



Road Safety Education and Campaigning Northern Part of Cyprus

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Impact Assessment Report



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the European Union.



A project implemented
by Piri Group consortium

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1. Introduction

Mass media campaigns are used extensively as a means of promoting road safety issues. Given the relatively high cost of mass media advertising, it is essential to know what elements make a road safety mass media campaign effective and how future campaigns might be made more effective. This report is prepared on the impact assessment of the EU funded Road Safety Education and Campaigning project.

It starts with a summary of project background, the overall and specific objectives as well as expected results. This section is followed by a summary of the campaign and training strategy of the project documented in communication strategy and training needs assessment, being among the two major indicator outputs of the project. A summary of pin points of the preliminary analysis conducted for the strategy formulation in the beginning of the project is provided and followed by a target group definition, campaign and training activity objectives, channels planned and main message of the campaign.

The impact assessment methodology is explained in the next section. Selection of methodology is based on the campaign objective and it was specified in the communication strategy itself, as self-reporting utilising the survey data of the field studies conducted before and after the campaign implementation. The criteria that are used for impact assessment are mentioned in this section too.

Next section provides a summary of the results of the two surveys and presents simple and meaningful differences between the two surveys. Interpretation of the differences mentioned is summarized in the next section under assessment of impact over the target groups. It also answers to the question on which communication channels have been more effective in reaching target groups. Impact over the stakeholders on the other hand, provides a summary of what has been done for capacity building of local stakeholders, how sustainability and multiplier effect are regarded.

Budgetary effectiveness is analysed and data regarding the incidental budget distribution of campaign and training activity implementation is provided to guide similar campaign design in the future.

The last section provides some recommendations for the future campaign implementers based on what has been learned in this project.



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KIRMIZI IŞIKTA GEÇMEYECEĞİME,
EMNİYET KEMERİMİ HER ZAMAN TAKACAĞIMA,
DİĞER SÜRÜCÜ VE YAYALARIN HAKLARINA SAYGILI OLACAĞIMA**

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2. Project Background

Road Safety Education and Campaigning (RSEC) 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 in 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 the northern part of 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.

Serving to these objectives the outputs of the activities are summarized below.

- [A Communication Strategy](#) was prepared with measurable objectives, identifying road safety priority issues, ways and modalities for effective communications and target groups based on existing communication channels and media.
- [An Awareness Raising Campaign](#) was implemented in cooperation with the TSC Sub-Committee on Education, Research and Awareness. TAT engaged in a series of road safety education and information dissemination oriented activities, aiming at various target groups in the Communication Strategy. The campaign was implemented as a public outreach program that involves television, radio, and print as well as special events.
- [A training programme](#) consisting of 7 different trainings was designed and implemented based on the Training Needs Assessment (TNA) conducted in the beginning of the project. The training programmes were aiming to ensure that all stakeholders involved in road safety education and awareness creation have adequate capacity for this task.

In addition to the seven different training programmes developed and delivered, for capacity building of the local stakeholders a needs assessment workshop was conducted in the beginning of the project. The results were elaborated in a report and

shared with the participants and the main stakeholders, with which the Consultant implemented focus group meetings and identified the capacity building needs. To support the stakeholders in implementing road safety related campaign and training activities in the future the Consultant prepared a Guidelines document tailored to the identified needs.



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Trafik ve Yol Güvenliği Eğitimi ve Kampanyası

3. Campaign and Training Strategy of the Project

The communication strategy of the campaign was based on a series of preliminary analysis and information needs assessment studies. [The pin points from this analysis are:](#)

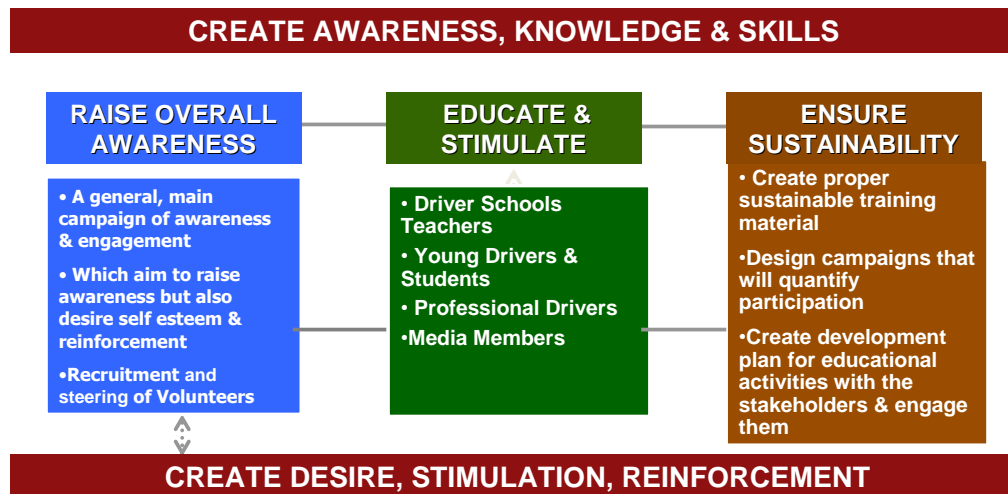
- High number of vehicles/population ratio and accident rate
- Factors that contribute to road unsafety are:
 - Inadequate drivers license training,
 - Lack of efficient control,
 - Bad road infrastructure,
 - Insufficient signalisation and signboards
 - No public transportation,
 - Lack of first aid.
- Main driver faults are:
 - Speeding,
 - Driving impaired by alcohol,
 - Not complying with rights of way,
 - Negligence,
 - Not using seat belts,
 - Psychological factors (Perception that risk of getting caught is low or mis-behaviour affected by others around, etc.)
- Young drivers and professional drivers are the two risky groups

