

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

| | Please fill in here | Instructions | | | | | | | | | | |
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| Name of the organization | VOZIM, Institute for Innovative Safe Driving Education (Zavod VOZIM) | | | | | | | | | | | |
| Type of organization | <table border="1"> <tr> <td>SME</td> <td></td> </tr> <tr> <td>Large business</td> <td></td> </tr> <tr> <td>Association</td> <td>x</td> </tr> <tr> <td>Education/Research institution</td> <td></td> </tr> <tr> <td>Local/regional authority</td> <td></td> </tr> </table> | SME | | Large business | | Association | x | Education/Research institution | | Local/regional authority | | Please tick one box |
| SME | | | | | | | | | | | | |
| Large business | | | | | | | | | | | | |
| Association | x | | | | | | | | | | | |
| Education/Research institution | | | | | | | | | | | | |
| Local/regional authority | | | | | | | | | | | | |
| Organization main activity | Nonformal education | Activity field | | | | | | | | | | |
| Country | Slovenia | Country of the organization | | | | | | | | | | |
| Website | www.vozim.si | Organization website | | | | | | | | | | |
| Contact person | Barbara Kos | For the follow-up of the application | | | | | | | | | | |
| Contact person's position | Project manager | | | | | | | | | | | |
| Contact person's email address | barbara@vozim.si | | | | | | | | | | | |
| Contact person's phone number | 0038670222261 | | | | | | | | | | | |

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| Partners in the initiative | Ministry of health; Ministry of Labor, Family, Social Affairs and Equal Opportunities; Slovenian Traffic Safety Agency; DARS (Slovenian Motorways Company); Triglav d.d. Insurance Company; local Municipality's; primary and secondary schools in Slovenia; Paraplegic Society of Southwest Styria, Paraplegic Association of Slovenia | Your main partners in delivering the road safety activity |
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SECTION 2: DESCRIPTION OF THE INITIATIVE

| | Please fill in here | Instructions |
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| Date of start and end of the initiative | <p>Name of the initiative: Interactive road safety preventive workshops "I still drive - but I cannot walk".</p> <p>The initiative is in place since 2008, but for the purposes of this application we are focusing solely on the year 2016, when we made significant progress in the quality of the program and the reach to young people.</p> | The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process. |
| Departments/persons involved internally | <p>David Razboršek, director</p> <p>Barbara Kos, project manager</p> <p>Maja Rošer, coordinator of preventive workshops</p> <p>15 youth workers (road safety victims - paraplegics and quadriplegics)</p> <p>23 Volunteers</p> | In the case of persons, indicate their positions. |
| Geographical scope of the activities | Internationally in Slovenia and Serbia. | Indicate where the activities were implemented. |
| Summary of the initiative | Interactive road safety preventive workshops "I still drive - but I cannot walk" are carried out by persons who were injured in road accidents and suffered a spinal cord injury. Through this life experience, young people (15-22 | Describe the initiative indicating the subject, its aims |

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| | <p>years of age), learn in a non-formal way about the importance of road safety, the most common causes for traffic accidents, the potential serious consequences (paraplegia, quadriplegia) and the active involvement of people with disabilities in everyday life and preventive youth work.</p> <p>Our main aims are raising awareness and changing behavior of youth regarding road safety and social inclusion/integration of disabled road accident victims.</p> | <p>and the main activities it involves.</p> <p>Max: 100 words</p> |
| Innovative character | <p>The innovative character derives from the active participation of disabled road accident victims in preventive youth work, the use of interactive media components in the workshops and use of media campaigns for raising awareness among youth and public regarding problematic of road safety among youth and disability due to road accidents. The holistic approach includes short and long term evaluation of workshops on changing behavior of young people.</p> <p>The methodology of interactive workshops can be transferred and adapted to the needs of other countries (goal in 2017 to expand to 4 countries, 2018 to expand to 8 countries) and disabled road safety victims. This was already successfully implemented in Serbia.</p> | <p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p> |
| Issues that are addressed with the initiative | <p>Road accidents represent the number one cause of deaths among young people (15-29). We have recognized the need to inform, raise awareness and change behavior among youth with preventive content, workshops and campaigns, which emphasize the importance of safe driving, highlighting the key factors for traffic accidents (speed, alcohol, mobile phone, peer pressure, ...), the possible serious consequences (disability, death) and the need for integration and sharing of knowledge between organizations that operate in the field of traffic safety and education of youth workers.</p> | <p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p> |

