



A controlled approach to achieving commitment and change

Bob George
Road Safety Officer
Frankston City Council

Objectives

- To introduce the concept of BITE as a means of achieving commitment and change
- To evaluate a road safety initiative utilising the principals of BITE
- To draw some conclusions as to the effectiveness of the BITE process

Let's take a BITE at the problem

- **Behaviour**
- **Intermediaries**
- **Target**
- **Evaluation**

Dr. Ch. Goldenbeld

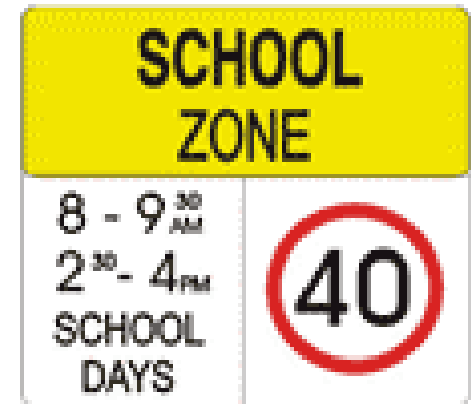
Non-technical Measures for Influencing Traffic Behaviour,
SWOV Institute for Road Safety, The Netherlands

Behaviour

- Identify the problem in terms of human behaviour
- E.g. Crashes involving cars and pedestrians
- Unsafe behaviour of drivers
 - Speeding, overtaking, distractions
- Unsafe behaviour of pedestrians
 - Unsafe locations, poor judgement (age related)
- Legal measures and enforcement

Behaviour – School Speed Zones

- Why introduce them?
- Human behavioural problems
 - Drivers driving too fast
 - Unpredictable behaviour of young children
 - Anti-social driving behaviour of parents/carers
- Does the School Speed Zone concept address the behavioural problems?



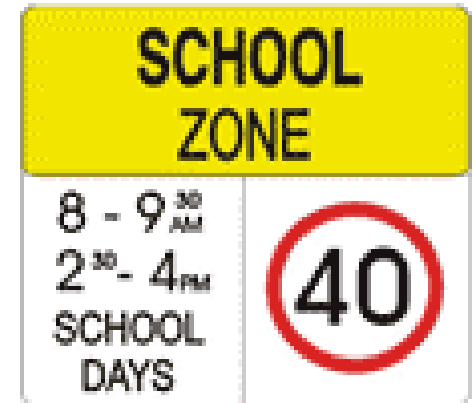
Intermediaries

- Who can be used to reach the target group?
- How do we mobilise them?
- What role do they play?
- Where do we engage them?
- When to we get them Involved?

Intermediaries – School Speed Zones

Who could be used?

- Victoria Police
- Local Government
- School communities
- Media
- Community groups.....
- Were they engaged?



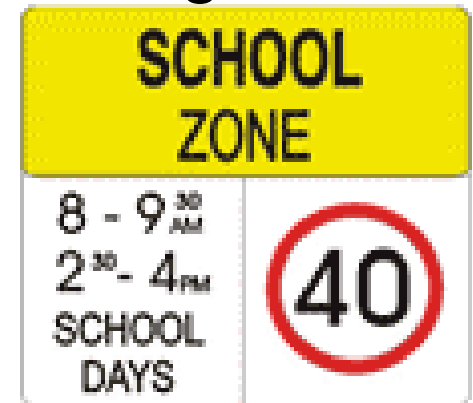
Target

- What is the target behaviour?
 - Engaging the community to define the desired result
 - How to achieve the necessary change
- Who are the target groups?
 - Clear definition of the target group/s
 - How we can target them
 - What medium is best to get the message to them

Target – School Speed Zones

Who & what were the targets?

- Behaviour – Drivers driving slower during school times
- Target group – all motorists
- Means of communication:
 - Legislation
 - Education
 - Enforcement



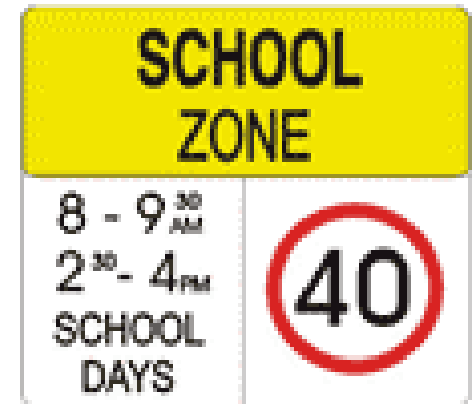
Evaluation

- Was the right strategy chosen?
- Was the strategy implemented correctly?
- Was the target group reached?
- Did the target group accept the changes?
 - Did changes in behaviour occur?
 - Has there been a reduction in crashes?

Evaluation – School Speed Zones

Has it worked?

- Behaviour change - marginal
- Acceptance - marginal
- Community knowledge - limited
- Police enforcement - difficult
- Benefits - unknown



Conclusions

- BITE is an interesting means to use at the outset of a program
- Correct application of the principals will ensure a true evaluation of the effectiveness of the program
- Dealing with behavioural change is difficult and if an “engineering” or “political” approach is taken, there is little chance of success