



Building Bridges: Meeting the Road Safety Needs of Newcomers

Anne Marie Hayes
For Natalie Zeitoun (MTO)
and team



Read This Important Health Information:

**mIFi+Id so~kdjO Gop^^law
Soij[oij Jdil^^^.**



Having trouble?

Here is a translation into English:

**Do not drink Gop^^law before
aviating your starship.**



Still Confused?

Don't worry—unless you are from the planet Orbl^k, this message will not mean much to you.

Culture Counts





The Need

Canada now has over 200 ethnic groups, yet many in those groups are missing out on the benefits of health promotion.



The Numbers

- Over the next 30 years, the number of people living in Ontario is expected to grow by more than four million
- It is estimated that collisions currently cost Canada \$25 billion each year



Data indicates these groups are HIGH RISK:

- Minority populations
- Recent immigrants
- Non-English speakers
- People with low income
- People with low literacy



The Data Tells Us

- The need to ensure that road safety communications are effectively targeted in a multicultural context is a significant challenge.

Hard to Reach vs. Hard to Access



Making Road Safety Information Accessible

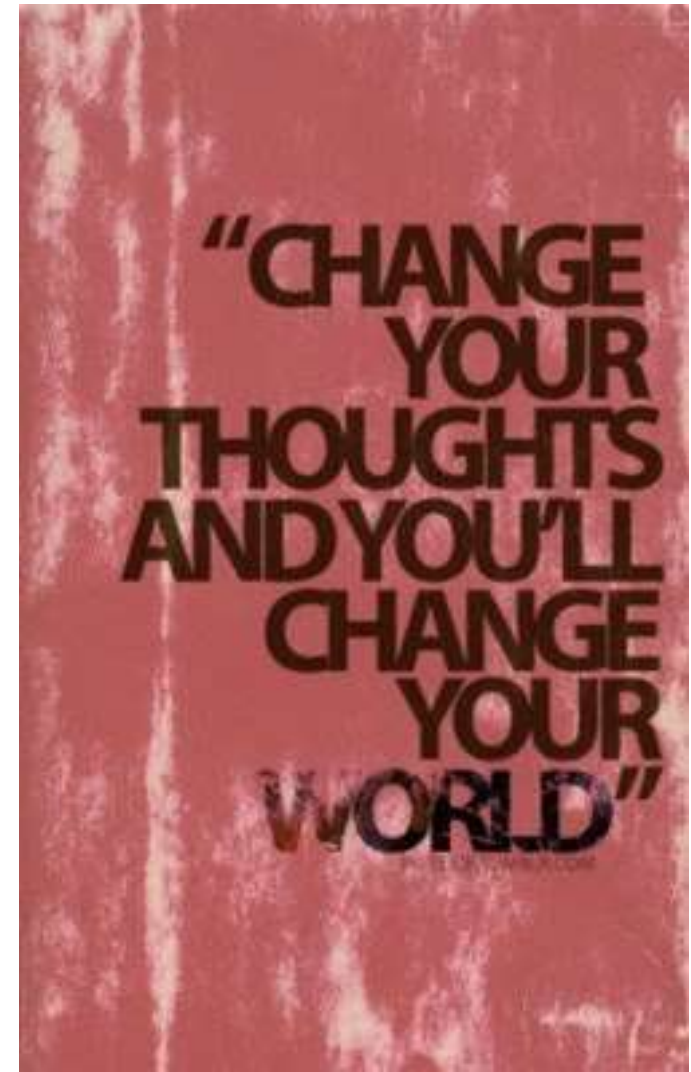




Safety Drives Us (est. 2006)

- Partnership: MTO, public health, OPP, police, local settlement agencies, and community leaders
- in Halton, Peel and Hamilton
- Purpose: To create effective road safety initiatives and provide newcomers with lifesaving road safety information

