

Public Education for Work Zone Safety

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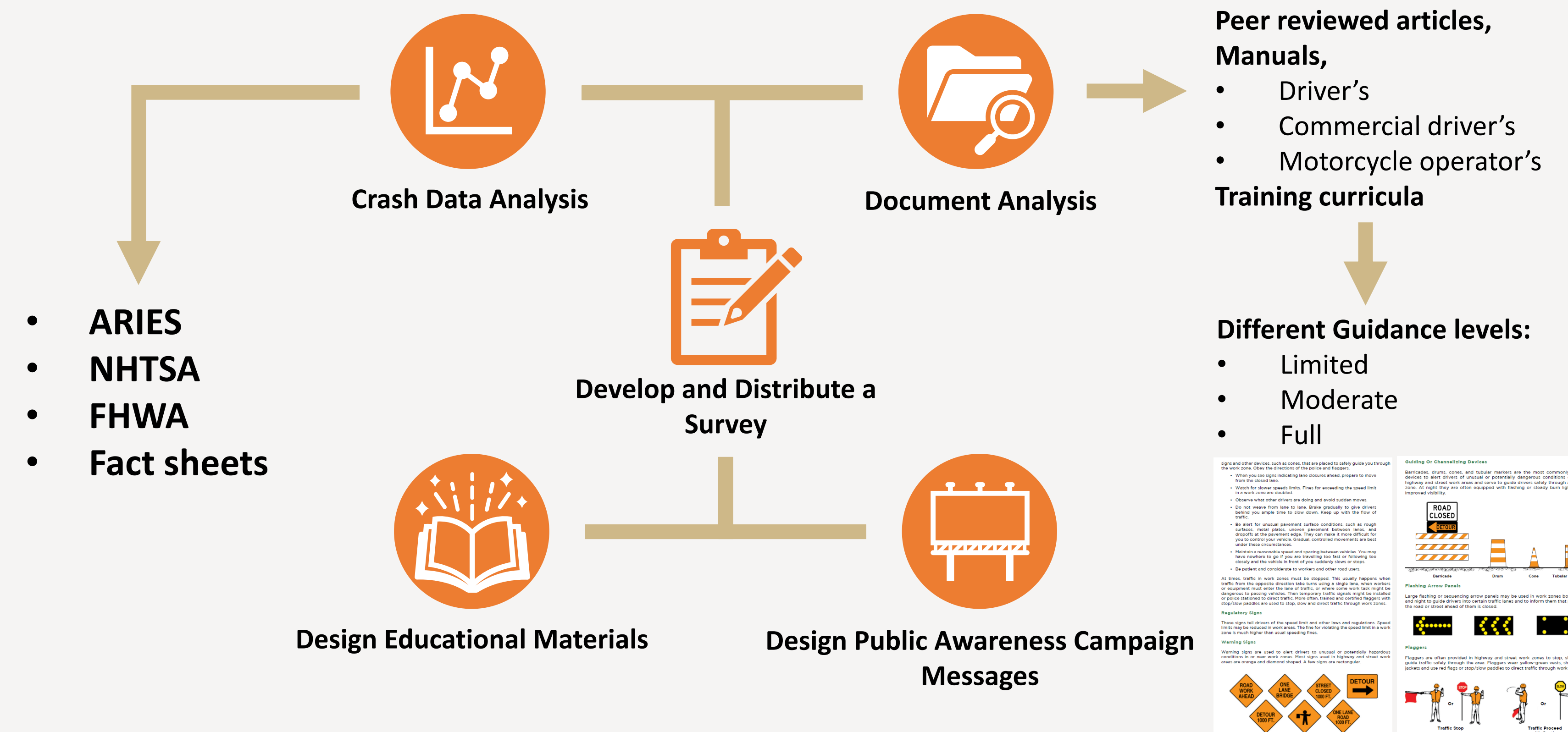
Motivation & Objective

Motivation: Improve work zone driver safety in Indiana through driver education and public awareness campaigns

