



# Road Safety Education and Campaigning

## Northern Part of Cyprus

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## Abbreviations

DG	Directorate Generale
EC	European Commission
EMU	East Mediterranean University
EU	European Union
KTOEÖS	Northern part of Cyprus Turkish Secondary Education Teachers Union
KTÖS	Northern part of Cyprus Turkish Teachers Union
METU	Middle East Technical University
NGO	Non-Governmental Organisation
RTAPA	Road and Traffic Accidents Prevention Association
SC	Steering Committee
TAT	Technical Assistance Team
TNA	Training Needs Analysis
TSC	Traffic Safety and Transportation Services Committee
TSIP	Traffic Safety Improvement Programme

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## 1. Introduction

This communication strategy is prepared as a part of the “Road Safety Education and Campaigning” project by the Technical Assistance Team (TAT) in cooperation with the stakeholders.

In the following sections of the document a project background is provided followed by a preliminary analysis done on the basis of the studies conducted during the preparation of this strategy. The discussions in stakeholders kick-off meeting and in individual stakeholder meetings, the desk research results, analysis of the historical news on road and traffic news, data available from the accident data-base in the northern part of Cyprus and the results of the information needs analysis survey conducted over 300 people selected from the target groups are the main resources for the presentation of the main factors causing the road and traffic safety problem in the northern part of Cyprus.

The communication strategy continues by target group analysis, strategic concerns, main strategic approach including the strategy to generate change of behaviour and the list of stakeholders.

As young students, young drivers, driving school teachers and professional drivers are among the priority groups the approach suggested to communicate with these groups are detailed under the main campaign framework section. Following the analysis of the local media the communication strategy ends with the draft budget.

## 2. Project Background

Road Safety Education and Campaigning project is initiated as a part of the Traffic Safety Improvement Programme (TSIP) funded by EU in the 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.

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 Education, Research and Awareness 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. Following these the training needs analysis was conducted and submitted for approval; a workshop is organised to discuss capacity building matters together with the stakeholders including public organisations and universities.

As an important milestone of the project this communication strategy is agreed by the local authority in charge of public works and transportation, and Traffic and Transportation Services Committee – Education, Research and Awareness Sub-committee.

### 3. Preliminary Analysis for Communication Strategy

Before the strategy section, below we provide the main issues related to lack of safety in the roads of the northern part of Cyprus based on the researches conducted, discussions made and available data analysed:

#### High number of vehicles/population ratio:

According to 2006 census counting results de-facto population in the northern part of Cyprus is 265.000<sup>1</sup>. Distribution of this population over the main settlements is provided in Figure 1. Same reference provides the de-jure population of people above age 18 (de-facto population figure is not available by age distribution) around 130.000. It is possible to say that each person above 18 has a car when this figure is compared with the number of registered vehicles figures available from the DG Police. Lack of a mass transportation system in the northern part of Cyprus is the main reason behind this fact.

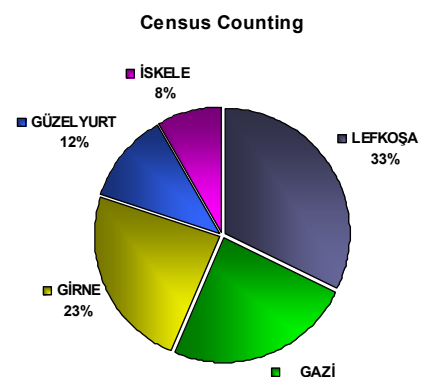
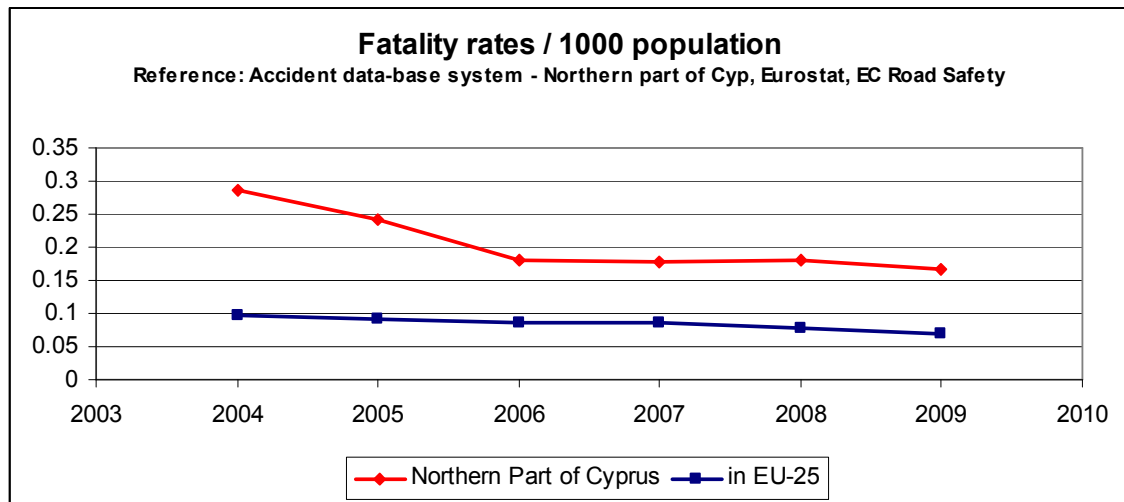


Figure 1 Distribution of population to main settlements

<sup>1</sup> Reference: <http://nufussayimi.devplan.org/Nufus-nitelikleri-index.html>

**High accident rate:** Data available between 2004 and 2009 shows that the number of accidents corresponding to 1000 people living in the northern part of Cyprus has a decreasing trend. However by 2009 figures it is twice the average value of the 25 EU Member States. Though statistical data is regularly kept in DG Police in the northern part of Cyprus, it is clearly expressed in several meetings that content related to the number of vehicles and drivers should be improved. There is a technical assistance project dedicated to support DG Police in development and management of accident data-base under the Traffic Safety Improvements Programme (TSIP) being implemented under EU funding.



