

Road Safety Education and Campaign Project

Road Safety Education and Campaigning project is one of the projects under EU funded Traffic Safety Improvements programme implemented as a mechanism to ensure a series of precautions are taken to improve the road safety conditions . The overall objective of this project is to contribute to the road safety studies by helping the community understand the factors that cause road accidents and to raise awareness on this issue.

The services in the context of this project:
In accordance with the results of the communication strategy and training needs analysis conducted within this project,

- * To disseminate information about the factors causing traffic accidents,
- * To provide an understanding of the traffic rules to reduce these accidents,
- * To contribute to the capacity building of stakeholders via training programmes to implement targeted and efficient campaigns on traffic safety enhancement.

The project is being implemented in cooperation with the Traffic and Transportation Services Commission and its Sub-Committee on Education, Research and Awareness. In addition, media sector, many public, private and civil society organisations are among the stakeholders of the project.

During project period we will be meeting you with brochures, posters, radio spots, TV programmes. You are invited to follow us from the web-site below, the social media networks and even to participate as a volunteer.

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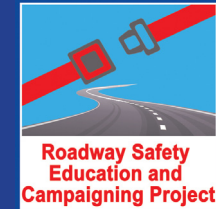
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If there is a young or inexperienced driver in your family, advise them on driver distraction and promise to be a good driver model for them!



Keep Concentrated on Road



“EU works for you”



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Driving is complicated. Keep concentrated on the road.

A lot of people spend almost an hour in their cars every day. While driving, they try to utilise this time by engaging with some distracting activities e.g. talking over the mobile phones, eating, chatting with kids or other passengers in the car, etc. Only by driving a car you already anyway undertake several concurrent tasks: operating a heavy machinery, processing changing road conditions, estimating speed and distance with the other vehicles, positioning yourself and changing your speed with respect to these, etc. Having an additional engagement, may cause a delay in your response time, if you face an emergency situation. It may even cause you to lose control of your vehicle.

The Accident Data System records for 2007-2009 indicate that driver distraction caused 24% of the accidents. In addition, in the following table 5 leading factors causing road accidents are given together with the corresponding shares in the road accidents occurred in 2007-2009. These are also related to either distraction or ignorance:

Factors	Rates
Excess Speed	20.4 per cent
Failure to stop at the intersection	13.2 per cent
Failure to keep left	4.2 per cent
Rear manoeuvre without control	4.6 per cent

It is also found that the number of traffic accidents in which 20-24 age group drivers were involved is more than the other age groups. 30-35 age group drivers are the second with a small difference. Drivers above age 45 are seen less in road accidents. The results of the analysis on the basis of accidents with either fatality or serious injury, shows a similar pattern.

In an outstanding number of the driver distraction related accidents, young people or kids were seen among the passengers. Children, especially the babies, demand more attention while sitting in car and such demand may cause a distraction of the driver.

There are many other things in the car that may cause distraction. E.g. we try to adjust control of a gadget or to reach for something. Time to time we position our hands or body inappropriately, especially as we try to reach something. We keep only one hand on the steering wheel. Though the technological gadgets, mostly the mobile phones are considered as the major reason for driver distraction, the research results show that many other things may generate a similar result. Smoking or trying to read something while you are driving, may be as dangerous as talking over the mobile phones.



Physical distractions cause you to take your eyes off the road or your hands off the control of the vehicle. For instance when you are eating a hamburger as you drive, you may look down to unwrap it.

Mental distractions on the other hand, are due to mood and communication with others while driving. Answering the questions of the passengers in the car or getting a call from your mobile or even being upset thinking about something may take you in to a different world, even if you keep your eyes on the road.

Time to time the things we would like to do physically, like changing a CD, keep our mind busy too.

For instance you would like to listen a new CD you bought; you need to select the CD among the others, get it out of the case, glance to get it in to the right slot and press play, all with one of your hands. As you do all these, your eyes leave the road, your hand leaves the control and your mind gets busy with coordination.

Don't play with the knobs while you drive

Adjust seat positions, climate controls, sound systems, and other devices before you start driving or while the vehicle is stopped. Know how your controls work, so if you must adjust something while you are driving, you'll be less distracted. Use presets for radio and climate control, or if you have someone sitting next to you have him/her assist you.

Take a break for eating

Accessories like cup holders generate a wrong perception that it is safe to eat or drink while driving. Don't be deceived, you're safer when you stop to eat or drink. Same goes for smoking. If you need to smoke, take a break.

Plan your journey

Check traffic conditions or if you need, read maps before you start; so you'll be prepared for your journey. If you have a passenger, get their assistance. If you have a navigation system, enter your destination before departing.

Prepare your Children before you start your journey

Feed the children, buckle them in their seats. If you need to attend to them during the journey, pull over in a safe place. Don't try to handle children while you're driving.