



Risk Communication: The Key to Enhancing Public Safety



PUTTING PUBLIC SAFETY FIRST

Ontario Fire College

October 27, 2015

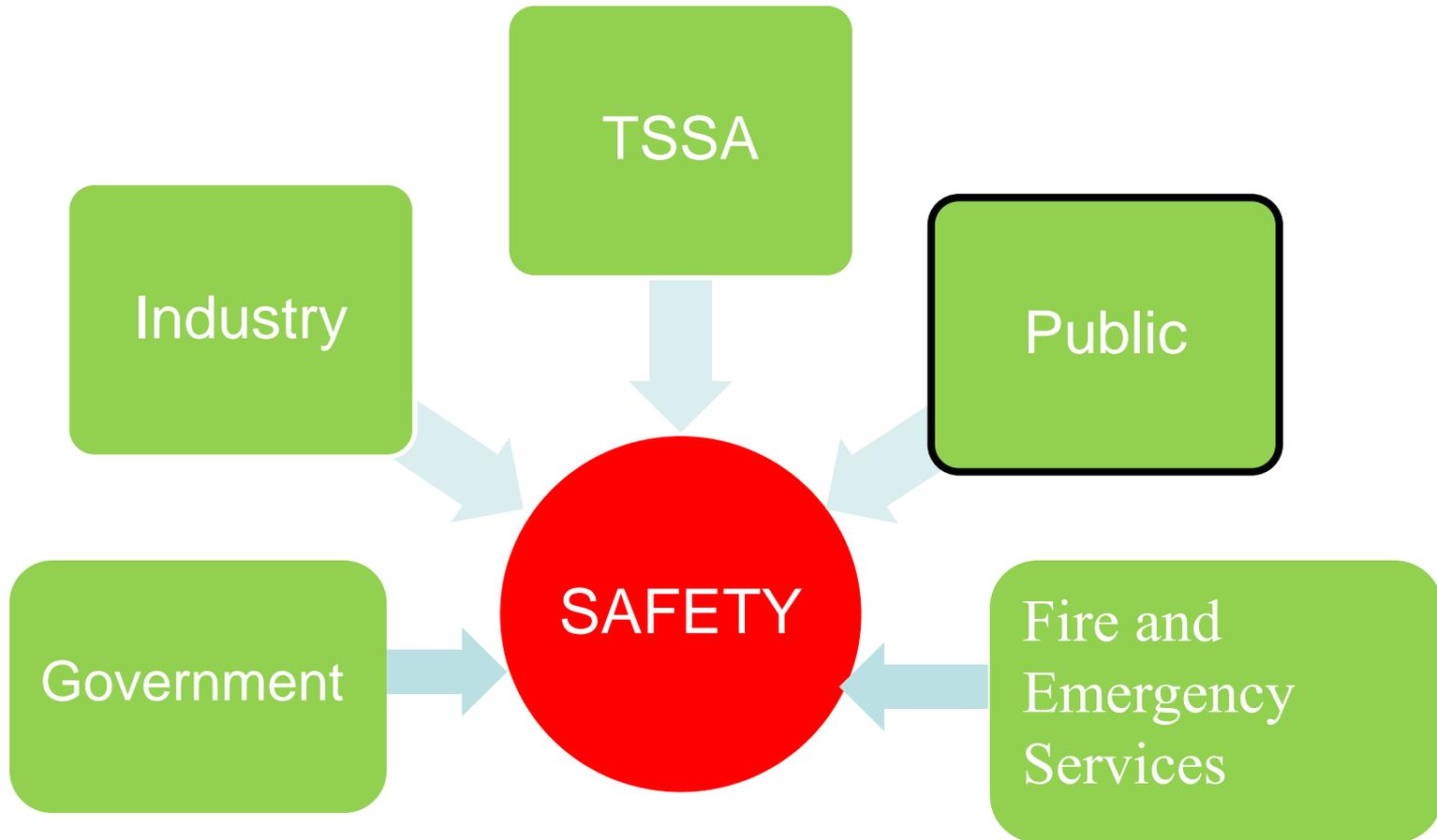
Dave Lisle Director, Research and Education



Outline

- Safety – “it’s a team sport”
- Ontarian’s Risk Perceptions and Decisions
- Designing and Assessing Public Education/Behaviour Change Strategies
- Case Study – Digital initiatives/pilots
- Discussion

Shared Responsibility for Safety



Mitigating Safety Risk

Public Engagement Strategy:

- Defining and understanding public risk perceptions and decisions
- Designing and implementing proactive engagement strategies with existing/new partners
- Creating and delivering consistent safety messaging and information in cooperation with safety partners

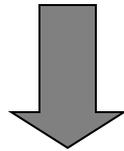
Three Step Process

- Research and Development - why people do what they do and to influence change
- Execution – how to affect and measure behavioural change
- Leveraging/Partnership – building stakeholder participation

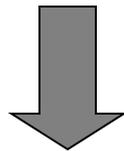
Using Public Engagement to Mitigate Risk

Engage with the Public to:

INCREASE AWARENESS



ENHANCE UNDERSTANDING



IMPROVE SAFETY BEHAVIOUR

Research Strategy

- Approach:
 - Qualitative research – current products, audiences and engagement activities
 - Quantitative research – products, messages and engagement activities
 - Testing of refined strategies – qualitative and quantitative

Research Insights

What have we learned:

- Audiences
 - Who are they, how do they make decisions, when and where to engage them
- Messaging
 - Multi-dimensional (heart and head)
- User Behaviour
 - Marathon not a Sprint

Delivery Preferences

Fig. 1 – Effectiveness of various delivery mediums

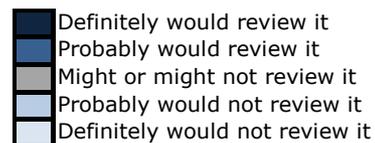
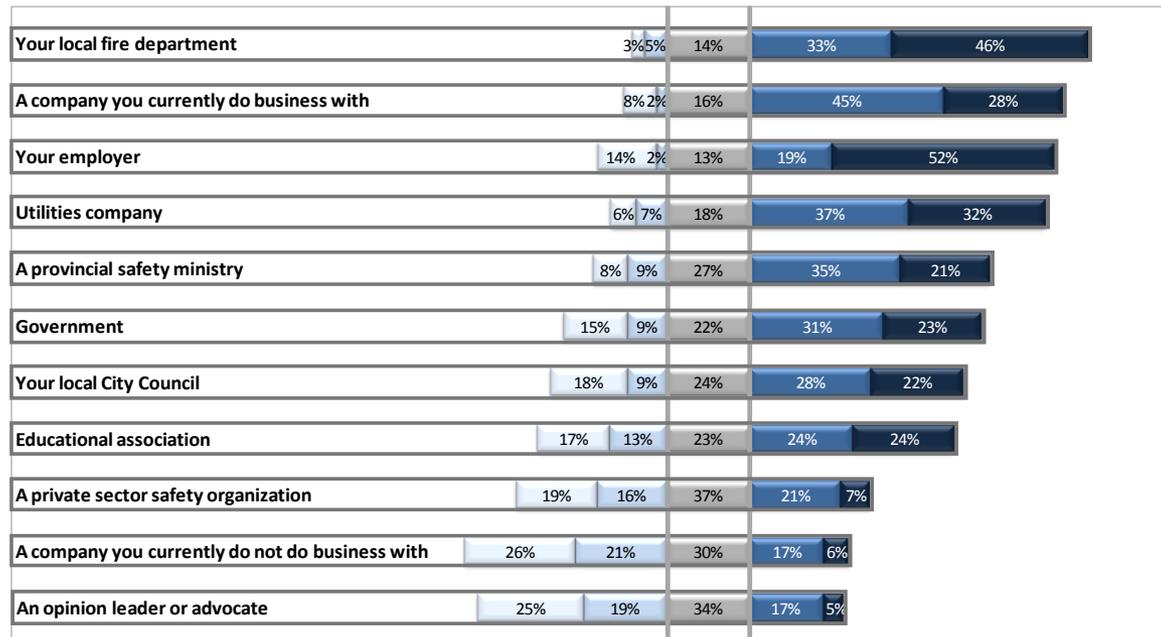
Engagement Approach	Not at all Effective	Not very effective	Neither effective or ineffective	Somewhat effective	Extremely effective
Direct Mail - home	22%	17%	22%	22%	16%
Trade Shows	25%	17%	24%	25%	7%
Bill Inserts	36%	17%	20%	18%	8%
Door Hangers	46%	20%	19%	11%	4%
Information Kiosk – public place	39%	24%	23%	11%	3%
People knocking on your door	60%	16%	15%	8%	2%
Approached at “mall”	56%	21%	15%	7%	1%