**Figure 2** A comparison between EU-25 and the northern part of Cyprus in terms of number of fatalities in road and traffic accidents per 1000 population for 2004-2009<sup>2</sup>

**Factors that contribute to road unsafety:** 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 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:** Again according to the interviews and surveys conducted, **main driver and pedestrian faults contributing to accidents and fatal accidents** are:

- Speeding,
- Driving under influence,
- 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.)

<sup>2</sup> Referans: Kıbrıs'ın kuzey kesimi kaza veri tabanı, EUROSTAT, EC Road Safety web sayfası

**Social properties contributing to the solution:** The society in the northern part of Cyprus is sensitive and has the capability to get organised to overcome common challenges. Relevant to the communication strategy the followings are the main issues to define the social aspects of the society:

- Civil society organisations widespread and a high number of media channels.
- Sensitive towards social issues and common habit in getting organised around these issues.
- Many individuals and organisations have expressed their willingness to volunteer contributions to our campaign is a sign of the above (TKÖD, Adalı Gençlik, Sosyal Riskleri Önleme Vakfı, EMU e.g.)

**A small, highly interactive and educated community:** Another important issue that emerged in the meetings conducted is almost everyone recognises each other among the Turkish community in the northern part of Cyprus due to small number of population. We can talk about an educated society valuing judgements of others and public opinion.

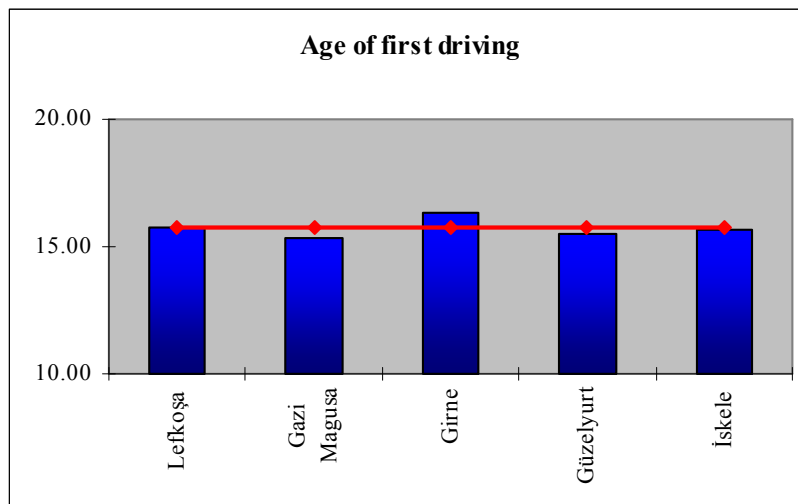
**Use of Internet and social media is widespread:** Although rate of web-site utilisation in institutional communication is low, use of internet and activation in social media are wide among especially the young population. This can be understood both from the discussions in the meetings and from the results of the information needs analysis survey.

## 4. Main Implications Related to the Issue

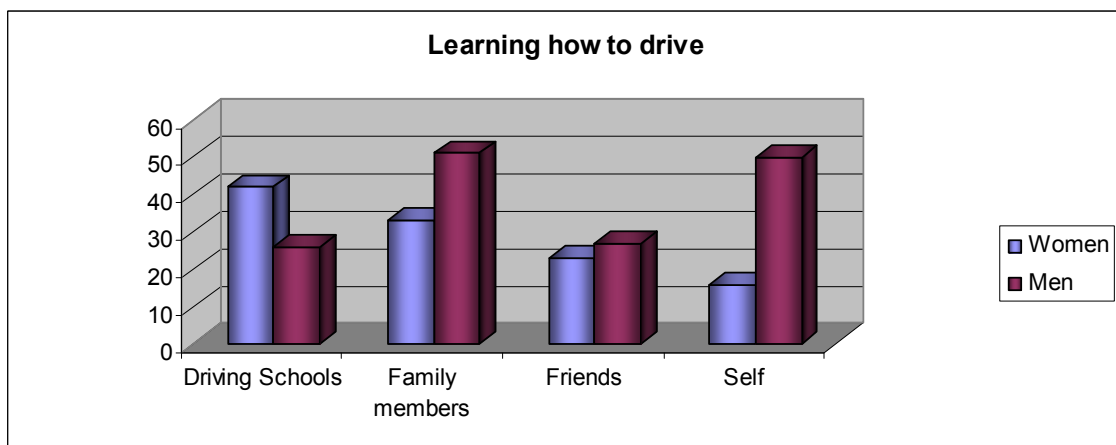
The followings are the main issues highlighted in the stakeholders meetings and workshops related to traffic and road safety problems in the northern part of Cyprus:

### *Inadequate drives training*

- a. One of the biggest issues is the inadequacy of drivers licence training in the northern part of Cyprus.
- b. It is very easy for driving learners to get their licences following a training and test known/accepted to be inadequate.
- c. Besides these, average age to start driving is low especially among men, 15.6 (Figure 3). On the other hand again especially among men number of drivers who learnt driving via means other than the driving schools is high. (Figure 4.)



