



2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

"The Importance of Public Awareness to Achieving Better Road Safety Outcomes"

by Lkhagva Erdene

CASE study #UbeSAFE campaign by Global Shapers Ulaanbaatar Hub in partnership with ADB





GLOBAL
SHAPERS
COMMUNITY
ULAANBAATAR



WORLD
ECONOMIC
FORUM



UBESAFE



#UBeSAFE



Road safety media & advocacy campaign

**FOR YOUNG PARENTS
BY YOUNG PEOPLE**

RISK CULTURE



ONLY 5%

**NO PENALTY &
ENFORCEMENTS**

USE CHILD SEAT

STANDARD



THE PROMISE



★ 1 year ★



★ 5 station 5 ads 150,000 listeners ★



★ 3 cinemas 300,000 moviegoers ★



★ 5 station 4 ads 1 million viewers ★



★ 2 Billboards ★

#UBeSAFE



★ 6 Articles & Interviews ★



★ 1 million ★



★ 3 Events ★



5 cinema halls
35 screenings
a day



Total seat:
1190
Average
audience:
70%



Lobby TVC
loop
40-45 times a
day



Total
audience
reach
1,171,863
Dec 2015-July 2016



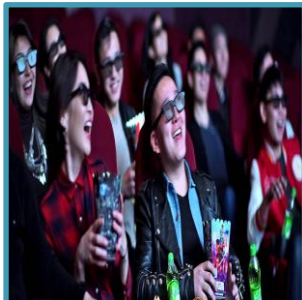
АМИН
ХАРИУЦЛАГА

Expected full
outreach:
2,099,160





2 Cinemas
7 cinema halls
42 screenings
a day



Total seat:
1178
Average
audience:
60%



Lobby TVC
loop
20-25 times a
day



Total
audience
reach
508,896
April-July
2016



АМИН
ХАРИУЦЛАГА

Expected full
outreach:
1,145,016





**4 cinema halls
24 screenings
a day**



**Total seat:
430
Average
audience:
50%**



**Public event
outreach:
150**



**Total
audience
reached
38,700
April-July
2016**

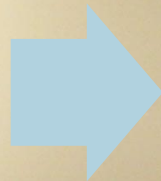


**АМИН
ХАРИУЦЛАГА**

**Expected full
outreach:
232,350**



Current outreach:
1,719,459



Total outreach:
3,476,526



2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

TWITTER STATISTICS FOR

#UbeSAFE

63+

ORIGINAL TWEETS

3591667+

ESTIMATED REACH

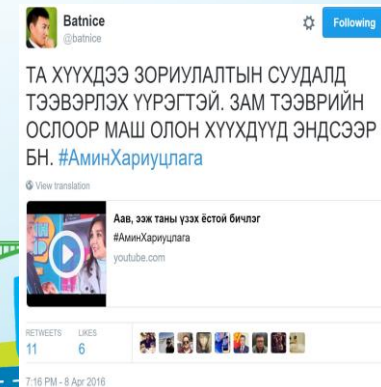
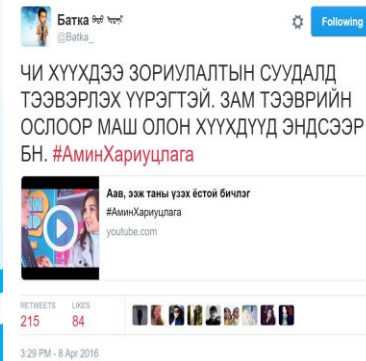
including duplicated accounts

