

# Together we are road safety

## European Road Safety Charter

Call for Good Practices - to enter the selection for the:

### **Excellence in Road Safety Awards 2016**

#### **SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

	<b>Please fill in here</b>	<b>Instructions</b>
Name of the organization	Parent`s association Vehmakat from Vehmasmäki primary school.	
Type of organization	Local association	NGO, company, local authority, school etc.
Organization main activity	Cooperation with primary school and families.	Activity field
Country	Finland	Of the organization
Website	<a href="https://www.facebook.com/pages/Vehmasm%C3%A4en-Koulun-Vanhempainyhdistys-Vehmakat/823511644355625">https://www.facebook.com/pages/Vehmasm%C3%A4en-Koulun-Vanhempainyhdistys-Vehmakat/823511644355625</a>	Organization website
Contact person	Anne Vihonen	For the follow-up of the application
Contact person`s position	Chairman of the association	
Contact person`s email address	annevihonen@hotmail.com	
Contact person`s phone	+358443649466	
Partners in the initiative	Vehmasmäki primary school	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	10/2015-05/2016. Campaign was active at Vehmasmäki primary school during the dark winter time. In the spring time the campaign will continue with a cycling theme.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	All pupils of the Vehmasmäki primary school and all parents and families, all teachers of the Vehmasmäki primary school.	In the case of persons, indicate their positions
Geographical scope of the activities	Vehmasmäki primary school area, Vehmasmäki village area (school yard/roads), pupils's everyday school trips.	Indicate where the activities were implemented
Summary of the initiative	<p>The main idea of this campaign is</p> <ul style="list-style-type: none"> <li>-to improve the road safety by changing attitudes.</li> <li>-to increase children's and parent's safety during school trips by using safety vest and reflectors.</li> <li>-to make safety vests and reflectors a natural part of every day dressing especially during dark hours but also other times during the day to catch drivers' attention</li> </ul>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>Diverse ways to encourage pupils and parents to use safety vests were</p> <ul style="list-style-type: none"> <li>-evening event where reflectors visibility was tested/demonstrated in bright lights.</li> <li>-evening event where children decorated their own safety vests.</li> <li>-evening event where children were dressed in reflected clothes.</li> <li>-competition for pupils about using safety vests - every month the class with the highest number of vests used got a prize.</li> <li>-parent's association hold many mornings crackdowns near the school area and checked out how many pupils used safety vest or a reflector - users got prizes and nonusers got "fines". In addition, nonusers got their own safety vest as a gift.</li> </ul>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>

	<p>-fathers got safety vest as gifts on Father's day in November.</p> <p>-pupils collected old reflectors from home and hanged them on trees in the school yard, then the reflectors were lightened for the Christmas celebration.</p> <p>-parent's association was active toward homes by sending infoletters regularly.</p> <p>-parent's association was active in Facebook and challenged other schools to start similar campaigns in their areas.</p>	
Issues that are addressed with the initiative		<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
Activities developed	<p>Campaign activities were arranged during the dark winter time.</p> <p>Variety of activities were arranged to keep children active and interested in their own road safety and to encourage pupils to use safety vest as natural part of every day dressing.</p>	<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>

Genesis	<p>Worry and fear for the children's road safety during our dark winter season. In the Vehmasmäki school area there are not much street lights or separate pavements for pedestrians or cyclers. Using safety vests and reflectors is an easy and cheap way to improve safety. Even when it's not completely dark, they help to catch eg. drivers' attention.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and	<p>This campaign increased the coverage of safety vest or reflector users up to 95% of all Vehmasmäki primary school pupils. Also</p>	<p>Describe to what extent the proposed</p>

multiplier effect	<p>other people in the village, outside this campaign, started use safety vests more often. Other neighbour schools started their own road safety campaigns after they saw how successful our campaign was. Parent's association or some other association like insurance company donates safety vests for every new 1st grade student. Members of the parent's association visit the school events telling about road safety. Also the school bus drivers participated in this campaign by observing and encouraging children for the use of safety vests.</p>	<p>initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>How this campaign was promoted?</p> <ul style="list-style-type: none"> <li>-events for pupils arranged by parent's association</li> <li>-infos for pupils at school</li> <li>-local radiostation</li> <li>-local TV</li> <li>-local newspaper</li> <li>-internet (Facebook campaign)</li> </ul>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>There is a safety theme for each season (autumn and winter: safety vests, spring and summer: cycle helmets). The main aim is to change and develop each others behavior in traffic. Using the safety vest or cycle helmet should be natural part of every day life!</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
Evaluation of the activities		<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>

<p>Other important aspect that you want to underline</p>	<p>Because Finland is situated as it is (North Europe), winters are snowy and dark from November until March. It is challenging to ensure the safety of pedestrians in traffic. We want to influence people's attitudes and cooperation with each others in traffic.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>
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