**Figure 3** Age of first driving in each settlement - average being 15.6



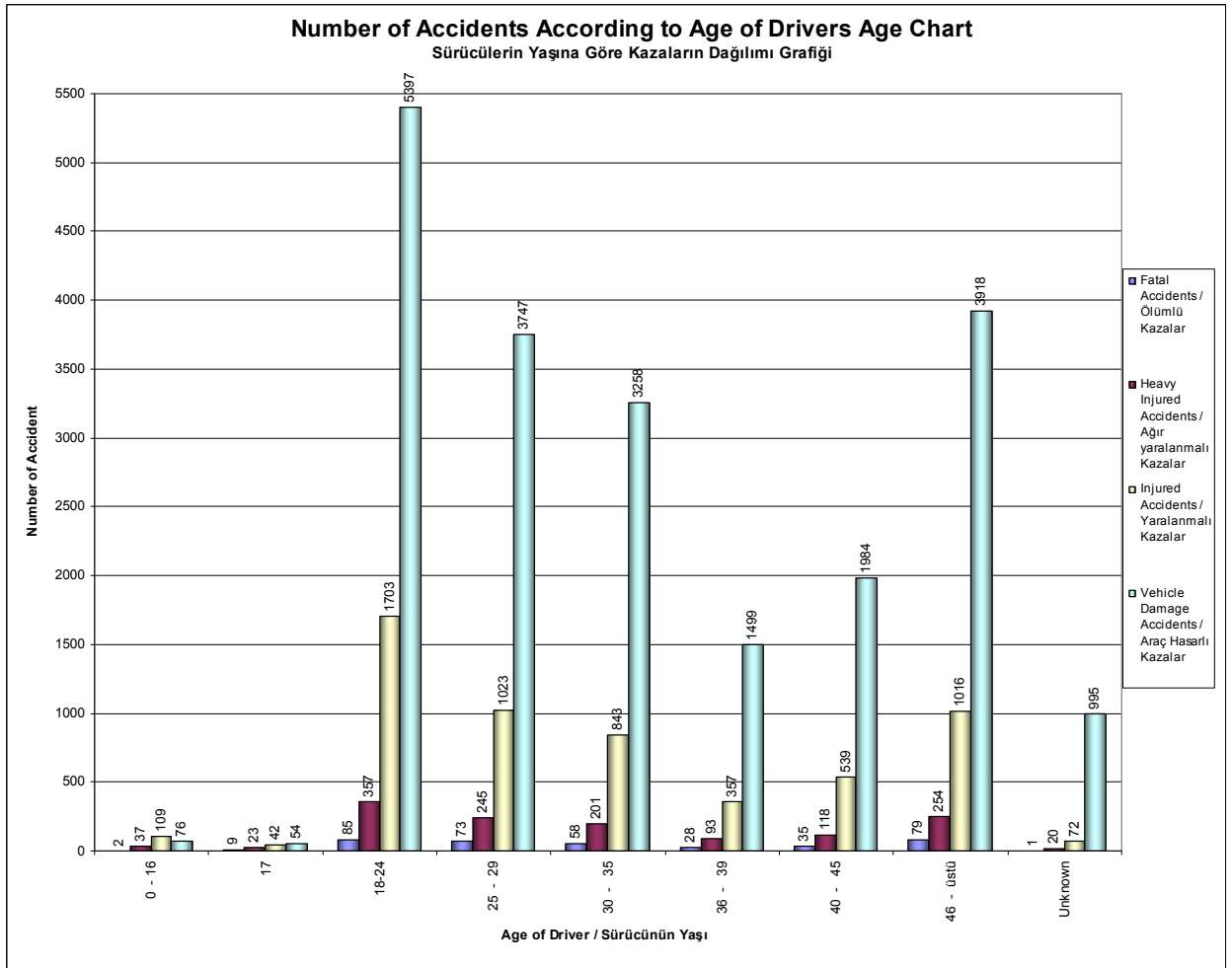
**Figure 4** Distribution of the answers to "how did you learn to drive?" in the information needs analysis survey

**Training of trainers is a priority issue:**

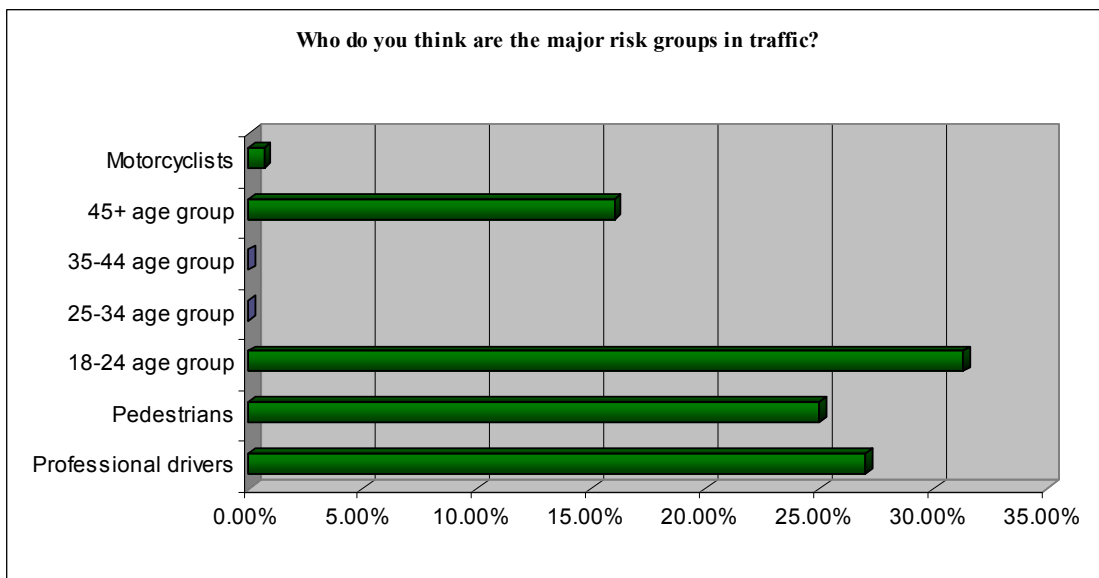
- a. A substantive number of Driving Course Trainers did not receive any special training to get this position and are incapable of providing driver candidates adequate training.
- b. In meetings conducted with each stakeholder as well as in the stakeholders kick-off meeting, this group was categorised among the priority target groups for both communications and training activities.