973+

TWEET ACTIVITY

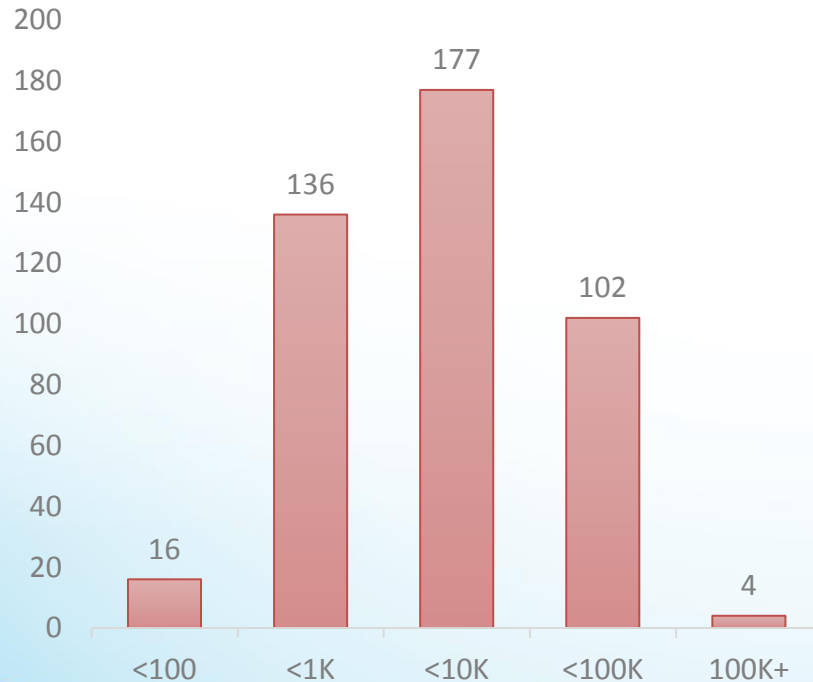
Including retweets, likes and tweets

Including comments

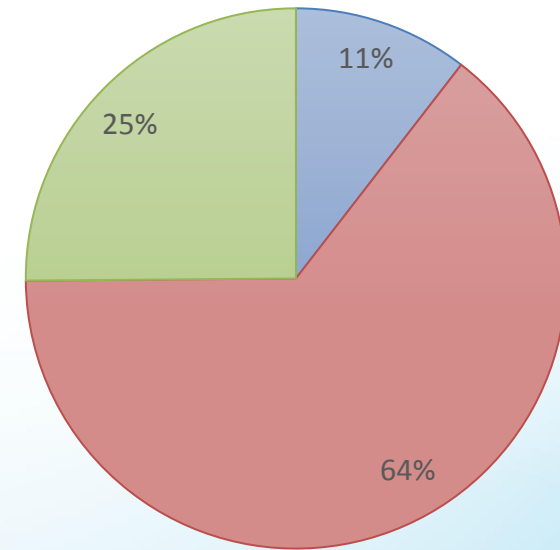


TWITTER

EXPOSURE



ACTIVITIES



■ Tweets ■ Retweets ■ Likes

Bars show number of tweets and retweets sent by users with that many followers





2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

FACEBOOK STATISTICS FOR #UbeSAFE

101K+

VIDEO VIEWS

346967

+

1492+

FACEBOOK
ACTIVITY

74 DAYS+

TIME WATCHED

ESTIMATED
REACH

Including shares and
likes

Including duplicate views

Only estimating the
original posts by official
page of Global Shapers
Ulaanbaatar Hub



YOUTUBE

TOTAL VIEWS

4482

TIME WATCHED

3 DAYS / 86 HOURS



Аав, ээж таны үзэх ёстой бичлэг

#UBeSafe Global Shapers Community Ulaanbaatar H...



