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COLLECTION AND DISSEMINATION OF INFORMATION

Summary of road safety campaigns in France and Switzerland

Note by the secretariat

The French-language replies received to the questionnaire on road safety campaigns circulated among UNECE member countries were the subject of a separate document and can be found in the consolidated table below.

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Country	Topic & Goal of Campaign (1 and 2)	Slogan used (7)	Target groups	Duration (4)	Particular period targeted (5)	Means used (6)	Other characteristics (8)	Impact of campaign (9)
FRANCE 2002	<u>Urban driving:</u> Urging drivers to comply with the rules in town, and re-establishing the truth about urban accidents.	--	drivers	--	--	- brochures - rear of buses and 4 X 3 m panels; approximately 11,000 posters	Completely new campaign	Strong impact
	<u>Road safety week:</u> Supporting the numerous activities in the field.	--	general public	one week 16 to 23 October 2002	--	- TV commercials - posters	Completely new campaign	--
	<u>“Child restraint system”</u> Making parents aware of the need to secure children at all times, even for short trips.	--			October to December 2002	--	- magazines for parents, women’s magazines, car magazines, TV features	Completely new campaign
2003	<u>Distance between vehicles:</u> Observing safety distances and the minimum two-second rule between two vehicles.	<i>“Observe the safety distances”</i> <i>“Road safety: a little from everyone is a plus for life.”</i>	drivers	2 periods: 2 to 10 February Friday to Sunday during February	February holiday departures	- TV commercials - radio - brochures	Repeat of an earlier topic with a different content	Strong impact

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FRANCE 2003 (cont'd)	Seat belt: Need to fasten one's seat belt, whatever the occasion, the route taken or where one sits in the car.	<i>"An impact at 50 km/h without a seat belt is the equivalent of a fall from the fourth floor."</i>	drivers and road users	--	--	- TV commercials - radio - brochures and posters	Completely new campaign	Strong impact
	<u>Alcohol</u> : Raising driver awareness	<i>"An alcohol blood level of 0.5 g/l and your field of vision shrinks"</i> (posters) <i>"The driver is the one not drinking"</i> (radio)	drivers	all summer	--	- radio - brochures and posters on 7,699 panels	--	Radio campaign: a good impact, particularly among 15-25 year olds
	<u>Designated driver and combination of circumstances</u> : A new alert to the public about the dangers of drinking and driving. Campaign as part of Europe-wide action by 7 EU countries	--	young people and adults	(1) 16 - 20/12/2002 (2) 6 - 10/01/2003	Christmas and New Year holiday period	- TV commercials; - radio - radio messages broadcast in the run-up to the end-of-year celebrations	Repeat of an earlier topic	--

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FRANCE 2003 (cont'd)	<u>Speeding</u> : Speeding is the commonest offence and is a determining and/or aggravating factor. This topic has been the subject of a very wide-ranging awareness-raising exercise.	<i>“Is being in time to say goodnight a good reason for speeding ?”</i>	drivers		TV: from 26/04 to 17/05; Posters: from 29/04 to 6/05/2003; Radio: 26/04 to 5/05/2003.	--	- TV commercials; - press; - radio; - posters	Completely new campaign	Strong impact
	<u>National information campaign</u> : Driving in the vicinity of roadworks: “Respect people and observe the rules”.	<i>“There’s a reason for asking you to slow down for roadworks”</i>	car drivers	--	--	--	- Internet; - Departmental Infrastructure Offices (DDE) and motorway radios	Completely new campaign	--
	<u>Speeding</u> : Remind users how little time is gained compared with the risk of excessive speed	--	motorists	summer 2003	summer holiday departures	--	- radio; - motorway radios	Repeat of the April 2003 campaign.	--

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FRANCE 2003 (cont'd)	<u>Alcohol - Fourth Road Safety Week</u> : Road safety puts the accent on drinking and driving, the second cause of fatal accidents.	--	motorists	15 to 22 October 2003, extended throughout the second half of the year	--	- TV commercials - radio from 15/10 to 2/11/2003 - posters distributed in prefectures, associations, local communities	Repeat of an earlier topic	Strong impact
	<u>Alcohol</u> : Increasing awareness of the risks of drinking and driving	<i>“Two glasses and the risk is there”</i>	motorists	18 to 30 December 2003	Run-up to the Christmas and New Year holiday period	- posters	Completely new campaign	--
SWITZERLAND	<u>Alcohol in road traffic</u> : Inducing vehicle drivers to reflect on the problem of alcohol in road traffic.	<i>“Drink or drive”</i>	drivers of vehicles, particularly groups potentially most at risk of consuming alcohol	April 2003 until March 2004	four periods: 7-20 April, 9-22 June 8-21 September 26 October- 2 November 2003	- TV commercials; - press - radio - brochures - internet - press conference - cinema commercials, magnetic panels for driving-school cars	Repeat of an earlier topic with a different content	Strong impact