Evaluating the effect of a social marketing campaign on bicycle helmet use in BC

The Health Action Process Approach Model and the Preventable Campaign

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Background

- Bicycle helmet use for all ages has been mandated by legislation in BC since 1996

- In 2010 alone*, cycling injuries accounted for
  - 19% of all transport-related hospitalizations
  - 7,743 emergency room visits (20% of total)
  - $63 million in direct costs
  - $36 million in indirect costs

- Bicycle helmets help prevent serious head injuries

The Preventable Campaign

• Raise awareness, transform attitudes & behaviours
• Address the underlying attitude: *it’s not going to happen to me*
• Reminder in the time & place of highest risk
• Includes mass media, ambient media & guerrilla stunts
The Health Action Process Approach Model

Motivational Phase

Intention

Volitional Phase

Planning

Behaviour


Adapted from:
Methods

- Survey of 400 cyclists in BC through regionally-representative sample from online market research panel provider
- Measures to assess self-efficacy, intentions, risk perceptions, planning, helmet use, and awareness of the Preventable campaign slogans
- Propensity score matching (PSM) was used to compare campaign-exposed respondents to unexposed respondents
- Generalized linear modeling tested factors within the HAPA model, including exposure to the Preventable campaign
Results – HAPA constructs

- Self-efficacy
- Planning
- Intention
- Helmet use

Correlations:
- Self-efficacy to Intention: 1.1
- Planning to Intention: 0.34
- Intention to Helmet use: 0.44
- Self-efficacy to Helmet use: 0.41
### Results – Regression coefficients

<table>
<thead>
<tr>
<th></th>
<th>Self-efficacy</th>
<th>Compliance</th>
<th>Intention</th>
<th>Planning</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Exposure</strong></td>
<td></td>
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<tr>
<td>“Have a word with yourself”</td>
<td>0.27**</td>
<td>0.17</td>
<td>0.38*</td>
<td>0.22*</td>
<td>0.21*</td>
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<tr>
<td>“Seriously?”</td>
<td>-0.03</td>
<td>0.03</td>
<td>-0.08</td>
<td>0.02</td>
<td>-0.07</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Males</td>
<td>-0.02</td>
<td>-0.04</td>
<td>-0.16</td>
<td>-0.22**</td>
<td>-0.12</td>
</tr>
<tr>
<td><strong>Type of Cyclist</strong></td>
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<tr>
<td>Occasional</td>
<td>0.04</td>
<td>0.16</td>
<td>0.09</td>
<td>-0.04</td>
<td>0.00</td>
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<tr>
<td>Recreational</td>
<td>-0.07</td>
<td>0.26</td>
<td>-0.03</td>
<td>0.09</td>
<td>-0.02</td>
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<tr>
<td>Daily transportation</td>
<td>0.04</td>
<td>0.09</td>
<td>0.06</td>
<td>0.16</td>
<td>0.19</td>
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<tr>
<td>Sports (road)</td>
<td>0.26</td>
<td>-0.49</td>
<td>0.22</td>
<td>0.20</td>
<td>0.29</td>
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<tr>
<td>Sports (mountain)</td>
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<td>0.54</td>
<td>0.29</td>
<td>0.10</td>
<td>0.09</td>
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<tr>
<td>Other</td>
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<td>-0.38</td>
<td>-0.57</td>
<td>-0.03</td>
<td>0.01</td>
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<tr>
<td><strong>Time on bike</strong></td>
<td></td>
<td></td>
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<tr>
<td>Weekly</td>
<td>0.46**</td>
<td>0.64</td>
<td>1.10**</td>
<td>0.31</td>
<td>0.68**</td>
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<tr>
<td>Monthly</td>
<td>0.42*</td>
<td>0.83*</td>
<td>1.15**</td>
<td>0.22</td>
<td>0.62**</td>
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<tr>
<td>Few times per year</td>
<td>0.47**</td>
<td>0.88*</td>
<td>1.05**</td>
<td>0.07</td>
<td>0.60**</td>
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<tr>
<td>Once or twice a year</td>
<td>0.46*</td>
<td>1.10**</td>
<td>1.33**</td>
<td>0.18</td>
<td>0.67**</td>
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</table>
Discussion

• Why Preventable works:
  • Evidence-based approach
  • Creative platform is adaptable to the right time & place
  • Messaging speaks to the audience “on their own terms” and is focus tested prior to going into market
  • Addresses the underlying attitude that connects preventable injuries at home, at work, at play and on the road
  • Public, private and not-for-profit partnerships provide expertise, resources and unique communication channels
  • Ongoing campaign tracking to evaluate impact & optimize the platform and delivery strategy
Thank You

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