RTI CAMPAIGN REPORT BY BCC AND SOCIAL MARKETING CONTRACTOR

**Duration:** from January 14th to March 14th, 2011
Abbreviation

ADRA Adventist Development and Relief Agency  
BCC Behavior Change Communication  
IEC Information Education Communication  
MATA Mongolian Anti Tuberculosis Association  
MCA Millennium Challenge Account  
MoECS Ministry of Education, Culture and Science  
MNB Mongolian National Broadcasting  
MoH Ministry of Health  
MPHPA Mongolian Public Health Professionals’ Association  
NGO Non-Governmental Organization  
PIU Project Implementing Unit  
RTI Road Traffic Injury  
SMART Specific Measurable Appropriate Realistic Time-bound  
TV Television  
UB Ulaanbaatar
1 EXECUTIVE SUMMARY

This campaign was organized in Ulaanbaatar, Erdenet and Darkhan over the course of two months, from January 14th to March 14th 2011. The campaign aimed to contribute to a reduction in road traffic injuries and deaths through raised awareness and increased adoption of safe behaviors with regard to seat belt use, drunk driving, and speeding among drivers and safe road crossing behaviors among pedestrians in the target area. Our target group was drivers and pedestrians (students, school children and their parents, and school instructors).

The campaign had four components: media, IEC, advocacy and other outreach activities. As a part of the media component, activities were organized that included TV and radio spot development broadcasting; TV programs; talk show programs; and radio programs. Furthermore, outdoor billboards, stickers and posters were developed and displayed prominently in the target areas. For each target group IEC materials were developed and distributed.

Through community outreach, MATA outreach workers organized awareness-raising sessions and distributed IEC materials at sites including schools in UB, intercity bus stations, bus companies, and taxi companies, police shelters for drunk drivers, family hospitals and district health centers. To encourage schools to improve their road situation, we held a competition at schools in the target cities that allowed students to create their own materials advocating for RTI prevention.

To create a supportive environment, our advocacy activities focused on supporting revision of existing traffic laws and motivating government and non-governmental organizations to take action on school road safety improvements.

The overall satisfaction of audiences with the public service announcements and IEC materials were good. As a result of the campaign’s advocacy activities, the Ministry of Education, the Traffic Police Department, the City Government Office and other organizations acted to improve school road safety and have been continuing to contribute to the reduction of road injury. In this report, we describe each campaign component, audience satisfaction and lessons learned things for future campaigns. In the annexes more detailed information about the executed activities is enclosed.

2. CAMPAIGN GOAL AND OBJECTIVES

2.1 Overall Goal

To reduce the number of the road traffic injuries and deaths through increased awareness and adoption of safe behaviors with regard to seat belt use, drunk driving, and speeding among drivers and safe road crossing behaviors among pedestrians in the target area.

2.2 Objectives

The following objectives were set based on the SMART criteria (Specific in outcome and audience, Measurable, Appropriate culturally and contextually, Realistic within limits of time and resources, and Time-bound). From 2011 to 2013, the campaign will be repeated three times. The first and third campaigns will last for 2 months, and the second one for 3 months. The data will be measured before and after the campaign.

Knowledge

1. To improve knowledge of laws on seatbelt use, drunk driving, and speeding among drivers in the target area;
2. To improve knowledge of pedestrian laws on road crossing, particularly among secondary school children and men aged 19-49 years old in the target area;

Attitude

1. To decrease negative attitudes (as measured by KAP survey results) toward seatbelt usage, drunk driving and speeding among drivers;
2. To decrease negative attitudes toward crossing the road (as measured by KAP survey results) among pedestrians;

Practice

1. To increase consistent seatbelt use among drivers and passengers in the target area;
2. To reduce the reported deaths and injuries caused by drunk driving in the target area;
3. To reduce the reported crashes due to speeding in the target area;
4. To reduce pedestrian injuries among school children and men 19-49 years in the target area.