**Young Drivers – the highest risk group**

- a. Young drivers are perceived and referred as the highest risk group in accidents (According to Police General Directorate information and media scans.) Below in Figure 5, age distribution drivers who were involved in traffic accidents are provided (2009 figures from the accident data-base system in the northern part of Cyprus). This fact is also supported by the information needs analysis survey as the perception of majority of the participants was same (Figure 6).

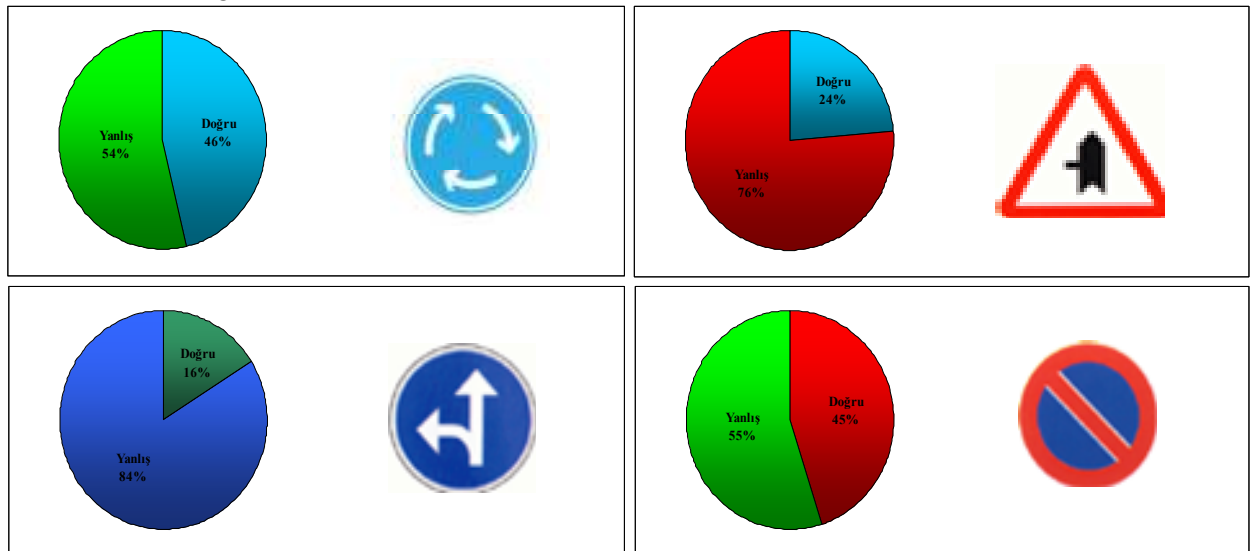


**Figure 5** Number of accidents according to age of drivers from accident data-base of the northern part of Cyprus



**Figure 6** Risk group perceived according to the results of the information needs analysis survey

- b. Lack of proper education available for driver candidates seem to be one of the major factors causing road and traffic unsafety in the northern part of Cyprus. Answers to questions placed to control the knowledge of participants on the traffic rules and signs in information needs Analysis survey made this evident. In Figure 7 you can find distribution of correct and incorrect answers to some questions asking meaning of traffic signs.



**Figure 7** Distribution of answers as correct and wrong to questions asking some traffic signs in information needs analysis survey

### **Professional drivers – The other risk group**

Professional drivers are those spending most of their time in traffic and bear the maximum risk. Majority of the stakeholders including the professional driver unions have declared the need of this group to receive trainings.

The field survey conducted to seek information needs also revealed that the professional drivers are perceived as a major risk group in traffic by public just following 18-24 age group of drivers. (Figure 6)

### **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.

### **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, an area of respect and engagement;
- Thus showing a notable lack of sensitivity and awareness in this area.

## SWOT

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Cooperation spirit and awareness raised with stakeholders and voluntary organisations in the first phase of the project.</li> <li>• High number of potential volunteers.</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Lack of awareness and sensitivity in general public.</li> <li>• Inadequate Training of Trainers.</li> <li>• Relative insufficiencies in monitoring.</li> <li>• Lack of respect.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Northern Cyprus being a small, generally organised and sensitive community.</li> <li>• Use of internet widespread</li> <li>• Effective EU supported, related projects under implementation.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Insufficient level of efficient control and monitoring.</li> <li>• Negligence.</li> <li>• Almost steady group behaviour</li> </ul>

## 5. Strategic Approach

The strategic approach is explained below after reminding the specific objectives of the Roadway Safety Education and Campaigning project the specific objectives of this project is to raise awareness and educate on road safety in the public and among stakeholders to the TSC through:

- Information dissemination on causes to traffic accidents.
- Creating understanding for measures to reduce traffic accidents.
- Building capacity for making targeted and efficient campaigns to improve traffic safety.

