

*(Abstract)*

It is better not only to avoid general messages, but to suggest desirable alternative behaviours. Clear, specific and simple messages are better and positive appeals should be used rather than negative as they have been found to be more effective. Simply showing a crash scene will not be effective, as unless they have direct experience, or someone close to them has been involved in an crash situation, crashes are not relevant to the majority of people. Avoid showing any undesirable behaviours, even as a comparison. In general, it is better not to use fear, shock, horror or threat tactics. These should only be used carefully and when there is enough information to be able to predict how the audience will react. Using advertising alone, will not result in desired change. It should be seen as only one part of a wider campaign, involving enforcement, legislation, engineering and other strategies. The behavioural change being aimed for should be realistic and not too large. However, publicity is an essential, but long-term, part of any strategy to reduce the number of people killed and injured on roads.