4,842 views

+ Add to Share More



Published on Apr 6, 2016

#АминХариуцлага



YOUTUBE

TOTAL PLAYS

2074

TIME LISTENED

22 HOURS





2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

Radio

18 week

broadcast since

March 30th, 2016

4.5 million

listeners

Data averaged and compiled by Vibe Radio 105.5





2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

Broadcast

Total 87 spots
ran on 4785
seconds

*report compiled by
broadcasters*



ETV, UBS TV'S
HAS TOTAL 10
PERCENT OF
AUDIENCE
SHARE

MAXIMA MEDIA RATING
SERVICE





2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

Public event

#UbeSAFE public event on June 1st, 2016

International Children's Day at Gegeenten Cinema Complex





MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH

2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

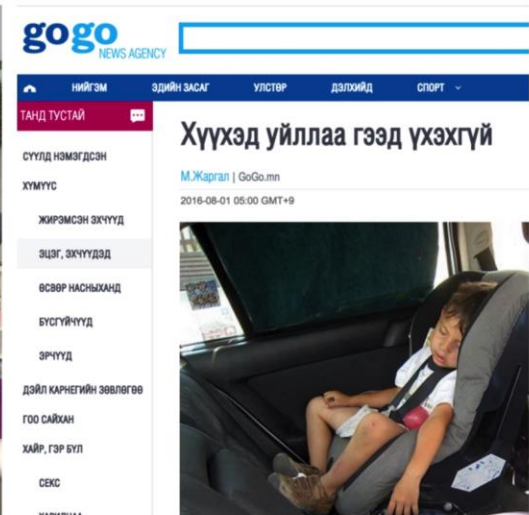
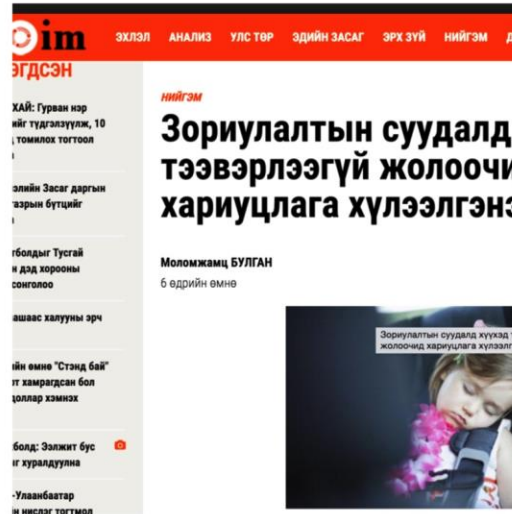
16-18 августа 2016 года • Куала-Лумпур, Малайзия

Road Safety conversation with high school students



Importance of use
child seat has
surfaced on media
agenda therefore
becoming public
agenda

- Television interviews
- Advice columns



Positive outcomes

Traffic Police of Mongolia launches nation wide campaign on
“Seatbelts and child seats” from

July 25th to Aug 25th, 2016

Introducing new fine during the campaign for irresponsible drivers,
parents



The image shows a Mongolian road sign with a black background and a central red circle containing a white silhouette of a person wearing a seatbelt. The sign is flanked by logos and text in Mongolian. On the left is the logo of the Mongolian Police (Цагдаагийн Ерөнхий Газар) and on the right is the logo of the Traffic Police (Замын Цагдаагийн Газар). Below the logos, the text reads: ХАМГААЛАХ (Protect) on the left and БҮС (All) on the right. At the bottom, the text reads: ХАМГААЛАГДСАН (Protected) on the left and АМЬДРАЛ (Safety) on the right. The sign is set against a background of a blue sky and a road with a motorcycle and a traffic light.

Impact and monitoring

- Campaign target audience is met.
- Monitoring will take place from
September – October 2016
- Monitoring tools will include survey from moviegoers, car seat sales numbers during the campaign and traffic police base data and observations

/19 children has died in traffic accident in the first 6 months of 2016, 17 of them were on rural roads outside of Ulaanbaatar city/



Next steps

- Shift the campaign focus to pedestrian safety – “Walkable city, We are in this together”
- Major public events Road Safety Exhibition in August, UbeSAFE Public Event in September, ADB transport forum in September
- Panel discussion at ShapeChina event in October
- National Committee on Road Safety





2ND ROAD SAFETY WORKSHOP

16-18 August 2016 • Kuala Lumpur, Malaysia

2-й Семинар по безопасности дорожного движения

16-18 августа 2016 года • Куала-Лумпур, Малайзия

Thank you

