

## Campaign Activity, Evaluation and Branding

**Rear of bus advertising:** On 30 bus backs across the county from 14 September to 6 December.

**Radio advertising:** Radio advertising will be running on the three main local stations in Surrey from 8 September to 6 December inclusive.

**Billboard advertising:** sites have been selected in areas not serviced by the bus advertising, plus some additional sites. Areas featured are: Reigate; Redhill; Whyteleafe; Epsom; Guildford; Leatherhead and Godstone

## EVALUATION

The yearlong campaign evaluation will include:

- Number of people killed or seriously injured in road traffic accidents
- Quarterly neighbourhood survey (SCC &SP) – 4 Qs
- SPA peoples panel (2000 people to test on) (TBC)
- Awareness of campaign and changes in perception (through bespoke/commissioned research)
- Media evaluation
- “sensing” by councillors (i.e.; feedback received from public by councillors)
- use residents panels help by borough councils
- Identifying the level of long term self reported behaviour change using young people focus group work.



**SELFISH**  
DRIVE SMART, AVOID THE CONSEQUENCES

**It's not all about you**

Parking badly, using a mobile when driving, tailgating, speeding and other forms of bad driving annoy other people and can cause accidents.

**Drive Smart**

Help us make Surrey's roads safer for everyone.

Surrey County Council and Surrey Police working in partnership

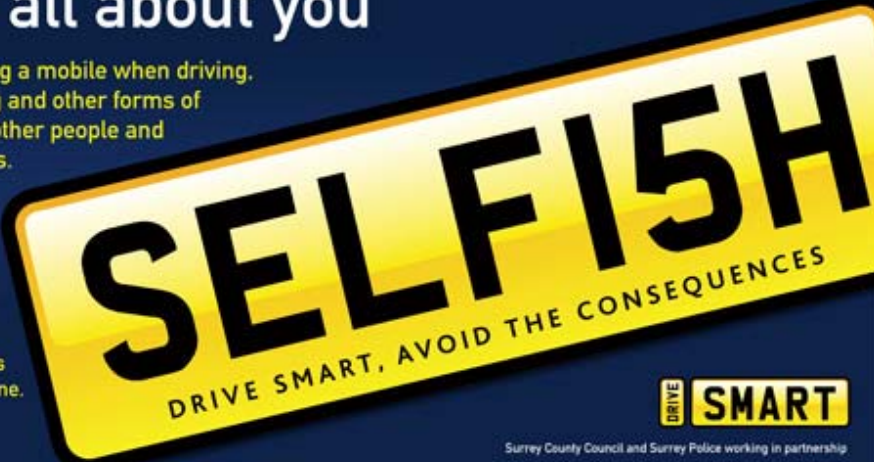


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