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Working Party on Road Traffic Safety

(Forty-sixth session, 14-16 March 2005,
agenda item 9)

**COLLECTION AND DISSEMINATION OF INFORMATION ON
NATIONAL REQUIREMENTS CONCERNING ROAD TRAFFIC SAFETY**

List of Road Safety Campaigns

Note by the secretariat

The following information has been received from ECE member States regarding their road safety campaigns held in 2003.

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Synthesis of replies on Road Safety Campaigns in 2003

Country	Topic & Goal of Campaign (1 & 2)	Slogan used (7)	Target Groups (3)	Duration (4)	Particular period targeted (5)	Means used (6)	Other characteristics (8)	Impact of campaign (9)
BULGARIA	Speed: to reduce the number of road casualties (killed and injured) due to inappropriate speed.	<i>“Reduce speed, save lives”</i>	Drivers and their families	All year	--	- TV & radio spots - press; - seminar - brochures - press conference - films	- a completely new campaign (new theme)	Medium impact
CANADA	Various road safety campaigns “Road Safety Vision 2010” whose overall goal is to have the safest roads in the world, as measured on a deaths per billion vehicle-km travelled basis. Both general and specific campaigns were carried out during 2003.	<i>“Love Me - Buckle me Right Day”</i> <i>“Click it or Ticket”</i> <i>“Your number is Up”</i> <i>“Don’t Let your Friends Drink and Drive. Insist”</i> <i>“Get a Grip”</i>	All road users	Ranges from four to ten day campaigns.	During the week leading up to the first long-week-end of summer and all long weekends throughout the year. Also peak holiday times.	- TV & radio spots - press & radio - brochures - stickers/posters - Internet - CD-Rom - Seminars/ conferences - press conferences - films	- various campaigns using both new and recurring themes, depending on the issue.	Unknown - in 2006 Transport Canada will undertake a mid-term review of the impact of Road Safety Vision 2010
DENMARK	Consequences of alcohol, speed and the non-use of seat belts among young people. Goal: to draw attention to the consequences of drunk-driving.	<i>“One weak moment and you’re stuck with it the rest of your life”</i>	young drivers (18-24 yrs)	10/11 - 29/01	--	- press - Internet - films	- a completely new campaign (new theme)	Strong impact
DENMARK	Three campaigns on automatic traffic control (ATC) to make car users accept speed limits.	<i>“Observe the speed limit”</i>	30-50 age group and everyone who drives a child to school	13/03 - 13/04 20/10 - 09/11 04/08 - 17/08 period of back-to-school	--	- TV spots; press - radio; - brochures, posters - Internet - signs on the road & speed scoreboards - bus streamers	- repetition of a topic used before with different content	2 strong & 1 medium impact

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DENMARK (cont'd)	Campaign on flashers (blinkers) - to inform about the new rules of the use of flashers and hazard flashers on motorways.	<i>“Use the flasher when changing lanes and remember the hazard flasher when unexpected queues occur”</i>	all car drivers	01/09-21/09	--	- press; radio - Internet - signs by the roadside and postcards	a completely new campaign	Strong impact
	Speed - to reduce speed on the roads.	<i>“Speeding makes matters worse”</i>	All car drivers over 25 yrs who break the speed limit by more than 10-15 km and who don't think this is dangerous	22/09 - 12/10 Campaign is part of a strategy of long duration whose goals must be reached by 2007.	--	- TV spots; press - radio; - brochures, posters - Internet - posters by the roadside	a completely new campaign	Medium impact
	Use of seatbelt To increase seatbelt use in big cities from 73% to 75%. To increase rear seatbelt use from 50% to 70%.	<i>“Remember the seatbelt – it only takes two seconds”</i>	Drivers and passengers between 18-70	07/04 – 04/05	--	- TV spots; press - brochures, posters - Internet - signs by roadside - police control	- repetition of a topic used before with same content	Strong impact

