Seven decisions for safer cycling campaigns

Put safer streets first. Safer road design and speeds are the priority. Use campaigns and practical support to help people act while communities pursue safer streets.

1 Give people a clear task

Name who should act, when, and what to do. Use a familiar road situation. Ask the audience to explain the action back.

Try: Passing: “No safe room to pass? Slow down and wait behind.”

2 Pair advice with practical help

Match support to the barrier. Offer lights and fitting help, supervised practice, or instruction through driving schools and fleets. Confirm the help is available.

Try: A light reminder works harder beside equipment and fitting help.

3 Put a human story beside the action

Show an everyday ride: a parent heading home, a teacher going to work, or friends meeting. Keep the driver action prominent.

Try: Test stories with your audience. Studies found some changes in attitudes and intentions.

4 Let riders practice

Show the skill, offer supervised practice and feedback, and check the skill again later. Use a handout to reinforce the lesson.

Try: Teach a controlled stop in a flat, traffic-free practice area.

5 Choose art and tone by testing

Ask viewers what to do next. Check whether the image and words are clear, and whether fear or blame gets in the way.

Try: Compare two designs using the same safety instruction.

6 Reach the whole community

Choose places, languages and formats with the people you want to reach. Track participation and ask whether the campaign feels welcoming.

Try: Work with schools, employers, shops and community groups.

7 Connect the campaign to safer streets

Coordinate messages with safer road designs, speeds, services and partners. Explain road changes and where to report a hazard.

Try: Show people how to use a redesigned junction.

Example: make the human connection, then give the action



FAMILY, FRIENDS & EVERYDAY RIDES

The portrait and relationship headline make an everyday rider personal. The same design tells drivers to slow down and wait when there is no safe room to pass.

Test whether viewers remember both the person and the driver action. Story studies support testing attitudes and intentions; evaluate driving separately.

Edit this campaign in Canva →

Explore the full report: 3fp.org/research