



Road Safety Education and Campaigning

Northern Part of Cyprus

EuropeAid/124745/D/SER/CY
Service Contract No: 2009/223-651

Training Needs Analysis
22.10.10



This project is funded by
The European Union.



A project implemented by
Piri Group

Training Needs Analysis – Content

Abbreviations:	2
Introduction	3
Project Background	3
Methodology utilised for identification of training needs	4
A General Evaluation of the road and traffic safety concept in EU	5
Description of Existing Challenges in Northern part of Cyprus	6
Strategic Issues to be addressed – Gap analysis	7
The Trainings Proposed	8
Suggestions for the Future	11
Sustainability concern	11
Table 1. Training Activity Plan	12
Table 2. Proposals for the Curriculum in Elementary Schools	13

Abbreviations

DG	Directory Generale
EU	European Union
GNP	Gross National Product
NGO	Non-Governmental Organisation
RTA	Road and Traffic Accidents
RTAPA	Road and Traffic Accidents Prevention Association
TAT	Technical Assistance Team
TNA	Training Needs Assessment
ToR	Terms of Reference
TSC	Traffic Safety and Transportation Services Committee
TSIP	Traffic Safety Improvement Programme
TSIP	Traffic Safety Improvement Programme
UNDP	United Nations Development Programme

Introduction

This training needs analysis is done as a part of the EU funded project “Road Safety Education and Campaigning” in Northern part of Cyprus.

Below we start with a short description of the project background followed by the methodology we used in identifying the training needs. The report continues with a short summary of the main challenges for making roads and traffic safer in northern part of Cyprus. A brief description on the progress in EU in this area is also provided focusing on the political progress.

Finally the recommendations on the trainings to overcome the identified challenges are elaborated and proposed. The training activities are proposed to ensure sustainability of the effects of the Project with a focus on the capacity of the stakeholders involved in road safety education and awareness creation. At the end of the report we also provide some recommendations for the future to make road and traffic safety sustainable in northern part of Cyprus.

Project Background

Road Safety Education and Campaigning project is initiated as a part of the Traffic Safety Improvement Programme (TSIP) funded by EU in Northern part of Cyprus. Where, TSIP is designed as the mechanism whereby the measures proposed to improve traffic safety conditions on the northern part of Cyprus will be implemented, within this programme the Road Safety Education and Campaigning project has the overall objective of contributing to the improvement of road and traffic safety in northern Cyprus by increasing awareness and understanding of the factors leading to accidents.

Implementation of the project has started in December 2009 with the following specific objectives:

- ⊕ Disseminate information on causes to traffic accidents
- ⊕ Create understanding for measures to reduce traffic accidents
- ⊕ Increase the capacity for making targeted and efficient campaigns to improve traffic safety.

The project is expected to produce:

A Communication Strategy with measurable objectives, identifying road safety priority issues, ways and modalities for effective communications (websites, newsletters, media, reports, stakeholders meetings, mailing list etc.) and target groups based on existing communication channels and media.

An Awareness Raising Campaign implemented by the newly established TSC Sub-Committee on Training, Research and Awareness and assisted by the Consultant which covers execution of a series of road safety education information dissemination sessions. The Awareness Campaign aims at the various target groups in the Communication Strategy involving the preparation and execution of a broader traffic safety public outreach program that involves television, radio, and print as well as special events.

A training programme designed based on the Training Needs Assessment (TNA) aiming to ensure that all stakeholders involved in road safety education and awareness creation have adequate capacity for this task.

The project team is working in cooperation with the Traffic and Transportation Services Committee as well as the Sub-committee on Awareness and Education for the implementation of the tasks. Up to now, a stakeholder mapping has been done, a kick-off meeting including a workshop has been conducted as well as several individual meetings with the stakeholders. As an important milestone of the project, a communication strategy has been prepared and agreed based on the results of the meetings, evaluations of the previous studies, desk researches and statistics available locally from the accident database system.

This report is prepared to summarise the training needs assessment conducted in parallel to the communications strategy.

