

New Research

Evaluating the effectiveness of brief anti-speeding messages disseminated within warning notices to driving offenders



Introduction

This study aimed to examine the effectiveness of anti-speeding messages included in warning notices issued to driving offenders by a State Government transport agency.

Study Design

- 219 driving offenders participated.
- Purpose-devised anti-speeding messages were created for placement within warning notices.
- These messages were evaluated in accordance with the Step approach to Message Design and Testing (SatMDT; Lewis, Watson, & White, 2016).



Results

While intervention group participants who received a message did not have significantly different intention scores compared with a control group of participants who did not see any messaging, there were some potentially beneficial effects of the messaging found. For instance, females responded more favourably to the messaging than males and there was, overall, relatively low rates of rejection of the messaging.

Conclusions

Warning notices issued to driving offenders may offer a low-cost option to disseminate road safety messaging as a part of ongoing efforts to encourage drivers' compliance with the posted speed limit.



Lewis, I., Nandavar, S., Rose, C., Watson, B., & Watson, A. (2024). Evaluating the effectiveness of brief anti-speeding messages disseminated within warning notices to driving offenders. *Transportation Research Interdisciplinary Perspectives*, 26. <https://doi.org/10.1016/j.trip.2024.101153>