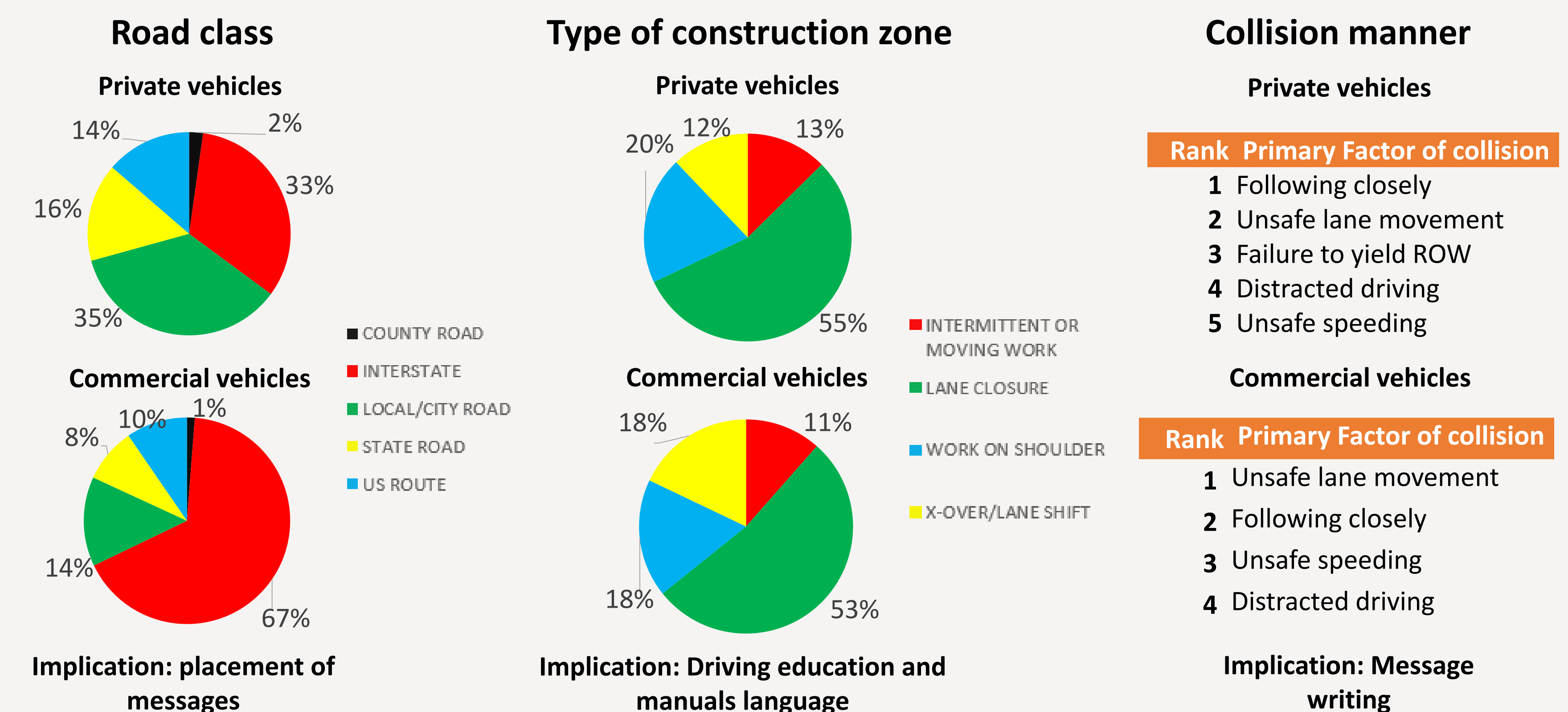
Objective: Enhance driver education through:

- Preparing educational materials to be incorporated into driver's education or training curriculum.
- Designing a public awareness campaign