Reframing Our Approach



Power of Peer Education



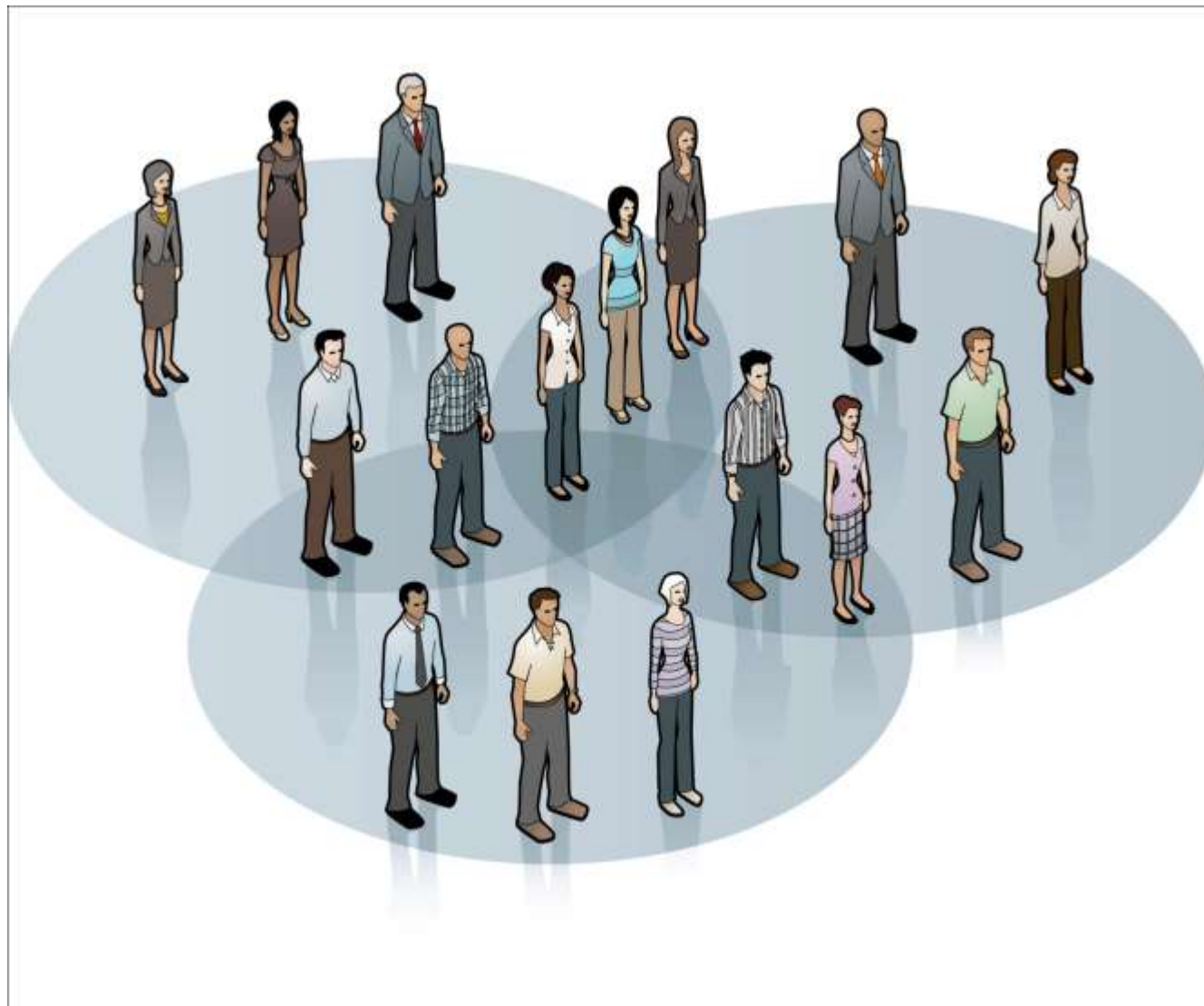


Settlement Workers:

- Front-line staff (first point of contact)
- Already engaged with our target market
- Speak their client's language
- members of clients' geographic community
 - can provide greater cultural competence, motivation and trustworthiness
- Considered credible 'insiders' who understand the reality of the newcomer
- Most are newcomers themselves



MARKETING 101



Market Segmentation






IT'S A HASSLE. WE'RE ONLY GOING THREE
BLOCKS. I'M IN A HURRY. HE'S CRYING.

THE EXCUSES RUN OUT WHEN
ANOTHER CAR RUNS INTO YOURS.

PUT THEM IN A CAR SEAT. PUT THEM IN A SAFETY BELT. PUT THEM IN THE BACK.
SafetyBeltSafe U.S.A. 800-745-SAFE www.carseat.org

TOYOTA

Allstate
INSURANCE



ES UNA MOLESTIA. VAMOS A SÓLO TRES
CUADRAS. VOY DE PRISA Y ESTÁ LLORANDO.

LOS PRETEXTOS SE ACABAN CUANDO
OTRO CARRO CHOCA CON EL SUYO.

PÓNGALOS EN SILLA DE SEGURIDAD. PÓNGALES UN CINTURÓN DE SEGURIDAD. PÓNGALOS EN EL ASIENTO DE ATRÁS.
SafetyBeltSafe U.S.A. 800-745-SAFE www.carseat.org



Allstate
INSURANCE

Good Market Segmentation vs. Weak Market Segmentation

Weak Market Segmentation
leaves you powerless



Good Market Segmentation
creates real insight!







Understanding What Motivates Clients

STEP 1: 2010 Road Safety Survey

- 478 surveys completed by clients of 2 large settlement agencies in Peel and Halton.
- Top 5 languages of clients completing survey: Punjabi, Spanish, Urdu, Arabic, Hindi.

STEP 2: Digging Deeper

Newcomer Focus Groups:

- Punjabi
- Arabic X2
- Chinese
- Hindi
- Spanish





Newcomer Focus Groups

- November 2013 to February 2014
- Oakville, Hamilton, Brampton, and Milton (fastest growing multi-ethnic communities in Canada)
- 8 participants - same primary language.
- Recruited through flyers posted in settlement agencies.
- Male and female
- Received a \$10 Tim card




■ Purpose:

1. To explore cultural variations in attitudes and behaviours (road safety)
2. To identify barriers to safety


Cultural Brokers as Facilitators

- Liaison
- Cultural Guide
- Mediator
- Change Agent





A facilitator who shares the same traditions and cultural beliefs enabled the participants to express their opinions freely without any embarrassments of being judged by others who do not share the same perspectives.