Given the analysis, [the main strategic concern](#) was defined as reaching and activating the most influential focus groups, which can initiate and perpetuate the change of attitudes within society in the course of the project period especially to achieve the followings:

- To stimulate a change by getting public attention to the road safety issue.
- Since it was not possible to train everyone during the period of the project; to mainly train trainers, priority groups and public opinion leaders (politicians who are interested and volunteer for the subject and civil society leaders, etc.).
- Ensuring the training and awareness campaigns continues and sustainable after the project. (Via sustainable social media tools and training materials.)

[Target Group was defined as](#) the whole society, but primordially & specifically the young students, young drivers (18-24 years old), driver school teachers and professional drivers.

[The Strategy of Change was defined as](#) communication, training and disseminating the messages via multiple channels including the community leaders to ensure they are adopted by the community. Main message of the campaign was “I PROMISE to obey traffic rules!”.



3.1. Campaign Targets

The following printed and electronic materials/ outputs were foreseen to be prepared and distributed in parallel to the technical proposal of the project:

- Publication of 5 newspaper/ journal ads (budget will be checked to publish in all newspapers in circulation.)
- Production and publication of 40 newspaper / journal article and/or news.
- Production of 1 introductory film and preparation in CD form to distribute in schools.
- Preparation and broadcasting of 3 Radio / TV ads.
- Preparation of 5 posters with different themes (for each 100 copies)
- Preparation and distribution of 50 thousand fliers and 50.000 car stickers on “I Promise”
- Preparation of 10 brochures (1000 copies each)
- Distribution of promotional items
- Preparation of an independent campaign website containing all the campaign and training materials and opening of a facebook page for interaction with the target groups.

3.2. Training Targets

The training targets, for which the details are provided in the training needs analysis, were:

- Development of 6 different training packs
- Implementation of the appropriate trainings e.g. driving school teachers and professional drivers training with a “training of trainers” approach.
- Training of at least 120 people.
- Development of a training manual that the beneficiaries can use in the future for similar trainings.

Main considerations for the selection and development of training topics were sustainability and generating a multiplier effect. The subjects and target groups were identified to help the roadway safety trainings reach larger segments following the end of the project.



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4. Impact Assessment Methodology

Typically three groups of measurement variables are used in evaluation studies of road safety campaigns, and in the literature concerning road safety: *self-report measures, observed behaviour and accident statistics*. In selecting one of the three for the impact assessment of the Road safety Education and Campaigning project we took below facts into consideration:

- The results of a campaign can be considered from two points of view. An evaluator considers the *measurable outcomes* of a campaign as the main study topic, while a campaign designer focuses on *objectives and goals*. Although in the end, these two views match perfectly with each other.
- Mass media campaigns have a role to play in road safety but are unlikely to produce large behavioural change in isolation. Education and campaigning activities should play a supporting role to other measures (i.e. enforcement). The audience are not passive receivers (i.e. giving information does not result in desired behaviour change), but are selective and their motivation is important. Effective enforcement is the key factor to generate such a motivation.

Given these, impact assessment must be based on the achievable objectives and compatible indicators with the objectives of the campaign. In the EU funded Road Safety Education and Campaigning project, the campaign and education activities were aiming to **initiate** a change in the road users' behaviour, attitude or knowledge in order to increase road safety. Actually, generating a change of behaviour in a society is not easy to do. It can only be achieved via a multi-year publicity programme enhanced by regulative and enforcement measures. People, on the whole, are resistant to change, especially when there is no apparent personal gain for them to do so. A driver who has operated a vehicle after drinking alcohol on many occasions without incident does not perceive the reasons why he/she should not drink and drive as urged by a poster or TV commercial.

Accordingly for a campaigning project like this, it is not viable to assess the impact via a comparison of before and after statistical data like accident rates, decrease in violation of traffic rules etc. Assessment criteria must be compatible with the objectives of the project: "information dissemination to the community on the factors causing road accidents". Therefore we adopted self-report methodology for the impact assessment of this project.

