

Road Safety Education and Campaign Project

Road Safety Education and Campaigning project is one of the projects under EU funded Traffic Safety Improvements programme implemented as a mechanism to ensure a series of precautions are taken to improve the road safety conditions . The overall objective of this project is to contribute to the road safety studies by helping the community understand the factors that cause road accidents and to raise awareness on this issue.

The services in the context of this project:
In accordance with the results of the communication strategy and training needs analysis conducted within this project,

- * To disseminate information about the factors causing traffic accidents,
- * To provide an understanding of the traffic rules to reduce these accidents,
- * To contribute to the capacity building of stakeholders via training programmes to implement targeted and efficient campaigns on traffic safety enhancement.

The project is being implemented in cooperation with the Traffic and Transportation Services Commission and its Sub-Committee on Education, Research and Awareness. In addition, media sector, many public, private and civil society organisations are among the stakeholders of the project.

During project period we will be meeting you with brochures, posters, radio spots, TV programmes. You are invited to follow us from the web-site below, the social media networks and even to participate as a volunteer.

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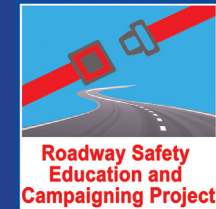
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Youngsters, you are the key for us to reach safer roads. With your promise our roads will be safer not only today, but also in the future. PROMISE to learn and obey the traffic rules, to improve your driving skills, and not to take risks; and motivate your friends to do so!



Young Drivers, You are the Key for Safe Roads



"EU works for you"



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Young Drivers – You are the key for safe roads

According to the records of World Health Organisation, the major reason of death for young people of age 15-29 is the road accident. This is valid even for countries where rate of road accidents is low. Considering the high rate of road accidents in our community, the situation is more serious. In 27% of the road accidents 18-24 age group drivers were involved. This rate is similar in fatalities or injuries as a consequence of road accidents.

Why are young drivers a major risk group?

Being a good driver is not a gift by nature. It necessitates a learning process and experience. When you first start to drive, changing gears, checking the mirrors, steering control, interpreting the changing conditions on road and assessing the risks necessitate a more intensive thinking process. These are not yet automatic.

The age you start to drive is very critical. Naturally risk-taking tendencies of young drivers are high; however, risk perception skills are poor. They try to test the limits and do this mostly when they are together with their peers. Developing social life and the night life increases the risks, if there is a propensity for having alcohol and driving impaired with it.

The data available from the Accident Data-Base of the Police indicates that, among 18-24 age group drivers, rate of involvement in road accidents increases together with age. This analysis means that at age 18, when they first get their driving license, the young drivers are rather aware of their lack of experience. However, with the over confidence they gain as a result of the limited driving experience gained in a short period, their propensity for risky driving increases till age 24. Among the accidents with fatality in which 18-24 age group drivers were involved, only 5.9 per cent is by drivers at age 18. This rate is 41.2 per cent for drivers at age 23-24.

Men have more accidents than women!

Generally men spend more time driving. Accordingly they gain experience more quickly. However, analysis of global accident rates per km driven, shows that number of accidents with fatalities caused by men are far more than those by women. The reason for this is men's propensity for taking risks, interest in high speed driving; and more important than these, their over-confidence in driving skills. Relevant studies also mention among the reasons that men are more easily influenced by peers than women.

Is there any solution?

Regulative measures or control of parents' may be discussed among the solutions; however, none of these are exact solutions. The best solution is self control of Youngsters. The two reasons for accidents resulting in

fatalities and heavy injuries are excessive speed and driving impaired by alcohol. Do not forget that when you violate these rules, you are not enjoying a test of your limits, but your chance to stay alive. The following 10 rules will not only help you in becoming a good driver, but also save your life:

1. Obey the speed limits.
2. Learn traffic rules well and obey these rules, traffic lights and signposts.
3. Drive carefully and discreetly. Respect all the other drivers, cyclists and pedestrians.
4. wear your seat-belts when you travel in a car and have the others do the same.
5. Motor vehicles are means of transportation. Do not use them for racing or for affecting other people.
6. While you drive, keep both your hands on the steering wheel.
7. While driving never eat or drink; and do not use mobile phones.
8. Do not use ear-phones to listen mp3 players or similar electronic devices.
9. Never drive a car if you are impaired with alcohol or any material, nor get into the cars driven by people in this situation.
10. Do not drive when you are tired or sleepless.