Research Framework



Crash Data



Campaign Messaging & Design



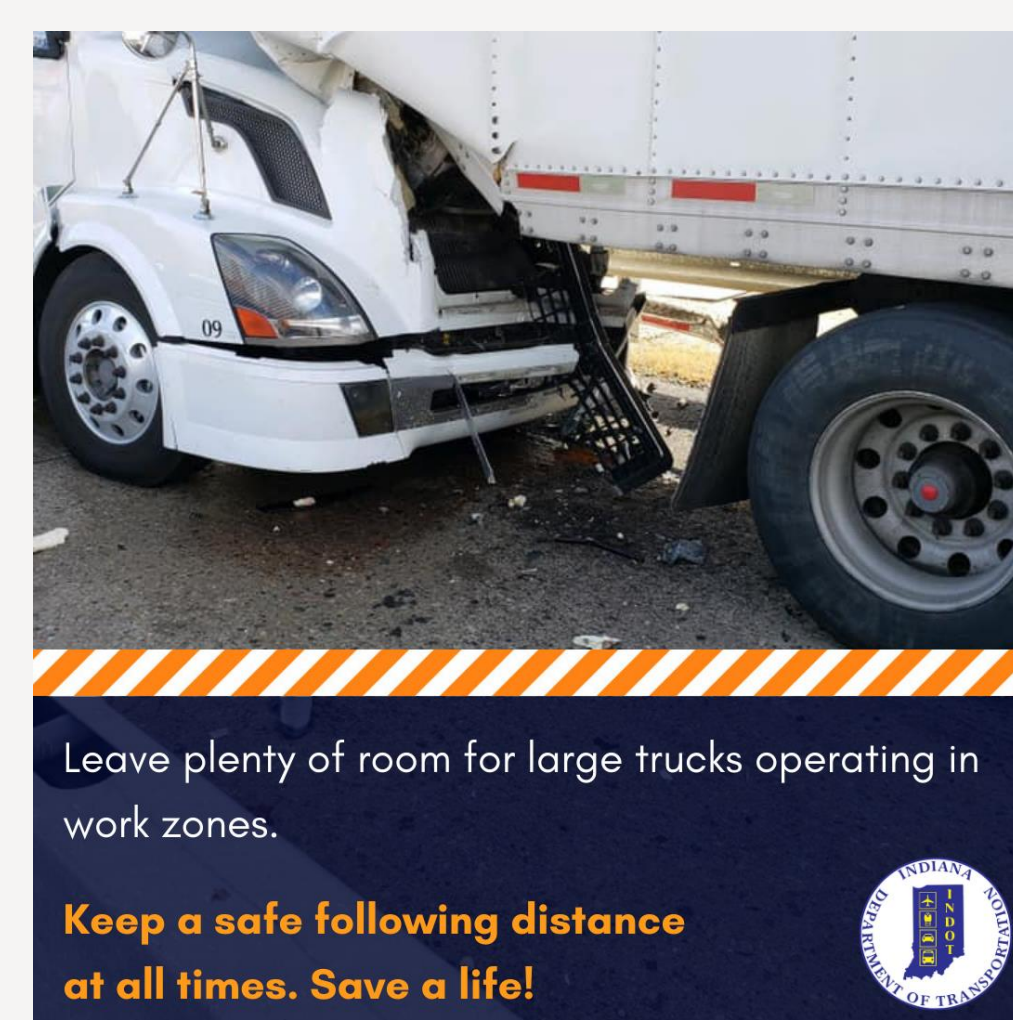
Speeding Behavior with a Social Norms Framework



Unsafe Lane Movement Behavior with a Positive Appeal Framework



Distracted Driving Behavior with a Source Credibility Framework



Tailgating Behavior with a Positive Appeal Framework

Survey Analysis

Aim: pre-test the campaign messages for clarity, relevance, comprehension, etc.

- Appropriateness for target audience
- Clarity
- Relevance
- Comprehension

Sample: 111 Purdue University students and 358 Indiana Residents

Design: Questions to test the effectiveness of 15 campaign messages.

