour is relevant to the target.
- The new behaviour is convenient.
- The new behaviour is acceptable within the target's social communities.





# Applying Social Marketing to Road Safety Programs

Each road safety program is delivered in an different way to previous activities.

Tailor program to the existing interests and motivators of audience, such as:

health and fitness,  
the environment, and  
family responsibilities.





# Sustainable Transport

- The environment is rated as a high priority for the Whitehorse community.
- Whitehorse has refined some road safety programs to have an environmental focus.
- Education activities are supported by infrastructure improvements and enforcement.
- Focus on the safety of vulnerable road users such as pedestrians and cyclists

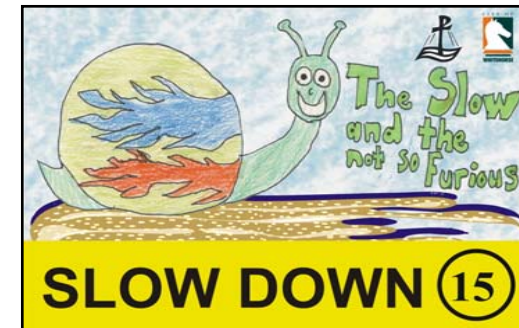
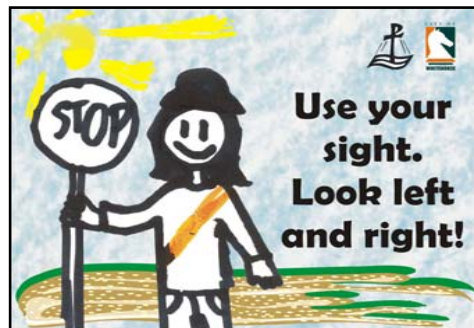




# Road Safety Programs

## Safe Routes to School

- Encourage children and parents to adopt safe travel behaviours through promoting sustainable transport and reducing their reliance on vehicles.
- Decreases vehicle congestion in the streets surrounding schools.





# Road Safety Programs

## Safer Driving Safer Cars

- Whitehorse has combined this program with purchasing hybrid vehicles and promoting vehicles that have lower fuel consumption and CO<sup>2</sup> emissions.
- Whitehorse staff are encouraged to walk and take public transport to activities outside the office.





# Road Safety Programs

## Wiser Driver

- Encourages participants to keep fit and active, familiarise themselves with public transport and maintain good social networks.





# Sustainable Transport Programs

- Walking School Bus
- TravelSmart
- LAAP
- Green Travel Plan
- Sustainable Schools
- Sustainability Street





# Advocacy

Council strongly advocates to State and Federal Governments for improved transport infrastructure and services.

- Box Hill Public Transport Interchange
- Railway level crossings





# Evaluation

- Crashes have reduced by 34.59% over the past 10 years.
- In comparison to neighbouring municipalities over the past 10 years, the City of Whitehorse has
  - the second largest reduction in fatality crashes, and
  - the largest reduction in injury crashes.
- Each road safety program is evaluated utilising a variety of methods such as questionnaires, observations, interviews, and literature reviews.





# Conclusion

- Social marketing techniques play a vital role in implementing road safety programs.
- Deliver programs to suit your audiences interests.
- Have fun with programs and think outside the square.