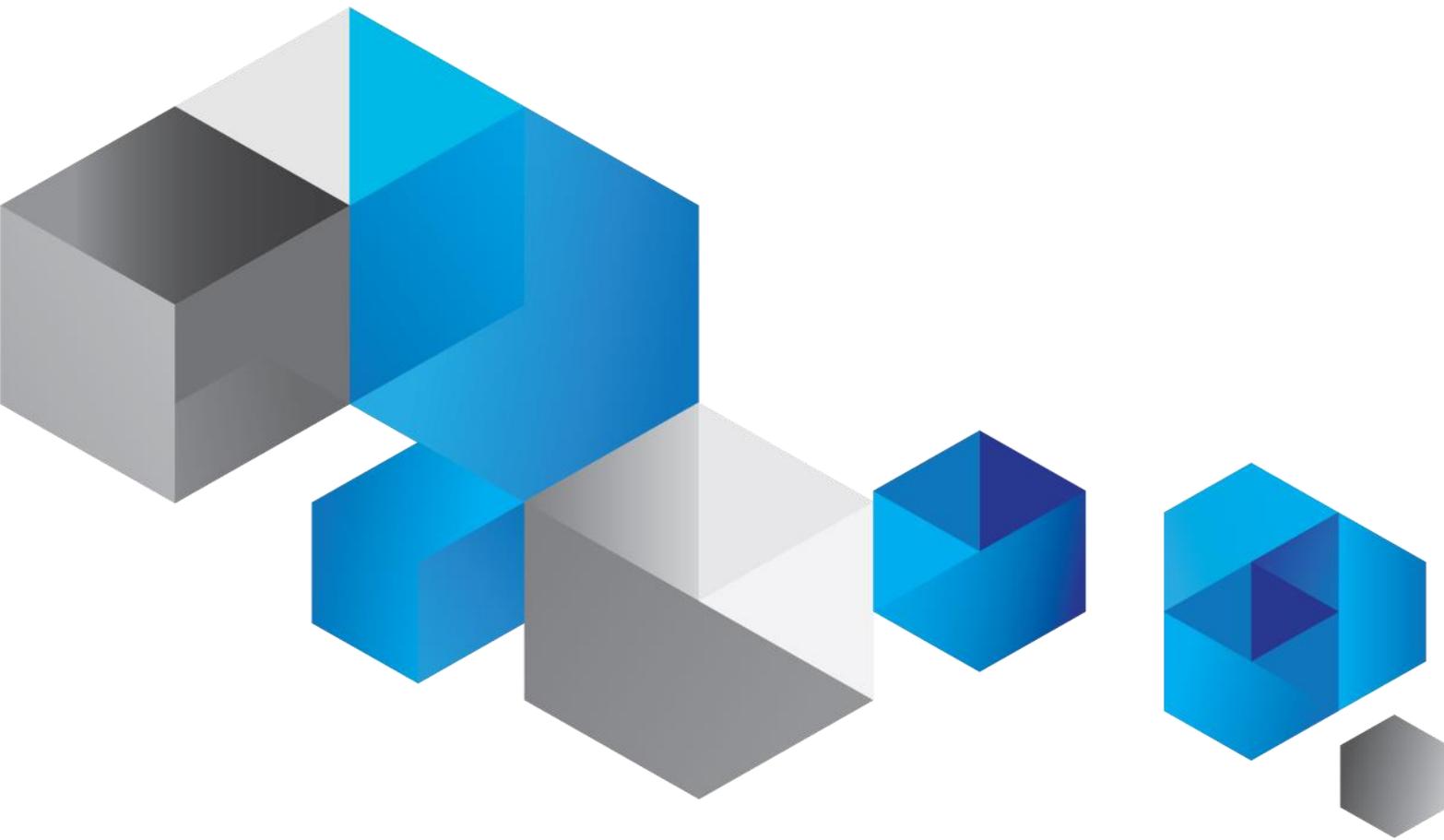
Insights – Information sources

Which one of the following sources do you use most to access information?	Newspaper	Percent	23%
	Online news source i.e. CNN	Percent	7%
	Internet	Percent	33%
	Social media i.e. Facebook, blogs, Twitter, etc	Percent	3%
	Television or radio	Percent	24%
	Conversations with people you know	Percent	7%
	Ads in newspapers, magazines, TV, or radio	Percent	2%
	Experts	Percent	1%
	Brochures/info booklets/printed materials/posters	Percent	1%

Trusted Sources

Likelihood of reviewing information sent from different organizations





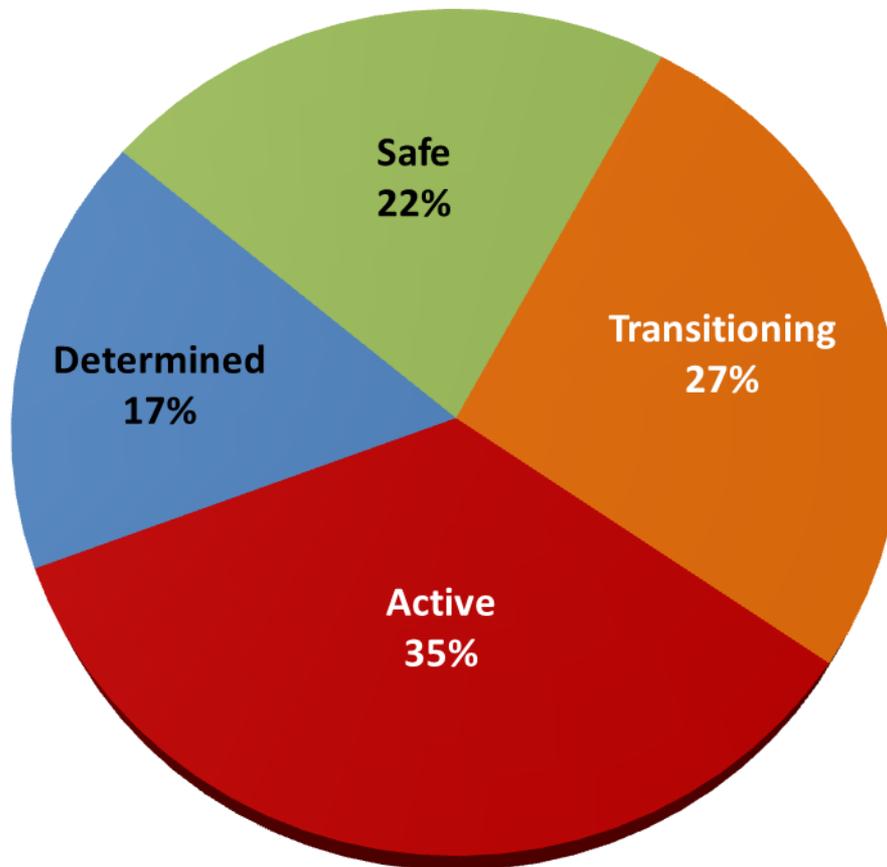
Segmentation Research

Methodology

- The overall objective of this major market research study was to establish a baseline measure and gain strategic insight into the attitudes and behaviours of the public in terms of safety behaviours in Ontario, as well as within TSSA-controlled mandates.
- The nature of this research was quantitative and consisted of a telephone survey as well as an online survey.
- The survey incorporated a segmentation scoring algorithm which profiled people into different categories based on their attitudinal and personality profile responses.
- The survey was received positively by respondents and the average completion time was approximately 20 minutes. The total sample size for this study was 2500 participants, yielding a margin of error of +/- 1.96% at the 95% confidence level.
- The entire research process was executed by PMG Intelligence, a Waterloo based market research and data analysis consulting company.

TSSA's Market Segmentation

Establishing a targeted profile of the Ontarians and their Risk Equation



Segmentation Profile Comparison

	Safe	Determined	Transitioning	Active
Overall view of risk taking	Low risk; follow the rules	Moderate risk; Careful	Moderate risk; guidelines not rules	High risk; informed risk takers
Age	Oldest	Younger	Mid-life	Youngest
Income	Low to moderate	Moderate	Lowest	Highest
Household	Married	Married	Mix of married and single	Single
Children	Adult children	Young children	Older children	Least likely to have children
Personality	Cautious	Practical	Sensible	Adventurous
Profile	Followers	Leaders	Neutral	Leaders
Risk-Taking	Low	Moderate	Moderate	High
Safety Behaviours	Follow the rules	Careful	Guidelines not rules	Risky
Trust Meter	Average	High	Hesitant	Lowest
TSSA Awareness	Lowest	Average	Average	Highest

Segment 1 – ‘Safe’ 22% of Ontarians

Understanding the Segments

Segment 1 - Safe:

Who are they...?

- *Ontarians who are classified as 'Safe' are in many ways exactly the opposite. In order to escape 'risk' they avoid taking action altogether. They are cautious and reserved. If summarized in a single word they would be considered "avoiders".*
- *Segment 1 is not looking to be changed and are set in their ways. They know what could potentially happen in a safety incident but this understanding does not translate into them taking action. They believe they are already doing the right things and therefore feel safety behaviour change strategies are not directed to them. As they feel they are already doing the right things, they do not internalize the inherent risks in day-to-day situations. They are most likely to have their head in the sand and are not accountable, believing others are looking out for their best interests.*

"Although it does happen it will never happen to me."

Segment 1 - Safe:

Personality

- Cautious, reserved, calm
- Followers
- See risk as danger
- Low risk takers
- Avoid change
- Older, set in their ways

Profile

- Age: Oldest (mean age 55 yrs)
- Income: Low to moderate (40% earn up to \$40,000; 38% earn \$40,000 to \$80,000)
- Gender: 54% female; 46% male
- Education: Least educated
- Employment: Highest level of retirement; 39% retired
- Least likely to be self-employed
- Household: Most likely to live alone (23%) or with just their partner (44%)
- Least likely to children under 13 living at home
- Most likely to have adult children
- Higher likelihood of being married (64%) or widowed (10%)
- Home: High level of home ownership (74%)

Understanding the Segments

Segment 1 - Safe:

Drivers to engagement

- As this group is not engaged in the process, traditional engagement strategies will have limited results. Changing the behaviour of other segments will help move the needle with this group as they are more likely to be followers. Importantly, any engagement strategy must be easy for them to adopt.

