

Assessing **D**istractio**n** of **V**ehicle drivers in **E**urope
from **R**oadside **T**echnology-based **S**ignage

Minimising distraction from roadside billboard

February 2019



Background to the ADVERTS

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Distraction

- **Distraction is a major challenge for road safety**
 - just a short moment of inattention can have serious consequences
- **Many sources of distraction:**
 - **in-car activities:** eating, drinking, passengers, in-vehicle
 - **surroundings:** a traffic jam, nice scenery, billboards



ADVERTS' objective

Provide evidence-based recommendations for authorities on how to minimise negative safety impacts of roadside advertising

- Looking at location, physical features, and content of advertising
- Based on scientific knowledge and evidence
- Aligned to current practice in Europe and worldwide

Approach

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ADVERTS' approach

- Review of scientific knowledge
- Inventory of current practices
- Executive summary
- Draft recommendations
- Input from users



- Final recommendations



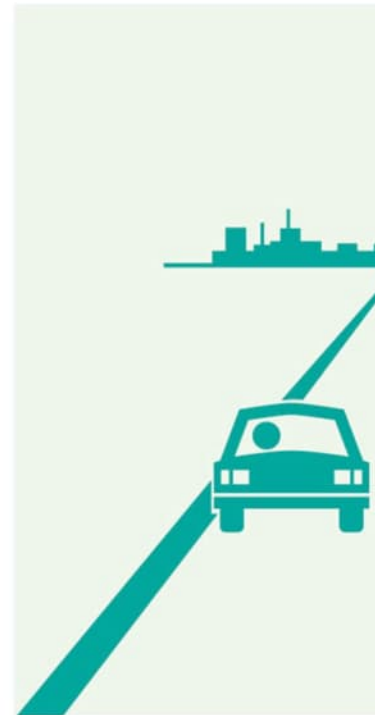
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Recommendations

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1. Don't cause confusion with road

Billboards which can be confused with road signs (e.g. size, shape, colour, content or a combination of these) should never be allowed.



2. Don't block road users' view



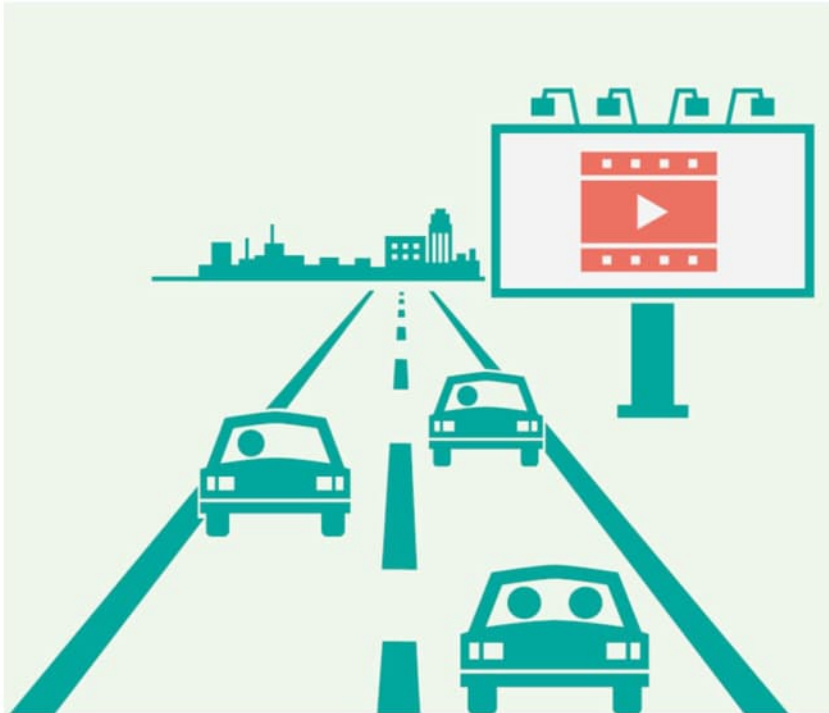
Billboards should be placed in such a way as not to hinder road users' view of traffic signs, traffic signals, and other infrastructure (including road markings) critical to their use of the road system.

3. Avoid complex locations

Billboards should be avoided in complex driving situations such as intersections and motorway exits or entrances.