**Our Goal is clear: Saving Lives; to reduce unsafe driving, death and injury from crashes on the Northern part of Cyprus roads.**

**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 especially to achieve the followings:

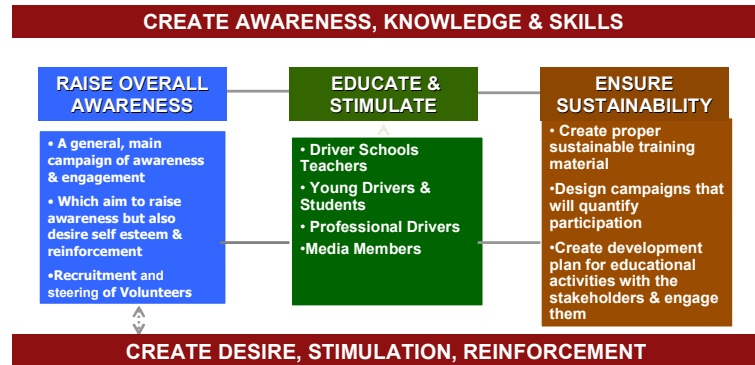
- To stimulate a motion for change by bringing the road safety issue to the attention and concern of the general public.
- Since it is not possible to train everyone during the period of the project; to mainly train trainers, priority groups and public opinion leaders (politicians who are interested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

**Target Group Definition:** In general all society, but primordially & specifically;

- a. Young Students (at high schools, specifically the senior class),
- b. Young Drivers (18-24 years old),
- c. Driver School Teachers,
- d. Professional Drivers.

### The Strategy of Change

- Communication
- Training
- To disseminate the messages via multiple channels including the community leaders to ensure they are adopted by the community



## 6. List of Stakeholders

### Main Groups

- Traffic Safety and Transportation Services Committee
- Traffic Safety Subcommittee on awareness and training
- Steering Committee
- EU Programme Support Office
- EU Coordination Centre
- EU Info Point

### Authorities

- Public works and Transportation
- Internal Affairs
- Finance
- Education
- Office of the Public Prosecutor
- DG Police
  - Police Department Nicosia
  - Police Department Famagusta
  - Police Department Kyrenia
  - Police Department Morphou

## Media

- News Agencies
- Daily Newspapers
- Weekly and Monthly Magazines
- TV Channels
- Radio Stations
- Social Media Channels

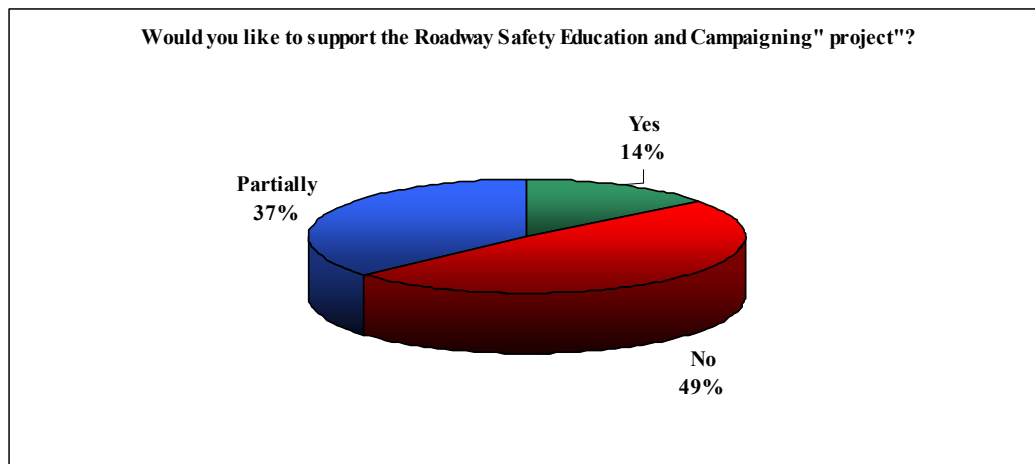
## NGOs

- Road and Traffic accidents Prevention Association (RTAPA)
- Chamber of Turkish Cypriot Driver Schools
- Municipality Association
- Cyprus Turkish Teachers' Union (KTÖS)
- Cyprus Turkish Secondary Education Teachers' Union (KTOEÖS)
- The Chamber of Turkish Cypriot Architects and Engineers
- The Chamber of Cypriot Turkish Education
- Cyprus Turkish Education foundation
- Insurance and Reinsurance Association of North Cyprus
- Lorry Drivers' Association
- Prevention of Social Risks Association

## Volunteers

It will be clear in the campaign strategy and implementation plan how and at what level the volunteers will be supporting the successful implementation of the campaign. Only 14% replied yes to the question "would you like to support this campaign?" in the field survey conducted for information needs analysis (Figure 8). On the other hand, at several social levels, during our meetings we determined that some organisations will be supporting our campaign as a volunteer.

Among these: Road and Traffic Accidents Prevention Association – RTAPA, being one of the main beneficiaries of the project, Prevention of Social Risk Foundation, Islander Youth. Number of active participants in relevant groups in social media proved that there are a significant number of people who understands the importance of traffic and road safety. It will be considered one of the most strategic issues to raise volunteer participation at both individual and organisational once the campaign starts.



**Figure 8** Distribution of answers to question “would you lie to support the Roadway Safety Education and Campaigning project?” asked in the information needs analysis survey

## 7. Campaign Targets

Within this campaign the following printed and electronic materials/ outputs are 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”
- Printing of 10 brochures (In total 10.000)
- Distribution of promotional items
- Preparation of an independent campaign website and opening of a facebook page for wide participation.

Note: All printed and visual materials will be available to download from the project website.

## 8. Training Targets

The training targets are as follows where the details are provided in the training needs analysis conducted in parallel to this strategy:

- Development of 6 different training packs
- Implementation of the trainings via trained 8-10 trainers.
- Over 12 different session training of at least 120 people.
- Development of a training manual that the beneficiaries can use in the future for similar trainings.

Main consideration for the selection of training packs will be sustainability and generating a multiplier effect. The subjects and target groups will be identified to help the roadway safety trainings reach larger segments following the end of the project.

