



Project: EuropeAid/124745/D/SER/CY

Roadway Safety Education & Campaigning

STAKEHOLDER MEETING

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Tamer Altunay, Team Leader
Idat Erdener, Project Director




Roadway Safety Education & Campaigning

Project General Objective

To improve road and traffic safety in Northern Cyprus by;
implementing awareness raising campaigns and trainings, thus raising the understanding of the public of the reasons and factors behind traffic accidents and **thereby creating a positive change in the attitude of the community**

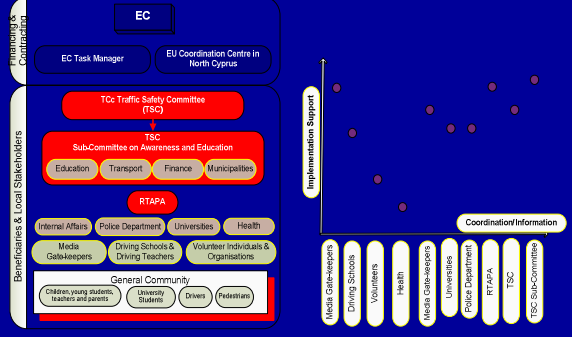
Specific Objectives

- Informing about the reasons behind traffic accidents
- Create a general understanding of measures to decrease traffic accidents
- Build capacity to be able to develop efficient campaigns on traffic safety

Expected Results:


1. A Communication Strategy including:
 - a) Measurable objectives and priorities,
 - b) Efficient channels and modalities,
 - c) Target group segmentation and appropriate communication channels for each segment.
2. Preparing and Implementing an Awareness Raising Campaign in line with the Communication Strategy,
3. Preparing a Training Programme based on the Training Needs Analysis.

Stakeholders:



The diagram illustrates the stakeholder landscape. At the top, 'EC' (European Commission) is connected to 'EC Task Manager' and 'EU Coordination Centre in North Cyprus'. Below this is the 'TTC Traffic Safety Committee (TSC)' and its 'Sub-Committee on Awareness and Education', which includes 'Education', 'Transport', 'Finance', and 'Municipalities'. The 'RTAP' (Road Traffic Accident Prevention) is shown as a central hub connecting to 'Internal Affairs', 'Police Department', 'Universities', 'Health', 'Media Gatekeepers', 'Driving Schools & Driving Teachers', and 'Volunteer Individuals & Organisations'. At the bottom, the 'General Community' includes 'Children young students, teachers and parents', 'University Students', 'Drivers', and 'Pedestrians'. A vertical axis on the right indicates 'Implementation Support' and 'Coordination Information' across various entities like 'Media Gatekeepers', 'Driving Schools', 'Volunteers', 'Health', 'Media Gatekeepers', 'Universities', 'Police Department', 'RTAP', 'TSC', and 'TSC Sub-Committee'.

General Approach and Strategy



P R I M E

Creating a Message Approach

Cooperation Approach in Implementing

Communication Mechanisms

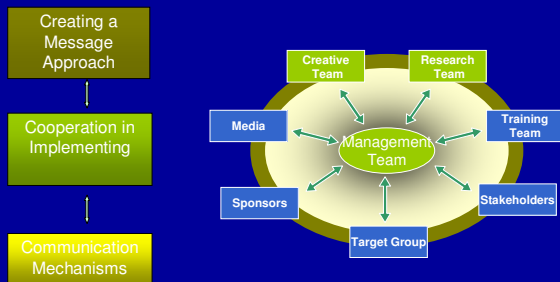
General Approach and Strategy

Creating a Message Approach



- Knowledge/Awareness
- Want – expectation of a different future
- Skills – knowing what should be done
- Making it easy – Support
- Trust or being Positive
- Stimulation – being part of it
- Feed-back and the power of success

General Approach and Strategy



Project Phases and Activities

- Inception → 1. Inception Strategy and Action Plan
- Implementation 2. Mobilising Project Team – Setting up project office
- Closing 3. Planning and Meetings with main Beneficiaries
- 4. Research Activities
- 5. Stakeholder Meeting

Implementation Phase Activities

1. Current traffic safety analysis, determining training and campaigning priorities, survey
2. Information Needs Analysis and target group segmentation
3. Developing communication strategy
4. Developing communication campaign

Implementation Phase Activities

5. Implementing Communication Campaign
 - a) Press meeting
 - b) Campaign material, TV infomercials, distributing ads for magazines and newspapers, activating website
 - c) Organising campaign events (symposium, participating in TV programmes, workshops)
 - d) Monitoring campaign events
6. Determining training needs according to target group, developing training materials and training of the trainers schedules

