



**Economic and Social
Council**

Distr.
GENERAL

TRANS/WP.1/2001/11
16 January 2001

Original: ENGLISH

ECONOMIC COMMISSION FOR EUROPE

INLAND TRANSPORT COMMITTEE

Working Party on Road Traffic Safety
(Thirty-sixth session, 3-6 April 2001,
agenda item 6)

**EVALUATION OF THE THIRD ROAD SAFETY WEEK
IN THE ECE REGION**

Note by the secretariat

At its thirty-fifth session, the Working Party agreed that it was important after a campaign like the Third Road Safety Week to evaluate the results and to see what added value had come from it being a United Nations campaign. The Working Party took note of information contained in TRANS/WP.1/2000/30 and Add.1 and requested members which had not yet done so to send information on the results of their campaigns to the secretariat.

Additional information received from six Governments appears below.

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Czech Republic

1. Informing the public about road safety problems through the media.
2. A road safety campaign by the Police on the occasion of a change in road traffic rules.
3. Concrete single actions.

Actions summary:

- Informing the public through the media about the development of accident frequency and about the most acute problems in individual districts, which policemen deal with in relations with particular groups (pedestrians, cyclists, seniors, children etc), through INFO-service, which was sent to 70 addresses of news media and released on internet,
- media support for the holding of the Third Road Safety Week on internet pages of the Ministry of the Interior, Police of the Czech Republic, Ministry of Transport and Communications of the Czech Republic – Road Safety (BESIP),
- broadcasting of regular preventive informative television clips on TV PRIMA and ÈT,
- organization of district and regional rounds of the Programme for beginning cyclists,
- promotion of the Third Road Safety Week in the publication “BULLETIN” of the Czech Governmental Council for Road Safety (BESIP),
- announcement of national road safety measures, which were introduced during the Third Road Safety Week,
- increased supervision, more controls especially of pedestrian and cyclists; and simultaneous controls directed at observance of regulations by other road traffic participants towards pedestrians and cyclists,
- on the occasion of control actions special technology was used (radar speed meters, alcohol testers, documentary photo and video technology),
- policemen and BESIP workers had chats with children and seniors in individual districts,
- organization of the campaign “Safe community – national day without injuries” together with the Centre of Epidemiology and Prevention of Injuries medical faculty in Prague-Motol.

Finland

In Finland, the Ministry of Transport, the Central Organization for Traffic Safety in Finland and many NGOs arranged different kinds of activities concerning traffic safety of pedestrians and cyclists. These activities were not limited to a one particular week, but took place during the spring.

The most important event was National Cycling Week (7-14 May 2000), which is held every year. Therefore, there was not any special Road Safety Week in Finland during week 18. During the cycling week there were seminars and local events around Finland, arranged mostly by NGOs. Also there was a safety campaign in the media about using helmets when cycling organized by the Central Organization for Traffic Safety in Finland.

In addition to this, during the spring there were road safety campaigns for pedestrians to obey traffic lights, and for drivers about their obligation to give way to cyclists (in April, by the Central Organization for Traffic Safety in Finland).

In May, the Ministry of Transport launched a competition for choosing a benchmarking city, which has made special efforts in developing the traffic safety of cyclists and pedestrians. By this, other communities were encouraged to improve their traffic environment.

Georgia

In 1999 in Georgia were recorded 1782 road accidents, an estimated 539 persons were killed and an estimated 2 172 persons were injured. Governmental and non-Governmental organizations took an active part in the preparation and carrying out of the Third Road Safety Week under the common slogan - "Partnership on the Road Increases Safety".

Before the beginning of the Safety Week the activities, goals and aims of the national campaign were defined and were duly fulfilled during the week (see list of activities below). These activities were funded by non-governmental organizations and associations and involved the majority of vulnerable road users. The campaign was broadly publicized by the mass media. Addresses by the Minister of Transport of Georgia, Head of the Road Transport Department and Head of the Road Police Department of the Ministry of Interior of Georgia were broadcast by Georgian television. Press conferences and meetings were held at the Ministry of Transport, Ministry of Interior and City Hall.

During the Third Road Safety Week the number of the road accidents was reduced by half, and there were no accidents which resulted in children's injuries. Governmental and non-governmental organizations that took part in the Third Road Safety Week, agreed to establish in Georgia a "Road Safety Alliance". The aim of the organization is the adoption of recommendations for improving road safety and submitting proposals to the Government. Cooperation with ECE would be very useful for improving road safety in Georgia. We will inform you about further activities in this field and hope to cooperate successfully in the future.

Activities within the Framework of the Third Road Safety Week, held in Georgia (1-7 May 2000)

1. Address from Government Members to the citizens of Georgia concerning the Third Road Safety Week in the UN/ECE Region

Responsible body: Ministry of Transport of Georgia, Department of Road Transport

2. Publication and dissemination of leaflets on the Third Road Safety Week in the UN/ECE Region

Responsible body: Department of Road Transport, Georgian Technical University

3. Editing and dissemination of leaflets, notes, placards, advertisements in underground passages.

Responsible body: Georgian Auto Federation, Road Police, State Insurance Fund, Department of Road Transport

4. Press conferences in City Hall and Ministries, workshops and meetings.

Responsible body: Road Police, Department of Road Transport, Georgian Technical University, Ministry of Education, "InterPressClub"

5. Reflection of campaign activities by mass media.

Responsible body: Department of Road Transport, Road Police, "InterPressClub"

6. Editing of video-clips, reflecting safety measures.

Responsible body: Georgian Auto Federation

7. Contest: "Green Light for Children" in kindergartens.

Responsible body: Road Police, Ministry of Education

8. Contests for the pupils at schools, chalk-drawing contest at the Rike, Tbilisi.

Responsible body: Road Police, Ministry of Education, State Insurance Fund

9. Award to contest winners.

Responsible body: State Insurance Fund, Road Police, Georgian Auto Federation

10. Award for the best road-policemen and best reporters.

Responsible body: State Insurance Fund

11. Contest on Road Safety Rules at the Palace of Sports, Tbilisi.

Responsible body: State Insurance Fund, Road Police, Department of Road Transport

12. Auto rallies: Tbilisi-Mtskheta-Tbilisi, Tbilisi- Rustavi-Tbilisi, Tbilisi- Kutaisi-Tbilisi.

Responsible body: Georgian Auto Federation, State Insurance Fund, Department of Road Transport

Israel

Israel took the opportunity of the TRSW to stress the importance of securing children in vehicles, using child restraining devices. A special sticker portraying a variation of the international logo for the TRSW was issued.

Little use was made of the postcards and the posters, but the subject matter and the TRSW framework were stressed.

Noting that efforts to approach and to motivate the public about better child protection in vehicles are, in fact, a permanent on-going activity in Israel, the impact of the TRSW was relatively small this time, compared to the Second RSW in 1995.

Malta

Malta did not organise any specific activities this year within the framework of the Third Road Safety Week.

Portugal

Portugal produced posters, brochures and a TV spot for the Third Road Safety Week but has not yet carried out any evaluation of the activities.