We did this by comparing the results of the field surveys conducted in the project before and after the campaign implementation. Surveys are conducted in similar conditions, over 300 people in 5 main residential areas. The comparison criteria are as follows:

- number of road users reached;
- recall of the message used;

- change in traffic knowledge;
- change in attitudes or behaviours.

The impact assessment of the Road Safety Education and Campaigning project aims to explore the full range of effects of the activities. It essentially serves:

- *To know the effectiveness of the campaign:* it is essential to measure if the implemented road safety campaign had a positive effect or not in conformance with the preset objectives.
- *To learn about the campaign:* an evaluation of a road safety campaign offers the opportunity to the parties involved to learn about the campaign. In particular, it is interesting to know why the campaign worked (or not). In this way improvements to the campaign can be made as an evaluation pinpoints what kind of campaign does or does not work for specific road safety problems, specific target groups.
- *To involve the exposed people:* evaluation gives the opportunity to the exposed audience to directly express their opinion, approval or disapproval of the campaign. Therefore it is very important to report and communicate the campaign results.
- *To benefit for future campaigns:* to obtain valuable and scientifically proper information about the effectiveness and efficiency of the design method, implementation and measure proposed by the campaign, which can be used for the design and implementation of (or more) successful campaigns. Even in case of non-significant results, the obtained knowledge can be used for focusing on the improvement or modification or elimination of the components, which generated these results.
- *To demonstrate accountability:* it's a way to justify the costs, associated to the campaign design, implementation and evaluation by comparing quantitative and qualitative results on its effectiveness and therefore convince and attract stakeholders for greater involvement.
- *To manage resources:* resources should be in line with the expected outcomes of the campaign. The sooner a discrepancy can be detected, the better the campaign can be adapted in terms of available resources, expected outcome or both.
- *To check the economical advantage/benefit:* if campaigns are not evaluated it is not possible to know whether or not money used to develop and implement road safety campaigns is well spent. Thus, by evaluating campaigns it is possible to save money.



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5. Achievement Against the Specified Indicators

Before going in to the impact assessment, in this section, we provide an analysis of the achievement against the indicators defined in the Terms of Reference of the Road safety Education and Campaigning project. There are six indicators defined to measure the project's effectiveness:

<u>Indicator</u>	<u>Achievement</u>
Inception Report including detailed project plan prepared	Approved
Communication Strategy Guideline for the TSC and TSC Sub-Committees prepared	Approved
Campaigning guideline and materials produced – exceeds those specified in the communication strategy	Exceeds those specified in the communication strategy. Campaign Materials produced: <ul style="list-style-type: none"> ▶ 10 Brochures x 2000 = 20000 pcs ▶ Flier, 25000 pcs ▶ Bumper Stickers, 25000 pcs ▶ 7 Bulletins x 1000=7000 (electronic distribution) ▶ Newspaper Inserts (10 Brochures + Flier), 22000 pcs ▶ 6 TV films, 4800 broadcast in 5 channels ▶ 4 radio spots, 4080 broadcast in 4 channels ▶ 7 posters x 200 = 1400 pcs ▶ 47 articles in local media ▶ Project booklet, 220 pcs ▶ Flash memory, 220 pcs ▶ 2 press meetings and 7 press releases
Training Needs Assessment Report prepared	Approved
Training Programme implemented and documented in a Training Report	7 training packs developed; 6 of them delivered in 7 sessions, one delivered in CDs. A capacity building workshop organised in addition to the trainings. Total number of participants to the trainings and the capacity building workshop was 130. 15,000 training CDs produced for distribution to elementary school students. A Road Safety Conference organised in a local university

New web-site designed and launched

Project web-site is prepared and hosted, available at www.trafikveyolguvenligi.info ;

Social media sites are

Facebook: <http://www.facebook.com/pages/Trafik-ve-Yol-Guvenligi-Egitim-ve-Kampanyasi/162087253810154>

YouTube: <http://www.youtube.com/user/TrafikveYol>

Twitter: <http://twitter.com/#!/TrafikVeYol>

Flickr: http://www.flickr.com/photos/trafik_ve_yol_guvenligi_egitimi_kampanyasi/

The image displays a collage of the project's digital presence. At the top is the website's header with a navigation menu: Ana Sayfa, Proje, Kampanya, Eğitim, Basın, SSS, Linkler, İletişim. The main content area features a large banner with the title 'Trafik ve Yol Güvenliği Eğitim ve Kampanyası' and a sub-header 'Amaç kazaları ve can kayıplarını azaltmak...'. Below this, there's a section about the 2009 traffic accident statistics in Cyprus, mentioning 3971 accidents and 44 deaths. A sidebar on the right contains a 'Söz Verdim!' (I Swore) badge and a 'Trafik Eğitimleri' (Traffic Trainings) button. Below the main text, there's a 'Sosyal Ağ' (Social Network) section with icons for Facebook, Twitter, and YouTube. The bottom part of the image shows a grid of social media posts. On the left, a Facebook post by Zeynep Sozen is visible. In the center, a Twitter post from @TrafikVeYol is shown. On the right, a Flickr photostream titled 'trafikveyolguvenligi's photostream' is displayed. At the bottom left, a YouTube video player is shown with the title 'Trafik ve Yol Güvenliği'. The overall layout is a collage of these various digital assets.

