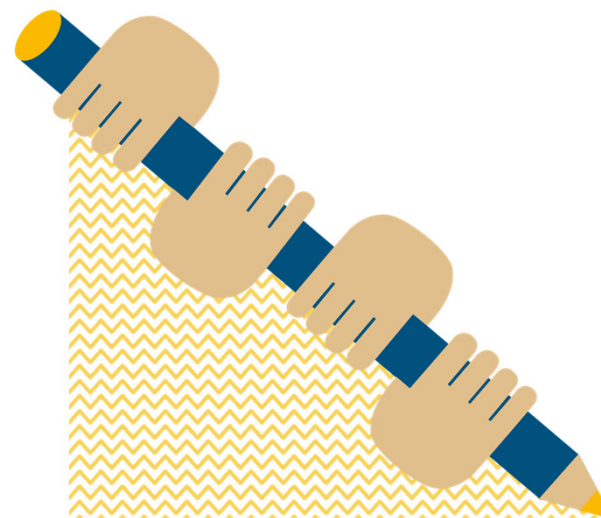


# Intro to Project Development phase.

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Interreg Project Communication Camp  
20-21 November 2018 | Lyon, France

**Eva Martínez Orosa,**  
**Interact Programme**



# Problem

## Dallas (Texas), late 90s

- Car crashes = Leading cause of death for children aged 1-14

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- Car crashes = Leading cause of death for children aged 1-14
- Many of these deaths could be prevented by using proper child passenger safety restraints (car seats and booster seats)
- Survey of Hispanic preschool children showed much lower child restraint use (19%) than among all other population groups (62%)

# Response

## Dallas (Texas), late 90s

- Community-based project to increase the use of child safety restraints in a Hispanic neighbourhood.
- Their ultimate aim was to reduce the number of child injuries and deaths occurring due to the lack of use of child safety restraints.

# Target audience

## Dallas (Texas), late 90s

- Parents, in particular mothers of young children within these Hispanic Communities as they tend to be responsible for supervising their children.



**What communication  
measures would you  
propose?**

**10 min.**

## **Preliminary ideas**

- Reward scheme: Drivers would get a prize coupon if using car seat correctly
- Celebrities to champion the importance of car seats



**Do you think you had  
enough information?**

## Audience research

6 focus groups with 7-14 participants from community groups, three months prior to campaign

- Reward scheme -> Target audience would use seats just long enough to get the reward.
- Celebrities -> Local mothers much more influential in the community

# Audience research

## Key barriers

- Lack of information and knowledge on child restraint laws, the importance of using car restraints and how to properly install them
- Language prevented some parents from reading and understanding child safety literature -> Need to educate them face to face in small groups.
- Car seats were considered too expensive

# **Audience research**

## **Competing factors**

- Religion: “My child’s fate is in God’s hands”
- Low priority issue
- Resistance from children and male members of the family



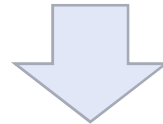
**Review your proposals  
with the research  
information**

**5 min.**

# Communication measures

## Approach:

Since use of child safety seats was not part of the culture of the target community:



The team worked with community members and incorporated various aspects of Hispanic culture.

## **Communication measures**

### **Lack of trust in outsiders:**

“HIT list” with key stakeholders in the community:

Targeted strategies to ask them to use their resources to communicate the need for child safety seats.

## **Communication measures**

**Lack of knowledge and information +  
language barrier**

Free of charge classes delivered by  
trained bilingual staff from the  
community at local venues.

Classes offered tips when their child  
refused to sit + shock tactics.

## **Communication measures**

### **To counter religious fatalism:**

Blessed car seats offered at a low cost to those attending the courses.

## Communication measures

**As mothers = Authority figures:**

Group of local mothers recruited for a long term relationship with day care centres.

## **Result**

Use of safety restraints among  
Hispanic preschool-aged children  
increased from 19% to

## **Result**

After three years:

Use of safety restraints among  
Hispanic preschool-aged children  
increased from 19% to 73%

## **Learning point**

**Strategic planning must happen at Project Development Phase to substantiate decisions about communication activities.**

# Decision-making process

Photo credit: sGianni™ on Visual hunt / CC BY

# **Social marketing**

= Influence behaviours to  
improve the target audience's  
lives and/or their environment.

# Cooperation works

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All materials will be available on:

**[www.interact-eu.net](http://www.interact-eu.net)**