



# "It Didn't Have to Happen" Colombia Mass Media Campaign Launched: August 17, 2023

Eucaris, road traffic victim.

A woman with long dark hair tied back is holding a baby in a field of tall grass. The woman is wearing a dark green fedora hat with a feather. The baby is wearing a light blue shirt with a red and white striped collar. The background is a soft-focus sunset or sunrise with warm orange and yellow tones.

IT DIDN'T HAVE TO HAPPEN

He liked motorcycles too much,



I never imagined living without you...



# The faces behind the numbers

Olivia, road traffic victim.



**Tatiana**  
Road Traffic victim



**Eucaris**  
Road Traffic victim



**Elicenia**  
Road Traffic victim



**Olmedo & Aleida**  
Road traffic victims



**Fernanda**  
Road traffic victim



**Olivia**  
Road traffic victim



# Campaign Details

Olivia, road traffic victim.



- First campaign coordinated with national and local governments
- US\$370,000 media investment; Bogota led the media plan
  - Running from August 17 to October 17
  - TV, radio, digital media, out-of-home (billboards, bus stop posters) and owned media
- Coordinated with enforcement
- Will be evaluated

# Strategic communication workshop with the National Road Safety Agency and Secretaries of Mobility from Bogota and Cali.

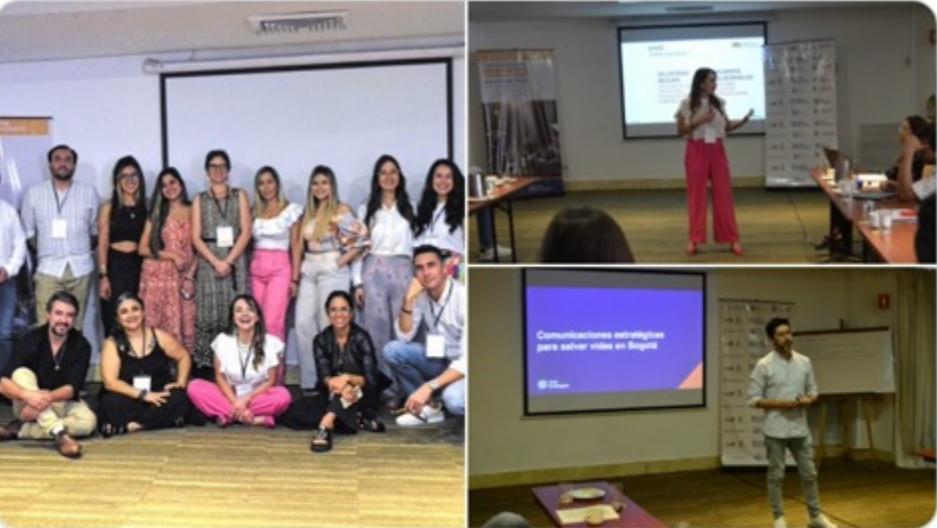
 **Movilidad Bogotá**   
@SectorMovilidad

...  
...

 Hoy, junto a la [@ansvcoll](#) y [@movilidadcali](#), participamos en el 'Taller de Comunicaciones Estratégicas en Seguridad Vial' organizado por [@BloombergDotOrg](#) y [@VitalStrat](#).

¡Seguiremos trabajando en iniciativas y estrategias integrales para salvar vidas en la vía!

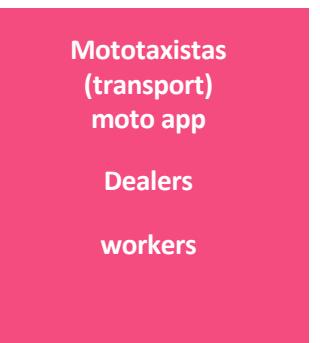
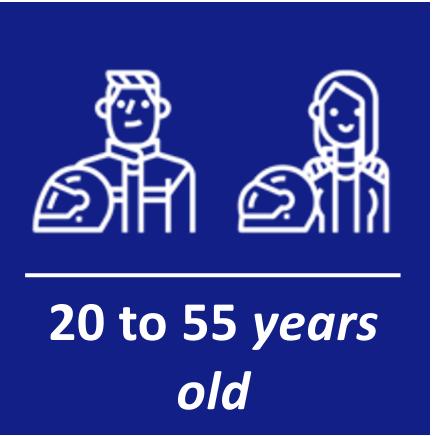
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# Insightful interviews





# Campaign production



Fernanda, Julian Esteban's mom (left). Jota, Juan David's son (right).

