

**Project: EuropeAid/124745/D/SER/CY
Roadway Safety Education & Campaigning**

Capacity Building Workshop

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Nicosia, 09 November 2010

The Project

General Objective:
To create awareness among stakeholders and the general public about road safety in the northern part of Cyprus.

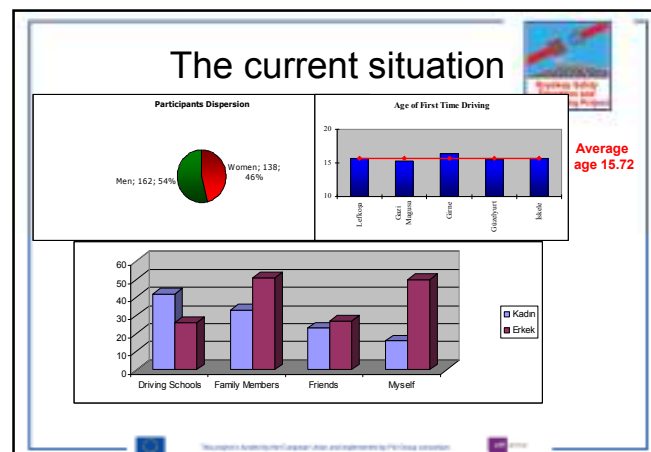
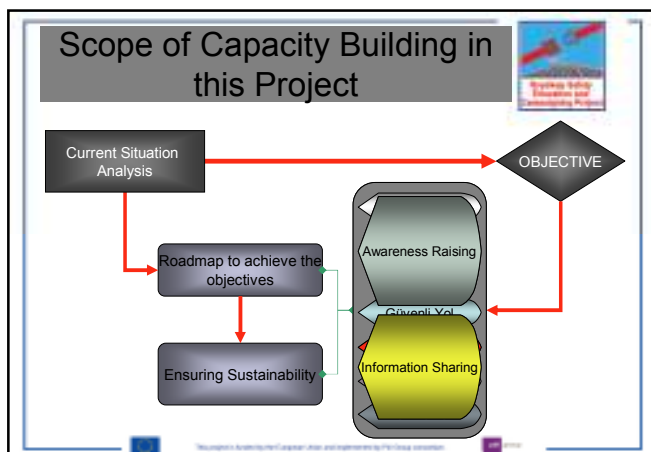
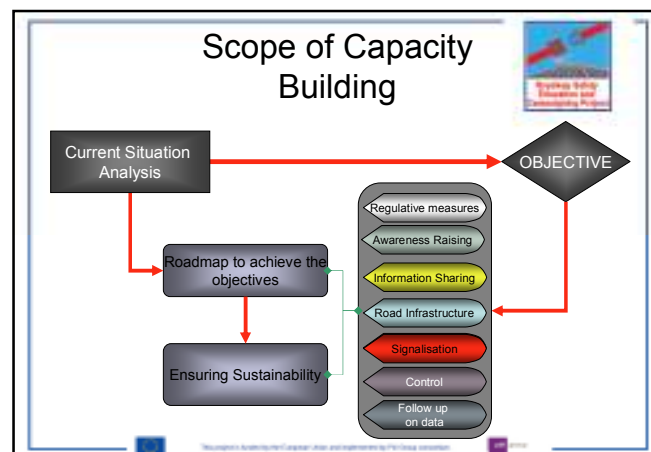
Specific Objectives:

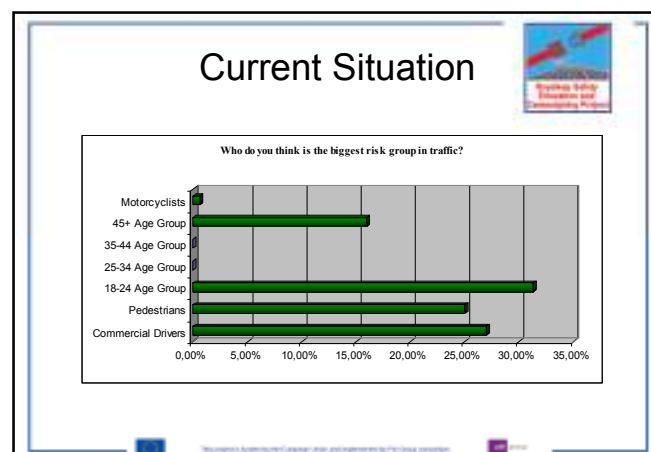
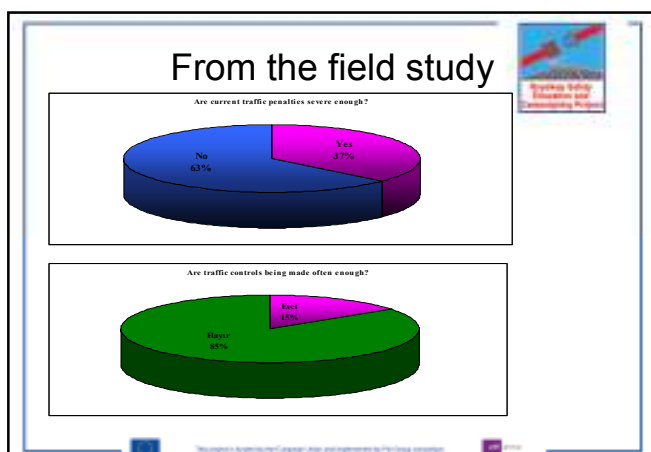
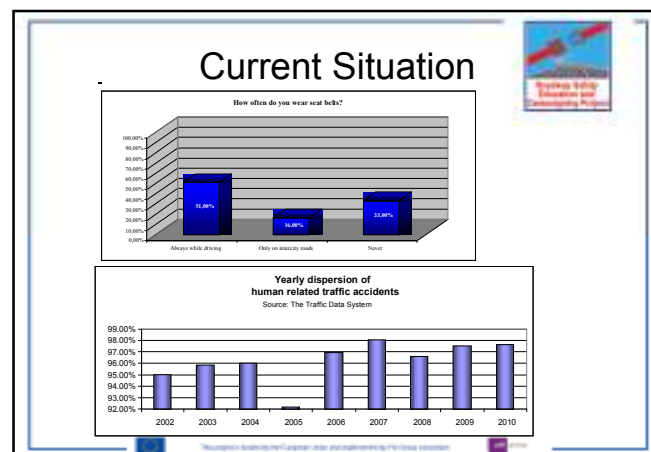
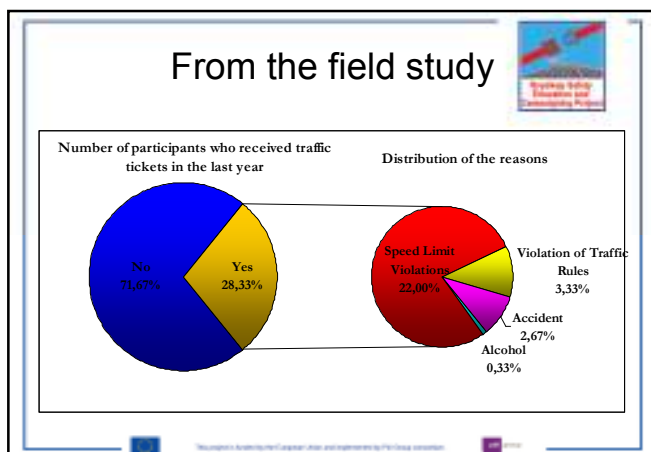
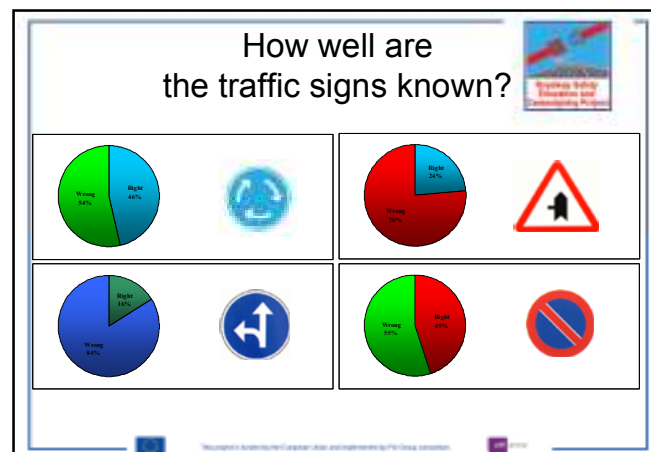
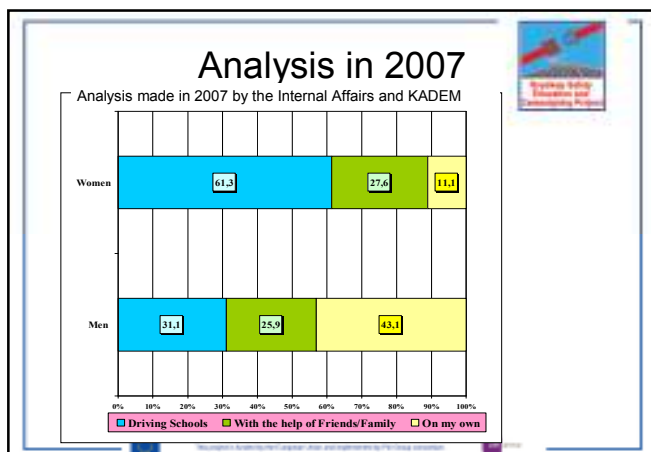
- To disseminate information on causes to traffic accidents
- To create understanding for measures to reduce traffic accidents
- To increase the capacity for making targeted and efficient campaigns to improve traffic safety.