Keys to behaviour change

- As they are set in their ways, strategies used to change behaviour need to be easy for them to adopt in order to become part of their day-to-day routines.

Barriers to engagement and behaviour change

- As they are set in their ways, any behaviour change that is hard for them to make will have limited success.

Understanding the Segments

Segment 1 - Safe:

Implications for education

- The onus is placed on others as 'Safe' individuals do not recognize their own accountability. With this, they do not seek out information nor do they actively take in/absorb information as it relates to safety.
- Education strategies to this group should instead be focused more toward others. As this group already thinks they are doing the right things, making them feel their role is to enlighten others may have some success.

Segment 4 – ‘Active’ 35% of Ontarians

Understanding the Segments

Segment 4 – Active:

Who are they...?

- *Ontarians who are part of the 'Active' segment are the thrill-seekers. They are not afraid to take risks and approach life as "no risk equals no reward". While they are risk takers, they are fairly calculated and are aware of the consequences of their actions. They can be defined as "informed risk takers".*
- *With this, they are not overly receptive to education campaigns but do believe and understand that there is inherent risk in day-to-day life. When they do not feel well-versed on a subject they inform themselves. They are self-reliant and play a leadership role in their lives and feel confident in their own decision making. They are not likely to be easily swayed by others.*

"There are risks with anything, it's all about how much risk you are willing to take. You can't win big unless you play big."

Segment 4 - Active:

Personality

- Adventurous, aggressive, opportunistic
- Leaders, self-reliant problem solvers
- See risk as challenge or thrill
- Embrace change and variety
- Thrill seekers
- Aware of the consequences of risk
- “No risk equals no reward”

Profile

- Age: Youngest group (mean age 39 yrs)
- Income: Highest income; 38% earn \$80,000 +/year
- Gender: 87% male; 13% female
- Education: Highly educated
- Employment: Most likely to be employed full time (51%)
- Increased level of self-employment (11%)
- Household: Most likely to be single (35%)
- Least likely to have children (52%)
- Of those who have children, many have kids under 13 years old
- Home: Least likely to own their home (59%)

Understanding the Segments

Segment 4– Active:

Drivers to engagement

- As this group consists of leaders, they will expect to be treated as partners in the relationship.

Keys to behaviour change

- Will want to be actively involved and take a hands-on approach.

Barriers to engagement and behaviour change

- Will not react well on being told what to do nor will they believe the message unless it matches with their own beliefs.

Understanding the Segments

Segment 4– Active:

Implications for education

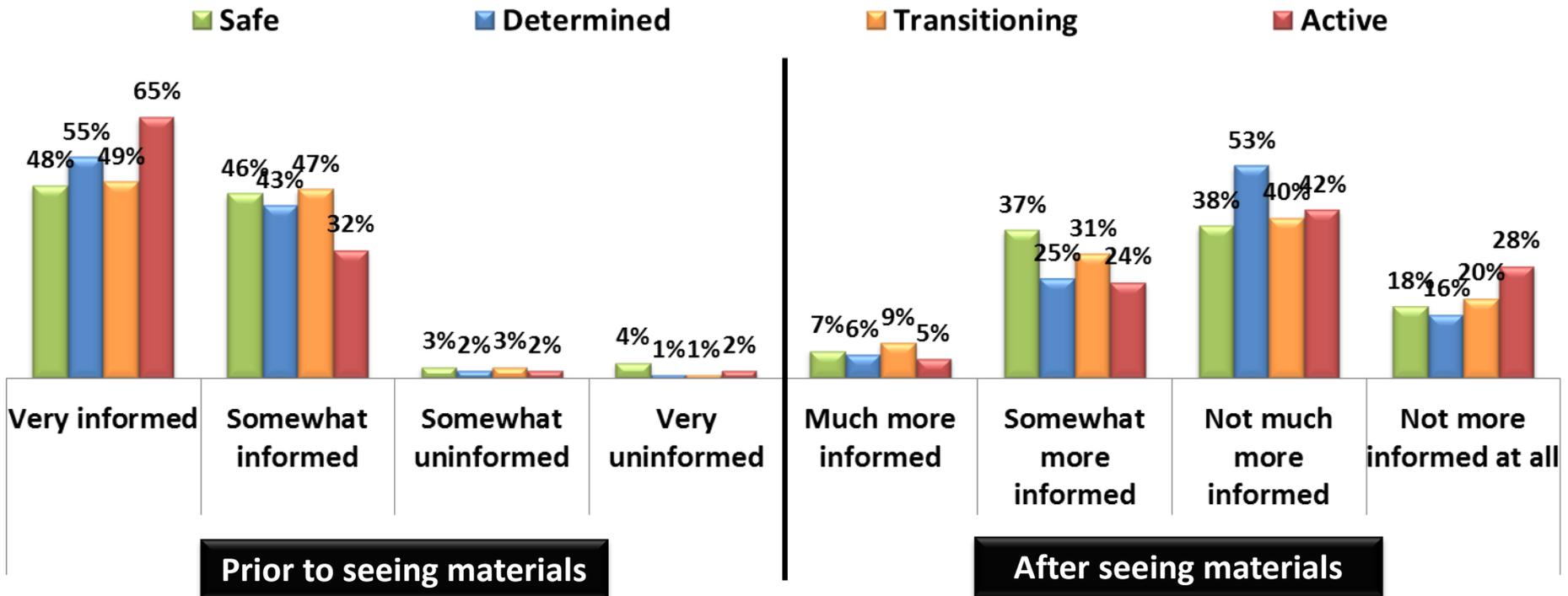
- ‘Active’ Ontarians will seek out information they feel fills a gap in their personal knowledge base but feel adequately informed in many areas.
- They are comfortable self-researching, so having tools and education opportunities for this group (in particular online sources) will be useful.