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DENMARK (cont'd)	Temporary driving licence. Information about new rules and fines if driver contravenes Road Traffic Act within 3 years of passing driving test	--	Everyone who obtained a licence after September 2003, date from which new rules apply	After 1/9/2003 and continuously	--	- Press - brochures, posters - Internet - brochure provided with temporary licence	- repetition of a topic used before with different content	Unknown
	Driving licence for bicycles for children Draw children's attention to traffic through play and learning	--	Children 6-10 years in after-school centres	19/05 – 25/05	Spring and summertime	- Press; - brochures, posters - Internet - competition - films - learning by checking bike, bicycle lane, road signs and a workshop on bicycles	a completely new campaign	Strong impact
	Dangerous car driving because of speed, no seatbelt and alcohol To influence students at technical schools to say no to dangerous car driving	<i>“Driver with style”</i>	Students at technical schools	24/02 – 25/04	--	- Press; Internet - competition - films - stand-up comedy show, SMS messages, testimonial from relative about losing a friend or family member, debate, traffic informers (young people who tell their story)	- repetition of a topic used before with different content	Strong impact

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ITALY	Improve safe driving and avoid casualties and fatalities due to careless and hazardous driving Make drivers aware of the consequences of breaking the rules.	--	Young drivers/families/motorcyclists	Three times a year	Summer holidays, winter	- TV spots; press - radio - brochures, posters - press conference	a completely new campaign	Strong impact
ICELAND	<u>Speeding, drunk driving, non-use of seatbelts</u> Prevent the above	<i>"If you only!"</i>	All drivers and passengers	July to December	--	- TV spots; press - radio - press conference	a completely new campaign	Strong impact
LATVIA	<u>Importance of seatbelt use</u> Make society aware of the importance of wearing a seatbelt and reduce the number of injuries and fatalities in accidents	<i>"Survives, who uses seatbelts"</i>	All drivers	23/02 – 13/03	--	- TV spots; press - radio; - brochures, posters - Internet - press conference - special car at car exhibition to show why seatbelt use is important	a completely new campaign	Strong impact Seatbelt use increased by 25%
	Drinking and driving Awareness of the problem and the consequences of letting people drive while drunk	<i>"Save your friend! Don't let him drive drunk!"</i>	Chiefly 18-30 years, but also all other drivers	15-25/06	23-24/06 – summer solstice. Very popular holiday in Latvia	- TV spots; press - radio; - brochures, posters - Internet - press conference	- repetition of a topic used before	Strong impact

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IRELAND	Anti drink driving. Reduce crashes involving drink driving	<i>“Shame! Never drink and drive”</i>	Young males 15-34, older males over 50	1-6/01, 10-23/03, April – May, 23/06-31/08, October – December	Easter, Rugby sporting campaign, GAA Special (July-August), Rugby World Cup and Christmas	- TV spots; - radio;	- repetition of a topic used before with same content	Medium impact. Still an ongoing problem.
	Increase seatbelt use in front and rear. Increase wearing rates	<i>“Damage! No seatbelt, no excuse”</i>	Children and passengers in front seats	1-9/03, 28/03-27/04, 06-31/10	Easter and October (back to school period)	- TV spots; - radio;	- repetition of a topic used before with same content	Strong impact. Surveys show a significant increase in seatbelt use
	Vulnerable road users – pedestrians. Increase awareness of careless mobile phone use. Make drivers more aware of distractions while driving	---	Young adults, school children, all drivers	6-26/01, 5-31/05, 1-30/09	During school time	- TV spots; - radio;	- repetition of a topic used before with same content	Medium impact. Needs greater air time in winter
	Penalty points. Encourage better driving behaviour, thereby not incurring penalty points	<i>“Get the point, not the points”</i>	All drivers	10/06-24/08	Summer holiday driving	- TV spots; - radio;	a completely new campaign	Strong impact. Made drivers aware of impact of penalty points
POLAND	Technical check ups of buses, psycho test of drivers, checks of road signs, information for tourist drivers	<i>“Safe holidays”</i>	Tourists, drivers of buses, owners of transport companies, drivers in general	June to September	Summer holidays	- TV info; press - radio; - brochures, posters - Internet; - press conference	a completely new campaign	Medium impact