Implementation Phase Activities

7. Support capacity building of Beneficiary and Stakeholders
8. Evaluating campaign and trainings (questionnaires and reporting)

Campaign Material

- 1 introductory film (to be distributed to schools)
- 3 radio/TV ads,
- 5 newspaper/magazine ads
- 40 article contents (to be disseminated to newspaper and magazines)
- 5 different posters
- 100.000 flyers
- 10 different brochures printed 10,000
- Website and give-aways
- Newsletter
- Participation to 7 radio/TV programmes
- Visibility in social media

Project Activities

- Press meeting
- Training events
- Workshops to build capacity and promote communication for the Beneficiaries
- Focus Groups and seminar
- Symposium
- Awareness raising activities in universities
- TV-radio programmes, continuing relations with media

Areas of Cooperation

- Disseminating the printed material among your members
- Support in reaching target audiences with printed material
- Using posters prepared by the project in your organisations and/or at activities you attend to
- Organising seminars with or in your organisation
- Participation from your organisation to the project training of trainers events
- Continuing trainings given within the project period by the project
- Requests for using printed and visual material prepared within the project period, after the period.
- Printing articles etc. in magazines/newsletters prepared by your organisation
- Having representatives from your organisations attend focus group discussions
- Taking an active role in other activities on preventing traffic accidents

roadway safety workshop

Stakeholders' approaches,
thoughts and suggestions on
traffic safety

Components of the Road Safety Problem

Technical

- Road
- Vehicles
- Rules
- Legal
- Technology
- Management
- Control
- Transport systems

Human

- Driver
- Passenger
- Pedestrian

People first: Everything begins and ends with the human aspect.

It is humans who make the roads and the vehicles, who use the roads and vehicles; who lays the rules and legislation on how to use these and who enforces the rules...

Therefore the solution lies with humans:

By detecting the size of problem and solutions, to make humans part of the solution with trainings to shift behaviour...

3 Main Questions of the Project

Who are the related stakeholders to be trained and what methodologies should be used for these trainings?

How to develop traffic safety awareness and which segments of the community to target first?

How to activate media's role in relation to the trainings and awareness raising?

Prioritising Human Risks and Threats

1.
2.
3.

Please write the 3 main risks and threats.

From the human based problems point of view what should the campaign topics be ?

- Speeding
- Drinking and driving
- Wearing seatbelts
- Talking on the mobile phone (or texting!)
- Violating red lights and failing to give way
- Respecting others rights
- Encouraging baby/child seats to be used
- Encouraging companies to use KSS

Media Effect

- Press meetings
- Meetings with columnists/writers
- Newspaper and TV visits
- Guest appearances on TV
- Press newsletters/releases
- Inviting to events
- Journalist trainings

Stages in Communication Campaign

- Survey (Interviews, questionnaires, archive research, literature review, statistical data).
- Determining target audience.
- Developing strategy: Determining messages, implementation plan and tools.
- Implementation.
- Measuring results after implementation.
- Reporting

Which is the highest risk group?

1. Young drivers
2. Children
3. Elderly people
4. Commercial drivers
5. Others:

Please vote for a single option

Who should be trained first?

1. Driving school trainers
2. Police and other security forces
3. Commercial drivers
4. Students from grade school, secondary school and higher education
5. Driving licence inspectors
6. Young drivers
7. Journalists
8. Other: ...

Please priority mark only 3 options.

Defining the “most important” problem

We would like you to concentrate on human related problems and expound the problem. I.e. “Drivers are not respectful” could be expounded with “Because they don’t allow other drivers and pedestrians right of way”.

How would you solve it?

We would like you to substantiate your suggestions for solution. I.e. Instead of “Driving school trainers should be trained” you could say “These trainers should be taught defensive driving techniques”.

Sustainability

- Death rates related to traffic accidents in Northern Cyprus are double that of the average in European Union. This matter of life can be solved with sustainable project, that can be developed together with a systematic approach.
- Creating a positive change in public behaviour is a long term process and can only be reached with the close cooperation of you, the stakeholders.
- We would like to invite you to cooperate with us for the success of the project and sustainable results.



ROAD SAFETY TRAINING and CAMPAIGNING

Project Office Contact Details:

Osman Paşa Cad. Mirata Apt. 1/4
Köşklüçiftlik-Lefkoşa
Tel: 227 90 58
Faks: 227 93 41
roadway@pirigroup.com

THANK YOU FOR YOUR PARTICIPATION