

Shlow Campaign Patrick Siebert:

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Contents

Introduction:.....	1
Aim of the campaign:.....	1
Subgoals:.....	1
Parts of my campaign:.....	1
Raise public awareness for the problems of speeding:.....	1
Networking:.....	2
Target group:.....	2
Next steps:.....	2
Successes so far:.....	2
Ideas/Brainstorming:.....	2

Introduction:

You can differantiate campaigns by the three E's: Education, Enforcement and Engineering. As my personal and monetary resources are quite limited, I mostly try to work on the Education and Information part. Enforcement and Engeneering are not my special fields and therefore I want to persuade and support specialists here. To make my campaign more applicable I decided to divide it into several steps. Some can be done simultaneously, others have to be implemented sequently. The idea is to start small and have small parts, which I can do seperately to get slowly bigger.

Aim of the campaign:

to get people **sustainably** to **drive slower** in **Vienna**, Austria, Europe and of course the world through means that are under my possibilities and to **have fun**

Subgoals:

1. To convince an official body to do sth about speed-reduction.
2. To have an article published

Parts of my campaign:

Raise public awareness for the problems of speeding:

through publishing articles
through contacting politicians and parties
through viral marketing (i.e. For example I publish every month on facebook one youtube-video about problems with speeding)
through talking to people in my environment (family, friends,...), because those are the people I can influence for sure

Networking:

My idea was to get in touch with the other Austrian students working on Shlow-programs and to see if there was a possibility to use joint forces where needed. The advantages should be the exchange of ideas and motivation of and by like-minded people to pursue the aim of speed-reduction on streets with more enthusiasm.

Target group:

On the total of course everyone who drives a car (and a bike)

I want to start with people in my near field like family and friends, because here I have the biggest impact I guess. They believe me and I don't have the problem of having to prove my expertise on the subject.

Next group would be students because as being myself a student I know the target group best.

Next steps:

- Compare my campaign with the guidelines offered by the CAST Manual for designing, implementing and evaluating road safety communication campaigns
- Wait for the remaining answers from the parties and publish them -> find a publisher
- Contact the other Shlow participants for the networking-point

Successes so far:

- Foundation of a Facebook-group with the title: Drive slower for a better life! Can be reached here: <http://www.facebook.com/group.php?gid=85185739515> with today (7th June 2009) **75 members!!**
- I could convince my dad to drive slower from now on. It took him two hours longer to drive from Vienna to Frankfurt because he drove 130km/h and not 160km/h, but he felt more relaxed and was safer and it was safer for his environment – what a success:-)
- Contacted every party votable for the European Parliament in order to get their positions concerning speeding. Answers so far: ÖVP, Julis, die Grünen, KPÖ
- Ordered the CAST Manual for designing, implementing and evaluating road safety communication campaigns

Ideas/Brainstorming:

- In a conversation I was shown a black spot in the Prater, where the Prater Haupt-Allee was crossed by another street.
- Taxi drivers: If there was a brochure or something you could distribute to taxi-drivers: First of all they could read them. Second of all they could give them to their customers if they enter the taxi saying: „To the airport as fast as possible“
- Schools: A good way to work on the speeding mentality sustainable would be to go to schools and speak to children. They would speak with their parents and they would get to know the speeding problem very soon.
- Start a flash-mob to raise public awareness (http://en.wikipedia.org/wiki/Flash_mob)
- „I drive slowly“ Fanclub page on Facebook, to connect with members and raise awareness – done.