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TITLE: The Effectiveness of Traffic Safety Material in Influencing the Driving Performance of the General Driving Population

DATE: June 1977

AUTHOR(S): James W. Anderson

REPORT NUMBER: 57

NTIS NUMBER: PB-2:78168 / AS

FUNDING SOURCE: Federal Highway Administration

PROJECT OBJECTIVE:

To develop new traffic safety materials, tailoring some to the age and sex of the recipient; to determine if mailing such materials to California drivers would reduce subsequent accidents and convictions.

SUMMARY:

Results indicated that the materials were not effective in reducing subsequent six-month accident and conviction frequencies. In addition, the results indicated that neither the topic nor the tailoring of the material had any effect on subsequent driving record. Lastly, age and sex of the recipient did not influence the effect of the material on subsequent driving record.

IMPLEMENTATION STATUS OF FINDINGS AND RECOMMENDATIONS:

The report recommended that a safety program consisting of the mailing of these or similar pamphlets not be implemented by the Department. This recommendation was accepted by departmental management.

SUPPLEMENTARY INFORMATION:

Published in *Accident Analysis and Prevention*, 10, 1978.