3. CAMPAIGN DURATION
1st campaign: The campaign launched on 14th January 2011 and continued until 14th March 2011.

4. CAMPAIGN STRATEGY
The campaign strategy was developed jointly with EPOS International and the PIU team. Please see the attached document.

5. CAMPAIGN EVENTS AND ELEMENTS
5.1 Preparation for the campaign

In the previous quarter, an advocacy network was established. Several meetings and online communication between network organizations were held during this time. To support and expand outreach activities, MATA created an informal partner organization network, including the Mongol Urkh NGO, ADRA, and the Education Alliance. MNB created a media network with relevant press and media organizations to encourage them to participate in project activities. UBS and Education TV and daily newspaper press organizations joined this network as well.

A detailed work plan was developed and approved jointly with implementing agencies and the MCA Health Project Team (PIU). (Please see Annex 13.)

A campaign strategy was also developed on RTI and healthy physical activity. The strategy was submitted to PIU. 21 local aimag campaigns and a competition plan were developed and submitted to PIU. An outreach activity plan was also developed and submitted to PIU. Experience sharing meeting and visit plans were developed and submitted. When the campaign strategy for RTI prevention was developed, the types, number of materials, frequency and time scope of information to be disseminated through mass media were also decided. (For detailed information, please refer to the campaign strategy.) At this time, the type, number, and distribution of IEC materials was also established. When the campaign strategy was completed, an informational meeting was organized among implementing partners and media and print designers.
5.2 Media Activity

To launch the RTI campaign, the project team organized a press conference on 14th January 2011 (Annex 2). The press conference’s key speakers were the MNB director, PIU vice director, director of Traffic Police, an officer from the MoH, and parent representatives of traffic-injured children. For the press conference, journalists and other stakeholders were invited. A news story about the campaign launch was also created; it was broadcast through MNB’s prime time news, evening news, and re-broadcast next morning on the MNB TV channel.

TV spot:
A total of 5 different television advertisements (2 on seat belts and one each on drunk driving, speeding and pedestrian safety) were developed and broadcast on MNB. The total airtime was 220 seconds for all of the advertisements; they were repeated a total of 161 times over 35 days (from Jan 17th to Feb 21st, 2011) (Annex 3).

Radio spot:
A total of 6 radio spots were developed, totaling 4 minutes 30 seconds in duration. The advertisements were broadcast 6-12 times per day for a total of 720 airings over 40 days (from Jan 17th to Feb 29th, 2011) on National Radio Channel 1 and P3 FM radio (Annex 3).

TV programs:
During this campaign period, the project team prepared and broadcast three talk show programs on MNB’s prime time broadcast. The first talk show program was held on Jan 14th, 2011 with participation of high-level officials such as the Deputy Minister of Health. The talk show was also re-broadcast the next day (Annex 3; 6).

On 24th January 2011, a talk show program called “Protecting and Preventing Children from Road Accidents” was organized in order to increase involvement of government decision makers in improving the school road safety situation.

On 16th February 2011, another TV talk show was broadcast on MNB in support of the amendment of road safety laws and relevant rules. On this talk show, a discussion was held with participants from a road safety law working group, including Mr. Ch. Jargalsaikhan, Vice Director of Traffic Police, and Mr. Temuujin of Parliament. After this program several government officers contacted and expressed their interest to work on this issue with the Traffic Police Department.

A news feature story was written covering the official advocacy meeting with principals and relevant officers of the selected 70 secondary schools where the roads have a high incidence of traffic injuries. This was broadcast during MNB’s prime time news and re-broadcast the next morning.

Morning shows on the subject of RTI were prepared and broadcast three times on MNB. A former TV program on RTI, “Safety Circle,” was reactivated and launched during this campaign. A total of 6 programs were developed and broadcast through MNB.

Finally, a TV soap opera script writer selection process was organized among the MNB team.
Radio Programs:
The radio version of “Safety Circle” was also prepared and broadcast on national and P3 FM radio.

Outdoor:
A total of 4 different billboards of the same style and design, with posters, were developed and placed on MNB billboards. The billboard photos (Annex 4) were also pretested and developed. Posters and stickers were developed and printed (more information available in the section covering the IEC component).

