
PRE-VISIT ACTIVITY: ROAD SAFETY CAMPAIGNS – TARGETING THE MESSAGE

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 how the audience of a health campaign influences the key message and strategies used

Success criteria

- Identify key messages and target audience of public health campaign advertisements
- Analyse the effectiveness of a public health campaign advertisement after considering the key message, target audience and strategies and techniques used
- Identify effective strategies for different audiences

Resources

Video	<p>Gruen Transfer segment analysing road safety advertisements and the TAC’s campaign approach: www.roadtozero.vic.gov.au/video</p> <p>The TAC’s ‘Give the space to bike riders’ advertisement: www.roadtozero.vic.gov.au/video</p> <p>The TAC’s ‘More drug tests, more places, more often’ advertisement: www.roadtozero.vic.gov.au/video</p> <p>The TAC’s ‘The vet’ advertisement: www.roadtozero.vic.gov.au/video</p>
Student worksheet	Road safety campaigns – Targeting the message

Learning activity description

1. If they haven’t already done so, students watch the *Gruen Transfer* segment in which experienced people involved in the advertising industry talk about different road safety campaigns (www.roadtozero.vic.gov.au/video).
2. Ask students:
 - Who is the target audience of each advertisement shown in the *Gruen Transfer* segment?
 - What is the key message of each advertisement shown?
 Students record their responses on the following worksheet.
3. Working individually or in small groups, students choose one of the following recent road safety campaign advertisements and identify the target audience, key message, and the main strategies and techniques used to communicate the key message:
 - ‘Give the space to bike riders’ (www.roadtozero.vic.gov.au/video)
 - ‘More drug tests, more places, more often’ (www.roadtozero.vic.gov.au/video)
 - ‘The vet’ (www.roadtozero.vic.gov.au/video).

Strategies may include the use of humour, humiliation, information, grief, peer pressure, consequences, positive/negative associations, celebrity endorsement.

Techniques may include:

- sound design (music, sound effects, silence)
 - storytelling (choice of characters, choice of vocabulary)
 - framing and camera angles
 - editing (cuts and fades for effect)
 - lighting
 - tagline.
4. Finally, students consider which strategies they might use when communicating the *Towards Zero* message to different target audiences in a health campaign and why the strategy identified would be the most appropriate. For example, target audiences could include young men, young women, parents of young children, tradespeople, new migrants, people who live in the inner city and people who live in the country. Students can record their response on the worksheet.

Name:

PRE-VISIT ACTIVITY: ROAD SAFETY CAMPAIGNS – TARGETING THE MESSAGE

1. Watch the video showing the *Gruen Transfer* panel analysing road safety advertisements (www.roadtozero.vic.gov.au/video).

2. For each advertisement discuss:

- Who is the advertisement aimed at?
- What is the key message?

Record your answers in the table below.

Campaign advertisement	Target audience	Key message
Donald Bradman with the children playing in the street		
Tired driver driving into the truck		
Poster put on windscreens of cars in schools		
Real people with photos of family members who died in a car crash		
Chopper Read explains what happened to him in prison		

3. Work by yourself or in a small group and choose one of the following recent road safety campaign advertisements:

- ‘Give the space to bike riders’ (www.roadtozero.vic.gov.au/video)
- ‘More drug tests, more places, more often’ (www.roadtozero.vic.gov.au/video)
- ‘The vet’ (www.roadtozero.vic.gov.au/video)

Identify the target audience, key message, and the main strategies and techniques used to communicate the key message.

Strategies may include the use of:

- humour
- humiliation
- information
- grief
- peer pressure
- consequences
- positive/negative associations
- celebrity endorsement.

Techniques may include:

- sound design (music, sound effects, silence)
- storytelling (choice of characters, choice of vocabulary)
- framing and camera angles
- editing (cuts and fades for effect)
- lighting
- slogan/tagline.

Name of road safety campaign advertisement	
Target audience	
Key message	
Strategies used to communicate the key message	
Techniques used to communicate the key message	

4. Do you think the advertisement would be successful in influencing the target audience?
Why?



5. The table below lists different target audiences. Which strategies would be most effective when communicating to each of the different audiences in a public health campaign? Think about the strategies identified by the *Gruen Transfer* panel.

Give reasons for your answers.

Target group	Best strategy	Reason
Young men		
Young women		
Parents of young children		
Older people		
People new to Australia		
People who live in the inner city		
People who live in the country		