

Social Marketing Campaign: Adolescent Motor Vehicle Injuries

Background of the Problem

Adolescent motor vehicle injuries are a health concern in the United States. The number of deaths resulting from car injuries among teens increased in 2020. The country experienced a surge in teen deaths due to motor vehicle injuries accounting for more than two hundred thousand. These are worrying figures and a public health concern. Adolescent motor vehicle injuries require urgent address as a public health issue. Adolescents aged thirteen to nineteen are greatly affected by motor vehicle crashes. These teens experience irreversible injuries which may lead to death. The social marketing program will address motor vehicle injuries among adolescents.

There are many causes of motor vehicle injuries among adolescents. According to the Centers for Disease Prevention and Control (CDC) (2020), inexperience in driving is a key factor that contributes to vehicle crashes and results in motor vehicle injuries. Teens are new to driving which limits their ability to recognize potential dangers and situations that could lead to crashes. They are more prone to making errors on the roads which put them in dangerous situations. According to CDC (2020) teens are more likely to cause serious crashes that lead to serious injuries and deaths. In addition, the risks associated with night driving pose great dangers to increased crashes among teens. Night driving poses crash threats for teens which leads to serious injuries and deaths (Williams, 2013). Further, the presence of many road users on weekends and the probability of highly drunk drivers pose great dangers to teen driving. They are likely to experience more serious crashes on weekends which result in serious injuries. The number of teens presented in hospital emergency units with motor vehicle injuries has increased (CDC, 2020). The severity of motor vehicle injuries among adolescents has increased due to teen shunning of safety belts. Although safety belts provide a critical safety measure against severe injuries during accidents, the level of usage among teens is not consistent. According to Price (2020), high school teens did not use safety belts consistently which increased their risks of severe injuries during accidents. According to the CDC (2020) report on the increased motor vehicle crashes among teens, many accidents that led to deaths reported that the drivers and passengers did not wear safety belts. The shunning of safety belts among teens is a critical health concern since it increases the threat of serious injuries from motor vehicle crashes and deaths. Coupled with their inexperience, inconsistent use of safety belts puts adolescents in great danger of severe motor vehicle injuries.

Further, speeding and drug use have contributed to increased car crashes among teens leading to serious injuries. Teens have portrayed risky driving behaviors which risk their lives and those of other road users. There are more reported cases of speeding among male teens which increases their risks of crashes and injuries. In addition, the use of drugs such as alcohol and marijuana increase the risk of crashes among adolescents. Drunk driving has been shown to cause the highest number of accidents among drivers of all ages (Creamer et al., 2020). It is more dangerous for adolescents who have limited experience on the roads. Drunk driving is a great threat of serious accidents which lead to deaths and severe injuries among the youth. The

reported cases of teen crashes in 2019-2022 indicate that teens who died in road crashes were drunk drivers or their passengers (CDC, 2020). Further, a survey of driving behavior among teens indicated that high school teens were more likely to drive while drunk accounting for 5.4% of drunk driving among adolescents. These statistics demonstrate the need for action to prevent crashes. The public health concern relates to increases in teen motor vehicle injuries which is a health burden.

Campaign Purpose

The purpose of the public health campaign is to create awareness of the increased incidences of teen motor vehicle injuries and the resulting consequences. The campaign seeks to inform the public of the public health concern to play a part in preventing road crashes.

The campaign's purpose is to inform teens about the dangers of risky driving behavior to caution them from engaging in these behaviors and prompt them to observe road safety. In addition, the campaign will prompt parents and guardians to support teens in adopting safe driving behaviors to reduce and prevent teen motor vehicle injuries.

Campaign Focus

Reduce risky driving behaviors among teens with a focus on drunk driving and the use of safety belts. The campaign focus is on creating awareness of the dangers of drunk driving, speeding, and not using seat belts among teens.

Situational Analysis

The SWOT analysis provides the internal and external factors that may influence the development and implementation of the public health campaign program. It presents the strengths and weaknesses. It shows the opportunities and threats of implementing the program to reduce motor vehicle injuries among adolescents.