Press:
Newspaper articles were written to promote this cause and published in daily newspapers (Annex 5).

Websites:
All campaign materials were published on the websites www.ncdi.mn and www.mnb.mn.

5.3 Advocacy activity
MPHPA created a partner network including the NGOs Mongol Urkh and Mongol Vision, the Education Alliance Association, the ADRA, the Traffic Police Department, the MCES, the MATA, the MNB and other NGOs (Annex 6).

- Trainings were organized among TV and IEC designers to raise their awareness on non-communicable disease prevention. MPHPA organized training among organizations who work on drug prevention. During this training, these actors were encouraged to cooperate during the RTI campaign (Annex 6).

- To create support for safe school roads in UB, the project team organized official advocacy meetings among relevant government organizations’ officers and authorities from the selected 70 secondary schools on 12th January 2011. This meeting was crucial for project implementation and increasing support from their side to improve the school road safety situation (Annex 6).

- After this meeting, newspaper articles covering the meeting were published Newspaper articles and official letters were sent to relevant key government organizations (specifically Mr. Ch. Bat, Chief of Governor’s Office and General Manager of Ulaanbaatar City) that demanded increased funding to improve road safety situation near schools and captured their attention on road accident issues among children (Annex 5, 6).

  - For this campaign, parents whose children had been hurt in traffic accidents were encouraged to get involved in campaign activities. One parent, with his daughter, participated in a campaign launch press conference and talk show program, which may have had a positive effect in capturing official attention on these traffic issues. Two TV talk show programs were jointly prepared on road safety and broadcast through MNB TV program. (For details, please see the media section.) (Annex 3; 6).

7.3 Outreach activity
• To support and activate outreach activity component, **capacity building trainings** were organized among local site officers of UB and 21 provinces. These took place in Ulaanbaatar on 23rd – 24th February 2011 (Annex 7).

• To encourage secondary schools to improve their road safety situation, the MATA organization announced a competition among secondary schools in Ulaanbaatar, Erdenet and Darkhan. The final result will be evaluated in September 2011 and will hopefully contribute to reduced traffic accidents among children.

All 23 targeted schools were covered by outreach activities, including awareness-raising sessions in 14 schools and distribution of IEC materials in all schools. Because there were not opportunities to meet with parents of all selected schools, printed information materials were sent with attached brochures to parents via teachers. The teachers then collected signatures of parents who had read and talked about RTI prevention with their children. A total of 2,868 parents in Sukhbaatar and Bayanzurkh districts received information and brochures (Annex 7; 11).

• A total of 7000 copies of 5 kinds of IEC materials were distributed in fifty universities. (Annex 11).

• Awareness raising sessions were conducted among the 126 intercity bus drivers at the intercity bus stations at Narantuul market, Dragon and Teevriin tovchoo (Annex 7).

Awareness raising sessions were conducted among over 80 bus drivers. The drivers’ guidelines with CD, cassettes and brochures were distributed to 195 bus drivers of Tenuun-ogoo Co., LTD. (Annex 7).

Awareness raising sessions were conducted among the 32 taxi drivers of the City taxi company, 126 taxi drivers of the Bileg dulguun taxi company and 40 private taxi drivers. The drivers’ guidelines with CD, cassettes and brochures were distributed to all taxi drivers who participated (Annex 7).

• 92 arrested drunk drivers (in police shelters) were involved in the compulsory trainings conducted by Mongol Urkh NGO and distributed 1540 copies of 5 kinds of posters, 2 kinds of brochures and drivers guidelines (Annex 7).

• A total of 13,118 copies of 4 kinds of IEC materials were distributed among 138 public and private secondary schools in UB.

3,100 copies of 7 kinds of IEC materials were distributed among the 124 family clinics.

3,006 copies of 7 kinds of IEC materials were distributed among the district health centers and district governor’s offices. Outreach worker manual and flipchart content is currently developing (Annex 11).