4. Don't use moving images



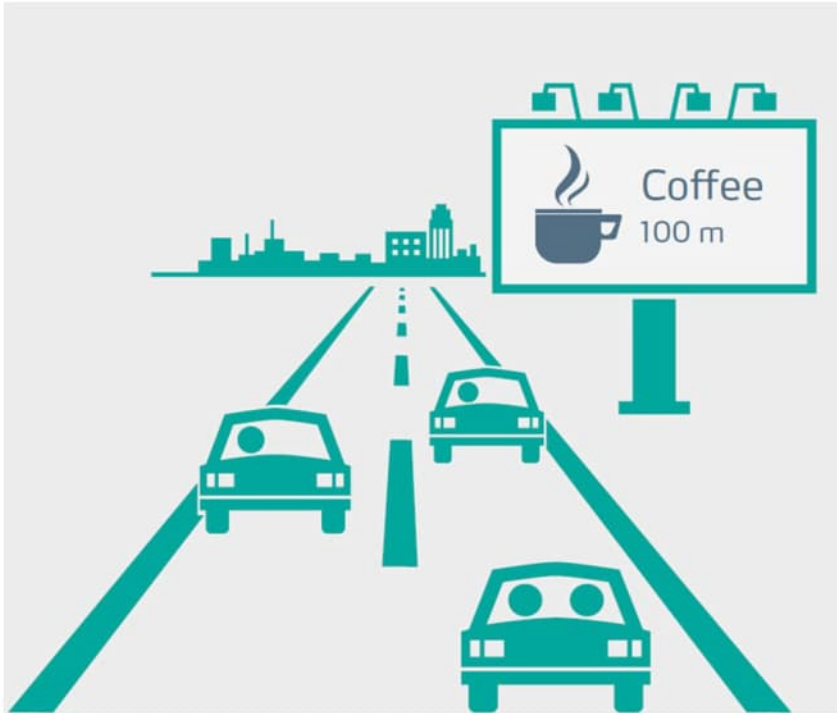
Advertisements with moving images and animations should not be used.

5. Don't encourage non-driving a

Billboards should never display content that encourages drivers to look for information or to perform some action which is not relevant to driving.



6. Keep it simple



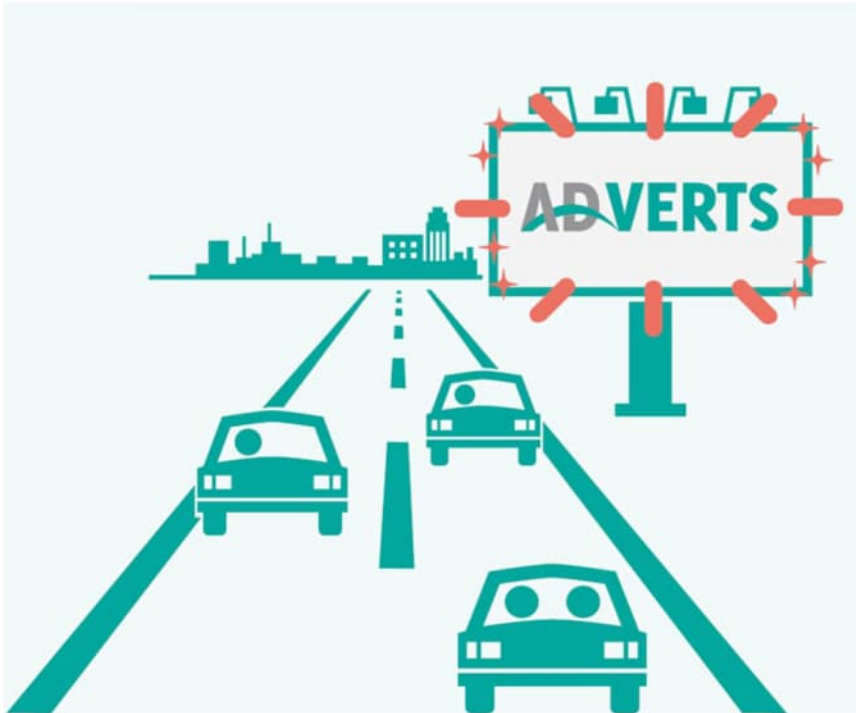
Any advertisement should be concise and simple to understand.

7. Minimise transitions

Billboards which switch between adverts can be allowed, but the duration of display should be maximised so that the number of transitions is minimised.



8. Don't dazzle road users



Billboards which dazzle road users, or which are bright or reflective, should not be allowed.

9. Don't have flashing lights

Billboards with flashing, intermittent, modulating or moving lights or moving parts should never be allowed.



10. Avoid overlarge billboards



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Actions for road authorities

Recommended 'next steps' cover aspects such as:

- Developing and applying guidance / legislation based on the recommended practice
- Raising awareness amongst stakeholders of the importance of road safety and the need for a European standard
- Including billboards in road safety inspections and raising awareness of the need for regular maintenance
- Supporting further research aimed at filling the knowledge gaps

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The outcomes from this project will be in the form of reports and other resources to help inform future policies in this area and ultimately this work will help reduce the number of fatalities and injuries due to crashes.

Herman Moning, Chair CEDR Working Group Road Safety

Thank you for your attention

For more information, full reports, contact details see
<https://www.cedr-adverts.eu>

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