

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	POLICIA MUNICIPAL DE MADRID	
Type of organization	THE LOCAL POLICE OF THE CITY OF MADRID	local authority
Organization main activity	The Municipal Police force of Madrid, in conformity with the Organic Law 2/1986, of March 13, of Forces and Security Institutions, is an armed institute, of civil nature, with structure and organized into a hierarchy organization, developing his competitions as for safety and conviviality in the City of Madrid.	Activity field
Country	SPAIN	Of the organization
Website	http://twitter.com/policiademadrid http://www.madrid.es/portales/munimadrid/es/Inicio/El-Ayuntamiento/Emergencias-y-seguridad/Policia-Municipal	Organization website
Contact person	Comander Antonio Jesús GÓMEZ MONTEJANO	For the follow-up of the application
Contact person's position	Head of the UNIDAD DE ATESTADOS DE TRAFICO (TRAFFIC ACCIDENTS INVESTIGATION UNIT)	
Contact person's email address	gomezaj@madrid.es	
Contact person's phone	91-5889505	

Partners in the initiative	NONE	
----------------------------	------	--

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	From the 1 st of January 2014 to the present.	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	<p>-GOMEZ MONTEJANO Antonio Jesus, author of the play and Head of the Traffic Accidents Unit.</p> <p>Ismael Muelas, Artistic Director of the play and Policeman.</p> <p>-Cast: Formed by Auxiliary Police and Policemen of the Municipal Police Force of Madrid</p> <p>-The Town Hall staff collaborating in the installation, placement and transport of Atrezzo.</p>	In the case of persons, indicate their positions
Geographical scope of the activities	Mainly the City of Madrid, although it has begun to represent in other cities in Spain.	Indicate where the activities were implemented
Summary of the initiative	"Life isn't in a hurry" is a play directed to warn the senior population, major of 65 years, of the City of Madrid, about the risk of suffer traffic outrages. It is a project of the Local police of Madrid, who departs from the play written by the Official of the Unit of Atestados de Trafico, Antonio J. Gómez Montejano, directed and represented by personnel of the Municipal Police force of Madrid.	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

Innovative character	To awareness the old people, seniors major of 65 years, on the risks of certain conducts in the traffic is not an easy task. The theatre is an activity that enjoys great attraction and popularity between the elderly public. With this work, which combines all the necessary ingredients to catch his attention (a plot with intrigue, love, humor, and especially many advices and reflections on the risks of the traffic and the conducts that must be avoided) the aim is obtained to the perfection.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	The 65-year-old major pedestrians are the group with major risk of death in case of accident. 24,5 % of traffic accidents in the City of Madrid in 2013 was major of 65 years and 2,3 % they have been mortal victims. For what it is considered necessary to warn the pedestrians and drivers on the vulnerability of the seniors. We want to reduce the number of victims for pedestrian accidentes in seniors.	Describe which issues were identified that lead to implement the activities Max: 100 words
Activities developed	<p>In 2014 they were carried out 22 performances in 21 Districts of Madrid. With an attendance of 3,099 spectators.</p> <p>In 2015 it was carried out another ten performances, including one outside the city of Madrid, September 14, in Badajoz. With a total attendance of 1,420 people.</p> <p>It intends to launch in 2016 a new campaign in the 21 districts of Madrid and extend it to other Spanish cities as far as possible.</p> <p>Future performances in public schools and Secondary School in the city of Madrid.</p> <p>Other public and private institutions that request, such as nursing homes, day-care centers, regional centers, neighborhood associations, hospitals, etc.</p>	Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner Max: 600 words

<p>Genesis</p>	<p>Raise awareness and educate seniors of risk of been knocked down in the City of Madrid.</p> <p>Meet the objectives that the Commission on Sustainable Mobility and Road Safety Congress of Deputies that provides in this regard:</p> <p>OBJECTIVE 1: Improve education and training of road users.</p> <p>GOAL 7: Protecting the most vulnerable road users, including vulnerable group as people over 65 years.</p> <p>The Plan sets as one of its goals for Road Safety the decrease by 30% the number of deaths from abuse.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>At present it goes to the group of major of 65 years, principally, though for the way of diffusion that allows an event of this type it comes also to the rest of personnel that surrounds the group; technical personnel of the nursing homes, keepers, relatives, etc ..., without forgetting to the personnel of the Forces of Security and public workers in those districts and cities where it has been represented. And for the future, we think of adapting the idea and the format bearing in mind similar aims in 15-year-old and teen minors, with representations in Colleges and Secondary Schools.</p>	<p>Describe to what extent the proposed 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>
<p>Promotion and dissemination</p>	<p>Magazine " Conviviality and Prevention ". It is an external publication that edits the Headquarters of the Local police of Madrid coordinated by the Section of Conviviality and Prevention, who goes to the Residents associations, colleges, AMPAS and associative movement in general with contents related to the conviviality.</p> <p>-http: // twitter.com/policiademadrid</p> <p>- organization of theatrical representations for the persons in charge of the initiative.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

<p>Continuity</p>	<p>At present it is continued representing the theatrical work in diverse districts of the city of Madrid.</p> <p>For the future, we think about 15-year-old and teen minors, with representations about Colleges and Secondary Schools.</p> <p>In a future, and with the collaboration of the International Road Safety Academy (IRSA), one tries to be able to implant the activity in other Spanish cities and even in other countries.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>
<p>Evaluation of the activities</p>	<p>The victims' decrease by colliding was verified from the Dpto. of Local police's Statistics of Madrid. In 2014 there was registered a decrease of 44,44 % in the number of deaths for outrages. (The trend it is to continue with these reduced data in 2015). Though it is not the only factor, this activity could have contributed to a large degree for this decrease.</p> <p>The degree of satisfaction expressed by the group which it is directed. The general valuation in the surveys, between 0 and 10, placed finally in 9,2.</p> <p>The follow-up realized with some of the senior ones, verifying that they remember the factors of risk of accident demonstrates his usefulness and efficiency.</p>	<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>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>