Influencing the segments – CO Safety

	Safe	Determined	Transitioning	Active
Overall view of risk taking	Low risk; follow the rules	Moderate risk; Careful	Moderate risk; guidelines not rules	High risk; informed risk takers
% recall of CO campaigns	Lowest (26% avg)	Best (37% avg)	Good (34% avg)	Moderate (29% avg)
Impact of CO campaign materials on feeling informed	Most impact	Some impact	Good impact	Low impact
Message take-away from campaigns	“Should have detectors and keep appliances clean/maintained”	“Should have detectors placed correctly and check/test/replace batteries regularly”	“I can’t remember – something about a safety check-list”	“I can’t remember – something about CO safety”
View of CO Risk	Don’t believe CO is inherently risky; and it won’t happen to them anyway	See CO as a manageable risk when proper care is taken	Recognize a true risk exists and sensitive to the danger but can be managed	Believe the risk to be real; but likelihood of a serious incident to self is low
Views of CO safety	“I’m not at risk; I don’t have gas in my home”	“I feel safe because I have detectors and do inspections”	“Cannot detect without an alarm but I have detectors and keep up with maintenance”	“It can impact my health/cause death but my detectors will keep me safe”
Role of detectors	Completely reduce risk	Detectors reduce the risks significantly	Are a part of safety but aren’t everything	Detectors keep me safe

CO Knowledge

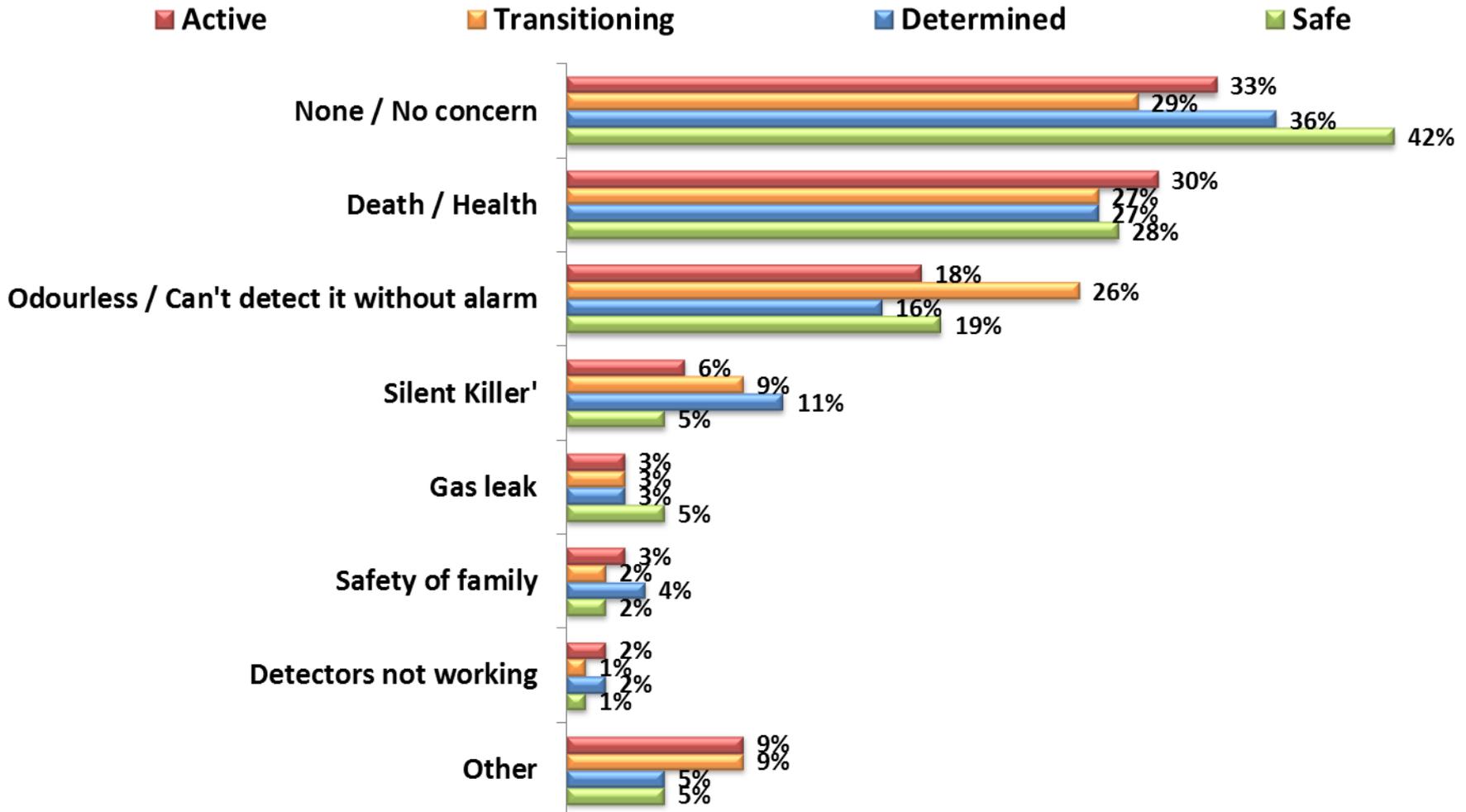
How informed do you feel with respect to carbon monoxide safety in your home? – **Cumulative Community Blitz results**