6. Comparative Results of the Site Surveys

Criteria	1 st Survey	2 nd Survey	Difference
Number of road users reached	<p>Among 300 participants, only 12% declared that they are aware of the campaigns that were implemented on road safety.</p> <p>Among those who were aware, 41% declared about EU funded campaign.</p>	<p>86% of the 300 participants declared they are aware of the campaigns on road safety.</p> <p>Among the participants, 75% was aware of the campaign funded by EU.</p>	<p>Positive increase in the number of people who are aware of the campaigns is 74%.</p> <p>This indicates that two third of the community is aware of the campaign and knows specifically that this is an EU funded campaign.</p>
Recall of the message used		<p>Among the participants who are aware of the campaign 72% could recall the motto of the campaign as “I Promised” or expressions with similar meanings.</p>	<p>With the campaign implemented we could convey the main message to 72% of the society.</p>
Change in traffic knowledge	<p>4 traffic signs were asked:</p> <p>Roundabout – 54% of the answers were wrong</p> <p>Primary/secondary road connection – 76% of the answers were wrong</p> <p>Direction – 84% of the answers were wrong</p> <p>No parking – 55% of the answers were wrong</p>	<p>4 traffic signs were asked:</p> <p>Roundabout – 33% of the answers were wrong</p> <p>Primary/secondary road connection – 55% of the answers were wrong</p> <p>Direction – 58% of the answers were wrong</p> <p>No parking – 32% of the answers were wrong</p>	<p>There is an improvement in the knowledge of traffic signs, but there is room for more improvement especially considering these signs asked are among the most commonly used traffic signs.</p>
Change in attitudes and behaviour	<p>Among the participants 51% declared they wear seat belts when travelling in a car, 16% declared only in intercity roads and 33% declared they never wear seat-belt.</p> <p>Rate of driving while impaired by alcohol was 15%.</p>	<p>Among the participants 66% declared they always fasten seat belts when travelling in a car, 17% declared only in intercity roads and 17% said they never use.</p> <p>Rate of driving while impaired by alcohol is 14%.</p>	<p>Positive change in seat-belt usage is 15% among those who always wear a seat belt or at least perceived it as “correct to do”.</p>

	<p>34% declared that they know the speed limits and they obey, but if in a hurry, they violate the speed limits.</p> <p>Violation of speed limits was the number one reason of traffic tickets (61% of those who received traffic ticket), followed by violation of traffic rules</p>	<p>81% declared they know the speed limits and 78% said they obey, but 84% declared that they violate if in a hurry.</p> <p>Violation of speed limits is still the number one reason of traffic tickets (58% of those who received traffic ticket), followed by violation of traffic rules.</p>	<p>It seems there is an increase in the target group members, who know the speed limits and mostly obey; but no change in the violation based on personal conditions.</p>
Effective Communication Channels	<p>Results indicated TV as the main communication channel, followed by newspapers and internet sites.</p>	<p>It's been confirmed that most of those who are aware of the project was reached by TV (74%), than by the newspaper inserts (47%), radio and internet helped in reaching 12% and 11% respectively.</p>	



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7. Impact Generated

A significant amount of activity and progress has been achieved since the commencement of the Project in December 2009. The Consultant worked in close cooperation with the Beneficiary to support them in building local capacity to sustain the campaign.

Below, we summarize the impact generated by the project over the Turkish Community given the above findings and over the stakeholders given the meetings and outputs of the Project.

7.1. Over the Turkish Cypriot Community

The Road Safety Education and Campaigning project fulfilled its mission in terms of the specific objectives defined in the ToR of the project. With the campaigning and education activities TCc has been informed on the major factors causing road accidents and messages delivered to create an understanding for measures to reduce accidents. The messages were developed based on an information needs analysis study conducted in addition to individual stakeholder meetings; namely based on a detailed problem analysis. Accordingly the major factors causing road accidents in the northern part of Cyprus are identified to be:

- Violation of speed limits,
- Distracted driving,
- Driving impaired by alcohol
- Talking to mobile phone while driving,
- Disuse of seat-belts and child restraints

