

Road safety in 10 countries Project in Turkey



30 April 2012



**World Health
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Europe

Road Safety Project

...reminder

Duration:

First phase: 24 months (2010 – 2011)

Second phase: 36 months (2012 – 2014)

Implementation: Ministry of Health, Ministry of Interior (General Security Directorate – Gendarmerie General Command), Ministry of Transportation, Ministry of Education

Coordination and Technical support: World Health Organization

Pilot provinces: Ankara, Afyonkarahisar

Risk factors: Speed and seat belt

Road Safety Project

Key elements

Functional partnership

- Consortium partners
- National partners
- Provincial partnership

Project activities

- Legislation review and improvement
- Enforcement
- Training
- Social Mobilization – Social marketing
- Monitoring and Evaluation

Assessments and Surveys

Phased approach

Road Safety Project Implementation 2010 - 2011

Assessments and Surveys conducted in Afyonkarahisar

- Focus group discussions for needs assessment (university students, commercial car drivers, NGOs, governmental organizations)
- Baseline study (including observational studies) by JHU
 - Very low rate of seat belt use (30%)
- Knowledge attitude and behaviour survey
 - Low rate of child seat use (20%)
 - Low knowledge level on speed limits (34%)
- Field tests on social marketing concept and materials

Road Safety Project Implementation 2010 - 2011

Main achievements

- Multi sectorial coordination committee at the provincial level in Afyonkarahisar and Steering Committee at the central level
- Project launch in Afyonkarahisar
- ToT for health staff to develop capacity for the prevention of road deaths and injuries (TEACH VIP) in Afyonkarahisar
- Workshop with traffic police and gendarmerie in on RS10 project risk factors.
- Social Marketing Workshop (GRSP)
- Social marketing campaigns

Road Safety Project Implementation 2010 - 2011

- Legislation review and workplan for 2012
- Training of commercial car drivers on the risk factors in Ankara
- Training of driving licence schools' instructors on the risk factors
- Media training both in both project sites
- Seat Belts and Child Restraints Management Workshops in both project sites (GRSP)

Road Safety Project

Main achievements

- High level commitment
- High level coordination of road safety activities
 - Willingness of governmental/nongovernmental institutions for capacity building

Expectations from 5-year project

- Revised and updated legislation/law enforcement
- Effective and functional coordination mechanisms
- Pre and post intervention studies
- Research and information systems
- **Long term policies and sustainability**
 - Well developed capacity in all relevant institutions
 - Expansion and institutionalization of successful project interventions
- **Continuity**
 - Improved knowledge and positively changed behaviours among drivers living in pilot provinces on two risk factors
 - Special interventions in the pilot provinces (risk assessment, improve infrastructure etc.)
- **Preventing injuries and saving lives**



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Main obstacles

- Lack of long term policies at operational level
- Lack of functional and sustainable coordination mechanisms