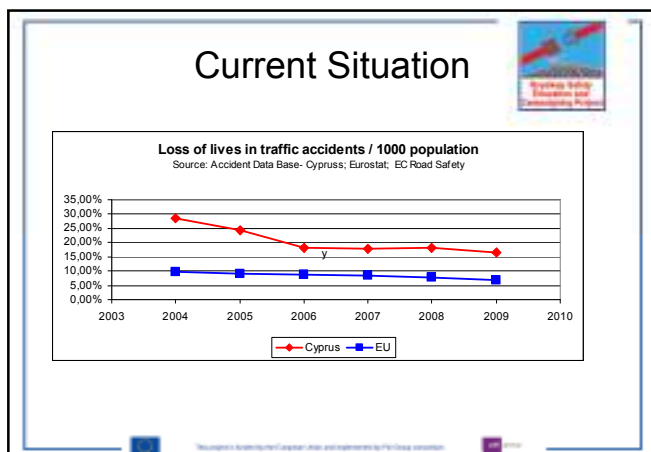
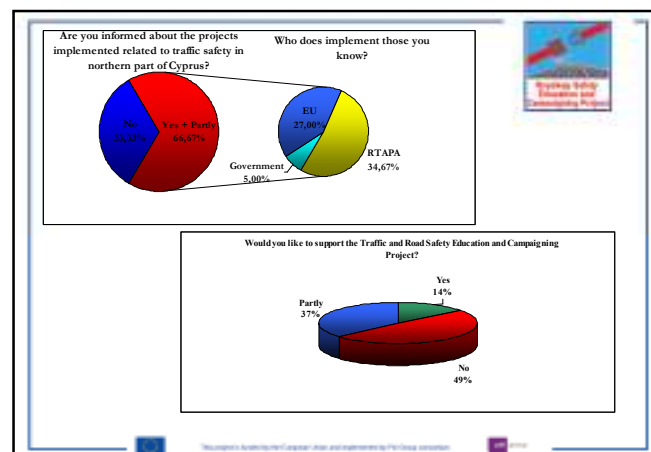
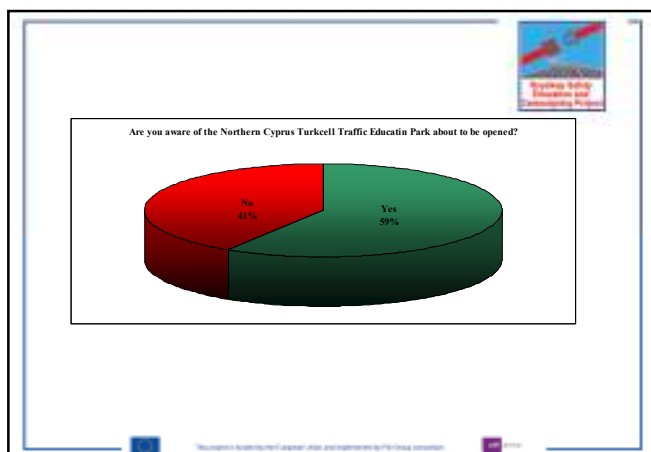
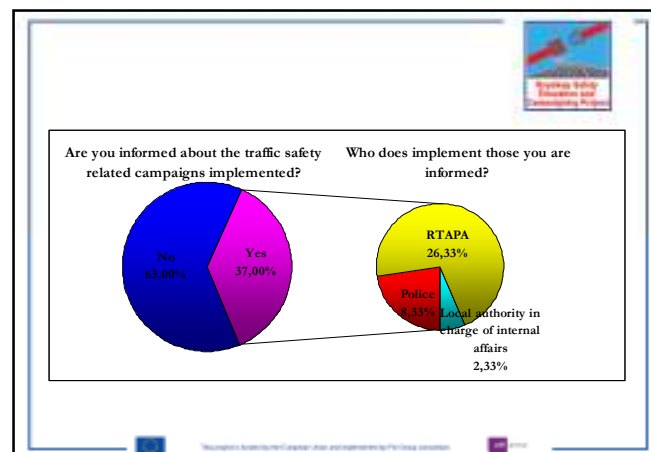
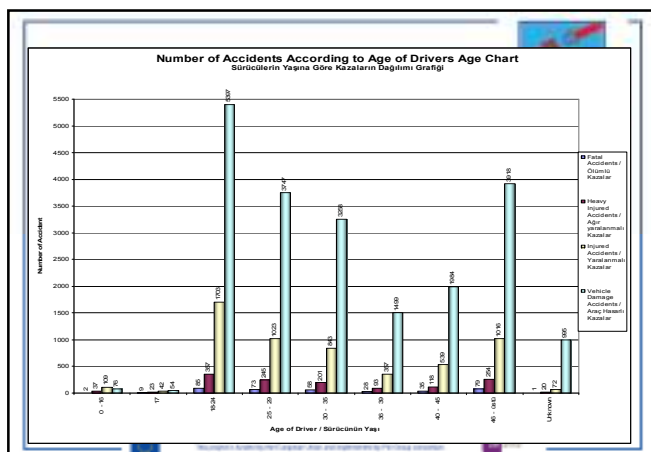
In the scope of the Project