“Normally I would not even raise my hand during a presentation but in this case I feel comfortable that I won’t be judged”.

Arabic-speaking participant

Percentage of Participants Who Took Driving Lessons in Canada

Language Group	Driving School In Canada
Arabic 1	38%
Arabic 2	38%
Hindi	43%
Punjabi	43%
Chinese	75%
Spanish	33%

Primary Motivation For Seatbelt Use

Primary Motivation	Fear of Ticket	Safety
Arabic 1	X	
Arabic 2	X	
Hindi	X	
Spanish	X	
Punjabi	X	
Chinese		X

Barriers To Seatbelt Use

Identified Barrier	Arabic 1	Arabic 2	Hindi	Spanish	Punjabi	Chinese
Not the law back home	X	X	X	X	X	
Uncomfortable/ Annoying	X	X	X	X	X	
Forget/ Not a habit			X			X
Poor fit due to Obesity		X				
Doesn't help/ Does more harm than good		X		X		
Sign of weakness in a man	X	X				
Lazy			X	X		
Confident of their luck				X		
Traveling a short distance					X	
Drive better without one					X	
Cool not to wear one					X	
More than 3 people in back seat					X	

Stereotype of A Man Who Uses A Seatbelt

Associated Stereotype	Responsible	Educated	Family Man	Weak Man/Like a Woman
Arabic 1				X
Arabic 2				X
Hindi	X	X	X	
Spanish	X			
Punjabi	X	X		
Chinese	X			

Exploring Gender Differences

Situation	Commonalities Among Language Groups	Differences Among Language Groups
Son receives speeding ticket	<ul style="list-style-type: none">• Criticizing him• Talking to him• Make him pay the ticket• Prohibit him from driving.	<ul style="list-style-type: none">• Arabic mothers would pay for son's ticket and not get dad involved as father's response may be extreme; they would only involve dad if they couldn't solve it on their own.• Arabic speaking groups also commented that boys are more experienced drivers and can deal with situations.

Situation	Commonalities Among Language Groups	Differences Among Language Groups
<p>Daughter receives speeding ticket</p>	<ul style="list-style-type: none"> • Criticizing her • Talking to her • Make her pay the ticket • Prohibit her from driving. 	<ul style="list-style-type: none"> • Differences were that Arabic parents said they would be stricter with a daughter as they have more fear for her so will react harder. • Punjabi and Hindi speaking groups would be more lenient as girls are generally more careful. • Chinese speaking group would worry more as it is not usual for a girl to drive fast and that she may be under the bad influence of her friends.




IT'S A HASSLE. WE'RE ONLY GOING THREE
BLOCKS. I'M IN A HURRY. HE'S CRYING.

THE EXCUSES RUN OUT WHEN
ANOTHER CAR RUNS INTO YOURS.

PUT THEM IN A CAR SEAT. PUT THEM IN A SAFETY BELT. PUT THEM IN THE BACK.
SafetyBeltSafe U.S.A. 800-745-SAFE www.carseat.org

TOYOTA

Allstate
INSURANCE



ES UNA MOLESTIA. VAMOS A SÓLO TRES
CUADRAS. VOY DE PRISA Y ESTÁ LLORANDO.

LOS PRETEXTOS SE ACABAN CUANDO
OTRO CARRO CHOCA CON EL SUYO.

PÓNGALOS EN SILLA DE SEGURIDAD. PÓNGALES UN CINTURÓN DE SEGURIDAD. PÓNGALOS EN EL ASIENTO DE ATRÁS.
SafetyBeltSafe U.S.A. 800-745-SAFE www.carseat.org



Allstate
INSURANCE



Does 'fate' have a role in road safety?

- All except for Chinese speaking group agreed that fate had a role in road safety.




*“Even if one is careful, it is their
destiny.”*

Spanish speaking participant



*“No way to control everyone or others.
When it’s your time, it’s your time.”*

Hindi speaking participant



*“Fate plays a huge role in our culture
as sometimes people who believe
strongly in it they will do things
carelessly all what they say ‘leave it in
God’s hands’.”*

Arabic speaking participant



One Size Does Not Fit All

- Focus group results clearly indicate there is no blanket approach to newcomers – beliefs, motivations and barriers to road safety vary significantly from group to group.



Building Bridges

- Additionally the use of 'Cultural Brokers' is vital to the successful development and delivery of culturally competent and effectively targeted road safety education.



More Than Translation

- Although limited English proficiency is a significant challenge, simply translating existing resources into other languages is not sufficient.



Next Steps

- Collate and analyze data
- Develop outreach strategy including:
 - ☐ Welcome to Ontario
 - ☐ Newcomer Orientation Sessions
- Share information



Thank you

- Natalie Zeitoun

- 416-235-4880

- Natalie.Zeitoun@ontario.ca