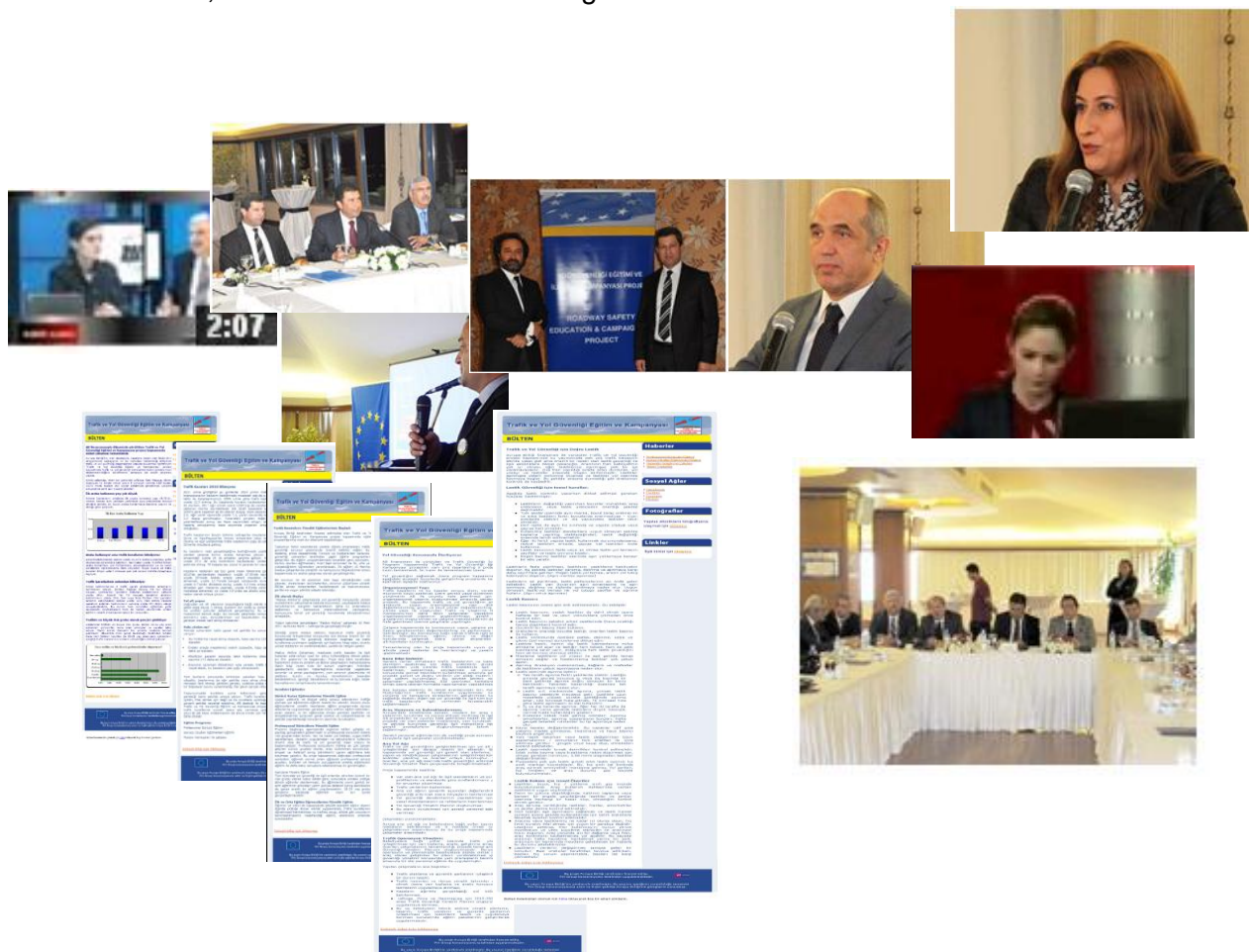
As risky driver groups, the campaign focused on young drivers, motorcyclists and professional drivers. The campaign materials focused on delivering messages to inform the society on the above issues in addition to complimentary information on first aid, tyre safety, common accident types, common stages of driving performance, kids and road safety.

The communication extensively utilised mass media tools: TV, radio, internet, newspapers. The information collected over the field survey conducted at the end of the campaign revealed that among these channels, the most effective have been TV, especially the TV films to reach the target groups. It is understandable as people are mostly inert to reading long texts even if it has an attractive looking. TV has always been more effective in both commercial and social campaigns. On the other hand printed materials help to deliver structural and more detailed information to target groups. The newspaper inserts distributed with the local newspapers with high circulation helped the detailed information accessible to almost all families in the northern part of Cyprus.

The field survey indicates an increase in the number of people who are informed about the road safety campaigns by 74%. Further, two thirds of the society was informed about the EU funded Road Safety Education and Campaigning project and could recall the motto of the campaign “**I PROMISE to obey the traffic rules!**” or with expressions which have the same meaning. It seems TV films helped a lot in reaching this many people.

The next effective communication channel has been the newspapers especially the inserts containing all the brochures and flier of the project. It must be noted here that only by the newspaper inserts, the campaign materials (brochures and the flier) were physically distributed to 22000 families. TV movies on the other hand, considering the broadcasting frequency made the campaign message, reach whole TCc in the northern part of Cyprus.

However, we can not talk about any major change in the level of information on the traffic signs or attitude towards the traffic rules. This is understandable as such a change could only be a consequence of a multi-year campaign implemented in parallel to enforcement measures. Several analysis documents produced in the project as well as the communication strategy highlights development of road safety culture as a key issue to improve road safety and obeying traffic rules. This is a long-run objective to achieve, to which this project aimed to contribute. Development of training materials for elementary school students besides others, which were aiming local capacity building, was for this purpose. Systematic traffic training should start from an early age; especially age 9-10, when the students have enough skills to understand the traffic. This is the only way to change attitude, which will lead to change of behaviour in the long-run. Currently the members of TCc understand that road safety is a problem and they are aware that rate of violation of traffic rules is very high and this risks their life; however this causes a change in neither attitudes nor behaviour.





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Kamu Sektörü ve Sivil Toplum Kuruluşları Olarak İşbirliği İçinde Yollarımız Çok Daha Güvenli Olsun diye Gerekli Çalışmaları Yapmaya

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7.2. Over the Stakeholders

One of the specific objectives of the project was to build capacity of the local stakeholders for making targeted and efficient campaigns to improve road safety. The capacity building workshop revealed that lack of cooperation between different entities is the main weakness in implementing more effective campaigns. During the implementation of this project, the Consultant developed a cooperative environment embracing public organisations, civil society, driving schools, target group members, media sector, private sector representatives, universities and academicians, DG Police, etc.

The Guidelines document prepared for effective campaign and training implementation also highlights this issue. There are more to develop for harmonised and cooperative actions, which necessitate an organisation to assume a coordination role. The Guidelines proposes some process flow alternatives for the organisation that will undertake this responsibility.



The training documents and delivery organisations were specifically focused on development of sustainable capacity. The training topics identified by the training needs assessment were addressing root of the road safety problem in the northern part of Cyprus: lack of a proper driver training, risks associated with professional driving, young drivers and their risk proneness while driving, regulatory and enforcement related effectiveness to solve the road safety problem, key role the media sector should play, effective traffic inspections for intimidating violations of traffic rules and improvement of traffic curriculum in schools. The Consultant developed the training materials with a training of the trainer approach.

The seven training packs developed will help the local stakeholders to continue delivery following the end of the project, following the section of guidelines for the trainers included in the training materials.



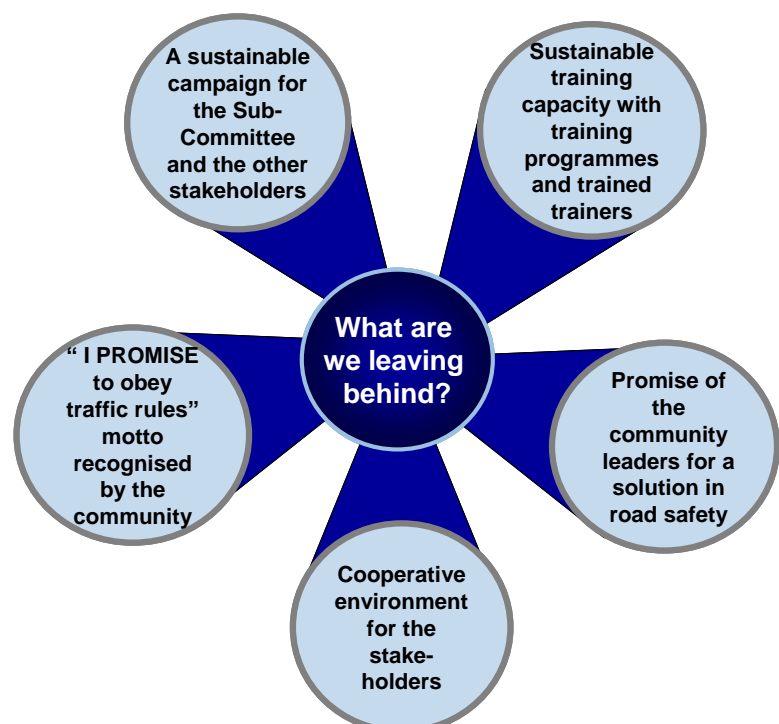
Training delivery was organised in 7 separate events. Including the capacity building workshop 130 people participated these organisations. In addition, the training developed for the elementary school students is produced as a digital brochure with 15000 CD copies to be distributed to all elementary school students as one CD per student. So the project achieved a full coverage for this target group segment.

The multiplier effect of the trainings will likely show itself especially in the driving school trainers and professional drivers. Those who received the training can deliver it in the future for their colleagues. These trainings as well as the others are implemented in cooperation with the representative organisations of these professions to ensure sustainability.

During the implementation of the project, 96 organisations were directly contacted. Among these, there are 18 media sector entities, 29 driving schools, 27 civil society organisations, all the universities and municipalities and 8 public sector organisations can be counted. Most of these organisations helped the public outreach programme either by distributing the campaign materials or facilitating direct access of the project team to more members of the target group to deliver the campaign messages.

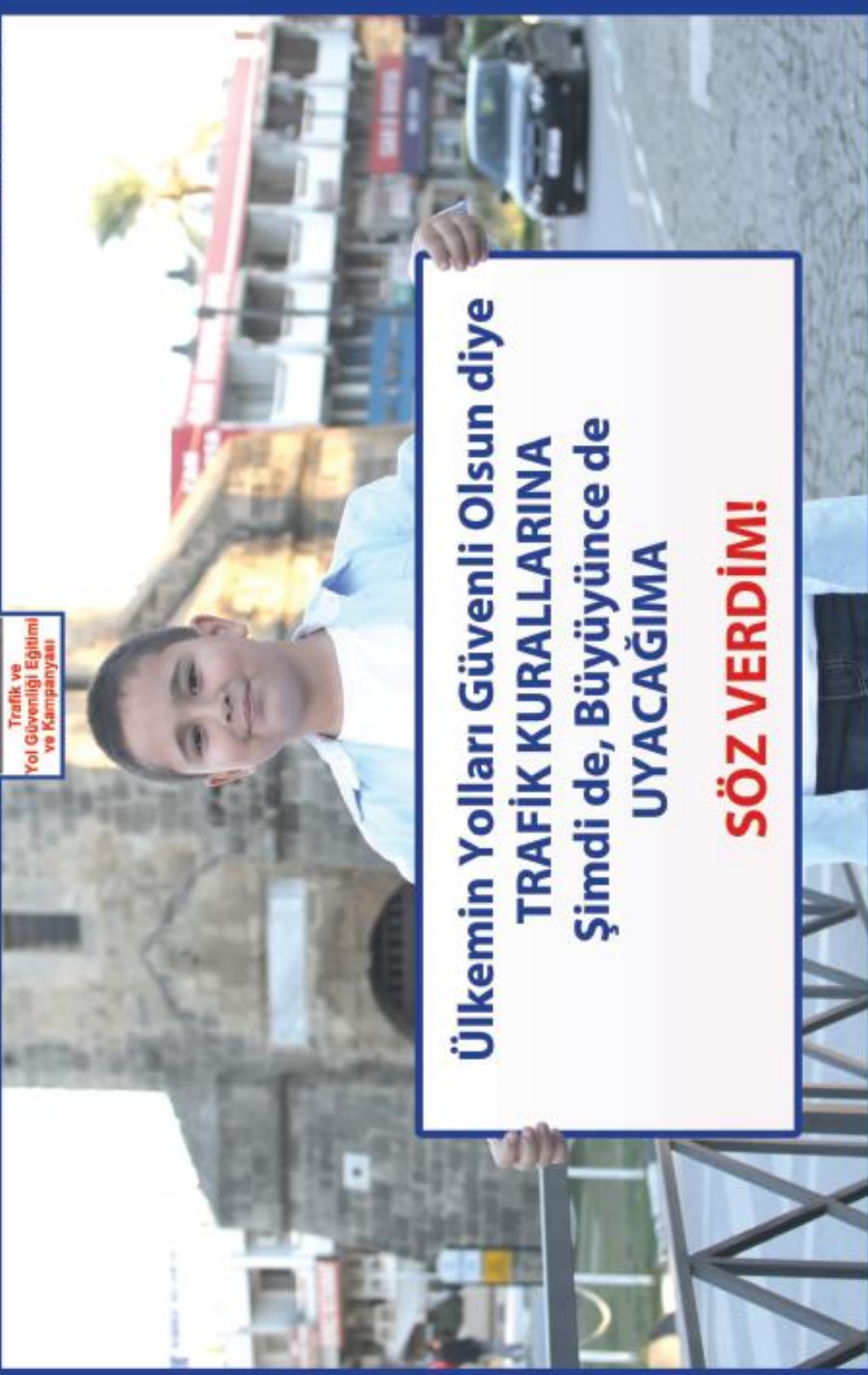
At the end of the project, the Project team leaves behind:

- A good inventory of documents,
- Social media sites and an website to continue to communicate and share information trough,
- Trained local trainers,
- A sharable archive for the future available over internet to download for all stakeholders,
- An indicative budget for implementing similar public out reach programmes,
- Effective means of communication to make a selection and budgetary optimisation.





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8. Budgetary Effectiveness

The number of campaign materials exceeds those planned in the communication strategy. Via effective budgetary management,

- Number of brochures was planned as 10,000 in the communication strategy; actually 20,000 brochures were prepared.
- Number of posters was planned as 5 different types and 100 prints of each; actually 7 types were prepared with 200 prints of each;
- Production and broadcasting of 3 TV/radio ads were planned in the communication strategy; actually 6 TV films and 4 radio spots were produced with 148 broadcasting daily for 2 months.
- 40 newspaper articles were planned; actually 47 articles were published in local newspapers.
- 5 newspaper ads were planned in the communication strategy; actually 6 ads were published to announce trainings and all brochures and flier prepared in the project were distributed as an insert to 3 high circulation newspapers.
- 50,000 fliers were planned in the communication strategy; actually 25,000 fliers and 25,000 bumper stickers were produced.
- 1000 CDs were planned to be distributed in elementary schools for traffic training of young students; 15000 CDs were prepared as one CD per student meaning 100% coverage in this target group segment.

