

# Social norms aimed at improving road safety:

Designing effective behaviour change campaigns

## TRAINING TOOLKIT





## **BACKGROUND**

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Understanding how social norms act as powerful constraints on individual attitudes and behaviours is crucial for effective policy interventions. Moreover, changing road users' behaviour on the risk factors for road traffic injuries (speed, drink–driving, and the failure to use helmets, seat belts and child restraints properly or at all) is essential to improve road safety.

Based on this, UNITAR developed an innovative training toolkit to support local and national efforts in the study of social norms for improving road safety. The training toolkit is available online, throughout the year, for free.

## **OBJECTIVE**

1. Introduce social norms and its role in creating new and/or perpetuating beneficial norms affecting road safety, as well as in eliminating harmful ones.
2. Outline examples of interventions such as road safety campaigns that seek to alter social norms in support of road safety.
3. Offer a guide on how to design effective communication campaigns aimed at changing road users' behaviours.

## CONTENT

- Theoretical framework around social norms and its role in improving road safety.
- Case studies applied to road safety – how effective communication campaigns can contribute to influence social norms in support of road safety.
- A guide on how to design successful campaigns aimed at changing road users' behaviours.

## TARGET AUDIENCE

Government officials and those responsible of shaping and designing road safety policies.

## REGISTRATION



English

<https://event.unitar.org/full-catalog/social-norms-aimed-improving-road-safety-designing-effective-behaviour-change-campaigns>



**MORE INFORMATION:**

[www.unitar.org/roadsafety](http://www.unitar.org/roadsafety)

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