Strengths

The public health campaign program strengths include the availability of defined structures that can be used to deliver the campaign message. The key target population for the campaign is adolescents who are mainly school-goers in the country. The schools offer existing and effective structures to deliver the campaign message of reducing motor vehicle injuries. Schools in the United States encourage students to participate in extra curricular activities such as participation in clubs where they gain knowledge on certain matters which are not discussed in the classrooms. These structures offer an effective platform to deliver the campaign message to the target audience. High school teens make up the largest number of adolescents involved in road crashes resulting in death and serious injuries. Therefore, the availability of school structures is a critical strength in delivering the campaign.

In addition, there are other structures available for delivering the campaign message such as religious places and community centers visited by teens and parents. The campaign focuses on

reaching the primary audience who are adolescents and the secondary audience who can be reached in these settings. The availability of these structures is a key strength for delivering the campaign.

Further, the efforts by various organizations to create awareness of the dangers of risky driving behaviors are a strength in enhancing the effectiveness of the campaign. The Centers for Disease Control and Prevention are among the organizations that advocate for safe road use and preventive measures against road accidents. The organization has conducted surveys that show the rising number of teen accidents in the United States (CDC, 2020). These surveys and reports are critical in developing and implementing the public health program. The CDC (2020) survey indicated that high school teens contributed to 5.4% of accidents among adolescents. In addition, male teens reported high speeding while drunk driving was a key factor leading to increased deaths and motor vehicle injuries among teens (CDC, 2020). These statistics are a critical strength in developing the program to reduce motor vehicle injuries among teens. They provide the key problem areas leading to injuries and the population that is most affected by these factors. When developing the communication structure and framing messages, these data provide critical insights that enhance the effectiveness and success of the public health program.

In addition, the availability of youth-centered programs that offer education on issues affecting the youth such as drug use is a strength in the implementation of the program. There are community-based and school-based programs that educate the youth by creating awareness and providing cautionary measures against youth-related issues. These forums and platforms offer an effective platform to deliver the campaign on reducing teen injuries resulting from crashes. These platforms already provide youths with ideas on the importance of preventive measures against practices that cause adverse health effects. Therefore, they provide a ground for building the campaign and sustaining it to ensure it is delivered to the target audience in an effective manner. Since these platforms have adopted various methodologies that suit the youth, they offer effective approaches that can be used when delivering the campaign to meet the campaign objectives.

Weaknesses

There are various weaknesses the campaign may face in development and implementation. The campaign requires heavy investment in resources to be successfully developed and delivered. Developing attractive and creative campaign materials requires expertise and high investment in finances and personnel. Therefore, the availability of these resources is a key weakness of the health campaign program. The program required sourcing for funding from various sources such as sponsorships which are time-consuming. Therefore, these resource requirements may delay the development and implementation of the program. In addition, failure to gather enough resources could derail the implementation process and cause campaign abandonment. Budget allocation is a key player in the success of the program. Therefore, delays in funds acquisition and allocation will cause major halts in program development and delivery.

Opportunities

Various opportunities offer foundations for the development and delivery of the campaign program. The availability of precautionary measures by various organizations on safe driving among adolescents provides a framework for developing the public health campaign. Various organizations such as the CDC offer safety measures for teens and parents to ensure road safety in adolescents. CDC recommends the use of monitoring and precautions by parents to ensure teen driving safety. According to the CDC (2020), when parents are involved in monitoring adolescents' driving behaviors, they can identify risky behaviors and correct them. The report indicates that parents play a critical role in changing ten risky driving behaviors. This knowledge provides an opportunity to develop a program that meets the needs of the teen and parents in observing road safety. It provides an opportunity to develop a program centered on all players in teen road safety to provide an effective approach to reducing adolescent motor vehicle injuries.

In addition, the availability of technology that can monitor teen driving behaviors such as speeding is an opportunity in delivering the campaign. It offers an opportunity to collaborate with technology players to offer suitable monitoring measures that can inform parents and guardians about risky behaviors by providing performance metrics on teen driving. Parents can assess their teen's driving behaviors through technology by providing communication between teens and parents. The availability of smart devices that can facilitate communication and feedback between teens and parents is an opportunity to develop a campaign that focuses on encouraging such communication and encouraging parents to be more involved in assessing their teen driving skills and behavior.

