RESEARCH PROJECT DESCRIPTION

PROJECT NUMBER:
99459

PROJECT TITLE:
Safety Public Awareness – Phase 2

PRINCIPAL INVESTIGATOR:
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PROJECT OBJECTIVE:
This project will continue to develop a citizen awareness program that focuses on traffic safety education of drivers on topics identified as major safety violations or opportunities to save lives and reduce injuries resulting from traffic crashes.

PROJECT ABSTRACT:
This project will use intensive, targeted public relations efforts to make Alabama drivers more aware of the magnitude and severity of traffic crashes in this state, and will improve their knowledge of safety interventions to minimize crashes, injuries and fatalities. The project will utilize radio, television, roadside billboard, and other public relations tools. Specific messages and specific media will be selected to maximize improvements in driving behavior for specific topics or activities. The results of these efforts will be evaluated through a scientific sampling of the changes in attitudes of the target audience.

PROJECT TASK DESCRIPTIONS:
1) Develop and enhance previous public awareness activities
2) Use radio and TV as the primary media to deliver safety messages (this task is the dominant activity of the project)
3) Produce safety videos for Interstate rest areas and welcome centers
4) Develop and distribute safety brochures and construction alert messages
5) Develop a “best practices” booklet to guide corridor safety programs
6) Conduct a program of child seat safety awareness
7) Prepare strategic and tactical safety plans for future activities
8) Evaluate the results of the project

MILESTONES AND DATES:
Startup – October 1, 1999
Tasks will be conducted concurrently
Conclude project – December 31, 2000
FUNDING AGENCY:
Alabama Department of Transportation

STUDENT INVOLVEMENT:
Students will be engaged to conduct the telephone calls to sample audiences and to conduct various studies during the project.

RELATIONSHIP TO OTHER RESEARCH PROJECTS:
This project is not related to any other UTCA projects, but it is a continuation of a smaller initial project conducted by the Alabama DOT.

TECHNOLOGY TRANSFER ACTIVITIES:
The very nature of this project is to transfer traffic safety information to the public. A secondary objective is to make presentations at technical and professional conferences on this topic.

POTENTIAL BENEFITS OF THE PROJECT:
This project has the real potential to reduce the consequences of traffic crashes on a large scale. The most effective safety projects today are those that encourage the public to wear seat belts, which is a major thrust of this project.

TRB KEYWORDS:
Traffic crash, public relations, safety programs, seat belt, child restraint, alcohol involvement, DUI