

## United Nations Road Safety Week 1-7 May 2000

Preliminary brief summaries of the actions the various national associations of the *European Federation of Road Traffic Victims* (FEVR) intend to undertake for the UN Road Safety Week and to submit to the DG VII Transports of the Commission of the European Union for financial support. Compiled on the basis of the documentation provided by the associations.

1. Country: Responsible: Objective: Target: Outline: Costs:	United Kingdom <b>RoadPeace</b> Increase awareness of the high risks to which cyclists and pedestrians are exposed in traffic. Politicians, decision-makers, concerned organisations, drivers. Undertake a university level research on the probability of accidents involving cyclists and pedestrians during the past 50 years in the UK. In absolute value and as a function of exposure. Analysis of the reasons for the change of the way these groups use the road. Publication and distribution of 2500 brochures of 16 pages A4. 50% from the Commission and 50% from own contribution and sponsoring.
2. Country: Responsible: Objective: Target: Outline: Costs:	Italy <b>Comitato Italiano Familiari Vittime della Strada</b> Improve prevention of road accidents General public, media and national authorities Seminars and conferences on road safety in all the 27 provinces where the Comitato has a local Committee, from January up to May 2000. Publication and distribution of 8000 leaflets and 50 posters in all the country. Transport by bus of the members of all these provinces on Saturday 6 May to Rome for an open air meeting. Reception of a delegation by national authorities. 50% from the Commission, the rest from own contributions.
3. Country: Responsible: Objective: Target: Outline: Costs:	Italy <b>Strada Amica and University of Brescia</b> Improve road crossing for pedestrians, particularly children and elderly people. Local traffic managers, pedestrians. Edition of 20.000 booklets (50 pages 17×24 cm) For local traffic managers: Principles of designs for safe pedestrian passages. For pedestrians: teaching the techniques of safe crossing to children and elderly people. A nation wide distribution will be made to all communes of more than 5000 inhabitants, primary schools and social services for older people. The content will also be put on the web. 50% from the Commission the rest from own contribution and subventions.
4. Country: Responsible: Objective: Target: Outline:	Belgium <b>Association de Parents pour la Protection des Enfants sur les Routes (APPER-Hainaut)</b> Rise the awareness of road safety of the children and for the children. School children and general public. Competition of good behaviour on the road between school children. Research organised by the schools of the region of Hainaut, in collaboration with police forces. Organisation of a fair dedicated to road safety, with shows for the school children and distribution of prizes in presence of national authorities, policemen

Costs:	and teachers. Exposition of the drawings. Printing of leaflets. 50% from the Commission the rest by own contribution and sponsors.
5. Country: Responsible: Objective: Target: Outline: Costs:	Belgium <b>FEVR</b> Rise the awareness of the fate of the victims of road accidents European Parliament, Commission and Council of Ministers in Brussels, general public. Manifestation in front of the European Parliament. Statistically 865 people will be killed in Europe during this week. Dedicating one minute to each victim during Saturday 6 May 2000 by commemorating a real victim and by extinguishing one candle each time, the manifestation will lasts 14,5 hours. A delegation from each member country will be present for one hour, commemorating each 865:15=57 victims.
6. Country: Responsible: Objective: Target: Outline: Costs:	France <b>Ligue contre la violence routière</b> Rise awareness of the car drivers to their duties towards pedestrians. Car drivers Publication and distribution of 500.000 tracts having the shape of a footprint, presented in an attractive way and containing a text remembering to the drivers their duties towards pedestrians as well as extracts of the Resolution in favour of pedestrians made by the European Parliament. The distribution will take place in all France on the window of parked cars. 50% of which from the Commission, the rest from own contribution and sponsoring.
7. Country: Responsible: Objective: Target: Outline: Costs:	France <b>Fondation Cellier</b> Motivate young drivers for safe driving. Young drivers "Day for life 2000". Outdoor event. Young motivated by young. Shows, containing messages for safe driving, given by young artists. Demonstration of first help, alcohol test, helmet, crash test etc. Four events in four different cities during the UN Week. 50% of which from the Commission, the rest from own contribution and sponsoring.
8. Country: Responsible: Objective: Target: Outline: Costs:	France <b>Association des Familles desVictimes de la circulation (AFVAC)</b> Publicity in favour of public transport All drivers Small posters containing a slogan like "Public transports are the safest mean of transport" put in many public places. To be done in three Departments by members of AFVAC. 50% of which by the Commission the rest by own contribution.
9. Country: Responsible: Objective:	Switzerland <b>Association des Familles des Victimes de la Route (AFVR)</b> Motivate drivers to take particular care of vulnerable road users.

