

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

	Please fill in here	Instructions
Name of the organization	HOME OFFICE – DEPARTMENT OF PUBLIC SECURITY – TRAFFIC POLICE SERVICE	
Type of organization	National Authority – State Police – Traffic Police	NGO, company, local authority, school etc.
Organization main activity	The activities of the Traffic Police is carried out on 7.000 km of the Italian motorway network and on the major communication roads. The Traffic Police performs tasks of prevention and detection of violations of the traffic code, detects road accidents, prepares and executes activities to regulate the flow of traffic, manages escorts for traffic safety, protects and controls the use of the road heritage, helps in rescue operations, contributes on the survey of traffic flows.	Activity field
Country	ITALY	Of the organization
Website	www.poliziadistato.it http://www.poliziadistato.it/articolo/view/46/	Organization website
Contact person	Mr. Santo Puccia	For the follow-up of the application
Contact person's position	State Police Colonel Director 1 Division Traffic Police Service	

Contact person's email address	santo.puccia@interno.it polstrada.servizio@interno.it	
Contact person's phone	+39 06 46530314	
Partners in the initiative	<ul style="list-style-type: none"> • Ministry of Education, University and Research • Ministry of Infrastructure and Transport • Department of Psychology University of Rome La Sapienza • Italian Parents Movement • ANIA Foundation for Road Safety • Italian Cycling Federation • SINA Company highway group ASTM-SIAS • AVIO Company • AVIO AERO Company • A22 Motorway Brenner S.p.a. • Bike Channel 	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	2001 – 2016. Annual Editions	
Departments/persons implicated internally	Ms Maria Francesca Bruschi Media Officer Traffic Police Service	
Geographical scope of the activities	Road Safety Education initiative at national level	Indicate where the activities were implemented

Summary of the initiative	The Icarus Project is a road safety campaign that began in 2001, sponsored by the Traffic Police together with the Ministry of Infrastructure and Transport, the Ministry of Education, ANIA Foundation for road safety, with the scientific coordination of the Department of Psychology of the University of Rome La Sapienza and the Italian Parents Movement (Moige) has involved more than 100.000 students in 161 Italian cities.	
Innovative character	The 15th edition involved all schools levels, from primary schools to secondary schools, with different programs depending on the age group. For primary and first secondary school levels the issue was for bicycle safety, while for secondary level schools the issue was on disability. For all school levels the common theme was on safety for vulnerable road users.	
Issues that are addressed with the initiative	Traffic Police personnel, along with personnel of the various partners involved in the project, with the support of the teaching staff of the schools interested, specially trained by the Department of Psychology of the University of Rome La Sapienza to communicate in the most appropriate and similar language used by the younger generations to promote the message of road safety, have participated in meetings with students and teachers in schools of all levels in all the Italian provinces.	

<p>Activities developed</p>	<p>The recipients of the road safety campaign were the students of primary and secondary first and second degree schools of all Italian provinces that participated in a series of meetings held by police officers and tutors. The speeches were modulated according to the contents developed by the Department of Psychology of the University of Rome La Sapienza.</p> <p>The activities of road safety education were structured in line with the communication campaigns developed by the Ministry of Infrastructure and Transport and ANIA Foundation for road safety:</p> <ol style="list-style-type: none"> 1. Education directed to the students of the primary schools: based on an educational program involving children, parents and grandparents, focused on vulnerable road users, pedestrians and cyclists. The program was based on the vision of video tutorials that illustrated inappropriate behaviours and correct behaviours riding a bicycle, video interviews of famous people and their relation with the bicycle, and also provided discussions on sustainable mobility and health practices. 2. Education directed to the students of the secondary first degree schools: based on an educational program involving kids using a bicycle as a first means of transport. The program provided for the evaluation of typical behaviours that kids adopt riding a bicycle before and after intervention and questions on the frequency and usage, together with the vision of video tutorials that illustrated inappropriate behaviours and correct behaviours riding a bicycle, video interviews of famous people and their relation with the bicycle, and also provided discussions on sustainable mobility and health practices. 3. Education directed to the students of the secondary degree schools: based on an awareness program on the issues of road safety and disability. The program was focused on the short film "Brent's Dream" and on stories by young victims of road accidents, as emotional activators, as well as exercises that focused on the stories of those who, having had serious accidents, reflected in a different way on the fundamental values of life and have built through the resilience (ability to respond constructively to severe trauma) what they define as "a new existence". 	
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Genesis	<p>Road accident is the first cause of death for young people, in Italy and in Europe. The aim of the project is to make the children and kids understand that compliance to the rules is the only way to protect life and to have healthy fun.</p> <p>Meeting and talking to the young becomes a prevention tool as long as it is done with communication skills for younger generations.</p> <p>So theatrical shows were born, testimonies from young victims of road accident, driving circuits, and the reconstruction of road accidents, to explain risky behavior</p>	
Transferability and multiplier effect	The Icarus project has involved 15 primary schools, secondary and second grade of all 110 Italian provinces, with the participation of about 8000 students.	
Promotion and dissemination	The project Icarus was matched, as every year, in a competition organized by the Ministry of Education, open to all schools, entitled "SAFETY ON THE BIKE". The kids entered the competition with photographs on the topic of safe cycle driving. The best works were awarded during a ceremony held on 11 December 2015 in Rome.	
Continuity	The project takes place every year with new themes that face problems related to road safety of children and vulnerable users.	
Evaluation of the activities	The road safety education program ICARUS provides for an evaluation before and after intervention, using the forms filled out by students. With the collaboration of the Department of Psychology of the University of Rome La Sapienza, the data collected can be processed and analyzed with the aim to measure the importance of education and the effect on young people, as well as to define the new objectives of education and to realize teaching materials for trainers of the Traffic Police and the teaching staff.	<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>The Icarus Project is characterized by a strong scientific dimension of research and training of the operators of the Traffic Police, with the assistance of the Department of Psychology, University of Rome La Sapienza.</p> <p>The awareness program and educational program proposed with ICARUS project is also very effective and very addictive, thanks to the synergies between the various public and private partners involved in the project. The active interinstitutional cooperation was crucial, both during the preparation of the educational program and the initiatives of traffic education, both in implementing and spreading the message of legality of road safety to children and young people of the Italian schools.</p>	
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