Further, the availability of laws and regulations on driving in all the States is an opportunity in developing the public health campaign. The campaign will be founded on the existing laws and regulations which encourage safe driving and provide legal cause for breaking set standards. These laws are an opportunity for providing education and creating awareness among teens. Different States have varying laws regarding speed and legal driving age. However, all States require the wearing of safety belts when driving. They criminalize the use of mobile devices when driving and drunk driving which are major causes of road accidents. Therefore, the existence of laws addressing the factors that cause motor vehicle injuries among adolescents is an opportunity to restate those laws through the campaign.

Moreover, the existence of various research studies on teen motor vehicle injuries is an opportunity to determine the problem areas and the key factors to incorporate into the campaign. Banz, Fell, and Vaca (2019) study examined motor vehicle injuries among teen drivers. They found that complex learning processes expose teens to increased instances of road errors and accidents. In addition, drug use and peer pressure were found to be significant contributors to increased road crashes and injuries among teens. The study concluded that various factors within policy and training can rescue road crashes and injuries such as advanced driving training and improved road safety assessments. These findings provide an opportunity to build on existing knowledge in developing the public health campaign. The campaign will focus on factors within policy and advocacy that can rescue crashes and injuries. Further, Cimino et al. (2021) found that behavioral shifts among adolescents were critical in reducing road accidents that are caused by

distraction. The findings are critical in providing a public health campaign based on scientific evidence of the existing problem and recommendations.

Threats

The threats to the public health campaign include peer pressure. Research has found that peer pressure contributes significantly to risky driving behavior among teens (Banz, Fell & Vaca, 2019). Peer pressure leads to the shunning of seat belts among teens despite existing regulations that criminalize the behavior. In addition, teens continue to drive while drunk due to peer pressure despite its classification as an illegal activity. Therefore, deconstructing the effect of peer pressure is critical in delivering a successful public health campaign. Peer pressure is the greatest threat to education and adherence to set rules and regulations on risky driving behavior.

Audience Segmentation

Segmenting an audience involves determining the intended recipients of the public health campaign program. It involves grouping the audience based on their unique characteristics to determine the best way to reach them. The target audience for this program is adolescents to educate them on risky driving behaviors, and their consequences in preventative measures. Market segmentation provides a means of selecting the target groups that will benefit from this program. The basis for conducting market segmentation for this program will be the demographic and behavioral characteristics of the target population. Findings from previous research have shown differences in risky driving between female and male teens. Male teens use more speed driving compared to female teens. In addition, the physiological criteria will be used in segmentation to divide the target audience base on their attitude and perceptions on the topic of motor vehicle injuries among teens. Based on previous studies, teens are more likely to view failure to use seat belts as a cool thing. However, parents view this behavior as a precautionary measure for road safety. The audience will be divided into primary and secondary audiences.

The primary audience is the teens who are expected to perform certain actions and shift behavior to encourage safe driving behavior. The secondary audience is the people that will support teens in shifting their behavior and adopting safe driving. They include their parents and guardians, teachers, and community members involved in outreach programs. In addition, the government and teen organizations are secondary audiences that can shape teen behavior against risky driving. The primary audience will be divided into male and female groups due to their differences in perceptions of certain aspects of driving such as speeding and driving under the influence.

Objectives and Goals of the Program

The goal of this program is to prevent drunk driving, speeding and promote the use of seat belts among teens while driving. The program aims to establish knowledge among teens on the causes of accidents. It seeks to provide education on the precautions that can prevent severe injuries during accidents. The program aims at changing the perceptions of teens on risky driving behavior to shift their behavior by using seat belts, avoiding drunk driving, and speeding.

Target Marketing

The target market for the public health program is all players involved in reducing and preventing motor vehicle injuries among teens. Various approaches can be used in selecting the target market. The public health issue is based on increased car crashes among adolescents which have led to increased teen deaths and severe injuries. The public health program aims at creating awareness of this issue and creating advocacy on preventative measures and adherence to existent laws and regulations. Therefore, it involves a diverse target market that can be reached using different approaches.