Target: Outline:  Costs:	All drivers, national and international institutions. Poster campaign in French speaking Switzerland. From competitions of drawings in schools organised by the ministries of public education, to incite drivers to respect vulnerable users,. The winning drawing will be exposed as a poster in 300 public places during the UN Safety Week. Press conference, debates on radio and TV before, during and after the Week. The prizes for the drawing will be awarded at a ceremony on the 6 <sup>th</sup> May in presence of national and United Nations authorities. A charity concert given by the Harmony Orchestra of the city of Geneva will follow. The action will be undertaken in partnership with concerned organisations and private enterprises. <b>20%</b> from the Commission, the rest from own contribution and from sponsors.
10. Country: Responsible: Objective: Target: Outline:  Costs:	Switzerland <b>Vereinigung fuer Familien der Strassenopfer (VFS)</b> Teaching road safety to children. .School children "Respecting snails" 4 outdoor events for school children taking place in cities around the lake of Zurich during the Safety Week. Involve police, fire brigade and teachers. Crash demo by drop of a car from a crane, first help demo, bicycle course, tombola and entertainment. 50% from the Commission 50% from own contribution and sponsors.
11. Country: Responsible: Objective: Target: Outline:  Costs	Greece <b>Hellenic Association for Road Traffic Accident Victim Support</b> Improve road safety of vulnerable road users. National and local authorities, schools, drivers. Edition and national distribution of 300.000 A5 informative brochures as well as 5.000 photocopies of the translation of relevant literature on the safety of vulnerable road users. Research on the present safety situation in the country done in collaboration with a broad spectrum of concerned partners. Local and national colloquii, press conference before, during and after the UN Safety Week. 50% from the Commission, the rest from own contribution, sponsoring and subsidies.
12. Country: Responsible: Objective: Target: Outline:  Costs:	Greece <b>Centre for Research and Prevention of Injuries among the Young (CEREPRI / TROHOPEDIA)</b> Greek Youth for Road Safety Educate and motivate the motorbike/motorcycle riders to the use of the helmet. Motorbike/motorcycle riders. Organisation of activities, events and happenings including the presentation of national and international research and experience on the use of the helmet. Practical advice on how to buy and use helmets correctly. Local motorcycle clubs and organisations will contribute to advertise the events and give practical advice. Researchers from CEREPRI University of Athens will also participate. TROHOPEDIA's members will be responsible for organising the events addressed to their peers, so that it will be pleasant for young people to attend. 50% from the Commission, the rest from own contribution and sponsoring.
13. Country: Responsible: Objective:	Netherlands <b>Vereniging Verkeersslachtoffers (VV)</b> (?) Awareness of the consequences of road accidents

Target: Outline:  Costs:	Motor drivers National (5 minutes) video clip contest (concerning already existing or new productions) the three best being translated in English, French and German. European contest among the national winners. The best European video clip being then translated into the 9 European languages shown in Eurovision in all the EU countries.
14. Country: Responsible: Objective: Target: Outline:  Costs:	Luxembourg <b>Association des Victimes de la Route (AVR)</b> Awareness of pedestrian vulnerability, reduce speed in urban areas. Motor drivers Leaflet with four pictures with 10 children on a pedestrian crossing with more and more children felt down to show that with the increase of the speed of cars the mortality increase dramatically (till 100% at 80 km/h), thus inciting drivers to slow down at the view of pedestrians and specially of children. Distribution of 5000 leaflets during the UN Week. 50% of which from the Commission, 50% from own contribution and subsidies.
15. Country: Responsible: Objective: Target: Outline: Costs:	Germany <b>DIGNITAS</b> Awareness of road safety General public Indoors exhibition of information and photographic posters in Cologne. <b>3500</b> 50% of which from the Commission, the rest from own contribution.
16. Country: Responsible: Objective: Target: Outline:  Costs:	Spain <b>Prevenió d'Accidents de Trànsit (P(A)T)</b> Improve the respect of traffic lights All drivers Research: Enquiry on the respect of traffic lights on intersection and for the passage of pedestrians in Barcelona. Comparison with previous enquiries and those made elsewhere. Edition of a folder containing the analysis of the findings, information and recommendations. Distribution of 50.000 copies during the UN Week. Press conference before, during and after. 50% of which from the Commission, 50% from own contribution and subsidies.
17. Country: Responsible: Objective: Target: Outline:  Costs:	Poland <b>GAMBIT Foundation for Independent Road Safety Research</b> Rise awareness of vulnerable road users by public and decision makers. Public and local authorities. Edition and distribution in Poland of 20.000 brochure of 80 pages B5 on road risk and safety management. A nation wide distribution to all communes, local authorities, regional road safety centres as well as to Members of Parliament. The brochure will also be on the web. 50% from the Commission and 50% from the contribution of GAMBIT Foundation.

<p>18. Country: Responsible: Objective: Target: Outline:  Costs:</p>	<p style="text-align: center;"><b>Portugal</b></p> <p><b>Association for Safety Promotion in Children and Teenagers (ASPI)</b></p> <p>Education and promotion of the respect to vulnerable road users.</p> <p>Schools, all drivers.</p> <p>Preparation of a "statement document" in 200.000 copies of 16 pages on the situation of vulnerable road users that can be used as a manual within health, education, police and other services, as well as integrated in schools of driving licence. Extensive intervention in the media. Exhibition in Lisboa and Porto.</p> <p>Discussion day in schools</p>
<p>19. Country: Responsible: Objective: Target: Outline:  Costs:</p>	<p style="text-align: center;"><b>South Africa</b></p> <p><b>Drive Alive and Soul City</b> (mass media marketing NGO for health promotion and development)</p> <p>Pedestrian visibility. Leading to legislation to have reflective material in all school uniforms.</p> <p>Pedestrians and drivers.</p> <p>Children national TV series, plus radio drama, print in eleven languages in newspapers plus magazines distributed to the schools.</p> <p>Distribution of 3.000.000 tie on reflective strips for ankle, arms neck etc. to be used as a fashion accessory.</p>

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