

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	Nógrád County Accident Prevention Committee	
Type of organization	state organisation	NGO, company, local authority, school etc.
Organization main activity	accident prevention	Activity field
Country	Hungary	Of the organization
Website	http://www.police.hu/hirek-es-informaciok/baleset-megelozes/aktualis	Organization website
Contact person	Viktor Palkovics	For the follow-up of the application
Contact person's position	Managing Director of Nógrád County Accident Prevention Committee	
Contact person's email address	palkovicsv@nograd.police.hu	
Contact person's phone	+36-20-967-39-48	
Partners in the initiative	local authorities, civil guard associations	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	Title: "Krétarajz" campaign (Chalk Drawing) Timeframe: 1 October 2015 – ongoing	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	Police Station of Szécsény Town, Enforcement Unit	In the case of persons, indicate their positions
Geographical scope of the activities	Hungary, Nógrád County, Szécsény Town and its jurisdiction	Indicate where the activities were implemented
Summary of the initiative	<p>Aim of the program: to improve pedestrian safety in Nógrád county, in the competency area of Szécsény Town Police Station in particular, in cooperation with the Civil Guard. The aim is to prevent those accidents which happen due to not adequate visibility, in order to protect pedestrians and cyclists.</p> <p>A significant part of pedestrian accidents can be attributed to visibility deficiencies.</p> <p>With the approval and cooperation of the owners of pubs and cafes in various parts of villages and small towns, the local police places awareness posters and high-visibility vests in these alcohol-serving public places. The vests are meant to be distributed free of charge by the staff to those customers who leave for home after sunset. High-visibility vests are obligatory to wear outside built-up areas at night and under limited visibility conditions, and recommended in built-up but less well-lit areas.</p>	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	It makes the high-visibility vest part of the everyday use of the road, as it is easily available until the very late hours. The program has got a "leader", the owner of the pub him/herself, who calls the customer's attention to put on the vest, and, if he or she has already taken one previously, to carry it with him/herself.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words

<p>Issues that are addressed with the initiative</p>	<ul style="list-style-type: none">- the importance of visibility,- visibility should be part of daily life,- wearing visibility garments, objects is not embarrassing, they save lives- creating the sense of responsibility for our fellow-men , by warning each other to wear the high-visibility vest,- creating “conscious” pedestrians	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>
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<p>Activities developed</p>	<p>The planning of the visibility campaign started in May 2015 by the Nógrád County Accident Prevention Committee, commissioned by the National Accident Prevention Committee.</p> <p>The main lines along which the prevention activity should be carried out were drawn up, followed by an action plan, which contained the time schedule of the campaign, too.</p> <p>The main aim is to prevent those accidents which happen due to not adequate visibility, in order to protect pedestrians and cyclists.</p> <p>Where can pedestrians and cyclists find the high-visibility vests?</p> <p>In small villages, settlements where there are very poorly lit roads, visibility vest should be available until the late evening hours.</p> <p>The only places which are open until late at night are such pubs and clubs, therefore they are obviously the best spots to distribute the vests.</p> <ul style="list-style-type: none"> - Police Station selected – call for participation – drawing up the action plan – finding the possible alcohol-serving places – contacting them – agreement. - Involving the local Civil Guard associations – they should contact the owners of the local alcohol-serving places – they can later check the use of the vests and provide for replacments. Police Station of Szécsény selected – 13 settlements – 32 alcohol-serving places. <p>Image designing: got the „Krétarajz„ (Chalk drawing) fancy name due to the chalk drawn human figure representing a run-down pedestrian, which appears on the posters. Designing two types of posters, logo, slogan : "Visible protection". Having the visibility vests produced with logo printing.</p> <p>Campaign start in the local media on 1st October 2015. Campaign refreshing – blowing the chalk figure with fluorescent paint on the road, which calls the attention not only of pedestrians and cyclists, but also of other vehicles' drivers, too, that they can expect pedestrians to appear on the given road section! The campaign is always refreshed with new elements.</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>
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Genesis	<p>Villages are in a special situation from both traffic and public lighting points of view. Public lighting is very poor, and village residents often walk or cycle over to the neighbouring villages , using roads that are not lit and lack sidewalk, while the speed limit is 90 km/h. People walking without a visibility vest or other garment/object are perceived too late by the driver of a car travelling at this speed, which can result in a fatal or serious injury accident.</p> <p>In towns the situation is better, as even the outer areas are well-lit and can be reached by public transport. The speed limit is only 50 km/h and the infrastructure is more developed, there are more pedestrian crossings, traffic lights, etc.</p> <p>That is why it is important to call the attention of pedestrians and cyclists to the importance of high-visibility garments outside built-up areas, during the evening and limited visibility hours.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>It is easily transferred and spread, organisations and individuals participate voluntarily. The owners of alcohol-serving places are particularly happy with the initiative. It is popular with the village people, too.</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>
Promotion and dissemination	<p>Through the local media , and orally by the people who tell each other where they can get hold of the vests free of charge in the late hours.</p> <p>The fluorescent painted figure on the road calls even more the attention to the issue of visibility.</p> <p>Relevant websites:</p> <p>http://www.police.hu/hirek-es-informaciok/baleset-megelozes/kampanyok/elindult-a-kretarajz-szecszenyben</p> <p>http://www.baleset-megelozes.eu/cikk.php?id=1056</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

Continuity	We want to maintain the interest for the campaign, refreshing it by inserting newer and newer elements into it (cca. every three months).	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	The indicator will be the reduction of the number of accidents involving pedestrians and cyclists.	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	It is a creative campaign which is well visible for the public.	Any information that could help the jury to chose your initiative Max: 100 words