Undifferentiated Marketing

This approach is used to reach a large group of the population. It ensures that a large consumer base can have access to the message and knowledge on the existence of the public health issue (Lee, 2016). The public health campaign is on preventing motor vehicle injuries among teens. The undifferentiated marketing used in this program will be promoting abstaining from drunk driving. It reaches the population and captures their attention on the dangers of drunk driving. The message of undifferentiated marketing meant to prevent teen injuries will be "Do not Drink and Drive." It cautions everyone against taking alcohol and driving. It cautions passengers against using a vehicle with a drunk driver which is key in preventing crashes among the population.

Differentiated Marketing

This marketing approach involves using different promotional messages for different audiences. It involves an investment of resources in messages that reach a certain target audience (Lee, 2016). The differentiated messages for the public health program will reach teens who are likely to engage in risky driving behavior due to peer pressure. The messages will include "Always wear seat belts", "Say no to Speed Driving", and " Say no to drunk driving". The messages will caution teens who may engage in risky driving behavior due to limited knowledge of the severe consequences. When teens come across these messages, they are made aware that drunk driving, speeding, and not wearing seat belts are dangerous behaviors.

Concentrated Marketing

This marketing approach will be used among high school teens who are highly likely to engage in drinking and speeding. The messages will reach the group that is likely to party and drive due to the high number of parties they engage in. In addition, high school teens are prone to not wearing seat belts as a daily habit hence, this marketing approach will concentrate on high school teens to prevent motor vehicle injuries among adolescents. The public health campaign messages will include "Speed kills", "Do not drink and drive", and " Wear seat belts".

Components of Marketing Exchange

The parties involved in the marketing exchange are the public health program promoters and the target audience which includes teens and parents. The promoters of the campaign include

educators, the government, and teen organizers that partner with the campaign developers to reach teens in creating awareness of the dangers of risky driving behavior and promote safe driving.

Self- Interest

The target audience has unique needs and preferences. Teens are drawn to appealing messages presented attractively. The marketing process will involve the use of messages with appealing graphics that catch teen attention. These messages will be presented in places accessed by the youth such as schools, religious places, billboards, and social media platforms.

Target Market Barriers, Benefits, Motivators, Competition, and Influential Others

Target marketing barriers include the size of the target audience which necessitate larger assessments of audience characteristics to determine their preferences. The target audience comprises teens and parents who will support the behavior shift for safe driving. The groups have diverse marketing needs which create barriers to message framing, delivery, and evaluations. In addition, the diverse preferences among teens are a barrier to program delivery. It increases the scope of considerations in developing campaign messages due to different perceptions, attitudes, and behaviors toward risky driving behavior among the youth.

The target market benefits include their concentration-defined structures which makes it easy to deliver campaign messages and influence behavior. In addition, the target market has narrow gaps in behaviors and attitudes towards risky driving behavior which enables accurate and integrated program development and delivery.

The target market motivators include the need to preserve their life, their friends, and family through safe driving. In addition, the motivation to avoid the consequences of risky driving behaviors such as severe injuries and loss of life. The competition includes increased marketing and availability of alcohol and drugs that encourage youth to participate in alcohol and drug use which leads to drunk driving and accidents.

Social Marketing Approach

The social marketing approach will incorporate Kotler's theory of social marketing. The theory describes social marketing as the process of developing and implementing a program to influence the adoption of ideas. It involves the use of planning, communication, marketing, and distribution to enhance the acceptance of ideas (Kotler & Lee, 2008). The marketing goal of the public health program is to aid in the acceptance of ideas on reducing teen motor vehicle injuries by using seat belts, avoiding drunk driving, and speeding.

Marketing Mix

Product

The product is a public health campaign designed to prevent teen motor vehicle injuries. It will be designed to incorporate knowledge of existing laws and regulations on risky driving behavior. It will comprise messages discouraging teens from drinking and driving, speeding, and promoting the use of seat belts. It will encourage parents and guardians to supervise teen driving skills and behavior to avoid risky driving.

