

# 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 THE ORGANIZATION

	Please fill in here	Instructions
Name of the organization	Puente Genil City Council	
Type of organization	Local administration of the town of Puente Genil	NGO, company, local authority, school etc.
Organization main activity	It is the administration responsible for providing public services to their neighbors and all those who visit the city daily.	Activity field
Country	Spain	About the organization
Website	<a href="http://www.puentegenil.es">www.puentegenil.es</a>	Organization website
Contact person	Rafael Ruiz Estepa	For the monitoring of the application
Contact person's position	Deputy Inspector of the Local Police of Puente Genil	
Contact person's email address	<a href="mailto:educacionvialpuentegenil@gmail.com">educacionvialpuentegenil@gmail.com</a> ; <a href="mailto:rafaelo776@hotmail.com">rafaelo776@hotmail.com</a>	
Contact person's phone	635573391	
Partners in the initiative	Social work Caixa and Mapfre Foundation	

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Start date and end of the initiative	January / June 2016	The initiative can be new or the continuity of already existing activities. It can have finished recently or be still in process
Implicated Departments/persons internally	Local Police with all their units / Puente Genil City Council / Citizen Participation Department / Transportation, Traffic and Safety Department / Education Department.	In the case of persons, indicate their positions
Geographical scope of the activities	Municipality of Puente Genil, with global projection thanks to the easy transfer of its shares and its dissemination through the media, social networks (Facebook, Instragram, Twitter, YouTube), European Road Safety Charter ...	Indicate where the activities were implemented
Summary of the initiative	<p>PUENTE GENIL EDUCA, it is an education program for Road Safety which aims to achieve a safer and more sustainable mobility in Puente Genil, in accordance with the policies of the European Union.</p> <p>It comes every year to more than 2,600 children and young people aged between 3 and 18, in pre-school education, primary and secondary and high school.</p> <p>It promotes Road Safety Education for children and young people, such as pedestrians, travellers and cyclists, safe school environments and protection of the most vulnerable road users, such as old people, immigrants, disable people...</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>

<p>Innovative character</p>	<p>They are innovative aspects, low cost and easy to transfer, using "the street" as an educational space for young people, where, through road safety practices together with the local police, they acquire skills for safe mobility as pedestrian and cyclist.</p> <p>"The Penalty of Shame"  <a href="https://www.youtube.com/watch?v=BCGsH0QDXxE">https://www.youtube.com/watch?v=BCGsH0QDXxE</a></p> <p>"On my bike through my city"  <a href="https://www.youtube.com/watch?v=XXQiONIM6qQ">https://www.youtube.com/watch?v=XXQiONIM6qQ</a></p> <p>In road safety workshops for young people, we use a "alcohol glasses" to alter the vision and realistically simulate how alcohol affects balance, vision, reaction time, and judgment ... and understand that spirit drinks and driving are not compatible.</p> <p><a href="https://www.youtube.com/watch?v=MfAT-dZbZYM">https://www.youtube.com/watch?v=MfAT-dZbZYM</a></p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
<p>Issues that are addressed with the initiative</p>	<p>After more than sixteen years implementing Road Safety Education activities, from Puente Genil city council, through the local police, and being the sixth consecutive edition of the "Puente Genil Educa" Program, we can say with satisfaction that we have overcome all the difficulties for the program implementation, because we always saw them as a stimulus to our creativity and as opportunities to grow. A proof of this is that, <b>although it was impossible to have a traffic playground</b>, we used "the street" to practice Road Safety Education as a pedestrian and as a cyclist.</p>	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