For budgetary analysis we update the indicative budget provided at the end of the communication strategy. It can be used for further campaign design.



EDUCATION AND COMMUNICATION CAMPAIGNING BUDGET	QUANTITY	HUMAN RESOURCE (Manxday)	Financial Resource Allocated (€)
		TAT	
A. Campaign Management and Coordination			
1. Planning /Evaluation		67	
2.Coordination Meetings		12	
3. Campaign institutional materials and project management		24	701
4. Media Monitoring		1	1,821
5 Kick-off Meeting		1	2,811
B. Development of Electronic and Printed Materials and Distribution			
1. Brochures			
1.a Content development	10	15	
1.b Design	10	15	
1.c Printing	20000	1	1,940.00
1.d Distribution			135.73
2. Newspaper and Journal Ads			
2.a Content Development		2	
2.b Design		5	
2.c Publication			7,869.53
3. Newspaper /Journal Article and News - Announcements			
3.a Press Meetings	2	8	1,520.58
3.b Article content development		8	
3.c Coordination of publication		10	
4. Radio/ TV Ads			
4.a Production	6	4	9,489.05
4.b Procurement of Broadcasting	4	1	19,930.99
5. Poster			
5.a Development of message content	7	1	
5.b Design	7	4	
5.c Digital Print	1400		2,680.32
5.d Distribution			
6. Flyers			
6.a Content development	1	2	
6.b Design	1	1	
6.c Printing	25000	1	1,050.00
6.d Distribution		1	77.44
7. Bumper Sticker			
7.a Development of content	1	0.5	
7.b Design	1	1	
7.c Printing	25000	1	778.16
7.d Distribution		1	105.02
8. Website and Social media sites			
8.a Domain name	1		
8.b Hosting	1	0.5	39.26
8.c Content development and updates		11	
8.d Photographs			404.13
8.e Design		15	
C. Training and Event Organisation			
C.1 Development of Training Content	7	65	
C.2 Training Delivery	7		
C.2.1 Capacity Building	1	1	1,098
C.2.2 Driver Trainers Training	1	2	405
C.2.3 Professional Drivers Training	1	2	536
C.2.4 Young Drivers Training	2	2	1,039
C.2.5 Regulatory and Enforcement Bodies Training	1	0.5	1,263
C.2.6 Media Monitoring Training	1	0.5	444
C.2.7 Traffic Control Units Training	1	1	762
C.2.8 Elementary School Students Training	15000	1	12,486
C.2.9 Conference Organisation	1	14	4,952
C.3 Announcement of trainings	2	1	1,060
C.4. Graphic design of training materials	7	4	
D Evaluation of campaign and trainings		8	
TOTAL		316	75,399
Translation			10,981
Local Travel			5,186
GRAND TOTAL			91,565

9. Suggestions for the Future Campaigns

In this section of the report, we provide suggestions based on what has been learnt in the EU funded Road Safety Education and Campaigning project. It aims to support implementation of further campaigns by stakeholders.

- Motto is recognised; build on it:
Road safety campaigns generate deeper results in the long-run. The main message of this campaign is received by the target group. The forthcoming campaigns should reflect continuity and build on the motto of this campaign.
- Concentrate on one topic or a certain segment at a time: Too many messages at the same time cause a loose of focus. Repeating the same message via various channels enhances target group's perception.
- Make a bombardment of the message over several channels at the same time: Fee based technical assistance projects are being implemented under certain procedures; do the implementation programme, subject to the approval procedure may not be enough flexible. Further campaigns, unless subject to such procedures, should plan mobilisation of channels all at the same time, concentrate for a while and decelerate. If the budget allows, another peak and trough should be implemented with the same messages after a while. Long term delivery of the same message, will not result any more than what it does in the first three months.
- Harmonise the campaign activities with other measures:
Supporting a road safety campaign via enforcement or vice a versa generates better results.
- Take in to consideration that one-minute long TV movies broadcasted several times a day, was more effective in reaching the target group compared to so many printed materials. People are reluctant in reading even a one-page material; however TV injects the message in to the minds, if sufficiently repeated.
- Highlight ownership of community leaders and show determination. Consistency is necessary and target groups should understand that obeying traffic rules is not optional, but compulsory. Effective enforcement has a critical role to make people perceive this. Progress in road safety studies should be well communicated, so the target groups can follow the progress and have a motivation of contribution.
- Social media is a modern and cost effective tool of communication and there is community wide interest in the social media. Utilise it for delivery of group wise and individual messages.



This project is implemented by a consortium led

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