### 7.4 Development and Printing of IEC materials

For the RTI campaign, the Mongol Vision Public Health Organization, jointly with graphic designers, developed and pretested IEC materials. A total of 5 different posters on seatbelt, drunk driving, speeding, and pedestrians were developed. Two different brochures for pedestrians and one bus flyer were developed and printed. For drivers an audio CD with handbook and handbook for traffic police officers was developed and printed.

(Annex 9; 10; 12; Table 1).

<table>
<thead>
<tr>
<th>IEC/BCC materials</th>
<th></th>
<th></th>
<th>Purpose</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Materials</strong></td>
<td>Types</td>
<td>Total number printed</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1. Developed and Printed IEC materials
**Poster**  
5 25100 RTI  
5 types covering following topics seat belt, drunk driving, speed, pedestrian

**Brochure**  
2 49000 RTI  
One for pedestrian children and parents another one is for students and young people

**Audio CD**  
1 2800 RTI  
Audio CD with story and cases for drivers

**Audio cassette**  
1 1200 RTI  
Attached with handbook, Audio CD with story and cases for drivers

**Handbook**  
2 5000 RTI  
One handbook for drivers, another one developed for traffic police officers

**Sticker**  
1 800 RTI  
Developed for pedestrians

### 6. CAMPAIGN COVERAGE

#### 6.1 Media:
A total of five different TV spots with 2,022 seconds duration were broadcast 161 times over 35 days (from 17th Jan to 21th Feb 2011) through MNB TV station. Please see more detailed information in the Annex. Please see more detailed information in Annex 3; 14.

A total of 5 different radio spots, repeated 720 times, were broadcast through national radio and P3 FM over the course of 40 days (from 17th Jan to 25th Feb 2011). A detailed broadcast schedule is in also in Annex 3.

#### 6.2 Advocacy:
Through organized advocacy activities, the following government organizations were involved in traffic injury prevention:
- Ministry of Education, Culture and Science;
- City Education Department
- Ministry of Health
- Ministry of Road, Transport, Construction and Urban Development
- Health Department
- UB City Governing Office;
- Traffic Police;
- 70 secondary school authorities in UB
- Traffic Control Center
- Government Implementing Agency, Municipality Authority for Children

#### 6.3 Outreach and IEC Material Distribution:
Through outreach activities the following sites and audiences were covered:
- 23 secondary schools organized awareness-raising sessions on RTI prevention and distributed IEC materials.
  2,868 parents in Sukhbaatar and Bayanzurkh districts received information and brochures.
- A total of 50 universities received IEC materials.
- 126 intercity bus drivers were reached through volunteers at the intercity bus stations at Narantuul market, Dragon and Teevriin tovchoo.
- 80 bus drivers attended an awareness-raising session which was organized by outreach workers.
- 195 bus drivers received IEC material, including drivers’ guidelines with CD, cassettes and brochures.
- 198 taxi drivers attended an awareness raising session and received IEC materials.
- 92 arrested drunk drivers (in police shelters) were involved in the compulsory trainings conducted by Mongol Urkh NGO and received 1540 copies of 5 kinds of posters, 2 kinds of brochures and drivers’ guidelines.
- 13,118 copies of 4 kinds of IEC materials were distributed among 138 public and private secondary schools in UB.
- 3,100 copies of 7 kinds of IEC materials were distributed among 124 family clinics.
- 3,006 copies of 7 kinds of IEC materials were distributed among 9 district health centers and district governor’s offices.

**Competition:**

To encourage secondary schools to improve their road safety situation, from MATA organization announced competition among secondary school which covers Ulaanbaatar, Erdenet and Darkhan schools. The final result will be evaluated in September 2011 that will contribute to reduce traffic accidents among children (Annex 8).

**Partner Organization Contribution:**
The Traffic Police Department was the main partner organization that supported and strengthened campaign implementation. The Traffic Police Department organized several activities during the campaign period.