## 9. Main Campaign - Start-up and Tools

### *General Lessons about Road Safety & Attitude Changes Campaign*

1. Literature states four social strategies that affect drivers' behaviour: Training, communication, licence granting system, legal system and control.
2. Training is very effective in changing drivers' attitudes. Assoc. Prof. Lajunen (METU, Psychology Dept.) mentions education, engineering and enforcement among three big E's to enhance roadway safety.<sup>3</sup>
3. Communication campaigns have limited influence in situations where attitudes have become habits, a way of life. Especially if the attitude is based on a group norm, there will be resistance against change. For this reason the strategy of our campaign is to generate a social trend to change this group norm in a positive way.
4. It is safe to say that drivers and pedestrians using the roads mimic each others behaviour. When one driver makes mistake or breaks some rules, it is common for other drivers to follow his example.
5. Therefore to change behaviour, it is important to be aware that other drivers will also acting in the same way.

### *Main Campaign Concept*

At the interviews and meetings held in the 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 Turkish 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.

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<sup>3</sup> <http://www.trafik.gov.tr/icerik/bildiriler/y1.doc>

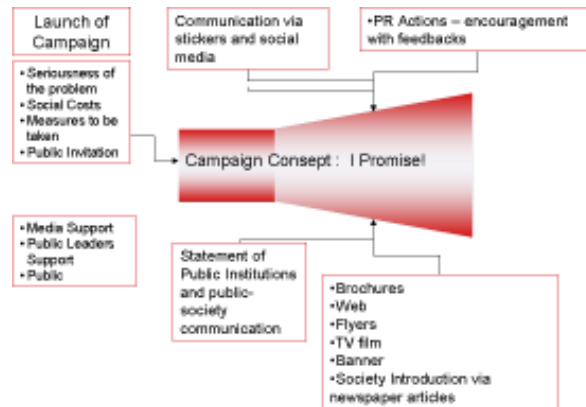
Once the major part of the society starts saying “I must show respect before I can expect it”, there will be a reliable change in this small community.

### Main Campaign

#### “I promise, I will respect!” Launch

**I promise campaign:** The campaign will start with a press meeting, explaining the gravity of the road safety issue, describing the social costs, proposing measures to be taken and inviting the whole community to take part in the solution.

- Through all possible communication channels, Turkish community in the northern part of Cyprus will be invited to put stickers on their vehicles and publicly promise with pictures on the Web to adhere to road safety rules.
- “We promise to obey the rules, to be respectful in traffic, to save our lives”. To have this promise from the community leaders we will pay visits together with the media and share the promises taken with the press.



### Main campaign tools and media

**Bumper sticker trend:** “I have my seat belt on, do you?”, “Not speeding!”, “Won’t cross on red light!”, “Baby on board”, “Rules are for people”, “No mobiles while driving” “Show respect, get respect!” - Distributed through news papers, banks and government offices

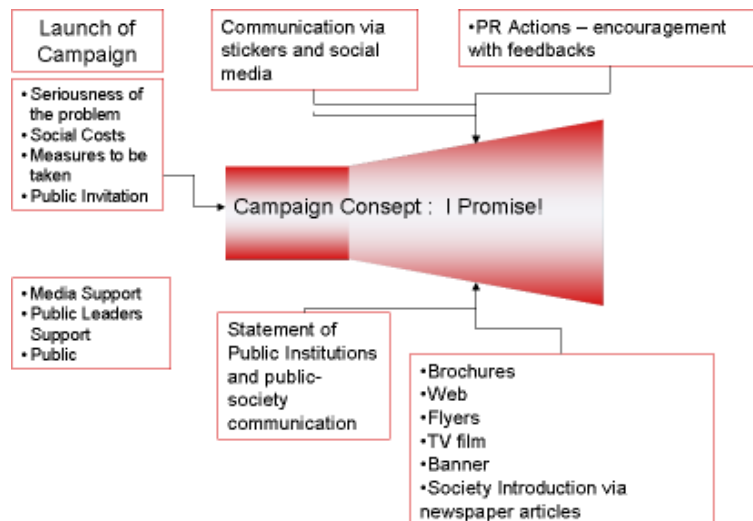
**“I promise” photo competition on the Web:**  
**Web volunteers** - Prizes from sponsors

**Collective and Institutional promises:**

Contracts between public organisations: Institutional buy-in to provide in-house trainings.

**Informative flyers, posters, TV film, radio spot, newspaper articles, brochures and billboards**

**PR Actions:** Feedback on campaign results and discussions.



## 10. Main lines of Action:

### Other Main Strategic Applications and Trainings for Targeted Audiences

- Agreements with Stakeholders on their participation in the campaigns.
- Training needs analysis, development of training contents and structures and identification of trainers
- Preparation of Campaign and training material
- Web sites development and updates
- Channel planning and media sponsorships
- Printing and distribution of material
- PR content and planning
  - o Different content depending on different target audiences and channels
  - o Channel planning in serving related content according to campaign calendar

**Young Students Educational Campaign:** The following methodology will be adopted in reaching second and third grade students in high school about to take their driving test:

#### Main messages / training subjects:

“Speeding can kill”

“How seat belts save lives”.

“Show respect in traffic, get respected”.

“Knowing first aid can save lives”.

“Using mobile phones while driving is a main reason of accidents”

#### Actions:

In cooperation with the local authority in charge of education and Cyprus Turkish Secondary Education Teachers’ Union; to train Teachers in Nicosia, Kyrenia, Famagusta, Morphou and Gönyeli. To prepare training material for these trainings to ensure sustainability...

Giving messages to high school students from the appropriate media channels. i.e.: To prepare content for the “High schools competing” programme on BRT.

Getting students to participate in the “I Promise” campaign using social media...

Ensuring campaign materials are distributed in high schools.

**Young Drivers Education Campaign:** Followings will be done to reach young drivers at the legal of age of having a licence, either studying in university or graduates involved in society:

**Main messages / training subjects:**

“Speeding can kill”

“How use of seat belts save lives”.

