

# SAKHALIN SEATBELT CAMPAIGN, RUSSIA



**Date started:** 2005 **Date finished:** On-going  
**Partners:** GIBDD, Sakhalin administration etc. SEIC , SRSP  
**Cost/time/resources:** 375k, 100s hours police time, etc.



Seatbelt wearing rates has increased from 3% to 80% rate over four years on Sakhalin Island, showing how repeated and targeted campaigns together with enforcement can achieve significant improvements.

The Sakhalin Road Safety Partnership has now completed the fourth phase of an island-wide seatbelt campaign in February 2009 in conjunction with the Sakhalin Road Traffic Police.

While the first three phases targeted all drivers and passengers in passenger cars – and led to significant increases in seatbelt compliance – phase 4 targeted the most seat-belt resisting driving group: young men between 18 and 35 years old.

## Summary project sheet.

### Objectives and scope

One of the first seat-belt campaigns of its time, the Sakhalin project began in 2005 with the goal of achieving “top-of-mind” awareness and attitude improvements regarding seat-belt use. The campaign also seeks to increase social encouragement for wearing seat belts. In addition, the campaign aims to:

- Increase awareness amongst the target audience about the risks of harming loved ones or themselves in case of non-use of seat belts.
- Significantly increase the proportion of the target audience that wears seat belts.

The success of the campaign will be measured by video sampling. Of particular focus in phase 4 are the most seat-belt resistant driving group: young men between 18 and 35 years old. The level of seat belt use has been studied each year since the campaign began.

### Activities

Each phase of the campaign has used TV and radio advertisement, billboards, cross-street banners, popular mass media, radio and internet. Each new phase refines the target audiences as research demonstrates when certain target groups are effectively buckling up. In all phases, enforcement activities will follow in parallel with the campaign. Results for each campaign are shown below. Very significant improvements have been achieved.

Location	2005 before campaign	2005 after campaign	2006 before campaign	2006 after campaign	2007 before campaign	2007 after campaign	2008 before campaign
Yuzhno-Sakhalinsk	3.8%	13.9%	14.3%	22.7%	32.7%	44.5%	79.42%
Rural roads	26.8%	51.8%	49.2%	59.17%	64.8%	76.6%	N/A

### Conclusion and main lessons learnt

The seat-belt information and enforcement campaign in Sakhalin confirms international practice that road-safety campaigns need to go hand-in-hand with enforcement. Together, these efforts can change the behaviour of drivers.

The programmes require renewal and repeated application in order to remain in the public’s consciousness, especially among those most involved in crashes e.i. with time be targeted at focus groups.