

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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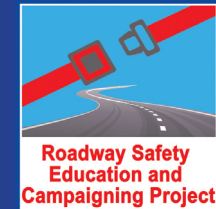
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Please park your vehicle, for making a call, and promise to put neither your own life, nor others into danger!



Will You Talk Over the Phone?

Stay Away From the Road



"EU works for you"



This project is funded by the European Union and implemented by Piri Group consortium.

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Research results show that...

Drivers make more mistakes when using mobile phones. They can not perceive dangerous situations timely, so either can not take any action or they take it too late.

According to studies, such delay change between 0.6 and 0.9 seconds depending on the environmental conditions, driving speed and the age of driver. For a 60 km/hr driving speed such a delay in breaking means 15 m more braking distance.



Again studies show that a driver talking on the phone can not even notice some dangerous situations around. It has been identified that during a normal conversation drivers may lose 20% of their capability of detecting around. During a conversation which keeps mind busy, such loss of capability goes up to 29%.

Using a mobile phone does increase risk of traffic accidents not only during conversation or dialling, but also while waiting for a phone or afterwards. A research done over 699 drivers showed that risk of accident in five minutes following a busy conversation is 4.8 times higher than normal; 15 minutes after it is still 1.3 times higher.

You can not get concentrated in two different things concurrently.

Talking on a mobile phone means you divert a part of your attention to your conversation. However, driving necessitates full attention.

This situation is different from talking to a passenger in the car. In a dangerous case, which you may encounter on the road, as the person talking to you over the phone can not see the situation like a passenger in the car does, he/she continues talking, distracting you; moreover, keeping one of your hands busy, where both is needed for steering. The result can be disastrous.



Prohibited by Law

Talking to mobile phone while driving is prohibited by law. Violation of this rule may cause you to receive traffic ticket and penalty points. In congested traffic or at traffic lights you are regarded as driving too, and use of mobile phones is still prohibited.

Using **"hands free"** devices e.g. bluetooth headsets for your phone conversation, is the only allowed way to talk over a mobile phone while driving.

However, it should be kept in mind that, even if you use these gadgets, manual dialling while driving is forbidden and increases the risk of traffic accidents. If it is really essential, using voice dialling options is suggested. This is the only way you are allowed to make phone calls. Another fact confirmed in various studies is that hands free tools are not of big help to reduce the risk of accident. Because it is the topic of the conversation that is distracting for the driver and this is the most important factor causing an accident.

What should you do?

The best is to turn off your phone before you start driving. If your mobile phone usage is essential, you need to park at the edge of the road in a safe manner, concentrate on your conversation, and when it is over, continue to drive concentrating on the road.

In this way, your phone conversation will be effective and you do not generate any risk of road accident.

Please promise to park your vehicle for making a call, and do not put your own and others' lives into danger!

