Road safety in 10 countries Project in Turkey

30 April 2012
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
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 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**
Road Safety Project
Main obstacles

• Lack of long term policies at operational level

• Lack of functional and sustainable coordination mechanisms