# Campaign launch



Campaign launch Bogotá. Minister of transport interview (left)

# Campaign launch



Campaing launch in Cali and Bogota

# Earned media, more than 40 publications



**Earned media publications from Citytv (TV), RCN (TV) and El Tiempo (Newspaper).**

# Coordinated social media strategy: #NoTeníaQuePasar

 **Movilidad Bogotá**  @SectorMovilidad · Aug 17  
La campaña **#NoTeníaQuePasar** fue creada por el alto porcentaje de motociclistas fallecidos a causa de un siniestro vial en nuestro país. 😢  
Todos somos actores viales y podemos tomar conciencia sobre el cuidado de la vida en las vías. 🚴



1:35

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 **Alcaldía de Bogotá**  @Bogota · Aug 17  
No queremos más ausencias como la que hoy sufren Tatiana y su hijo 😢, este siniestro **#NoTeníaQuePasar**.  
¡Bajarle al acelere es cuidar tu vida y la de los que te quieren!  
[nomasmuertesenlasvias.com](http://nomasmuertesenlasvias.com)



0:23

0 2 3 2,555

 **MinTransporte**  @MinTransporteCo · Aug 16  
"La velocidad no es un juego", en **#Colombia** muchas familias han quedado huérfanas por siniestros viales, esto **#NoTeníaQuePasar**. La @ansvcol, @sectormovilidad, @BloombergDotOrg @VitalStrat y @MovilidadCall se unen para generar conciencia de un cambio por la vida



0:24

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 **Movilidad Bogotá**  @SectorMovilidad · Aug 16  
✖ **#NoTeníaQuePasar** es la campaña de @MinTransporteCo, @ansvcol, @sectormovilidad, @MovilidadCall, @BloombergDotOrg y @VitalStrat, con la que se busca generar conciencia vial, para que todos regresemos sanos y salvos a casa.

[nomasmuertesenlasvias.com](http://nomasmuertesenlasvias.com) <http://nomasmuertesenlasvias.com/>

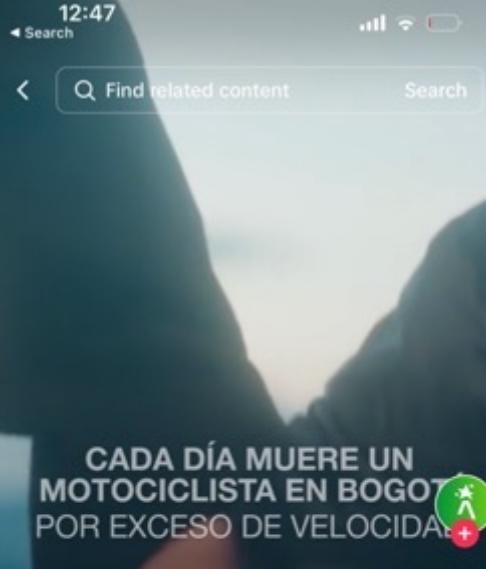


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**CADA DÍA MUERE UN MOTOCICLISTA EN BOGOTÁ POR EXCESO DE VELOCIDAD**

7274 65 7 124

**Secretaría de Movilidad** · 8-17  
Perder la vida en un siniestro vial es un hecho que **#NoTeníaQuePasar**. 😢

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See translation

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## Out-of-home advertising in Bogota



# Enforcement actions



Check points in Cali and Pasto

# Campaign impact- Example from 2022 results

- Those who were exposed to the campaign “We all share the road” in 2022 demonstrated higher risk perception of speeding.
- The campaign contributed to changing social norms, which is a long-term process.
- Campaigns need to be sustained for impact and paired with visible and magnified enforcement.

	Unaware	Aware
Agreed that the faster the speed, the higher chance of a crash	86%	90%
Agreed that they would feel unsafe exceeding the posted speed limits	64%	68%
Agreed that people in my city think it is quite acceptable to drive above posted speed limits	62%	58%

Regular, strategically implemented campaigns contribute to changing social norms and how speeding seen as deviant behaviour--ultimately reducing crashes and saving lives.



Olmedo and Aleyda, victims of a traffic crash

# Thank you



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