

POST-VISIT ACTIVITY: ROAD SAFETY CAMPAIGNS TARGETING THE MESSAGE

VCE Vocational Major curriculum alignment

This activity supports:

Literacy	Unit 2 Outcome 1 See also the pre-visit activity: <ul style="list-style-type: none"> Analysing Road Safety Campaigns And the post-visit activity: <ul style="list-style-type: none"> Give your video the <i>Gruen Transfer</i> treatment.
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Learning intention

Understand how the audience of health advertisements promoting road safety influences the key message and strategies used.

Success criteria

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

Resources

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

Learning activity description

1. Students watch a segment of the *Gruen Transfer* in which experienced people involved in the advertising industry talk about different road safety campaigns (www.roadtozero.vic.gov.au/video).
2. Facilitate a discussion around the questions:
 - Who is the target audience of each advertisement shown in the *Gruen Transfer* segment?
 - What is the key message of each advertisement?

Students record their responses on the worksheet.

3. Working individually or in small groups, students 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).

Facilitate discussion about the different strategies (see worksheet) and techniques (see worksheet).

Students record the target audience, key message, and the main strategies and techniques used to communicate the key message on the worksheet.

You may like to do one of the advertisements as a class and then have students choose one of the other advertisements to record their responses.

4. Finally, facilitate a discussion in which the students consider which strategies they might use when communicating road safety messages to different target audiences and why the strategy identified would be the most appropriate.

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		