Price

The price includes the price of behavior shifts among teens that encourage the adoption of safe driving behavior. It will include the cost of foregoing drinking to prevent drunk driving which saves lives and prevents motor-vehicle injuries. It incorporates the cost of development and dissemination of the campaign.

Place

The public health campaign will be disseminated through various platforms. The structured platforms available in schools and communities such as clubs and youth programs will be used to deliver the program through established structures. In addition, the campaign will be delivered through social platforms which will reach teens in different social media channels.

Promotion

Promotion of the public health campaign will take place through social platforms and social structures such as schools to create awareness of the existence of the program. Teens will come across the campaign on their social platforms which will be presented appealingly to encourage them to explore.

Communication Strategy

Target Audience
There are increased motor vehicle injuries among adolescents aged 13-19. The public health campaign aims to provide adolescents with knowledge on the dangers of risky driving behaviors which leads to crashes resulting from drunk driving, speeding, and not using seat belts.
Action
“Do not drink and drive” “Wear seat belts”
Benefit
Saves lives.
Supports

Demonstrations of the effects of drunk driving and not using safety belts on motor vehicle injuries.
Teens come across these messages frequently “Do not drink and drive”, “ Do not go over the speed limit” ,“ Wear your seat belt”
Openings
Social media platforms where teens engage.
Schools, religious places, and community centers where teens visit.
Billboards that teens can view when driving.
Image
"Speed kills" , " Seat belts save lives", " It is dangerous to drink and drive"

Replacement Behavior

The replacement behavior to prevent motor vehicle injuries is to not drink if one has to drive. If teens do not drink they will not get involved in crashes which will prevent injuries. Teens will use cabs if they drink instead of driving. This behavior will be beneficial to teens who mainly drink on weekends during parties. This behavior will prevent accidents caused by drunk driving.

Positioning

Behavior-focused Positioning

Seat belts or tickets – The campaign will encourage teens to wear seat belts to avoid getting tickets. It will encourage change in teen behavior to ensure they use seat belts at all times to prevent severe injuries from accidents.

Benefit-focused Positioning

Do not drink and drive, save a life- the campaign is designed to show the benefits of not driving while drunk. Drunk can associate drunk driving with loss of lives which will prompt safe driving behavior. It encourages road users to save their life and the lives of other users by not driving while drunk.

Creative Brief

Purpose and Focus
Reduce risky driving behavior among teens with a focus on drunk driving and the use of safety belts.

Target Audience Description and Insights

High school students who drive are likely to be passengers of teen drivers. High school teens are vulnerable to risky driving behavior which can arise due to peer pressure. Drunk driving is eminent among high school teens. In addition, high school teen drivers and passengers have shunned the use of safety belts which makes them vulnerable to serious motor vehicle injuries during accidents.

High school teens may perceive drunk driving and failure to use safety belts as cool things. Peer pressure encourages them to engage in dangerous trends which puts them in greater danger of car crashes and severe injuries.

Communication Objectives

To Know: Motor vehicle accidents can be severe and fatal.

To Know: Drunk driving can cause serious crashes. Speeding is dangerous.

To believe: Using safety belts is a safety precaution against serious injuries and death on the roads.

To do: Refuse to drive when drunk. Refuse to be a passenger of a drunk driver. Always wear a safety belt whether driving or a passenger.

Benefits to Promise

You will be saving your life by adopting safe driving behavior free from crash-induced injuries.

Supports to Promise

Statistics of teens who have experienced serious injuries due to risky driving behaviors.

Stories of teens who acquired a disability due to risky driving behavior.

Images of teen-caused accidents that resulted in death and severe injuries.

Style or Tone

Accuracy, Realistic, Serious

Openings

Presenting messages on social media using Facebook, Twitter, TikTok, Instagram

Using graphic posters

Using video presentations

Internet

Positioning

Teens who engage in risky driving behavior such as drunk driving, speeding, and not using safety belts are risking their lives, and the lives of other road users and hurting their families and friends. It is not cool!

Ethics in Social Marketing

The ethics in social media marketing considered in the public health campaign include the use of accurate information that does not mislead the audience. The information used in the messages is truthful and credible to provide teens and the general public with information on teen motor vehicle injuries.

References

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