



CLUB DEPLOYMENT



ROAD SAFETY GRANTS PROGRAMME

SEPTEMBER 2020



1. INTRODUCTION

WHAT IS DRIVE IN THE MOMENT

Drive in the Moment is a road safety initiative designed to help drivers reduce their smart phone use behind the wheel. It is a research-based, evidence-driven intervention that models its approach on principles designed to break harmful habits like smoking or gambling.

Drive in the Moment takes drivers on an online journey to understand the dangers, rate the risks, and make a mental plan to change their response the next time they are tempted to use their phone while driving. Users who build a plan on the *Drive in the Moment* website are then placed on an email journey designed to manage relapses by helping them to remember their plan.

Drive in the Moment has been rolled out across Australia through the member clubs of the Australian Automobile Association (AAA), and will be launched in New Zealand as a partnership between the New Zealand Automobile Association and its affiliate Students Against Dangerous Driving.

2. KEY COMPONENTS

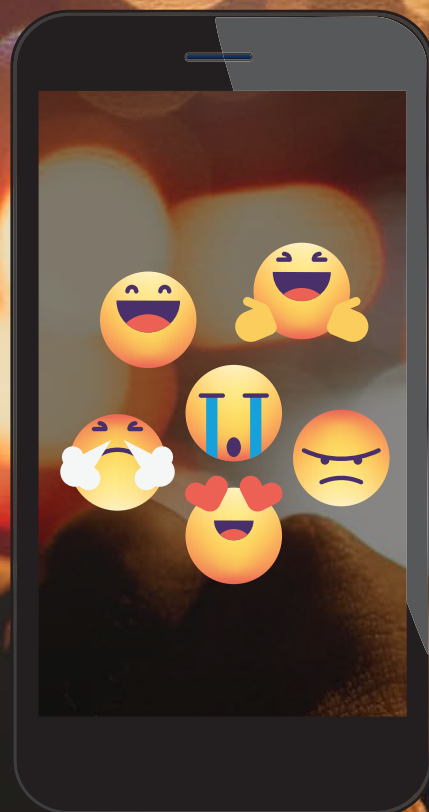
NEW APPROACH TO BREAK THE HABIT

Drive in the Moment is an engaging website designed to help drivers break their habit for good, and take users through the key stages of an unhealthy habit.

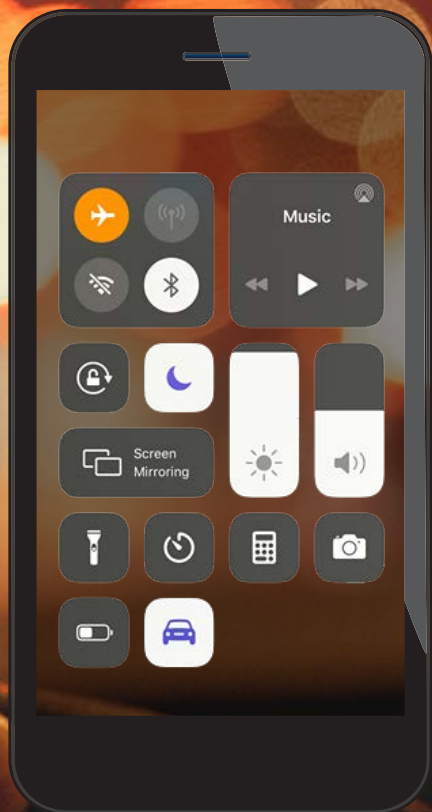
1. Understanding the risks
2. Committing to change
3. Having a mental plan to respond at moments of temptation
4. Sharing your plan with others for accountability
5. Being prepared for relapses (a targeted email journey that starts after a user makes a plan)



