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# Evaluating the effect of a social marketing campaign on bicycle helmet use in BC

## The Health Action Process Approach Model and the Preventable Campaign

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# Background

- Bicycle helmet use for all ages has been mandated by legislation in BC since 1996
- In 2010 alone\*, cycling injuries accounted for
  - 19% of all transport-related hospitalizations
  - 7,743 emergency room visits (20% of total)
  - \$63 million in direct costs
  - \$36 million in indirect costs
- Bicycle helmets help prevent serious head injuries

\* Rajabali F, Barnett B, Pike I. Economic Burden of Injury in British Columbia. Vancouver, BC: BC Injury Research and Prevention Unit, 2015.

# The Preventable Campaign

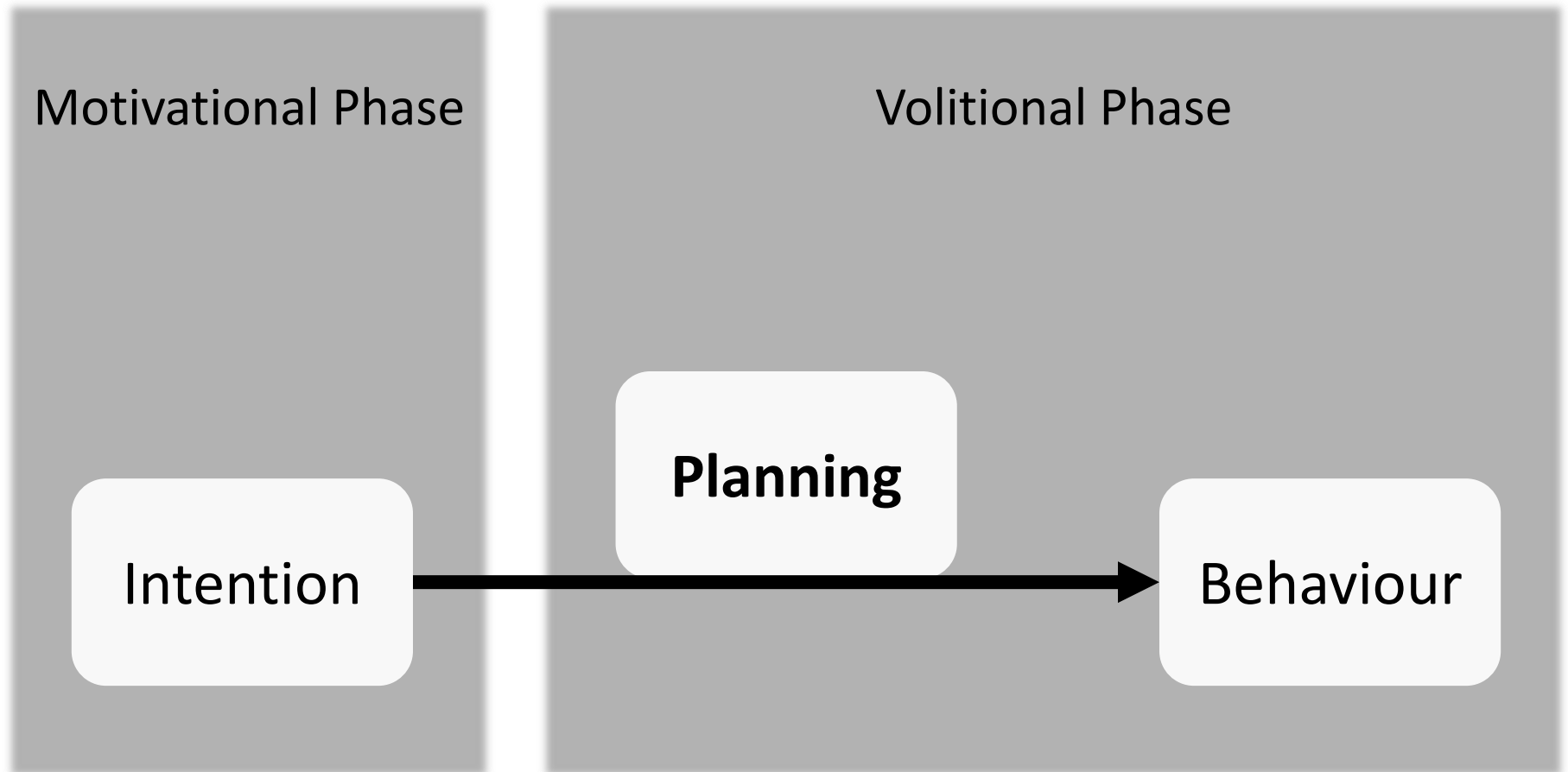
- Raise awareness, transform attitudes & behaviours
- Address the underlying attitude: *it's not going to happen to me*
- Reminder in the time & place of highest risk
- Includes mass media, ambient media & guerrilla stunts



**You're not expecting to  
need a helmet today.**

[preventable.ca](http://preventable.ca)