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### Table 2. Traffic Police Enforcement Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
<th>Worked Staff</th>
<th>Registered Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drunk driving inspection</td>
<td>Jan 18th, 2011, during 20:00-02:00 hours</td>
<td>total 209 police officers</td>
<td>Found 728 cases among them 47 drunk drivers and 167 drivers received fines on in complete documents.</td>
</tr>
<tr>
<td>Drunk driving inspection</td>
<td>January 21-22, 2011, during 22:00-02:00 hours period</td>
<td>total 322 police officers</td>
<td>found 1018 cases among them 83 drunk drivers and 117 drivers received fines on in complete documents</td>
</tr>
<tr>
<td>Drunk driving inspection</td>
<td>January 28-29; February 11th, 17th and 25th, 2011</td>
<td>Total 200 police officers</td>
<td>total 500 people received fines</td>
</tr>
<tr>
<td>Seat belt usage inspection</td>
<td>February 12th, 2011</td>
<td>Total 200 police officers</td>
<td>total 3662 cases registered out of these cases 252 drunk</td>
</tr>
<tr>
<td>2 month campaign</td>
<td>From mid of Jan to end of February</td>
<td>Total 200 police officers</td>
<td>total 500 people received fines</td>
</tr>
</tbody>
</table>

drivers, 569 drivers had received fines due to incomplete documents

In January, there were a total of 625 traffic accidents, which is 12.8% lower than previous year at this time. A total of 348 people were injured and 1 child died, which is an increase of 35.4% compared to the same time last year. In February a total of 535 traffic accidents were registered which signals a reduction of 1.3% compared to the previous year’s February, 8 people died (reduced by 11.1%), 276 people were injured (increased by 22.7%), and 4 children died. During this period also Traffic Police department prepared and broadcast a program six times through AutoRadio 96.3 FM radio and also placed information on the website www.stop.mn.

7. CAMPAIGN RELEVANCE/AUDIENCE SATISFACTION

7.1 On TV spot

The MNB team conducted a telephone survey about perceptions of the TV spots used in the campaign. Of the survey participants 45.5% were aged 20-30, 27.3% were 30-39, 9.1% fell into the 40-49 demographic, and the remaining 18.2% were people between the ages of 50-59. 64% percent were males and 36% were women. Of the participants, 64% had completed higher education and 36.4% had completed no more than secondary education.
Thirty percent of interviewed people saw the TV spots. Most of them (86.4%) said the TV spot contributed to increased knowledge and motivated viewers to change their behavior in order to prevent road injuries. 61% percent of audience members said that the TV spot was a good promotion which greatly influenced road injury prevention.

Besides the above-mentioned survey, the team conducted several focus group discussions about the TV spots among the target audience. According to those groups, the “Seatbelt Promotion” spot did a good job of encouraging them on a personal level to use seatbelts. The advertisement’s message of “I love my family” was cited as being very strong. Some participants, however, felt that the spot was non-specific enough that it was not attractive or interesting. (Annex 14).

Table 3. Audience Satisfaction on TV clips (focus group discussion result)

<table>
<thead>
<tr>
<th>TV spot topic</th>
<th>Design</th>
<th>Content</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat belt promotion</td>
<td></td>
<td>Most of participants said that spot was encouraged them to use seat belt and also message “I love my family” is really good. Also some participants’ impression was the spot is not so specific it was not attractive, not interesting.</td>
<td>Most of participants liked this clip</td>
</tr>
<tr>
<td>Drunk driving prevention</td>
<td>spot based on real life cases, interesting and activity process is clearly shown which was very attractive for audience</td>
<td>most of participant’s impression was good</td>
<td>Most of participants liked this clip</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>some component of clip was attracted by audience (especially the young guy is walking back)</td>
<td>Most of participants said the spot idea is good</td>
<td>Most of participants liked this clip</td>
</tr>
</tbody>
</table>
For detailed focus group information please see the Annex.