Methodology Utilised for Identification of Training Needs

The training needs analysis is performed in accordance with the ToR of the project, utilising desk research and interview techniques. The analysis is based on the collected information at the meetings conducted, previous studies and campaigns analysed, data collected and the interviews specifically conducted on this issue on 4-5-6 August 2010 to identify and prioritise the trainings to be performed within the content of the Project. The following institutions and representatives are visited for this purpose:

- ⊕ Local Authority in charge of Education – Manager of the Department of Private Schools, Akşel TATLISU,
- ⊕ Kandaz Driving School Manager, Kemal KANDAZ,
- ⊕ Sürer Driving School Manager, Mustafa ALSANCAK,
- ⊕ Head of Driving Schools Union, Barış TILKI,
- ⊕ Chairman of Road and Traffic Accidents Prevention Association, Dr. Mehmet AVCI,
- ⊕ Local Authority in charge of Transportation, Plan and Project Manager, Mustafa DEFTERALI,
- ⊕ Local Authority in charge of Transportation, Manager, Hasan ARKOL,
- ⊕ Local Authority in charge of Transportation, Dr. Emre GÜNCE, Architect, M.Sc., EU Local Expert
- ⊕ D.G. Police, Traffic Regional Manager, Barbaros SAVAŞCI,
- ⊕ Local Authority in charge of Interior Affairs, Deputy Manager of the Traffic Service Unit, Ahmet HAVANIK.

Besides the Traffic Education Park built under the sponsorship of North Cyprus Turkcell (opened in October 2010) has been visited.

The desk research performed covers the curriculum being used for elementary schools, analysis of the recent statistics available (2001-2009 and first half of 2010), analysis of the results of the previous campaigns conducted specifically Community Outreach Plan of the UNDP road safety project implemented in 2008.

A General Evaluation of the Road and Traffic Safety Concept in EU

Road safety has certainly played a major role in many European countries for several years (for example the UK, Scandinavia, Germany). Road traffic monitoring has been going and governments have set out strategies to reduce road and traffic accidents (RTAs) in several countries for a number of decades. This is evidenced by decreasing RTA numbers in many highly motorised OECD countries despite increases in traffic volumes since the 1970ies. However, RTAs worldwide remain a serious challenge that needs to be addressed and that several countries in the EU have less of a history in targeting road safety issues.

On the other hand, besides such interventions developed for a specific national context, there was not any protocol developed to decrease the economic, social and health problems caused by the traffic accidents at inter-governmental level. It can not be said that this was a preference, but it was the case since the trouble in EU Member States is as not big as it is in North Cyprus. (Data available indicates that in 2008 1.3 million traffic accidents happened in EU, where 39.000 people lost their lives in these accidents and 1.6 million people were injured. This means rate of death in traffic accidents for 100.000 people is 7.8 and rate of injury is 322 in EU, where this figure is 18.11 and 505.3 respectively in North Cyprus in the same year. The economic cost of the traffic accidents in EU was estimated to be corresponding to 2% of the GNP of EU. Data for North Cyprus is not available.)

Despite this, both EU and the United Nations has developed and implemented programmes with wide number of participants.

The European Road Safety Charter as a part of the *acquis communautaire* is the widest road safety platform covering the Member States and the candidate countries. The European Road Safety Charter which was initiated by the DG Energy and Transportation of the European Commission in 2003 as a part of "Road Safety Action Plan" targets to reduce the loss of lives in traffic accidents by half until 2010 in Europe. In this respect, the European Road Safety Charter provides opportunities by promoting cooperation between companies, governmental and non-governmental organisations to develop actions to reduce fatality rates in traffic accidents in roads, to exchange information on measures to be taken and to evaluate the results achieved.

In the new European Road Safety Action Programme (2010-2020), which will replace the previous one, the same targets are set with enhanced measures to materialise these targets.

In 2001, EU set an important milestone via adopting the European Transport Policy for 2010: Time to Decide" setting the target as reducing fatality rates in traffic accidents by 50% by 2010.

In 2003 European Council highlighted the importance of development of strategic plans including the objectives, action and time plan to achieve these objectives in a cooperative way to the Member States.

Given the above situation, below we mention and summarise the strategic issues that are highlighted in almost all similar international studies conducted to ensure traffic and road safety and to reduce fatality and injury rates at traffic accidents.

Description of Existing Challenges in Northern part of Cyprus

Analysis and evaluation of the information collected show that the main challenges to ensure road and traffic safety in northern part of Cyprus can be described at regulatory level and enforcement levels. These are summarised below:

Regulatory Level:

- 1) At the core of the challenges at regulatory level we can mention the driving schools being under control of the authority of Finance, but not an education unit. The Authority of Finance exercised no regulation for the driving schools until 2001. Accordingly there was no rule or regulation to open and operate a driving school between 1974 (in the year the systems in North and South of Cyprus is separated) and 2001. Some schools started to operate without getting any permission or licence from any governmental organisation.
- 2) Trainers could start the job in these schools without getting any licence or exam to prove their skills. The only requirement for the trainers was to own a valid driving licence. Unfortunately there is still no formal training designed to train the teachers working in these schools, but an exam they need to pass to get the position.
- 3) There is no standard curriculum developed for the theoretical and practical trainings to be provided in driving schools. The schools develop their own curriculum. Between 1974 and 2003 the questions asked during the licensing exam were selected from the unofficial book for drivers' education. There were only 50-60 traffic signs in this book. In the meanwhile Road and Traffic Accidents Prevention Association (RTAPA), DG Police and Traffic Services Unit under Local authority in charge of Interior Affairs prepared some books. However, none of them have been in use or officially accepted nor enforced to be in use in the driving schools.
- 4) There are no computerised or written records of the driving license exams. This causes a lack of standardisation in evaluation process. The exam has two stages: the candidate first takes an aural theoretical exam as a prerequisite to practical driving exam. A candidate, who passes the theoretical exam gets the "student driving licence" and obeying the related rules (It is required that a person holding a similar category of license is accompanying the student driver. For motorcyclists this rule changes itself to "it is not allowed to carry a passenger".) he/she can start driving. This generates some risks in traffic.
- 5) Between 1974 and 1992 driving licence exam was implemented by the Police Department. Accordingly inspector staff was hired by the Police. The requirements are holding all the driving licence categories, minimum university or high school graduate degree and successful result at the exam of the Public Service Commission. Similar to the driving school teachers' case there is no requirement related to traffic education. It is only an asset for the selection process. The new inspectors learn the job from their colleagues as they start the job.

Enforcement Level:

Through interviews it is identified and verified by the results of the workshop conducted at the stakeholders kick-off meeting of the project that

- 1) Traffic police control and surveillance is not adequate.
- 2) Cooperation between governmental entities and NGOs and between governmental entities is not enough to take more effective measures to ensure road and traffic safety.
- 3) Media is not well guided and utilised to generate positive change of public behaviour for traffic safety. News related to traffic accidents focus on the results, rather than a causality analysis of the accidents.

The results of the kick-off meeting of the project as well as the individual meetings further helped us to prioritise the following [risk groups and main issues](#):

- 1) Young Drivers Highest Risk Group: Young drivers are one of the major risk groups with their 28.5% involvement rate in traffic accidents 26.5% involvement rate in fatal and heavy injury accidents (According to Police General Directorate information and media scans.) Again, here the main factor contributing is the inadequacy in driver trainings. Especially the university students who are not used to the traffic system in northern part of Cyprus generate a major risk in traffic.
- 2) Another priority group is Commercial Vehicle Drivers: A large number of stakeholders and professional organisations believe commercial vehicle drivers need proper training.
- 3) 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.
- 4) Awareness and Lack of Training: Determining the main problem as disrespect shows that the general society has not recognised road safety as a social problem, thus showing a notable lack of sensitivity and awareness in this area.

Strategic Issues to be Addressed – Gap Analysis

With road and traffic safety concerns, the strategic objective should be to reduce the number of accidents, severeness of accidents, and the number of deaths and injuries. Collected information up to now shows that the areas to be dealt with, to achieve these objectives can be categorised under 8 headings below;

1. **Road Safety Education and Training:** To raise awareness of citizens to change their attitudes for the better, to make them drive with responsibility and safely; moreover, to include the citizens achieving road safety developing road safety as a culture.
2. **Regulation, Surveillance and Control:** To encourage road users’ adherence to traffic rules enforcement of the traffic rules should be improved.
A standard curriculum for the driving schools needs to be developed and licensing system needs to be standardised. There are already new regulations under

development for the driving schools and licensing system besides others to get harmonised with EU. The draft regulations already address standardisation of the trainings in driving schools and the licensing procedure. It is also important to control and evaluate the driving schools and monitor the licensing system.

3. **Vehicle Safety:** To improve safety concerns in vehicles – already addressed by a project under TSIP.
4. **Infrastructure and traffic Management:** For safer roads and traffic – already addressed by a project under TSIP.
5. **Road Safety in Transportation:** To ensure safer transportation for people and goods – aspects related to professional drivers for the purpose of this project.
6. **Research and analysis for road safety:** To work in cooperation in a focused way for developing road safety involving the universities and media.
7. **Contribution of the non-governmental organisations:** To ensure wide spread and effective participation of the society in taking measures to ensure road and traffic safety
8. **Harmony among the managers:** To ensure coordination and cooperation for the activities among the managers.

Having these strategic issues stated and taking in to consideration the reference to the training programmes in the ToR as

The aim of the training activities is to ensure that all stakeholders involved in road safety education and awareness creation the adequate capacity for this task.

for the scope of the training activities, we prioritise the target groups as:

- ⊕ Driving School Teachers,
- ⊕ Traffic Control Units,
- ⊕ Professional Drivers and Driver Unions,
- ⊕ Local bodies in charge of Regulations and Enforcement for road and traffic safety,
- ⊕ Young Drivers
- ⊕ Elementary School Students and their Parents
- ⊕ Media

Below the trainings specifically proposed for each of these groups are explained.

The Trainings Proposed

The main factor generating the reasons of traffic accidents are human related. For this reason it is important to cover all age groups of people among the target groups of training and awareness raising activities. Public officers at managerial level, officers in charge of enforcement, drivers, professional drivers, pedestrians in other words every body depending on the general profile of their groups should be trained formally or via awareness raising activities.

Considering the context of this project the training areas are prioritised under the following 7 main headings:

1. **For driving schools and driving licence inspectors:** The training system of the driving schools active in North Cyprus is analysed. Some improvements are to be done on this system and the teachers working in driving school should be trained. At the end, it is an important step to solve the problem to ensure that the driver candidates get sufficiently trained and get qualified before they get the driving licence and start to drive in traffic. The main items of the training that should be delivered to this group consist of what should be covered in the training programme for the driver candidates, methodologies and techniques to be employed, how should the system of examination be and how to control and improve examination system, main qualifications that a successful trainer should have, who to train besides the driver candidates to improve road and traffic safety.
2. **For traffic control units:** It has been highlighted in the meetings that control of traffic flow and inspection services of the traffic police is not sufficient. For the traffic police and their chiefs informative trainings should be provided on traffic control and flow. This should consist of what the role of inspection is in road and traffic safety, audit of traffic police, electronic inspection, audit of NGOs, evaluation of monthly and annual reports and statistical data and developing respective measures.
3. **Trainings for the professional drivers with the participation of driver unions and organisation of training capabilities:** The results of the workshop organised at the end of the kick-off meeting and individual stakeholder meetings indicates that the professional drivers are among the major risk groups. Although road infrastructure quality, proper traffic signs, enforcement of traffic rules and utilisation of technologies are important, road and traffic safety starts with measures to eliminate human related factors. Professional drivers spending majority of their time in traffic should be trained on responsibility issues, empathy, and defensive driving techniques. In the context of this project we propose to provide training to the professional driver groups, unions and similar representative organisations on how to develop and organise such trainings. We believe this will generate sustainable results rather than training a few professional drivers.
4. **For elementary school students and their parents:** This training should involve both students and their parents. It should be designed and delivered with practical approaches covering the traffic rules, highlighting the importance of respect to others and being always careful in traffic, rather than formal classroom training. The TAT will try to help generating cooperation between local entities in North Cyprus and Istanbul Greater Municipality for the implementation of similar trainings that have been successfully held in Istanbul for a while in Traffic Park for the elementary school students. The TAT will be seeking opportunities to utilise similar training programme and the trainers employed in Istanbul for this purpose.

5. **For young drivers:** Although also relevant to all ages, the main reasons of traffic accidents in which young drivers are involved, are driving mistakes due to lack of experience, high speed, alcohol, not using crash helmets, safety belts or child passenger restraints, insufficient vehicle crash protection, lack of conspicuousness [Youth and road safety in Europe. Policy briefing, 2007]. Considering the rate of their involvement in traffic accidents and the number of young drivers in northern part of Cyprus roads, they turn out to be another major risk group. (According to the Accident Data Analysis between 2002 and 2010, 28% of all accidents are those in which 18-24 age group drivers were involved.) Especially the traffic direction, which the university students coming from foreign countries are not used, increases the risk of driving. For this target group (18-24 age groups) practical trainings will be useful rather than theoretical trainings. Training objectives will be highlighting the importance of traffic rules, presenting the hitting possible results of risky behaviours as a driver and as a pedestrian and to make obeying traffic rules a popular behaviour among young people. The conference that will be organised in one of the universities in North Cyprus will be developed taking these objectives in to consideration.
6. **For the units in charge of road and traffic safety related regulations and enforcing these:** This is a training to build capacity of the public organisations with a role in ensuring road and traffic safety. The training will mainly focus and highlight the importance of engaging in a cooperative work between governmental organisations for developing and taking necessary measures timely, developing new regulations, enhancing the platform for relevant information exchange and cooperating in enforcement, monitoring and controls. Besides the governmental organisations, NGOs should also be actively involved in developing and enforcing the relevant regulations, keeping public attention into the subject. Besides they should be supporting the governmental organisation in monitoring and control. Accordingly this training will be designed to cover NGOs as well.
7. **For media:** This is a training that will raise awareness of the media members working for the newspapers, journals and TV channels on the issues that they should be careful at while they prepare the news related to road and traffic safety. In this training, which will be in the form of a workshop, we propose to include the Road and Traffic accidents Prevention Association. Role of media members are very important in informing the society on the reasons of road and traffic safety problems and their consequences. Currently newspapers, journals and TV channels give the news about road and traffic safety focusing on the consequences rather than the factors. Analysis of the causes of traffic accidents are not provided, no scientific data is used; neither the information sources are forced to get such data.
For this reason we believe this training will help the journalists to understand how to reach relevant information and news sources, what the main problems are related to road and traffic safety, how the EU funded projects will generate impact on the road and traffic safety in northern part of Cyprus. This will help the society to be better informed on the issue.

In Table 1, a training plan is proposed taking the time for the content development and tailoring of the above trainings in to consideration.

Suggestions for the Future

Besides these, the analysis of the information collected shows that trainings should be organised in the following areas, which fall in to the other projects' focus areas under the Traffic Safety Programme in North Cyprus, which this project also is a part:

- a. Short seminars for the engineers working for the municipalities and road administration for planning and implementation of roadway maintenance projects.
- b. Awareness raising activities for the parliament members on the critical importance of traffic safety and organising meetings on this issue will be very helpful to raise the awareness of the general society.
- c. To ensure road and traffic safety, a culture should be developed starting from the very low ages via involving this issue deeply in the education programme. The Authority in charge of Education should deal with developing the content and quality of the curriculum of the traffic safety in use for the programmes of elementary and secondary schools. In Table 2 below, we provide a summarised suggestion of headings that should be developed and/enhanced.

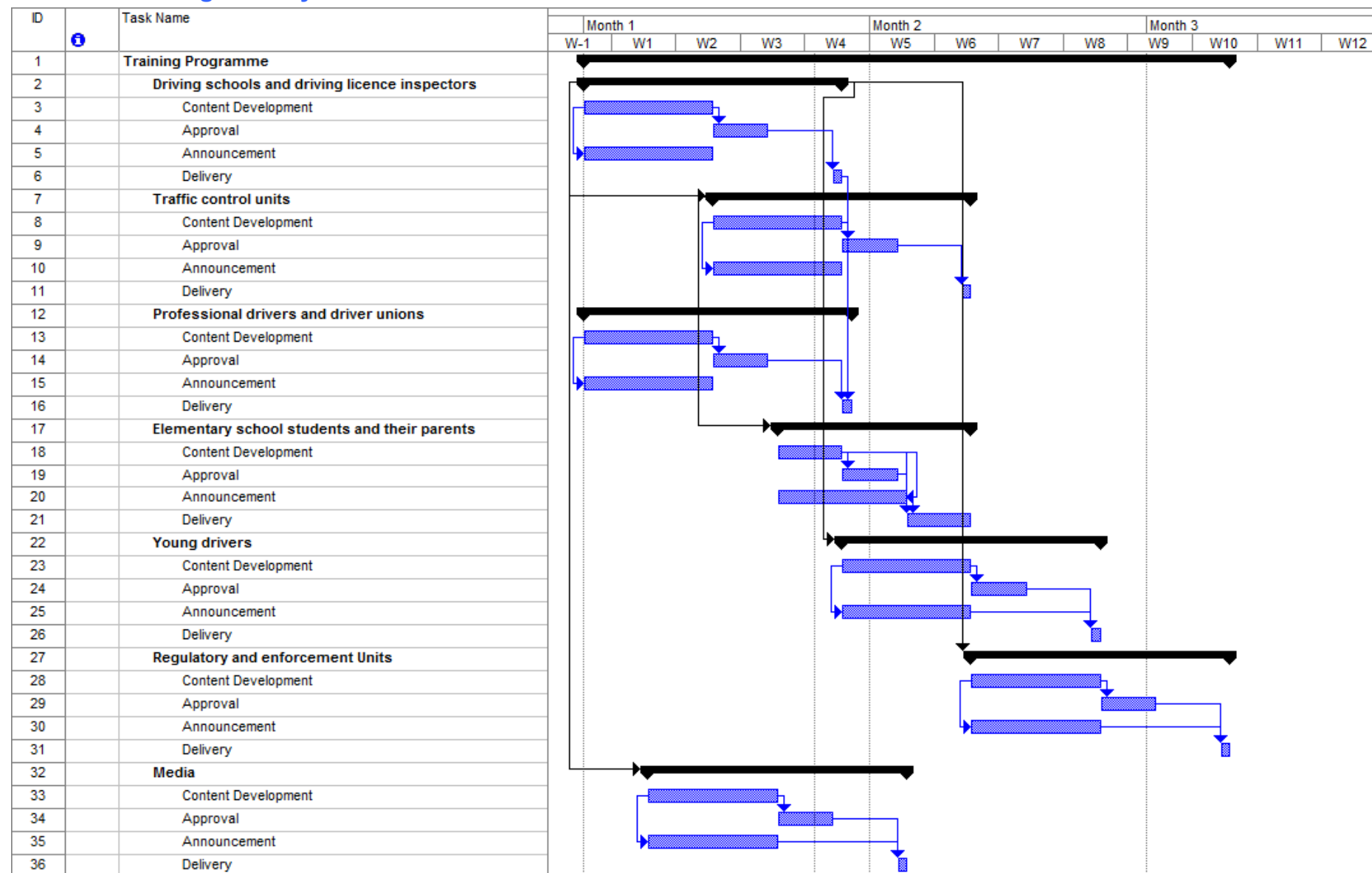
Sustainability concern

We would like to mention that instead of repeating trainings that have already been provided in North Cyprus in the past, the trainings proposed here focuses on sustainability of results to reach the overall objective of the project based on the main weaknesses identified via the training needs analysis conducted in the context of this project. Content and target groups of the trainings are defined with this perception. Trainings that can be given to several drivers and pedestrians in only a couple of sessions during the course of the project would only allow us reach a certain number of people among the target groups. Instead of this we proposed to develop and deliver trainings that address the root of the problem and capacity building in North Cyprus to implement similar trainings in the future.

On the other side to ensure cooperation and synergy for the issues that fall into other projects under implementation under the TSIP, TAT will summarize the findings in the Steering Committee meeting. For this we will make necessary arrangements with the support of the beneficiary organisations to include this topic in the agenda of the next meeting.

Training Needs Analysis

Table 1. Training Activity Plan



Training Needs Analysis

Table 2. Proposals for the Curriculum in Elementary Schools

Targets	Subjects	Methodology and techniques of training	Training Materials	Evaluation
To improve hazard perception of pedestrians, passengers and drivers to ensure safe traffic flow	1. Definition of traffic	1. Narration	Traffic Education Book	1. Recognises the vehicles and knows how to utilise them
To define transport and transportation	2. Definition of roadway	2. question and answer	Battery vehicle	2. Knows the rules to obey when travelling
To teach the traffic rules for the passengers	3. Elements of traffic	3. reasoning	Bicycle	3. Knows the meaning of traffic and recognises traffic police and lights.
To learn the duties and responsibilities of the institutions related to traffic	4. Safe crossing conditions	4. exemplification	CD	4. Knows what pedestrian, passenger, traffic way and pedestrian walk are.
To provide information on the reasons of traffic accidents and the factors generating these reasons	5. Safe crossovers	5. application	First-aid set	5. Knows the meanings of the traffic lights for the pedestrians
To provide basic information on riding a bicycle for the kids at 6-11 age group	6. Forbidden and dangerous crossovers	6. slide -presentation- video		6. Recognises the main traffic signs
To provide basic information on first aid	7. Rules that the passengers should obey	7. instructional – entertaining CD		7. Knows where are safe places to play
	8. Rules of using safety belts and car-seat for kids	8. teachers with relevant specialisation assigned by authority in charge of Education		8. Knows the safe crossovers.
	9. Rules of riding a bicycle			9. Knows how to pass in crossovers with no traffic control.
	10. Training on first-aid			10. Knows the rules the pedestrians should obey
	11. What is black-spot?			11. Understands the measures to be taken to protect him/herself from the traffic accidents
				12. Knows the meaning of first-aid.
				13. Knows what should be done in case of accidents.
				14. Can provide first aid in simple injuries