<p>Developed activities</p>	<p><b><u>Margarita Road Police and Falin (3 years)</u></b> The start of the school stage generates new mobility needs to go back and forth from home to school. Because of their psychophysical and developmental characteristics, these children are vulnerable to suffer traffic accidents. We generate with this activity habits and safe behaviours through all the implicated educational agents: parents, teachers, policemen ... Small convert their advice into agents of social transformation for the safe mobility of their families ... " Dad, Mom, seatbelt, do not run, do not take the mobile ...</p> <p><b><u>Police friend (5 years)</u></b> At this age, the rule is valid because it usually comes from an adult. The example of parents and older people is the most effective educational procedure. The activity will finish with a visit by the local police, pupils talk to the cops, ride their bikes and feel the closeness of the police friend. We create habits for the acquisition of road sense and foster public awareness attitudes for safe and sustainable mobility.</p> <p><b><u>Pedestrian in the city (7 years)</u></b> At this age, the figure of relatives and teachers is the key to successful learning. We must be real models for children, and teach them with our example to acquire competencies and skills for safe mobility. We create in students an attitude of collaboration, respect and contribution to road safety, trying to reflect an appropriate behavior, showing them right and wrong situations as pedestrians.</p> <p><b><u>Pedestrian on road and the traveler (9 years)</u></b> At this age, children have a higher degree of autonomy, we deepen in their behavior as users of public and private transport, school transport and family. As more autonomous pedestrians, we prepare them to develop a critical spirit, inviting them to reflect on the various controversial situations they may encounter in the use of public roads as a pedestrian in city and highway.</p> <p><b><u>The bicycle. From the Toy to the Vehicle (11)</u></b> Not forgetting its obligations as a pedestrian and traveler, we approach the students the bicycle, proposing them -to his age -a use as a vehicle and not a toy. They learn the possibilities of this mean of transportation, internalize the rules and respect to other users, and acquire skills and attitudes to share the roads as supportive and respectful cyclists.</p> <p><b><u>The Moped and the Helmet (13 years)</u></b> At this age, it is acquired an increased capacity for reflection, the rules are no longer accepted just because the customs, officials, parents, teachers, and so on, impose them, but by the personal recognition of its value. They begin to acquire supportive and respectful values for safe mobility as moped rider.</p> <p><b><u>Road Safety and Youth (15 years)</u></b> Driving accidents that affect young people are a serious problem whose unfortunate consequences are shown at many different levels, (fatal accidents, irrecoverable injuries, sociofamiliar damages, economical costs, and so on.) We introduce these young students to acquire supportive, ethical and respectful values, raising their awareness on the idea that, in most cases, traffic accidents are unavoidable, especially with good judgement values.</p> <p><b><u>Alcohol and Road Safety (17 years)</u></b> Alcohol / drugs and driving relationship is one of the aspect of road safety that concerns the most, since around 25% of all road deaths in Europe are related to this factor. With this activity, we propose these young people that, from the awareness and social consciousness, they assume a role of "road safety activist" against "alcohol / drugs and driving." We will make road safety workshops for vulnerable road users.</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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<p>Genesis</p>	<p>This initiative started in 1999/2000, with small local police interventions in the school environment under the demand of teachers, with the continuous training of teachers of the local police, year after year, the program was being innovated and it added new activities. Today, the excellence of the education program for the safe and sustainable mobility of Puente Genil has been recognized nationally. Next summer, Puente Genil and its education program for road safety will represent Spain in the Second International Children's Road Safety Forum in Santiago de Chile.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>This program could be transferred, disseminated and replicated to any city thanks to its simplicity; great resources for implementation are not required. Open educational resources are used from organizations such as Mapfre Foundation and the General Directorate of Traffic, from which it has been developed educational booklets, with contents and activities used to involve all the educational agents -family, school, administration, policeman- in the education for Traffic Safety of children and youth.</p> <p>As explained above, a further investment was required to have a space for the realization of practical driver education, to strengthen and anchor the theoretical learning, which was exceeded by using " the street" as an educational space, where young people learn in a real traffic situation, with the help of the police and security under controlled conditions. All of this makes what the rest of society see –viewers, public space users- with good eyes, the preventive police work and young people for a better road safety in town, society must be impregnated with the culture of road safety education , acquire greater commitment as users of public roads and as good examples of children and young people.</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>The spread of "Puente Genil Educa" program is made by the press office of Puente Genil City Council, through traditional media (written press, radio, television ...) and by the educators of the program through the use of networks and new technologies. "Education Vial Puente Genil " has its own profile on social networks Facebook, Twitter, Instagram, its own YouTube channel, presence on the website of Puente Genil City Council and on the website of the European Road Safety Charter, and also through posters and educational booklets for students to take home.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The program, for six years, grows every year. This year, we have new workshops and new challenges, we want to improve the efficient use of seat belts with pregnant women and child restraint systems, to promote the integration of people with disabilities in mobility secure and enhance the independence of people with special educational needs, to promote the integration of immigrants within a safe mobility and encourage sustainable mobility on foot or cycling for children and young people. The program is self-financed within the City budget, being ensured its continuity.</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>Depending on the program activity, a different type of assessment is used. In theoretical activities and workshops, it starts with an initial assessment carried out by a test and direct questions, which serve to adapt the content, activities and methodology. Also it continuously evaluates the theoretical activity booklets.</p> <p>In practical activities on public roads, educators use a direct assessment, checking the correct use of bicycles and good behavior as pedestrian.</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>
Other important aspect to highlight	<p>The success of "Puente Genil Educa" is the commitment of all educators and agents for road safety: family, school, administration, police ... This is reflected every year in the closing ceremony and the drawing contest awards on driving education.</p> <p><a href="http://www.youtube.com/watch?v=wS-RNegJalA">www.youtube.com/watch?v=wS-RNegJalA</a></p> <p>We emphasize the collaboration of Obra Social La Caixa and Mapfre Foundation and the firm commitment to prevention and road safety awareness in all areas of society, the city council of Puente Genil, which consider unacceptable to expose the life of any citizen at the risk of a traffic accident.</p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>