“Show respect in traffic, get respected”.

“Knowing first aid can save lives”.

“Using mobile phones while driving is a main reason of accidents”

**Actions:**

Developing cooperation with the Eastern Mediterranean University, the Near East University, the American University, the International Cyprus University, the European University of Lefke, the Middle East Technical University, and the Atatürk Teachers Academy.

To organise conferences, panels or workshops in these universities depending on their structure.

Distributing campaign materials in the universities, NGOs and trade organisations where young people are members.

Inviting media to the work and trainings at the universities.

To reach, participate and provide content to media channels that will attract young drivers attention. i.e. Providing special content for the “Tuning” programme.

Getting young drivers to participate in the “I Promise” campaign using social media

Getting young people working with NGOs to volunteer for voluntary teams. Involving them in the special trainings to ensure a sustainable training programme.

**Driver School Teachers Education:** There are currently 35 driving schools in the northern part of Cyprus and approx. 100 teachers. 15 of the driving schools are in Nicosia. To open a driving school, membership with Driving Schools Union is mandatory and to get a licence everyone must go to a driving school. However, there is no institution to train the teachers employed by the driving schools. Trainings are delivered with a small booklet prepared separately by each school and are very inadequate. Since driving schools are the main point where driving learners are prepared for traffic, they are the main point in the training and communication campaigns.

**Main Actions for Driving School Teachers:**

To train driving school teachers on how to provide simulation trainings about safe driving.

For sustainable training and to be used at all schools, to participate in preparing a training kit on safe driving.

Organising conference, panel or workshops for Union members.

Distributing all campaign materials to all driving schools to let the driver candidates receive them.

Inviting the media to the work and trainings with the driving schools.

Ensuring driving schools support the “I Promise” campaign.

**Professional drivers:** Professional drivers are the most important target audience due to the time they spend in traffic and their accident rate.

**Main messages / training subjects:**

“Speeding can kill”

“How use of seat belts save lives”.

“Show respect in traffic, get respected”.

“Knowing first aid can save lives”.

“Talking on mobile phone while driving is a main cause of accidents”.

**Actions:**

Organising institutional trainings for institutions with vehicle fleets and taxi stops. Involving institutions in these trainings.

Most Gentleman Professional Driver contest

Special bumper stickers and informative brochures for professional drivers

Special place on the “I promise” website and special prizes

## 11. Other Strategic & Tactical Issues

### *Communication Properties*

Activities and trainings targeting the young will be far from boring. More practical activities than theoretic will be selected. (Skid car show or safe driving techniques training with simulators...)

The communication language will be designed to allow the audience to change behaviours of their own accord rather than lecturing.

We will refrain from using negative messages in campaign materials.

## **Participation of Volunteers**

Getting volunteers to participate in the campaign will ensure better understanding of the issue within the community and is important for the dissemination of the campaign.

Potential volunteers who have lived/experienced the issue in the deepest and hardest way are already reflecting their sensitivity through social media channels and directly on the streets. They demonstrate on the streets and open commemoration pages on facebook.

Considering that volunteer participation will increase while the campaign extends to wide number of community members, social media will be utilised to reach these volunteers. It is envisaged that potential volunteers will be from a wide range such as; NGO representatives, media representatives, government officials and students.

Volunteers will actively participate in the campaign and trainings through:

- One-to-one communication, regular monthly assessment meetings.
- Information transfer, sharing views through social media channels (especially facebook and through an e-mail chain).
- Sending regular newsletters about the campaign and trainings.

## **Liaison with the Mass Media**

Traffic accidents take an important part in the media agenda. But reporting on accidents is usually focused on results rather than causes and features. This kind of reporting will not create any other results but compassion and pain. The media should be reporting by starting discussions between the related parties and questioning individual and public measures.

There are several reasons for the media's attitude; public actors not providing adequate information, reporters on site without experience or information, not enough editorial guidance are some of these. The main actions to be taken to overcome these obstacles are:

**News reporting trainings to train expert reporters:** Teaching basic concepts of road safety, how to reach news sources on these issues. Training about how to reach printed sources as well as techniques on asking questions on this issue)

**Organising press meetings:** between the public authority, NGOs, editors and writers to discuss the reasons and possible solutions to the road safety issue.

**Regularly producing special news for newspapers and TV:** i.e. How to drive safely in rain, braking distances in relation to speed and how it can cause accidents etc.

**Organising activities where reporters can experience theoretical issues:** i.e. By experiencing a skid car to explain the relation between speed and braking distance )

**Keeping the focus by sending regular press bulletins.**

## **Liaison with the Stakeholders**

On our stakeholders map, the **Traffic Safety Committee, the Traffic Education Research and Campaigning Sub-Committee** and the **Steering Committee** take the most important place.

**Road and Traffic Accidents Prevention Association (RTAPA)**, has long been working to improve road safety and (according to the ToR) as a main beneficiary is one of the main stakeholders of the communication campaign.

The campaign will be led by the **local authority in charge of public works and transportation** who chairs the Steering Committee.

There will also be active communication with other NGOs apart from RTAPA. These are listed in the NGO list.

Some conflicts between the stakeholders have escalated into irreconcilable differences. During the communication campaign, we will be investigating possibilities in how to work and be together despite these differences. We will also try to develop sustainable cooperation platforms. The capacity building function of the project will be addressing this issue.

It is important that NGOs participate in the decision making processes due to their effectiveness in disseminating messages.

## **12. Media Communications (Main media channels and Areas)**

**Media Atmosphere:** A wide variety and a high number of media organs exist in proportion to the population. There are currently 6 local news agencies, 13 daily newspapers, 11 TV channels and 22 radio stations.