**THERE ARE A LOT
OF TEMPTATIONS
ON OUR PHONES
THESE DAYS**



**... AND WE USE
THEM IN DIFFERENT
WAYS, AND FOR
DIFFERENT
REASONS.**



**THERE IS NO
'ONE-SIZE-FITS-ALL'
SOLUTION TO THE
PROBLEM.**

**TO CHANGE OUR
OWN MIND WE ALL
NEED OUR OWN
APPROACH.**

**DRIVE IN THE
MOMENT**

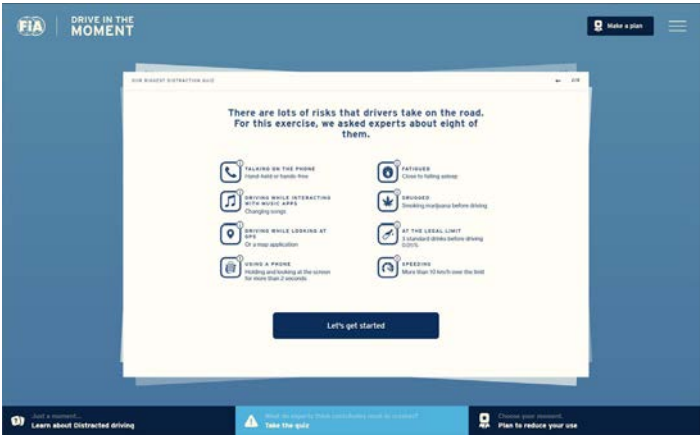
3. THE WEBSITE

HOW THE WEBSITE WORKS

THE RISK RATER

The Risk Rater is new way of engaging users by demonstrating the risk of smartphone distracted driving against well-established risky behaviours. It does this through an interactive quiz prompting users to rank the relative risk of various driving behaviours against the opinions of road safety experts to help them understand the crash risk. Our demonstration of these various risks together is, we believe, the first of its kind.

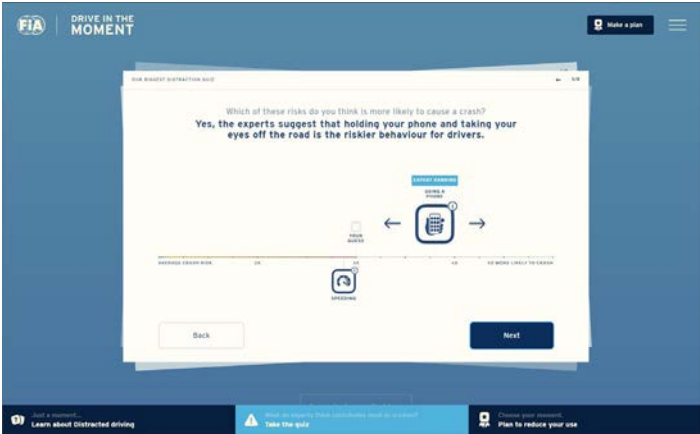
www.driveinthemoment.com.au/quiz/



4 x risky and socially unacceptable driving behaviours



Compared 4 x distracted driving behaviours



User responses compared to the road safety experts



Ranked behaviours demonstrate the risk of distraction

THE PLAN BUILDER

The Plan Builder tool prompts young drivers to build a bespoke plan to reduce their smartphone use by helping to identify the various ways and moments in which they are tempted to use their phone while driving, including in stop-start traffic or when stopped at lights. It then asks them to develop a 'mental plan' of how they will better respond, manage relapses and re-enforce positive behaviour.

www.driveinthemoment.com.au/plan/

The screenshot shows the 'PLAN BUILDER' interface. At the top, it says 'DRIVE IN THE MOMENT' and 'Make a plan'. The main question is 'When are you most tempted to use your mobile phone in the car?'. Below this, there are six buttons representing different temptation moments: 'To take or make a call', 'To read or send a message', 'To check my social media', 'To take part in a chat', 'To change the music or playlist', 'In a traffic jam', 'On the way home', and 'Stopped at the lights'. At the bottom, there are tabs for 'Popular', 'Actions', 'Feelings', 'People', and 'Places'. The 'Popular' tab is selected.

Identify the temptation moments and choose the response

The screenshot shows the 'PLAN BUILDER' interface with a commitment to changing behaviour. It says 'I, John Smith, pledge to make our roads safer by'. Below this, there is a text box with the text 'Not going to check my phone when I'm in a traffic jam. Instead I will remember I am a safer driver when I am not using my phone.' and a 'Next' button.

Commit to changing behaviour and reducing use

Experience from a very recent¹ and related study in the UK shows this approach works well for up to three temptation moments. In addition to a wide range of preloaded temptations and response moments, users also have the ability to create custom options. Practising this mental plan, while driving or even just at home, will help to amplify its effects over time as the brain lays down new neural pathways.

1. Elliott, M. A., Paterson, A., Orr, S., Marshall, C., Wood, C., Wilson, C., & Toye, M. (2019). Evidence that implementation intentions reduce drivers' use of mobile phones while driving. Manuscript under review.

WHEN I'M [STOPPED AT THE LIGHTS] AND I'M TEMPTED TO [REACH FOR MY PHONE TO CHECK SOCIAL MEDIA],

I WILL INSTEAD REMEMBER TO [KEEP MY HANDS ON THE WHEEL] AND [CONSIDER I MAY LOSE MY JOB IF I GET FINED].

The screenshot shows the 'SHARE PLAN' interface. It says 'Congratulations! You've taken a big step towards becoming a better driver. Staying focussed and driving in the moment.' Below this, there are two sections: '1. SHARING YOUR PLAN CAN HELP INCREASE YOUR CHANCES OF SUCCESS.' and '2. DO YOU KNOW SOMEONE WHO NEEDS TO PUT THEIR PHONE DOWN?'. Each section has a 'COPY' button and a 'Share' button. The 'Share' button is highlighted.

Sharing the plan with others

4. THE OPPORTUNITY

DEPLOYING IN YOUR COUNTRY

UNIQUE PLATFORM DELIVERY

Drive in the Moment has been designed as an online destination that can be rebranded and deployed across multiple sites.

In Australia, each of the seven member clubs has been provided with their own website that emulates the colour scheme of their corporate sites, as well as matching social media assets.

In New Zealand, this customisation has been taken a step further by creating tailored road signs that are local to roads for example instead of a Kangaroo warning sign, their site instead uses a Kiwi.

The Federation Internationale de l'Automobile (FIA) is considering making funds available to customise and deploy *Drive in the Moment* for those FIA clubs interested in being involved.

THE AUDIENCE

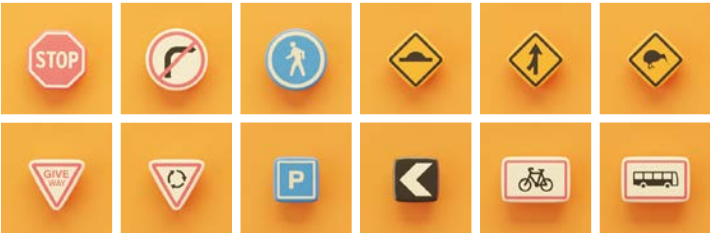
Drive in the Moment has application for all driver types, from learners about to start building driving habits, to younger drivers recently started behind the wheel, to older drivers struggling to put the phone down.

WHAT WILL BE PROVIDED TO CLUBS?

The following assets will be available to clubs to use as part of their *Drive in the Moment* package:

- The website in their corporate colours.
- Secure access to a datasheet showing all the Risk Rater quiz answers.
- Secure access to a datasheet showing all the plan builder entries, and associated data including email addresses etc.
- A pack of social media assets including 4x videos and 8x images, customised for their club.
- A list of suggested social media messages that could be used to promote the website online.
- A survey tool that can be used to determine the attitudes and motivations of drivers in the population.
- Secure access (via Airtable) to data collected on their version of the website including answers in the Risk Rater and responses in the Plan Builder.

Road signs



WHAT CAN BE CUSTOMISED?

There are some elements of the website that have been designed to be changed to ensure that site is localised for its audience:

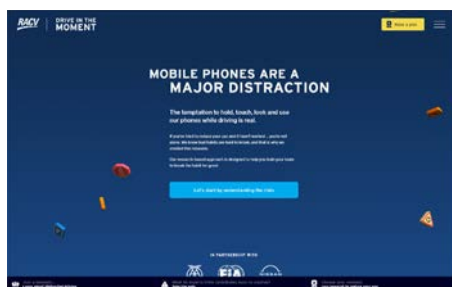
- The colour scheme can be adjusted to match the corporate palette of the local club.
- The logo that appears in the top right-hand corner
- The road signs can be changed to match the local design and colours of the country.
- The language of the site can be changed.
- The email journey that users are put on, including the words in the email, the number and frequency of emails.
- The temptation moments and responses can be adjusted, added or removed.

WHAT CAN'T BE CUSTOMISED?

