

We Promise Altogether!

The number of fatalities we have in traffic accidents are double of the average in EU. In 2009, 44 people died and 1286 people were injured in a total of 3971 traffic accidents.

Violation of the speed limits is the leading factor causing these accidents. Impaired driving under the influence of alcohol and violation of other traffic rules are among the other major factors, where young people are the major group suffering. Analysis of the factors and consequences clearly shows both the underlying reason for the problem and the means to address the solution: HUMAN BEHAVIOUR!

The Road Safety Education and Campaigning project was initiated with the aim to decrease the fatalities and injuries as well as economic losses due to road accidents.

In the EU funded Road Safety Education and Campaigning project, we invite all of you to take part and to promise to obey the traffic rules, be careful and respectful in traffic to decrease the fatalities, injuries and economic losses due to road accidents.

With your support and participation we can generate very positive changes in this year. Our roads may become safer. Without saying **"I don't care"** or **"other people are also doing"**, taking correct cases as model; accepting "change with the individuals first" and **"change starts with me"** instead of **"change in the society first"**; let's promise, and let's show we keep our promise. To decrease traffic losses on roads, come on to promise!

"I promise!" campaign invites individuals and organisations to actively participate in the solving the road and traffic safety problem, with their free will. Each promise given is valuable as a big step towards solution to this vital problem. Because we believe the individuals and their determination are the pioneers to change.

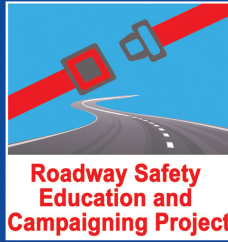
You will hear more about the campaign and training activities from TV and radio channels, see the posters on walls and read in newspapers in the coming days. Conferences and training programmes developed based on a training needs analysis are part of the project on the way towards change. Everybody is taking action cooperatively from the public and private organisations to universities.

"The European Union Works for You"



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To be a part of this change and participate in the “I Promise” campaign, you can get the “I promise!” sticker, in the way described in the project’s web-site www.trafikveyolguvenligi.info, and display it in your vehicle at a visible place.

We also look forward to your and your network’s contribution over the social-sharing networks.

Facebook “Trafik ve Yol Guvenligi Egitim ve Kampanyası”
Twitter “TrafikVeYol”
Youtube “TrafikveYol”
Flickr “trafik ve yol guvenligi egitimi kampanyasi”



It is not only about campaign and trainings...

Road Safety Education and Campaigning project is a part of the EU funded Traffic Safety Improvement programme under implementation. The programme aims to contribute to the solution of the road safety problem. In this context, harmonisation related improvement studies are being implemented including legislative changes in 6 different areas consisting of: the main road network, the accident information system, vehicle inspection and certification, traffic safety management plan and organisational structure.

You can reach information on the campaign and project activities from our project office, web-site and over the social networks.

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