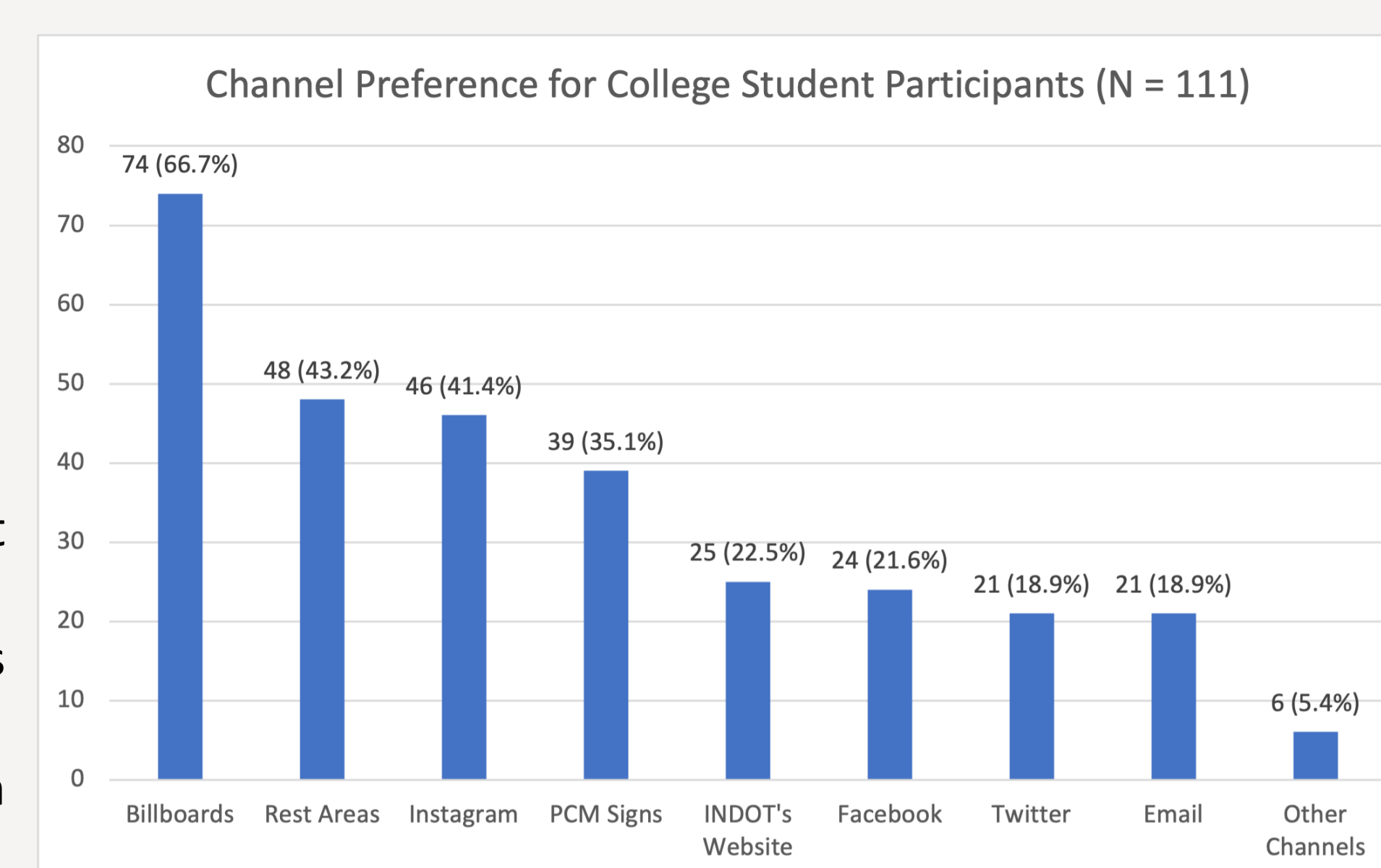
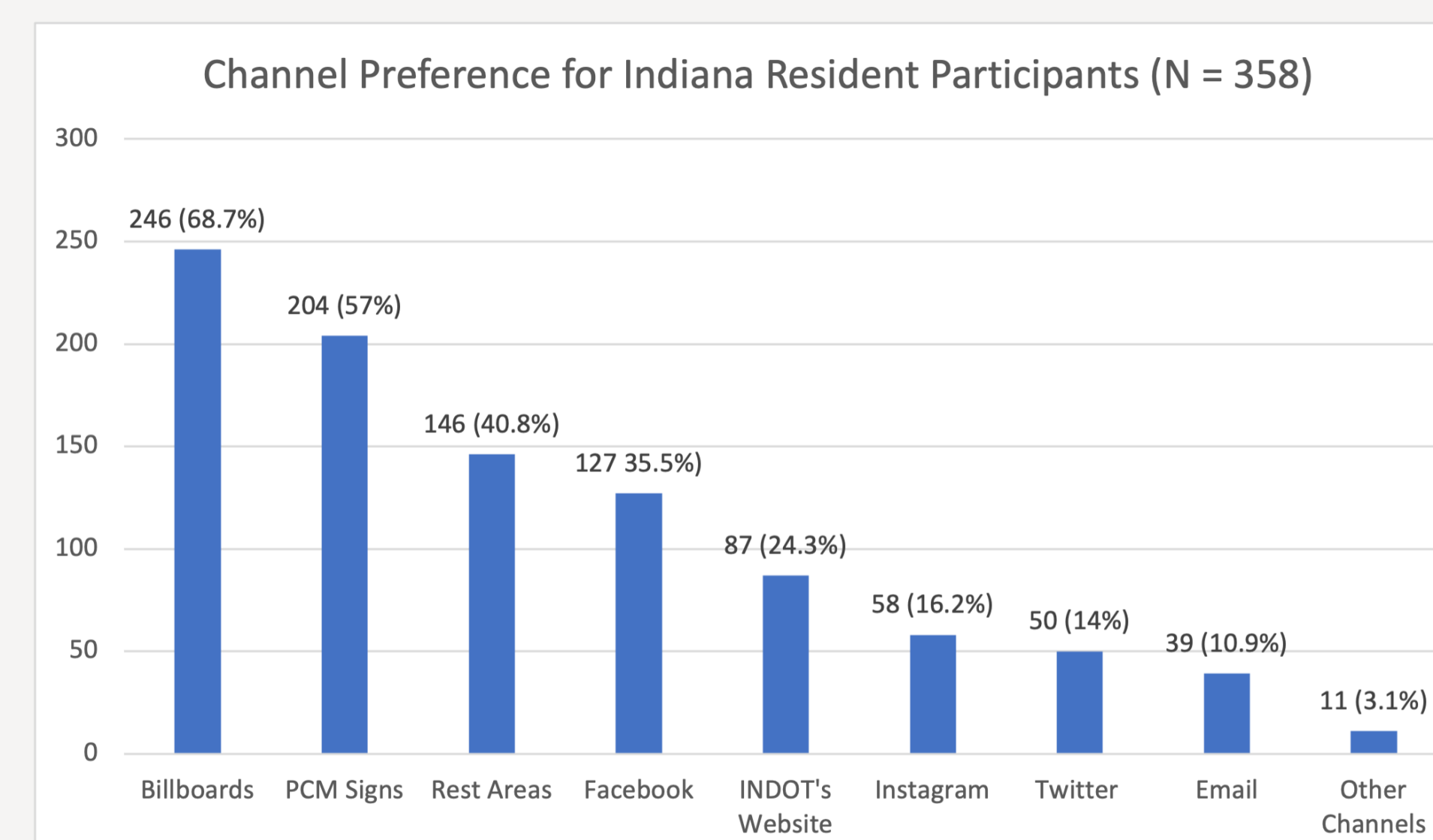
Three scales were used: Perceived message effectiveness, Perceived self-efficacy, Perceived response efficacy.