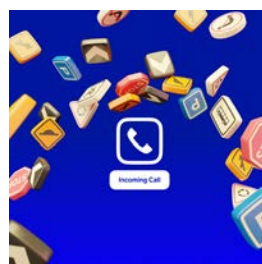
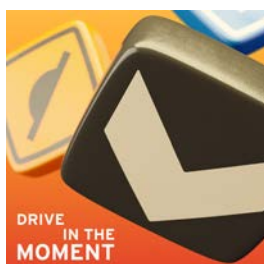
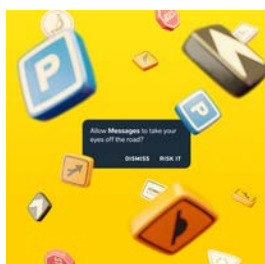
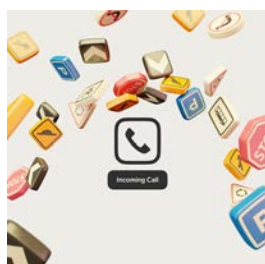
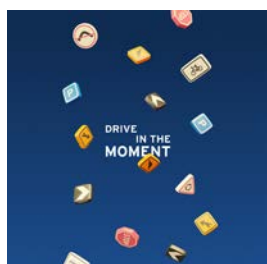
Some elements of the website cannot be adjusted:

- The driving behaviours and the risks associated with them, used in the Risk Rater tool, are based on research conducted by the AAA and can only be adjusted if new data are available. In the future we are looking towards additional research to add to or adjust the existing behaviours.
- The layout of the website, its structure and page design.

Websites



Social media



5. NEXT STEPS

PROCESS FOR DEPLOYMENT

After a motoring club has expressed an interest in deploying a site, the following steps need to be taken:

- Confirming the language to be used on the site, if not English, and identifying any potential translation issues.
- Identifying a colour scheme and confirming the logo to be used. A template will be provided so that clubs can provide a list of required web colours.
- Working with the club to set up the email journey, this includes confirming the words used in the emails and the frequency at which they are sent. The clubs can easily model the existing AAA approach as well. This process would be done using a Word Doc template.
- Confirming which email addresses the club would like to use on the site as the contact in case there are questions from the user.
- Deploying the website and making it live.
- Handing over access to the various secure data sets for club site, including the Risk Rater answers and Plan Builder responses.

The following actions need to be completed to set up each new page:

- Customise social assets (changing the colours and signs in the videos/images)
- Customise site colours.
- Customising the email journey.
- Applying the new language to the site.
- Making adjustments to the temptation and solution moments in the plan builder, as required.

Note: There will be one standard domain for all clubs which is www.driveinthemoment.org, however each site will have a unique address on that domain: for example www.driveinthemoment.org/OAMTC. Clubs may wish to create redirect links that point to this address, for example: www.oeamtc.at/driveinthemoment

Note: Each country will need to perform the translation of the site and provide it using a standard template.

PRIVACY

The *Drive in the Moment* website captures some data from users:

- In the case of users who just use the Risk Rater we link age and post code to their answers, however providing this information is optional for users.
- In the case of users who complete a plan we capture the name provided, age, postcode, email address and answers provided when making the plan.
- In the case of users who share their plan our email system will identify only the email address that shares the plan, and address is not added to any email lists.
- Cookies are used to identify if a Risk Rater quiz and Plan Builder are used within two weeks of each other. This will be useful for research purposes to see how completing the quiz impacts a user decision to build a plan.
- The AAA will have access to the data captured on the site for research purposes only. No email contact will be made with users who submit data on the site.
- The site will be GDPR compliant and users will be able to make a request to have their data on the site removed. Both the AAA and the club will receive this notification and the AAA will remove the data on behalf of the club.
- As they sign on each member club will be added to the global privacy policy.

www.driveinthemoment.com.au/privacy-policy/

RESEARCH

To create the *Drive in the Moment* website the AAA invested in research to understand more about the ways motorists in Australia use their phone behind the wheel, and why they do.

To get the best outcomes with the *Drive in the Moment* website the AAA recommends clubs use a brand-new research benchmarking tool, created specifically for this purpose. This survey can be deployed in the form of an online survey. The survey comes in two parts and can help build a clear picture of the attitudes and motivations of drivers in the population.

Apart from being useful for making adjustments to the plan builder tool on the website, the data generated by this survey can also be very useful for generating media interest about the issue.

DRIVE IN THE MOMENT



Australian
Automobile
Association



/ ROAD SAFETY
GRANTS PROGRAMME