Concerns about CO

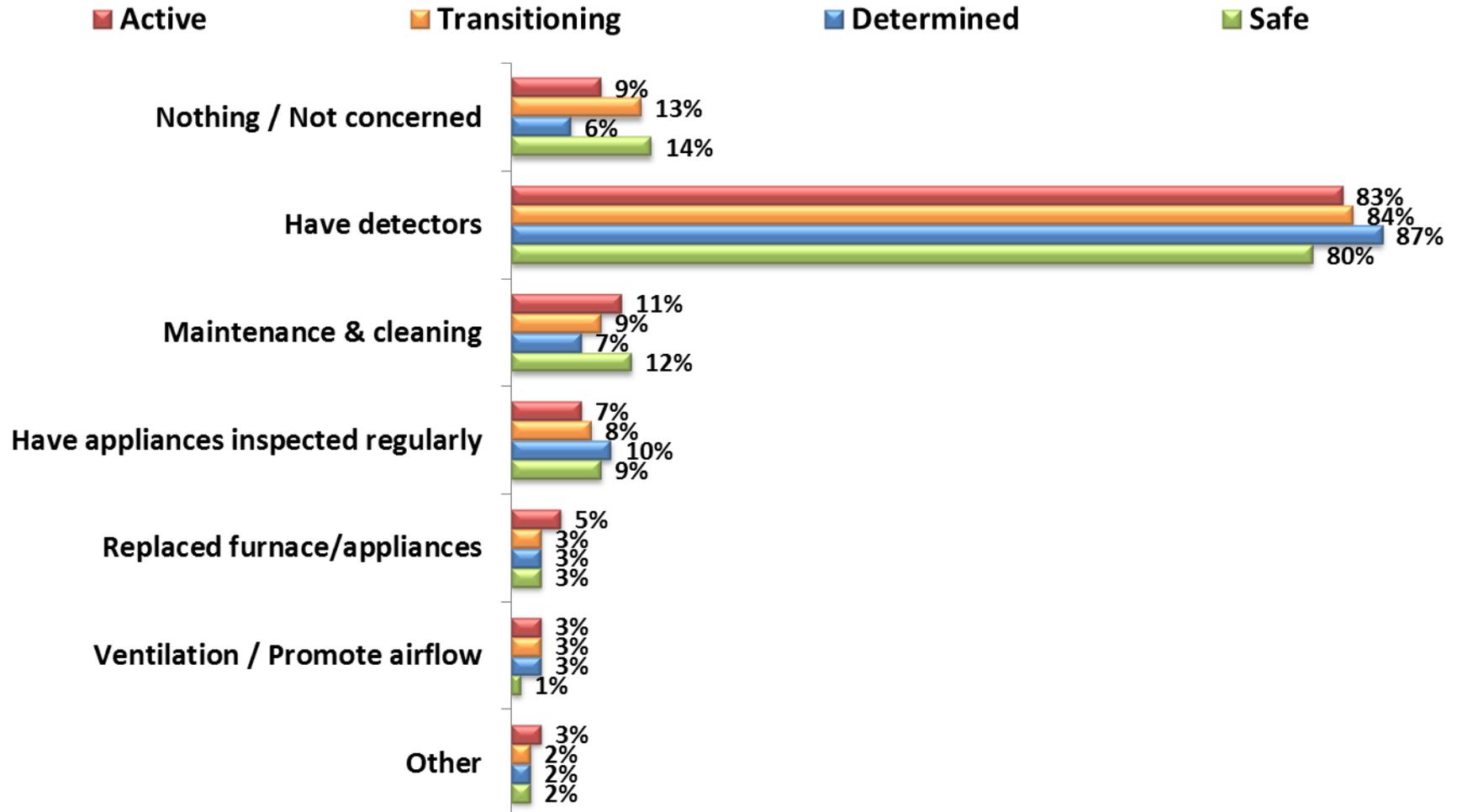
What concerns you most about CO in your home?

