



THIRD ROAD SAFETY WEEK
IN THE UN/ECE REGION

1 - 7 MAY 2000

NEWSLETTER No. 5

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The purpose of the Third Road Safety Week Newsletter, to be issued periodically by the ECE secretariat in the build-up to the Third Road Safety Week in the ECE Region, 1-7 May 2000, is to monitor the status of preparations and to inform members of the Working Party about planned and on-going activities undertaken in the framework of the Week by member Governments as well as international and non-governmental organizations. The newsletters will contain information on government and NGO programmes, listing national activities such as conferences, seminars, workshops, public events, TV debates, publications, exhibitions and competitions, giving the reader a cross-section of the Third Road Safety Week activities undertaken in the ECE region. The newsletters are also intended to provide materials for possible use by the mass media.

BELGIUM

As with the two previous road safety weeks initiated by the UN/ECE (October 1990 and March 1995), the week of 1-7 May 2000 targeted at vulnerable road users will serve as the basis for Belgium's national road safety campaign which will take place throughout the month of May.

It has been decided to address pedestrians and cyclists in particular. However, given the attention shown by recent initiatives to cyclists, emphasis will be focussed on pedestrians. This choice was also influenced by recent accident statistics which show an increase among pedestrians in certain circumstances.

Media:

Posters

- Accident prevention posters along roads (800).
- Posters in public buildings.

Television

- TV ads: permanent awareness.
- TV programmes on road safety.
- radio ads by regional stations.
- advertisements in newspapers and magazines.

A press conference by the Ministry of Communications and Infrastructure.

Support for local initiatives.

This campaign initiated by the Ministry of Communications and Infrastructure is being carried out by the Belgian Institute for Road Safety which is also coordinating the various national and regional activities.

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CYPRUS

The Government of Cyprus has decided to participate in the Third Road Safety Week organised by UN/ECE with a road safety campaign aimed at improving the safety of vulnerable road users. The campaign will be organised by the Public Works Department of the Ministry of Communications and Works, with the cooperation of the Police, other Government authorities and social groups. The road safety material will include TV and radio spots, press advertisements, posters, banners and stickers. A number of activities will be organised during the campaign, which will cover a three week period, from 1 – 21 May 2000.

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NORWAY

The Norwegian Public Roads Administration and Ministry of Transport and Communications have decided to focus on cyclists during the International Traffic Safety Week 1 - 7 May 2000. The aim of the campaign is to improve the interplay between cyclists and motorists and thus reduce the number of accidents. In 1998, 22 cyclists were killed in traffic accidents and 898 were seriously injured.

"Cycle for Life" is in its third year and will run until 2003. Springing from the amended traffic rules for cyclists, it was initially an information campaign. Now, it is one of four national traffic safety campaigns run by the Norwegian Public Roads Administration, all of which run until 2003.

Prime target group:

Most accidents involving cyclists and motorists occur in the cities, and aggressive male drivers are overwhelmingly represented in accident statistics.

A review of statistical material clearly shows that young adults (25+) are overly represented in the risk group for serious accidents between cyclists and motorists. The cyclist is most often also a motorist. We chose the busy, somewhat inattentive, father of two, Jan (39), to represent the ultimate target group.

The three most important and frequent causes of accidents are:

- Lack of eye contact between cyclist and motorist.
- Speed: The speed does not correspond to road and traffic conditions/dangers.
- Placement: The cyclist and motorist are not where they should be on the road.

Campaign theme:

It's hard being hit by a car.
It's almost harder hitting a cyclist.

The International Traffic Safety Week will be marked at several locations in Norway. The local Public Roads Administrations are in charge of the activity in their respective counties. Centrally, traffic safety week will be marked with an event in Oslo with the political heads of the Ministry of Transport and Communications and the Public Roads Administrations. A TV spot has been produced about the campaign, which will be broadcast on public television, on two commercial channels and a few local TV channels. In addition, four radio spots will be broadcast daily for one month on a commercial radio station. Also, the Internet is an excellent and important communication channel for young cyclists.

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RUSSIAN FEDERATION

In the Republic of Tatarstan, the Road Police will be organizing a music festival under the auspices of the Third Road Safety Week in the UN/ECE Region. This festival, to which some of the most popular singers from the Republic have been invited, targets the safety of vulnerable road users. In a second event entitled "Hope and Future of Tatarstan", miniature national flags will be distributed among school children and kids. The flags will be held above their heads when crossing carriageways to direct attention to themselves. Thirdly, a special issue of a national newspaper "Safety and Credibility" will be issued.

Further details of the national Programme of Actions for the Safety Week are being currently finalized. E-mail address of the National Police Press Centre is: presscenter@rpolice.ru

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FROM THE SECRETARIAT

The secretariat has issued a brochure entitled "Third Road Safety Week in the ECE Region, 1-7 May 2000 - a framework for national road safety campaigns" in English, French and Russian, which has been distributed directly to ECE member Governments as well as international and non-governmental organizations. There are also posters and postcards available in English, French and Russian. Those interested in receiving copies of the brochure or promotional materials may direct their requests to:

Mr. José Capel Ferrer, Director
Transport Division
United Nations Economic Commission for Europe
Palais des Nations
CH-1211 Geneva 10, Switzerland
Tel: (+4122) 917 2400
Fax: (+4122) 917 0039
E-mail: jose.capel.ferrer@unece.org

The secretariat also takes this opportunity to request member Governments and organizations to send information on their Third Road Safety Week activities to the secretariat so that it can be issued in future editions of this newsletter.