7.2 On IEC material
Focus group discussions were also conducted among drivers (random selected: 4 intercity drivers, 2 drivers who have own cars, 1 mini public bus driver), parents and students to learn more about their reactions to our developed IEC material for drivers. Their main points were as follows (Annex 12):

Table 4. Printed IEC materials Satisfaction by Audience (focus group discussion result)

<table>
<thead>
<tr>
<th>IEC material type</th>
<th>Design</th>
<th>Content</th>
<th>Distribution</th>
<th>Other Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handbook for drivers</td>
<td>Design was good</td>
<td></td>
<td>Printed number is limited</td>
<td></td>
</tr>
<tr>
<td>Audio CD for drivers</td>
<td>Design was good</td>
<td>Content development style also liked by audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster on anti-drunk driving</td>
<td>Design was good</td>
<td></td>
<td>Printed number is limited</td>
<td></td>
</tr>
<tr>
<td>Poster on seat belt promotion</td>
<td>Design was good</td>
<td></td>
<td>Printed number is limited</td>
<td></td>
</tr>
<tr>
<td>Poster with 500 pairs of shoes</td>
<td>Design was good</td>
<td>Really encourage people to pay attention on road injury</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochure for parents</td>
<td></td>
<td></td>
<td>School road should be constructed</td>
<td></td>
</tr>
<tr>
<td>Brochure for students</td>
<td>IEC types and design are should be chosen more carefully which need to be developed based on target audience needs and interest</td>
<td></td>
<td>Might be printed number of IEC are not enough</td>
<td></td>
</tr>
</tbody>
</table>

All these focus group discussion report is enclosed in Annex.

8. CAMPAIGN IMPACT
Campaign impact can be measured by KAP and STEP survey among audience after end of three cycle campaign.
9. LESSONS LEARNT

Media:
- The TV spot duration was too long, and this affected the ability of networks to broadcast it repeatedly. Additionally, it exceeded the budget limit.
- Non-MNB TV stations and also local province TV stations should also be solicited for broadcast of prepared TV clips and other programs.
- Talk show TV programs were effective to increase attention on the issue and activate advocacy activities.

Advocacy:
- Media advocacy, especially printed newspaper articles, was an effective tool for influencing decision makers.
- During this campaign we closely worked with Traffic Police. Traffic Police organized several activities to strengthen control of traffic rules. However, this collaboration needs to be strengthened.

Outreach:
- For outreach activities more collaboration with relevant organizations is really important. By collaborating with Traffic Police and the Mongol Urkh Psychotherapy Association, awareness-raising sessions were successfully held among drunk drivers in police shelters.
- By Traffic Police Department comments and evaluation, the campaign organized effectively. But for future campaign cycle, for the next campaign, we need to expand connection and collaboration with relevant government and non-governmental organizations to increase outreach sites, as well as schools, driving companies, and other relevant institutions.

IEC material:
- Developing IEC materials’ timeline should be scheduled day by day.
- Receiving comments on developing IEC materials from PIU and EPOS should be within 24 hours from sent them the first draft. If they have not given any response, the given comments after 24 hours cannot be included in the next process.
- Photos should be taken to document the pretests.
- Distribution lists should be developed before the IEC materials are printed. Because this did not happen, the development of materials was delayed by one working day.
- Distribution channels need to be verified against type of material and target group.
10. PENDING ISSUES

- TV spots intended for broadcast through other two TV stations remain unaired due to negotiation delays.

ANNEXES:

Annex 1. Campaign strategy on Traffic Safety
Annex 2. RTI Campaign Launch event documents
Annex 3. Media Program Documentation
Annex 4. Prepared Billboard Design
Annex 5. Published Newspaper and Magazine Articles
Annex 6. Advocacy Activity Documentation
Annex 7. Outreach Activity Documentation
Annex 8. Competition
Annex 9. Published IEC Material
Annex 10. IEC Material Development Process Documentation
Annex 11. IEC Distribution List
Annex 12. IEC Material Satisfaction, FGD
Annex 13. Work plan of the campaign, first cycle, Jan 2011
Annex 14. TV and Radio Spot Audience Satisfaction
Annex 15. TV Spot Pretesting Documentation