

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

Roadway Safety Education and Campaigning Project

Press Meeting
Lefkoşa, 22 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.

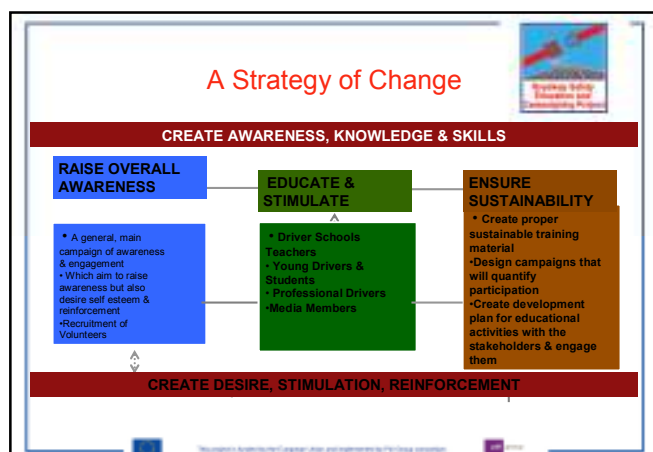
Target Groups

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

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



Spreading the messages



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.

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.