

PRE-VISIT ACTIVITY: ANALYSING ROAD SAFETY CAMPAIGNS

VCAL curriculum alignment

Personal Development Skills	Unit 2 Completion of one or more of the pre-visit activities in conjunction with a visit to <i>Road to Zero</i> and participation in the Learning Studio program along with the post-visit activity, <i>Road to Zero reflection</i> . For senior students the activity would need to be extended by undertaking the post-visit activity, <i>Developing a public health advocacy campaign</i> .
Literacy	Oral Communication Learning Outcome 4 - Exploring Issues and Problem Solving Reading and Writing Learning Outcome 8 - Reading for Public Debate

Learning intention

Understand different strategies used to communicate health messages

Success criteria

- Analyse strategies used in media campaign advertisements to identify if the strategies align with a broader approach to achieving community health goals
- Use knowledge of strategies and broad health goals to identify how an old health campaign advertisement could be modified to align with current community health goals and thinking

Resources

Video	Gruen Transfer segment analysing road safety advertisements and the TAC's campaign approach: www.roadtozero.vic.gov.au/video Interview with the TAC representative about how the organisation has changed its approach to road safety advertising: www.roadtozero.vic.gov.au/video The TAC's 'Then and Now' advertisement: www.roadtozero.vic.gov.au/video
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Learning activity description

1. Students watch the segment from the *Gruen Transfer* episode where the panel analyses road safety advertisements (www.roadtozero.vic.gov.au/video). This episode was made in 2008 and since then the TAC has changed its approach to road safety campaigns and moved away from the use of shock tactics.
Students should also watch the short video in which a TAC representative explains the organisation's current approach to road safety campaigns and why they have moved away from the use of shock tactics (www.roadtozero.vic.gov.au/video).
2. Using the worksheet, students write down: the strategies that were identified by the *Gruen Transfer* panel to influence people to drive or act safely near roads; and if the strategies fit the current TAC approach, including explanation of why it does or doesn't. Students may prefer to do this activity in a group.
3. Students choose one of the advertisements they think doesn't align with the TAC's current approach and brainstorm how the advertisement could be changed so that it does align with the current approach.
Remind students of the TAC's 'Then and Now' advertisement and how the old campaign advertisement was remade to align with the current approach. If students haven't already seen the video, they can view it at www.roadtozero.vic.gov.au/video

For more information about *Towards Zero*, students can read the information that can be found at www.towardszero.vic.gov.au/news/articles/towards-zero-what-next

Name:

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1. Watch:

- The video showing the *Gruen Transfer* panel analysing road safety advertisements (www.roadtozero.vic.gov.au/video)
- The short video in which a TAC representative explains the organisation’s current approach to road safety campaigns (www.roadtozero.vic.gov.au/video).

2. Write down the strategies that were identified by the *Gruen Transfer* panel to influence people to drive or act safely on or near roads and whether the strategies fit the current TAC approach, including explanation of why it does or doesn’t.

You may prefer to do this activity in a group.

Campaign advertisement	Strategies identified by the <i>Gruen Transfer</i> panel	Fit with the current TAC approach?	Why it does or doesn’t fit with the current TAC approach
Donald Bradman with the children playing in the street		Y / N	
Tired driver driving into the truck		Y / N	
Poster put on windscreens of cars in schools		Y / N	
Real people with photos of family members who died in a car crash		Y / N	
Chopper Read explains what happened to him in prison		Y / N	

3. Choose an advertisement shown on the *Gruen Transfer* clip that you don't think aligns with the TAC's current approach to road safety advertising.

Name of the campaign advertisement:

4. Brainstorm how the advertisement could be changed so that it meets the TAC's current approach to road safety campaigns.

5. Provide an outline of how the advertisement could be changed to meet the TAC's current approach.