To date:

- Meetings with stakeholders and workshop
 - Priority analysis
 - Risk groups
 - Communication channels
- Desk research
 - Selection of traffic accident reports from newspapers
 - Statistical data analysis on traffic accidents
 - Analysis of driving schools and licencing system
 - Review of regulatory work
 - Review of primary school curriculum
 - Review of written data previously prepared like reports, outputs etc.
 - Selection of work done in this area in the EU
- One-on-one stakeholders meetings
- Field survey – road and traffic accidents as viewed by the public
- Communication Strategy
- Training Needs Analysis
- Press conference







Agenda

Morning Session (09:00-12:30)	
Introduction to Project and Capacity Building Component	09:00-09:30
What is the current situation on ensuring traffic and road safety in Northern Cyprus? What are the concrete objectives on traffic and road safety to be achieved jointly	09:30-10:30
Coffee break	10:30-10:45
How have we contributed as institutions to the process? Is there an expression in our institutional vision/mission statement on this subject?	10:45-11:15
Activities and cooperations run till date	11:15-11:45
Assessment of achieving objectives/efficiency	11:45-12:30
Lunch Break	
Afternoon Session (13:30-16:00)	
What can be done better? What are the biggest deficiencies and what can institutions do to cover them	13:30-14:30
Are there institutional processes to provide contributions? Are they sufficient? In your opinion how should the processes be defined?	14:30-15:00
Coffee break	15:00-15:15
How do you evaluate the target oriented capacity in Northern Cyprus and in your cooperations what were the weaknesses and strengths?	15:15-15:45
What are the positive or open to development sides to institutional cooperation and effective work? What is your institutional assessment on this subject? Processes, personnel competency, adequacy of financial means, etc.	15:45-16:30