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PORTUGAL	Use of seatbelts and restraining systems for children. Ensure enhanced enforcement	<i>Peace on the road "Tie him to life – use the restraining system"</i>	School and third-age drivers and passengers	6 months	--	- TV info; - radio; - press conference	a completely new campaign	Strong impact Increasing use of seatbelts on rear seats
	Surveillance of drink driving. Promoting responsible drinking. Ensure enhanced enforcement	<i>"I'll be Des"</i>	Young drivers	6 months	Weekends, night time, in places where and when non-compliance occurs	- TV info; press - radio; - press conference	- repetition of a topic used before	Medium impact
	Technical inspections of vehicles. Ensure enhanced enforcement	<i>"Be responsible for living safe"</i>	Drivers and vehicle owners	6 months	--	- TV info; press - radio; - competition - press conference	- repetition of a topic used before	Medium impact
	Signals and vehicle lighting systems. Ensure enhanced enforcement	<i>"To see and be seen ... safety is fundamental"</i>	All drivers	3 months	--	- TV info; press - radio; - brochures/posters - press conference	--	Medium impact. Tests of drivers' optical condition were conducted on the road

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ROMANIA	Road/rail junctions at the same level	--	State authorities, national railway company, traffic police, local authorities, national administration of roads	26/09-02/10	--	- press - seminar; - press conference	- repetition of a topic used before	Medium impact
	Annual national road safety competition between schools. Children simulate road traffic using bicycles, learn traffic regulations, defensive driving and how to protect themselves and others in traffic	<i>“Road safety education – education for life”</i>	School children between 12-18, their teachers and parents	2003	--	- competition	- repetition of a topic used before with same content	Strong impact
	Mission zero accidents	<i>“To see and be seen”</i>	Private companies, state authorities, all categories of traffic participants	09-11/06	--	- brochures/ posters - seminar/round table - press conference	- repetition of a topic used before with different content	Medium impact
	Road safety course for local authorities from four administrative areas Local authority action plans	--	Local authorities	17-21/06	--	- press - seminar/round table - press conference	a completely new campaign	Medium impact
SERBIA AND MONTE-NEGRO	Prevention of accidents involving agricultural tractors	<i>“Tractor drivers for your safety”</i>	Agricultural tractor drivers	April	Agricultural works season	- TV spots; press - radio; - brochures, posters	a completely new campaign	Strong impact

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	Technical inspections of vehicles. Increase the technical safety level of motor vehicles	<i>“Safe vehicle – safe driving”</i>	All drivers	16-21/06, 03-08/11	Beginning of holidays and winter driving season	- TV spots; press - radio; - brochures, posters	- repetition of a topic used before with different content	Medium impact
	To promote school children’s safety and school bus safety	<i>“Safe trip to school; be careful – respect traffic rules”</i>	School children, drivers in school zones, school bus drivers	Whole year	Especially at the beginning and end of the school year	- TV spots; press - radio; - brochures, posters	- repetition of a topic used before with different content	Strong impact
SLOVAKIA	Bus drivers. Driving under the influence. Increase safety behaviour of bus drivers	--	Bus drivers	18/02	According to bus timetable from 5.00 a.m. to 20.00 p.m.	- Others	--	Unknown
UNITED STATES OF AMERICA	<u>Reduce impaired driving</u> Stop friends and associates from driving impaired	<i>“Friends don’t let friends drive drunk”</i>	General public – primarily those in a position to intervene to stop a friend from driving drunk	Campaign first launched in 1983	Year-round	- TV info; press - radio; - brochures, posters - Internet	- repetition of a topic used before	Strong impact
	<u>Booster seat education campaign</u>	<i>“If they’re under 4’9”, they need a booster seat”</i>	Parents and caregivers of children 4-8 years	Launched nationally in February 2004	Year-round	- TV info; press - radio; - brochures, posters - Internet	a completely new campaign	Unkown impact – still evaluating

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UNITED STATES OF AMERICA (cont'd)	Reducing impaired driving in <u>USA</u> . Deter impaired driving through increased law enforcement and public education	<i>"You drink and drive, You lose"</i>	General public. Emphasis on males 18-34	Enforcement crackdown over three consecutive weekends, once a year	Holiday travel July 4 th – Labor day, December holiday period	- TV info; press - radio; - brochures, posters - Internet - press conference	- repetition of a topic used before with same content	Strong impact