– Cumulative Community Blitz results



Actions to Reduce CO Risk

What are you currently doing to reduce the risk of having a CO incident in your home?
— Cumulative Community Blitz results

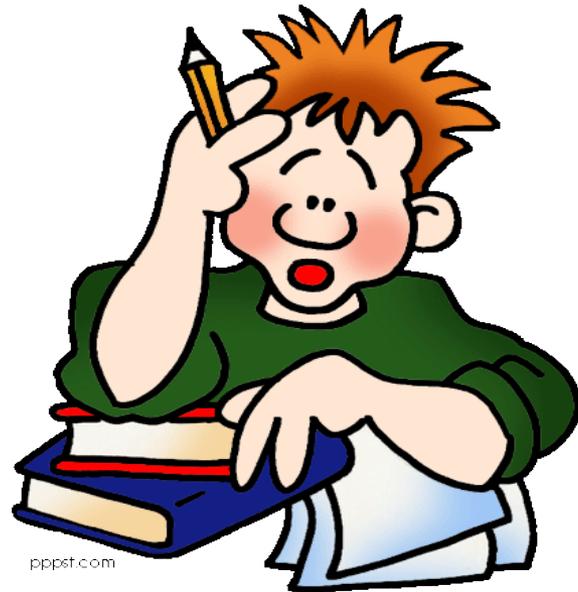


So Now What?



Building the plan

- Step One: Getting Ready
 1. Collect the “evidence”
 2. Keep an open mind – avoid “well we have always done it that way”
 3. Reach out
 4. Lessons learned



pppt.com

Building the Plan

- Step Two – Q & A Time
 1. What – be precise on outcomes
 2. Who – focus on target audience
 3. Understand – what and why
 4. How and where to engage



Building the Plan

- Step Three – Will it work?
 1. SMART Objectives – 3 - 4!
 - Specific
 - Measureable – outcome based
 - Achievable – resources time and money
 - Realistic
 - Time-related



Building the Plan

- Step Three – Construction Time
 1. Tool Box inventory
 2. Kick the tires – talk to your audience
 3. Listen, watch and adapt



Did it work?

- Measure, measure, measure!
 1. Insert questionnaire
 2. On-line – e.g. Survey Monkey
 3. Telephone survey
 4. Website survey
 5. Face-to-face – invite folks in for a chat
 6. “Piggyback” – partner with others



Theory to Practice – Case Study

Creating and testing digital public education strategies



CO Safety Digital Marketing Campaign

- Research clearly shows social media is Not preferred for safety information
- Websites – “Google it”
- Consistent for virtually all demographics
- Social media – strength is “marketing” – drive to dedicated websites

Digital Approach

- Inspire
- Capture
- Engage
- Call to Action

Pilot CO Digital Strategies

- Stand alone
- Combine with direct marketing
- Five tactics:
 1. Google AdWords
 2. Google Display
 3. Facebook ads
 4. Google Remarketing
 5. Eyereturn Display
- Spring 2014 – 55 days
- Fall 2015 – 90 days

Pilot Objectives

- Compare performance stand-alone versus combined (digital plus direct mail)
- Drive traffic to cosafety.ca
- Focus conversions on cosafety.ca “find a contractor” tool
- Gather insights on campaign
 - Timing
 - Length
 - Creative - messaging

Digital Campaigns Results

- Fall and Spring similar results
- Longer campaign did not significantly improve results
- Combined campaigns results significantly better than stand alone
- Achieved increase website traffic by over 400%

Digital Campaigns Results

- Average time on site doubled (2 versus 4 minutes)
- Conversions - over 19% of page views were “Find a Contractor” tool
- Need more variety (i.e. more and different) messaging – fatigue factor
- Flexible, cost effective, real time analytics

Overall Conclusions

- Home work is essential
- Evidence based informed planning leads to success
- Measuring performance is tough but critical
- Lots to gain from partnerships and sharing information



Discussion/Questions