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| <p>Activities developed</p> | <p>The Interactive workshops “I still drive – but I cannot walk” are performed by road accident victims that have suffered spinal cord injury in road accidents. Through this life experience, young people learn about the causes of road accidents, possible severe consequences of road accidents and the importance of following road safety regulations. Another important aspect is that youngsters are presented with the everyday life of disabled persons, which helps to break the stereotype of disability. More systematic approach to delivering interactive workshops “I still drive – but I cannot walk” to youth is done in partnership with different local municipalities (in 2016 with 10 municipalities), where we educate all 3rd grade high school students (17-year old’s) in the municipality. The goals of the collaborations are presented to the public through press conferences at the beginning or the end of the project.</p> <p>The “Academy I still drive” offers disabled lecturers the possibility to gain new knowledge and competences for their work in road safety among youth. Twice a year we organize modules of the Academy ‘I still drive’ that focus on different topics regarding road safety and youth. In general, our lectures are being trained in road safety, prevention, public appearance, youth, etc.</p> <p>Communication with media and stakeholders represents an important part of our work. Through media articles and press releases we disseminate our work, we present the goals of our activities and raise awareness on the importance of road safety, possible severe consequences (disability) and how and why young people are at risk on roads. Once a month we send newsletters to our base of contacts (schools, media, companies and other stakeholders).</p> <p>Media campaigns are produced every two years. Campaigns are focused on different causes for road accidents and accompanied by posters, video and press releases, interviews, appearances TV and radios. As mentioned above, this helps us disseminate our work,</p> | <p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner’s participation.</p> <p>Max: 600 words</p> |
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| | <p>goals of our activities and raise awareness on importance of road safety, possible severe consequences (disability) and how and why young people are at risk on roads, to public.</p> <p>In 2016, the media campaign “Don’t text and drive!” focused on the dangers of using mobile phone while driving. The video received 401.122 views on social media Facebook, which represents 52% of all Slovenian Facebook users and 2.213 video and post shares and total 14.139.547 brand impressions. An expert jury in the field of marketing and advertising has recognized the importance of the campaign “Don’t Text and Drive!” which received two silver awards at the 25th Slovenian Advertising Festival in the categories of integrated communications campaign and Marked or created content. At WEBSI – Festival of Slovenian digital communication, the campaign was awarded 2. place in the category social networks.</p> <p>The campaign was supported by strong advocacy for changing legislation for simplifying procedures for control of mobile usage in case of severe accidents and changing legislation by introducing higher penalties for mobile phone usage while driving. Both proposals are in the phase of implementation with cooperation of Slovenian Traffic Agency and Slovenian Police.</p> <p>https://www.youtube.com/watch?v=IL6wA1iRDRw</p> <p>Media campaign Surviving stories focused on reducing alcohol related accidents among youth.</p> <p>https://www.youtube.com/watch?v=TI79-3crCwM</p> | |
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| Genesis | The initiative was developed in Slovenia around young paraplegics and quadriplegics, victim of road accidents, whose average age on the day of the accident, was only 22 years. When trying to analyse the preventive activities for | Describe the reasons why you have |
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| | <p>young people, they have discovered the lack of them, particularly at the time when young people are in high schools and faculties; therefore 15-22 years of age. Another identified issue was, the need for social inclusion/integration of those disabled in everyday life. Up to the year 2016 we have developed the program, that is evaluated and proven to influence changing behavior on youth.</p> | <p>chosen this initiative.</p> <p>Max: 100 words</p> |
| Transferability and multiplier effect | <p>In 2016 we have implemented 160 “I still drive – but I cannot walk” interactive workshops in Slovenia. Altogether, in 2016 11.154 young people, which represents 65 % of Slovenian generation, attended the workshops, listened to stories of road accident victims and were explained why road safety is important. As mentioned above we are connecting with municipalities and other stakeholders in their projects, where our workshops present a different and innovative approach.</p> <p>Every year we are involving new persons with disabilities, young people and volunteers in our work. Through the “Academy I still drive” and mentorship we transfer our methods and knowledge on new youth workers (disabled and non-disabled), help them gain new competences so that they can successfully implement interactive workshops “I still drive – but I cannot walk”.</p> <p>Transference of our methods and interactive workshops has proven successful in Serbia. There Savez paraplegičara i tetraplegičara Srbije (Union of paraplegics and quadriplegics Serbia) is implementing interactive workshops under the name Još uvek Vozim. In 2016 5.440 young Serbians were introduced to road safety from a different angle, that of the disabled person from a road accident.</p> | <p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p> |
| Promotion and dissemination | <p>For the dissemination of our work, methods and goals we publish news on our web page www.vozim.si. We prepare newsletters which are sent to our base of contacts (media, schools, youth and other stakeholders). We developed strong connection with local and national Slovenian media houses, that publish our press releases, cover press</p> | <p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> |

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| | <p>conferences, prepare articles on our work and interviews with our disabled members, offer free media publicity for our video campaigns, emphasizing importance of road safety among young people to public.</p> <p>We produce our own media campaigns, in 2016 “Don’t text and drive!” (more above).</p> <p>https://www.youtube.com/watch?v=IL6wA1iRDRw</p> | <p>Max: 100 words</p> |
| Continuity | <p>Our program is developing since 2008, with significant improvements of content and reach in 2016 (160 interactive workshops for 11.154 young people, in 2015 117 interactive workshops for 8.072 young people.) We wish to continue with our interactive workshops in the future. Our goal is to cover more than 90 % of Slovenian schools and to non-formally educate their students on importance of road safety, through life stories of disabled road accident victims. We wish to expand our methods to new countries and eventually develop an international network of organizations, that will also present opportunities for inclusion of disabled road accident victims, in preventive road safety youth work.</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>In 2016 we have implemented 160 “I still drive – but I cannot walk” interactive workshops for 11.154 young Slovenians. We are conducting short-term and long-term evaluation of our workshops. Short-term - done right after workshops and graded 4,5 (on scale 1-5). Long-term evaluation is made more than two years after attending workshops and compared to test group that did not attend our workshops. Research in 2016 by University of Maribor, Faculty of logistics using Driver Behavior Questionnaire, showed that there are differences with regard to safe behavior in traffic among those that DID and those that DID NOT attend our workshops.</p> | <p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p> |
| Other important aspect that you want to underline | <p>We implemented evaluated changing behavior based program, that we spread from Slovenia to Serbia. Our goal is to share our methods with 2 more countries in 2017 and to be present with the program in at least 8 countries by 2018. The letter of cooperation with BIH and Croatia was</p> | <p>Any information that could help the jury to evaluate your initiative.</p> |

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| | <p>already signed at the contact making seminar “Connecting for youth road safety” for youth workers active in the field of road safety, in 2016 in Slovenia.</p> <p>Our moto is that we don't want our stories, to become stories of young people worldwide.</p> | <p>Max: 100 words</p> |
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