

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

Roadway Safety Education and Campaigning Project

Press Meeting

Lefkoşa, 21 October 2010

Present Condition

- High Rate of Vehicle/Population
 - According to latest count the population is 265.000.
 - Due to a lack of public transport, almost every grown-up owns a vehicle
- High Rate of Accidents
 - Average number of accidents is twice the number of the EU.

Factors that contribute to Road Unsafty

In lieu of insufficient statistical data, the survey conducted among the government authority and shareholders showed a series of phenomena and factors as contributing negatively to road safety. The main ones were:

- Inadequate drivers license training,
- Lack of efficient control,
- Bad road infrastructure,
- Insufficient signalisation,
- No public transportation,
- Lack of first aid.

Main Driver Faults

Again according to the interviews and surveys conducted, main driver faults contributing to accidents are:

- Speeding,
- Driving under influence,
- Not complying with rights of way,
- Negligence,
- Not using seat belts.

Social Properties contributing to the solution

- Sensitive community with organisational skills to solve issues:
 - Civil society organisations widespread and a high number of media channels.
 - Sensitive towards social issues and common habit in getting organised around these issues.
 - Many individuals and organisations have expressed their willingness to volunteer contributions to our campaign is a sign of the above
- A small, highly interactive and educated community :
 - In the Northern Cyprus Turkish community almost everyone knows everyone. The community structure is educated and places value on public opinion.
- Use of Internet and social media is widespread...

Main Implications related to the Issue

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1. Drivers Training Inadequate
 - One of the biggest issues is the inadequacy of drivers licence training in Northern Cyprus.
 - It is very easy for driving learners to get their licences following a training and test known/accepted to be inadequate.
2. Issue of Priority is Training of Trainers :
 - A substantive number of Driving Course Trainers are unable to give learners adequate training.
 - Must be part of priority target groups in communications and trainings.

Main Implications related to the Issue -II-

3. Young Drivers Highest Risk Group
 - Young drivers are highest risk group in accidents (According to Police General Directorate information)
 - Again, here the main factor contributing is the inadequacy in drivers trainings.
4. Another priority group is Commercial Vehicle Drivers.
 - The main group in traffic. A large number of stakeholders and professional organisations believe commercial vehicle drivers need proper training.

Main Implications related to the Issue -III-

5. According to Stakeholders "Road Unsafety = Lack of Respect"
 - Stakeholders at the kick off meeting put "lack of respect" at first place in the problem definition session
 - This phenomenon may seem to be contradictory to a relatively high educated and sensitive community.
6. Awareness and Lack of Training
 - Determining the main problem as disrespect shows that the general society has not problematised road safety as a social problem, an area of respect and engagement;
 - Thus showing a notable lack of sensitivity and awareness in this area.

SWOT Analysis

STRENGTHS <ul style="list-style-type: none"> • Cooperation spirit and awareness raised with stakeholders and voluntary organisations in the first phase of the project. • High number of potential volunteers. 	WEAKNESSES <ul style="list-style-type: none"> • Lack of awareness and sensitivity in general public. • Inadequate Training of Trainers.
OPPORTUNITIES <ul style="list-style-type: none"> • Northern Cyprus being a small, generally organised and sensitive community. • Use of internet widespread. 	THREATS <ul style="list-style-type: none"> • Insufficient level of efficient control and monitoring.

Target Groups

- In general all society, but primordially & specifically;
 - – Young Students,
 - – Young Drivers (18-24 years old),
 - – Driver School Teachers,
 - – Professional Drivers.

Reminder: Purpose and Targets of the Project

- The specific objectives of this project is to raise awareness and educate on road safety in the public and among stakeholders to the TSC through:
 - Information dissemination on causes to traffic accidents.
 - Creating understanding for measures to reduce traffic accidents.
 - Building capacity for making targeted and efficient campaigns to improve traffic safety.
- Our Goal is Clear: Saving Lives
Our overriding goal is clear: to reduce death and injury from crashes on the northern part of Cyprus roads.

Main Strategic Concern

- To reach and activate most influential focus groups who can initiate and perpetuate the change of attitudes within society in the course of the project period;
 - To stimulate a motion for change by bringing the road safety issue to the attention and concern of the general public.
 - Since it is not possible to train everyone during the period of the project; to mainly train trainers, priority groups and public opinion leaders.
 - Ensuring the training and awareness campaigns continues and are sustainable after the project

A Strategy of Change

CREATE AWARENESS, KNOWLEDGE & SKILLS

RAISE OVERALL AWARENESS

- A general, main campaign of awareness & engagement
- Which aim to raise awareness but also desire self esteem & reinforcement
- Recruitment of Volunteers

EDUCATE & STIMULATE

- Driver Schools Teachers
- Young Drivers & Students
- Professional Drivers
- Media Members

ENSURE SUSTAINABILITY

- Create proper sustainable training material
- Design campaigns that will quantify participation
- Create development plan for educational activities with the stakeholders & engage them

CREATE DESIRE, STIMULATION, REINFORCEMENT

General Approach and Strategy



Spreading the messages



Stakeholders -I

Main Groups

- Traffic Safety Committee
- Traffic Safety Subcommittee
- RTAPA
- Steering Committee
- EU Programme Support Office
- EU Coordination Centre
- EU Info Point
- Political Parties???

Governmental Authorities

- Internal Affairs Authority
- Police Department
- Finance Authority
- Traffic Authority
- Education Authority
- Transport Authorities
- Police Department Nicosia
- Police Department Famagusta
- Police Department Kyrenia
- Police Department Morphou
- Highway Authorities
- Urban Planning Authorities
- Office of the Public Prosecutor

Stakeholders -II

NGO's

- Chamber of Turkish Cypriot Driver Schools
- Municipality Association
- Cyprus Turkish Teachers' Union (KTÖS)
- Cyprus Turkish Secondary Education Teachers' Union (KTOEÖS)
- The Chamber of Turkish Cypriot Architects and Engineers
- The Chamber of Cypriot Turkish Education
- Insurance and Reinsurance Association of northern part of Cyprus
- Drivers' Association
- Lorry Drivers' Association
- Physiologists Association
- Prevention of Social Risks Association
- Others: Individual Volunteer

Media

- News Agencies
- Daily Newspapers
- Weekly and Monthly Magazines
- TV Channels
- Radio Stations
- Social Media Channels

Stakeholders -III

Volunteers

- According to the strategy of Campaign and plan of implementation of the campaign, volunteers participation will be clarified. However, the number of stakeholders who expressed their willingness at the kick-off meeting to participate actively in the road safety campaign, showed that there will not be a problem getting voluntary participation.
- For example, Road traffic Accident Prevention Association, Civil Society Support team, Islander Youth and etc. We believe that when the campaign start, volunteers will participated.

Main Lines of Action ther Main Strategic Applications and Trainings for Targeted Audiences

Targets of the campaigning

- 5 newspapers/magazines ads (we are searching an opportunity to publish all local newspaper in northern part of Cyprus)
- 40 articles contents (to be disseminated to newspapers and magazines)
- 1 introductory film and CD (to be distributed to the schools)
- 3 Radio / TV ads
- 5 different posters (100 for each of them)
- 50 000 flyers, 50 stickers
- 10 different brochures printed 10.000
- Website and give-aways

Training

- 6 different training program for different level.
- 8-10 trainers will be implement training.
- With different categories, 12 different activities and at least to train 120 participants.
- Prepare a training KITs for future activities.

General Lessons About Road Safety & Attitude Changes Campaign

1. Training, communication, licence granting system, legal system and control.
2. Training is very effective in changing drivers attitudes.
3. Communication campaigns have limited influence in situations where attitudes have become habits, a way of life. Especially if the attitude is based on a group norm, there will be resistance against change.
4. It is safe to say that drivers and pedestrians using the roads mimic eachothers behaviour. When one driver makes mistake or breaks some rules, it is common for other drivers to follow his example.
5. Therefore to change behaviour, it is important to be aware that other drivers will also acting in the same way.

Main Campaign Concept

At the interviews and meetings held in Northern Cyprus, the general opinion stated the main factor contributing to the road safety issue as "disrespect". The communication campaigns should be based on this concept. In the northern part of Cyprus community almost everyone knows everyone. The community is relatively well educated and the social structure values others opinions. It is very likely that the community will be able embrace a positive campaign based on respect. The impression we have gathered from the interviews and meetings was that volunteers, media and all stakeholders would gladly embrace this concept. Once the major part of the society starts saying "I must show respect before I can expect it", there will be a reliable change in this small community.

Main Campaign Tools & Medias

- Bumper Sticker trend:
 - Distributed through news papers, banks and government offices
- Photo competition on theWeb: Web volunteers
 - Prizes from sponsors
 - Whoever uploads the most pictures wins prizes
- Collective and Institutional promises
 - Contracts between public organisations: Institutional buy-in to provide inhouse trainings.
 - Supporting institutions who make contracts with PR.
- Informative flyers, posters, tv film and billboards.
- PR Actions
- Feedback on campaign results and discussions.