Discussion Agenda

Awareness for Pedestrians

Awareness for Drivers

Institutional Ownership And Cooperation

a) To create a Traffic Safety Culture to permanently minimise Death, Injury and Economic Losses in Road and Traffic Accidents

b) To develop processes regarding traffic, including public institutions, NGO's and private sector, on levels of regulations, awareness raising, education, monitoring/implementation.

•Information to incentivise

•Activities to create desire and participation

•Activities to teach rules

•Encouragement to achieve results

•Simplify

•Improving the rules system

•Establishing warning system

•Awareness and education activities

•Control activities

•Incentivising activities

•Simplify

On Institutional Level: Regulate/Implement, Educate/Inform

On NGO level: Informative and Feedback

Private Sector: Social Responsibility financing, Incentivise/Monitoring

Universities: Research on subject, academic assesment and feedback

Media: Continuous awareness raising and keeping the topic live.

Team work: Objectives to Ensure Traffic and Road Safety

- On Traffic and Road Safety
 - How to define measurable objectives on Awareness Raising and Training activities
 - Success and failure stories on defining objectives?
 - What are the objectives defined by your institutions?

DISCUSSION: Past implemented Campaigns

- Show examples of campaigns run by, or participated by your institutions, with successful or not successful results. Evaluate points you thought was a success of failure in terms of the below :
 - Objectives defined with clear, measurable indicators,
 - Reaching target audience,
 - Efficiency in terms of measurable results and campaign budget,
 - Multiplier effect, continuance, organisational structures
 - Effectivity of cooperation with other stakeholders
 - Records

Lunch

Tartışma Gündemi

Yayala Bilinç

Trafik Güvenliği

Kurumlar Arası İşbirliği

a) Yol ve Trafik Güvenliği

b) Bu amaçla gerçekleştirilen faaliyetler

• Expert team to manage and implement Campaign and Training Personnel

•Campaign Records for deductions from past Experience

•Resources and Guidelines for Traffic Safety Education and Campaigning

•Data bases on Past Activities

Brochures

Programme Planning

Needs Analysis'

Expert Knowledge

Training Programmes

Films,

Financing Sources, etc.

Team Work: Areas of Development

- What are the areas of development on past campaigns and training activities?
- What can be done better how?
- What can the institutional contributions be?

Discussion 2: Institutional Processes

- Does your institution have operational or managerial processes in terms of Training and Campaigning Activities?
- Is it sufficient?
- Are there processes that need to be prepared or developed?

PROCESS:

A written definition of objectives, measurable outputs, resources or resourcing methods, usages, decision points, performance indicators and monitoring methods

Team Work – Evaluation

Expert team to manage and implement Campaign and Training Personnel

Campaign Records for deductions from past Experience

Resources and Guidelines for Traffic Safety Education and Campaigning

Data bases on Past Activities

Brochures

Programme Planning

Needs Analysis

Expert Knowledge

Training Programmes

Films,

Financing Sources, etc.

Suggestions – WB Country Guidelines for the Conduct of Road Safety Management Capacity...

- Guideline 1:** Define a leading institution to lead road and traffic safety activities within the public sector
- Guideline 2:** Evaluate problems, policies, institutional structures and current capacities related to road safety
- Guideline 3:** Prepare a Traffic and Road Safety Strategy and Action Plan
- Guideline 4:** Source necessary financial and human resources to reach objectives
- Guideline 5:** Implement actions
- Guideline 6:** Re-inforce using local capacity with international cooperation opportunities

Thank you.....

Traffic and Road Safety Education and Campaigning