

**Submission  
No 32**

## **REVIEW OF ROAD SAFETY ISSUES FOR FUTURE INQUIRY**

**Organisation:** Fractal Analytics

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# ENCOURAGING SAFE BEHAVIOURS ON ROADS

A Behavioural Science Approach to Road Safety

**finalmile.**  
a fractal company



The Global status report on road safety published by the UN in 2013 indicates that worldwide the total number of road traffic deaths remain unacceptably high at 1.24 million per year. Road injuries now rank as the world's eighth-leading cause of death and the number-one killer of young people from the ages of 15 to 24.

It is seen that drivers, despite being aware about safe driving practices, deviate and adhere to unsafe practices. This indicates that the problem does not lie in awareness, but rather on that awareness not translating into action causing an Awareness-Action Gap. Sometimes drivers express a strong intent to not indulge in risky behaviours such as drinking and driving, but are unable to follow through at the point of action. This constitutes an Intent-Action Gap.

**AWARENESS & INTENT-ACTION GAPS ARE THE  
BIGGEST CHALLENGES IN ADDRESSING ROAD  
SAFETY**

## THE BEHAVIOURAL CHALLENGE

Behavioural Science posits that high awareness does not translate to corresponding actions because behaviours are influenced by several non-conscious biases.

### LEARNINGS FROM BEHAVIOURAL SCIENCE



Behaviour is driven by non-conscious



All decisions are emotional



Heuristics are efficient shortcuts



Context alters human behaviour

## HEURISTICS



On the road, drivers are subject to various heuristics and biases that cause risky and unsafe driving behaviours on the road:

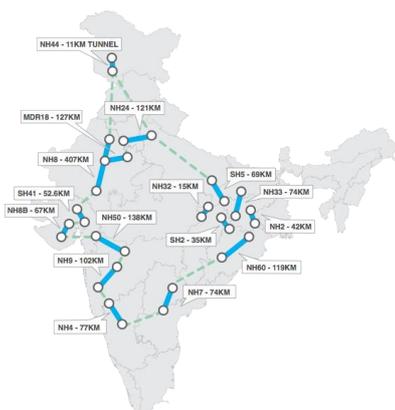
- private optimism
- risk unavailability
- risk compensation
- in attentional blindness
- goal incongruence

## NON - CONSCIOUS DESIGN

Final Mile looks at 'driving' through the lens of behavioural science and understands it as a non-conscious activity governed by inherent biases and heuristics in human decision making. The limitations in information processing of the human brain make the road users to adopt decisions and behaviours that are undesired at the point of action. **Therefore, interventions by Final Mile aim to evoke a non-deliberative positive response from the target audience; triggering behavior change at a non-conscious level.** These methods work universally, thus overcoming demographic, region and language barriers in the road safety context.

## SAFETY PROJECTS

### Road Safety (ITNL), India



Statistics show that there are about 413 lives lost in India everyday due to road accidents and 50 % of the total accidents take place on highways.

ILFS an infrastructure branch of ITNL approached Final Mile to study their roads and suggest strategies to bring down road fatalities without changing the initial road design.

Executed interventions on 14 stretches across 1,400 KM in India, reducing fatalities up to 71% wherever implemented.



FinalMile Consulting is one of the first firms in the world to take learnings from fields of Cognitive Neuroscience, Behavioural Economics and Design to understand understand, explain, and influence decision-making to develop interventions to change human behaviour. **This unique approach is called Behaviour Architecture™.**

Over the last ten years Final Mile has used Behaviour Architecture™ to execute highly successful behaviour change projects across a wide variety of domains covering Financial Services, Healthcare, Insurance, Social Behaviour, Retail, CPG, e-commerce amongst others. Final Mile has executed large behaviour change projects in India, France, UK, Zambia, Zimbabwe and USA .

## OTHER NOTABLE BEHAVIOUR CHANGE PROJECTS BY FINAL MILE:



### Voluntary Medical Male Circumcision (VMMC), Africa

Final Mile was charged with creating a behavioural change towards voluntary medical circumcision among young males in Africa. This procedure had proven to reduce the risk of female-to-male HIV transmission by approximately 60%. The project was **awarded the Best Case History Award at ESOMAR**, a global marketing research body, in 2015.



### Red Alert, India

Final Mile tackled the problem of girl-child trafficking in India. We identified levers to change behaviour both on the supply side (impoverished parents in rural areas) as well as the demand side (male users in urban areas). The project was **awarded the Excellence Award for Best Paper at ESOMAR**, in 2015/16.



### Financial Inclusion (PMJDY), India

One of the largest exercises in financial inclusion, **Final Mile partnered with the Department of Financial services under the Ministry of Finance, Govt. of India**, to help improve engagement among the dormant account holders by addressing literacy channels and studying savings behaviour in low-income groups as well as enhancing the effectiveness of banking correspondent channels.

## Featured in:



<http://thefinalmile.com>

### Mumbai

902, Harbhajaan Towers  
CST Road, Santacruz East , Mumbai  
- 400098, India

### Chicago

141 W Jackson Blvd, Suite  
3702, Chicago, IL 60604

### Contact:

