



## **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 Unsafety**



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,
- · Neglicence,
- · Not using seat belts.

# Social Properties contributing to the solution



- Sensitive community with organisational skills to solveissues:
  - Civil society organisations widespread and a high number of mediachannels.
  - Sensitive towards social issues and common habit in getting organised around these issues.
  - Many individuals and organisations have expressed their willingnes 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





- 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 licencesfollowing a training and test known/accepted to beinadequate.
- 2. Issue of Priority is Training of Trainers:
- A substantive number of Driving Course Trainers areunable to give learners adequate training.
- Must be part of priority target groups in communications and trainings.

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#### Main Implications related to the Issue -III-

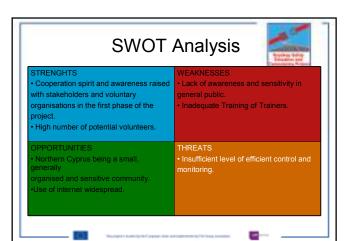


- 3. Young Drivers Highest Risk Group
- Young drivers are highest risk group in accidents (According toPolice General Directorate information
- · Again, here the main factor contributing is the inadequacy in drivers trainings.
- 4. Another priority group is Commercial Vehicle Drivers.
- The main group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

## Main Implications related to the Issue



- 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 thegeneral society has not problemetised road safety as a social problem, an area of respect and engagement;
- Thus showing a notable lack of sensitivity and awareness in this area.



## **Target Groups**



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

### 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





