

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	Malta Road Safety Council	
Type of organization	Local Authority set up by the Ministry for Transport and Infrastructure under the guidance of the Transport Malta Authority.	NGO, company, local authority, school etc.
Organization main activity	Act as a catalyst and adviser to government where road safety measures and initiatives are involved. Promote road safety on a national basis.	Activity field
Country	Malta	Of the organization
Website	Work In progress	Organization website
Contact person	Pierre P. Vella	For the follow-up of the application
Contact person's position	Executive Manager	
Contact person's email address	pierre.p.vella@transport.gov.mt	
Contact person's phone	+356 2291 4522	
Partners in the initiative	N/A	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Commenced second week of December 2015, end of January 2016, conclusion of phase 1. Currently being discussed the possibility of extending the campaign further.	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	Transpot Malta utilized for logistics and additional personal for mentioned events.	In the case of persons, indicate their positions
Geographical scope of the activities	Malta & Gozo	Indicate where the activities were implemented
Summary of the initiative	Towards year end, a drink drive campaign is initiated to create awareness. Last December the Malta Road Safety Council launched a campaign with a difference. Making people aware how easy it is just after a drink to make one unfit to drive. Introducing locally for the first time disposable breathalysers, creating awareness, illustrating the dangers of drink/driving. Our main activities were staged at the entrance of our capital city Valletta, the location where all people entering the city will have to pass through. Second activity was in Gozo, capital city at one of the main shopping centres.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	The initiative scope for creative awareness towards the effect of drink driving. Clearly illustrating that feel good after drinking does not make one fit to drive. One other aspect is post accident, transfer to hospital and recovery (when applicable). We identified the expense incurred from the emergency services where these could be utilized more effectively. The usage of blood depots at such critical times creating an un necessary crisis due to negligent driving.	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 increase in alcohol consumption, the trend of young people sitting behind the steering wheel of fast cars. The consequences of the victim's families, the stretching of resources plus the innocent party which might suffer due to other person's fault. The use of disposable breathalysers gauges the condition of the individual who has been drinking and encourages the use of other methods of transportation, safeguarding themselves and those with them.	Describe which issues were identified that lead to implement the activities Max: 100 words
Activities developed	The activities involved in two major events one in Malta and another in Gozo where a total of 3000 disposable brathalysers were distributed free. Prior to these events we had a schedule of media appointments prior to such events. In total we had nearly twenty (20) hours of TV exposure, many of which was prime time and during news bullettins. This automatically generated the hype for the events which resulted in people coming over and inquiring about the use of the breathalysers but most important was the effects of drinking and the consequences afterwards. All involved are versed in the topic after having been briefed by competant people from the medical and rapid deployment services.	Describe all the activities involved in the inititative and where appropriate indicate the participation arrangement for each partner Max: 600 words

Genesis	We chose the initiative because it is one of the causes (not main) of road accidents locally, we wanted to create an awareness plus illustrating the end result. If there is a death, the consequences for the surviving family. How easily these tragic events can be avoided. Illustrating the saddness that comes after an accident. How this can be easily avoided. The damage that is done within the body after consuming large amounts of alcohol.	Reasons why you chose this initiative Max: 100 words
Transferability and multiplier effect	Definitely the results will show a decrease in drink drive accidents. This will eventually be helping the Local Police Force to illustrate when drivers are stopped and be checked for being unfit to drive. This will also spill over to not just alcohol but drugs or any medication that can cause lack of concentration during driving. All 3000 units were distributed for free but one objective is to make these available for purchase creating a national awareness of self checking before sitting down behind the steering wheel, safeguarding themselves and those around them.	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 Max: 200 words

Promotion and dissemination	The initiative was immensely advertized on all media during the month long exercise, totalling a large quantity of air time from talk shows, news bullettins, promotional material and advertising.	Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.). Max: 100 words
Continuity	Definitely we will consolidate at end of January but we already have interest from schools and colleges from school leaving students who are taking up their driving tests. It will give us the opportunity to continue with our campaign, illustrating not just drink driving but the attention that has to be given when using our roads, from pavement, to road crossing and road users from cyclists, bikers, motorists.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	This has been a learner curve for the council, however it has been constructive as a method of learning. Definitely the exercise has created an awareness especially amongst parents whose children where on the doorstep of begin to drive. Having parents on board is vital as these can act as house catalyst towards their children to illustrate the importance of sensible driving. For sure we would like to legalize disposable breathalysers and have these present in all vehicles.	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline	This is the start of a national crusade to safe lives on our roads, commencing with circumstances where injuries are self inflicting. This is not an accident but an injury which has been generated by the people using the road. One has to appreciate that one can be under the influence of alcohol walking on a pavement and moves unexpectedly towards traffic flow. Transportation and road users have to be careful when utilizing such parameters. It might be a long journey but the more we talk, discuss, illustrate, things will improve but this will be a constant effort that needs everyone to be enrolled to help out and decrease accidents on our roads.	Any information that could help the jury to chose your initiative Max: 100 words