The media is interested in the road safety issue but is focusing more on results rather than causes. One of main reasons for this is the lack of reporters expert in road safety, another reason is the lack of editorial competence in this context.

Social media is another important channel along with printed and visual press. The rate of young people, as an important target audience, using this media is considerably high. Especially facebook is very widespread. (There are 266.000 facebook users in Cyprus, although the split between North and South is not known). i.e. The North Cyprus page on facebook has close to 5.000 fan's. The Near East University has 2048 fan's.

### **Media actions**

Beginning Press Conference (Conducted in October)

Press Releases (Almost Every Month)

Special Meetings with Columnists (Conducted in October)

Special News Coverage (from October on)

TV Interviews (from October on)

Letters to the Editors (From November on)

Organising Special Events (Conferences etc.)

Final Press Meetings (In December and January)

A training for the journalists about road safety issues with 8-10 participants... (In cooperation with RTAPA).

### **Social media related tools:**

Social media is an important channel for our campaign because of its utilisation by large number of community members, so its effectiveness to reach large segments the followings will be the social media tools that will be utilised in this context:

Campaign Web-Site

Facebook Campaign Fun Page

Twitter Campaign Account

Flicker Campaign Account

YouTube Campaign Account

Google and its Optimisation

Internet Media

Blogs

And other web sites

### **Media Channels**

**Facebook:** Trainings and announcements will take place on this special campaign page. Also, films and other material will be downloadable from this page.

**Twitter:** Tweets will be sent regularly from the campaign account.

**Flicker:** Campaign visuals will be open for view on the flicker page.

**YouTube / Video:** Campaign and training videos will be uploaded to these portals.

**News Portals: (LOCAL)** Türk Ajansı Kıbrıs (TAK), Akdeniz Haber Ajansı (AHA), Lefkoşa Haber Ajansı (LHA), Uludağ Haber Ajansı (UHA), Arca Haber Ajansı, Mağusa Haber Ajansı. **(INTERNATIONAL)** Anadolu Ajansı (AA), Türkiye Radyo Televizyon Kurumu (TRT), International Affairs Agency (INAF).

**Daily Newspapers:** Kıbrıs, Havadis, Yenidüzen, Haberdar, Ortam, Güneş, Halkın Sesi, Yurtsever Kıbrıslı, Sözcü, Volkan, Vatan, Afrika, Demokrat Bakış, Star Kıbrıs.

**TV Channels:** Bayrak Radyo Televizyonu (BRT), Genç TV, Akdeniz TV, Sim TV, Kanal T, Kıbrıs TV, Avrasya TV (ART), AS TV, Ada TV, GAU TV, DAU TV.

**Raido Stations:** Bayrak FM, Radio 1, Radyo Klasik, AKDENİZ FM, FIRST FM, SIM FM, KIBRIS FM, RADYO VATAN, GÜNEŞ FM, DANCE FM, AS FM.

### **Event Management**

Conferences

Meetings

Activities that will make people experience driving with various cars (Skid car tests and driving programmes, etc.)

## 13. Budgetary Approach

EDUCATION AND COMMUNICATION CAMPAIGNING BUDGET	NUMBER	HUMAN RESOURCE (Manxday)		FINANCIAL RESOURCES (€)
		TAT	BENEFICIARY	
<b>A. Campaign Management and Coordination</b>				
1. Planning /Evaluation		35	8	
2.Coordination Meetings		20	15	
3. Campaign institutional materials and project management		45	20	500
<b>B. Development of Electronic and Printed Materials and Distribution</b>				
<b>1. Brochures</b>				
1.a Content development	10	15		
1.b Design		10	3	
1.c Printing				1,800
1.d Distribution				500
<b>2. Newspaper and Journal Ads</b>				
2.a Content Development		4		
2.b Design		3	1	
2.c Publication				15,600
<b>3. Newspaper /Journal Article and News - Announcements</b>				
3.a Press Meetings	2	6	1	4,000
3.b Article content development	40	18	8	
3.c Coordination of publication		10		1,000
<b>4. Introductory movie in CD</b>				
4.a Production	1	4	1	2,000
4.b Reproduction of copies	1000			700
4.c Distribution		2		800
<b>5. Radio/ TV Ads</b>				
5.a Production	3	3	1	10,500
5.b Procurement of Broadcasting	15	1		58,950
<b>6. Poster</b>				
6.a Development of message content	5	1		
6.b Design	5	2.5	1	
6.c Digital Print	500			500
6.d Distribution / Billboard rent	500			730
<b>7. Flyers</b>				
7.a Content development	1	1		
7.b Design		1	0.5	
7.c Printing	25000			4,500
7.d Distribution				2,500
<b>8. Bumper Sticker</b>				
8.a Development of content		0.5		
8.b Design		0.5	0.5	
8.c Printing	25000			6,000
8.d Distribution				800
<b>9. Website</b>				
10.1 Domain name	1			
10.2 Hosting	1	0.5		20
10.3 Content development and updates		18		
10.4 Design		4	8	
<b>11. Facebook, Twitter and Flickr sites</b>				
11.1 Content development		3		
11.2 Monitoring and follow-up		10	4	
<b>C. Training Organisation</b>				
C.1 Development of content	7	49	7	
C.2 Logistic arrangements for site and catering	7	4		6,000
C.3 Announcement of trainings	7	18	3	
C.4. Printing of training materials	7	2		1,400
C.5 Delivery of trainings	7	15	15	
C.6 Evaluation of trainings	7	4	1	
<b>TOTAL</b>		310	98	118,800
Translation				11,000
Local Transportation				5,200
<b>GRAND TOTAL</b>				135,000

## **ANNEX – 1: Presentation Slides on Communication Strategy**