



## 1996 ThinkSafe evaluation

In October 1996, Insight Research conducted a telephone survey of 619 people, randomly selected using the electronic white pages database. 568 of those surveyed were working, and a range of occupations was evident.

The survey evaluated effectiveness of general ThinkSafe messages and the two ThinkSafe television advertisement messages.

Overall recall (prompted and unprompted) of the ThinkSafe campaign was 90%. Most awareness came from the two television advertisements.

Three quarters of respondents reported that the main message of the campaign was to "think about/do something about safety". A further 13% of respondents saw the campaign message in more specific terms - but still work safety related.

Seventy six percent of respondents recalled ThinkSafe SAM, and 61% of respondents recalled the "Spot the hazard, assess the risk, make the changes" message.

In terms of behavioural change, 51% of respondents indicated they were considering safety more at the workplace because of the campaign. This is a good result for a new campaign that included only six weeks of television advertising.