# The Health Action Process Approach Model

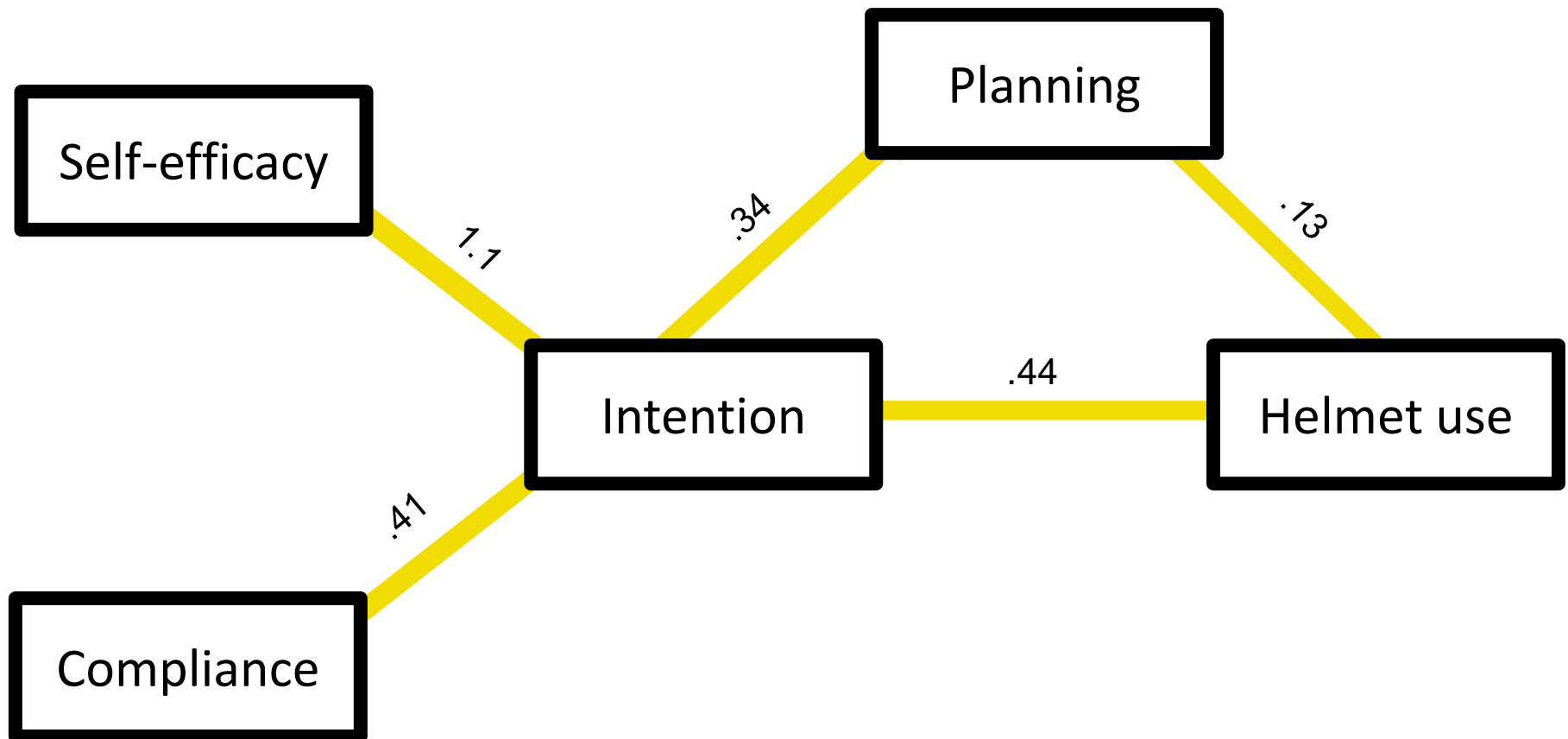


Schwarzer R. Modeling health behavior change: How to predict and modify the adoption and maintenance of health behaviors. *Applied Psychology* 2008;57(1):1-29.  
Adapted from:

# Methods

- Survey of 400 cyclists in BC through regionally-representative sample from online market research panel provider
- Measures to assess self-efficacy, intentions, risk perceptions, planning, helmet use, and awareness of the Preventable campaign slogans
- Propensity score matching (PSM) was used to compare campaign-exposed respondents to unexposed respondents
- Generalized linear modeling tested factors within the HAPA model, including exposure to the Preventable campaign

# Results – HAPA constructs



# Results – Regression coefficients

	Self-efficacy	Compliance	Intention	Planning	Behaviour
<b>Campaign Exposure</b>					
“Have a word with yourself”	0.27**	0.17	0.38*	0.22*	0.21*
“Seriously?”	-0.03	0.03	-0.08	0.02	-0.07
<b>Gender</b>					
Males	-0.02	-0.04	-0.16	-0.22**	-0.12
<b>Type of Cyclist</b>					
Occasional	0.04	0.16	0.09	-0.04	0.00
Recreational	-0.07	0.26	-0.03	0.09	-0.02
Daily transportation	0.04	0.09	0.06	0.16	0.19
Sports (road)	0.26	-0.49	0.22	0.20	0.29
Sports (mountain)	0.10	0.54	0.29	0.10	0.09
Other	-0.02	-0.38	-0.57	-0.03	0.01
<b>Time on bike</b>					
Daily	Ref.	Ref.	Ref.	Ref.	Ref.
Weekly	0.46**	0.64	1.10**	0.31	0.68**
Monthly	0.42*	0.83*	1.15**	0.22	0.62**
Few times per year	0.47**	0.88*	1.05**	0.07	0.60**
Once or twice a year	0.46*	1.10**	1.33**	0.18	0.67**

# Discussion

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- Why Preventable works:
  - Evidence-based approach
  - Creative platform is adaptable to the right time & place
  - Messaging speaks to the audience “on their own terms” and is focus tested prior to going into market
  - Addresses the underlying attitude that connects preventable injuries at home, at work, at play and on the road
  - Public, private and not-for-profit partnerships provide expertise, resources and unique communication channels
  - Ongoing campaign tracking to evaluate impact & optimize the platform and delivery strategy



# Thank You

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