Example: "This message made me stop and think", "This message grabbed my attention" and "This message made me want to quit unsafe speeding".

These items were rated on a five-point Likert scale: 1 = strongly disagree to 5 = strongly agree.

Analysis revealed that participants overall:

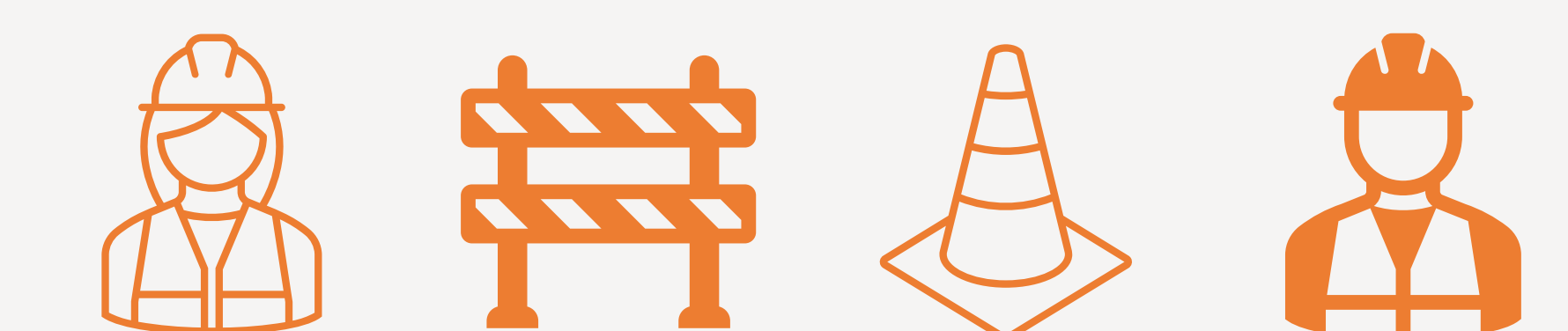
- Perceived all 15 campaign messages to be effective at encouraging safe driving behaviors in Indiana work zones.
- Believed that they could perform the safe driving behaviors recommended by each message.
- Believed that those recommendations would be effective in preventing crashes in Indiana work zones.



Recommendations

This study provides guidance to INDOT on how to measure and evaluate the outcome of public awareness campaigns. In specific, the team recommends the following:

- Dissemination of the campaign messages through billboards, PCM signs, at rest areas, on Instagram, and Facebook.
- Adding relevant work zone-related information to the manuals and enhancing the language.
- Adding more questions to the driver test.



Acknowledgement

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