

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										
Name of the organization	VSV (Flemish Foundation for Traffic Knowledge)											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Authority</td> <td><input checked="" type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Authority	<input checked="" type="checkbox"/>	Please tick one box
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Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Authority	<input checked="" type="checkbox"/>											
Organization main activity	Road safety and mobility education, awareness raising, professional training	Activity field										
Country	Belgium	Country of the organization										
Website	www.vsv.be , www.veiligverkeer.be	Organization website										
Contact person	Werner De Dobbeleer	For the follow-up of the application										
Contact person's position	Press officer											
Contact person's email address	werner.dedobbeleer@vsv.be											
Contact person's phone number	+32 477 206 228											

Partners in the initiative	Primary schools in Flanders (operational partners) Antwerp Zoo, Planckendael Zoo, IJsbuerke (sponsors)	Your main partners in delivering the road safety activity
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The 'Helm Op, Fluo Top' ('Wear a helmet and shine in the dark') initiative was launched in 2012 and has been carried out on a yearly basis since then, from early November to early March. The latest edition started on 7 November 2016 and ran until 24 February 2017.	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	VSV Traffic and Mobility Education team, VSV Communication team	In the case of persons, indicate their positions.
Geographical scope of the activities	Region of Flanders, Belgium	Indicate where the activities were implemented.
Summary of the initiative	<i>Helm Op Fluo Top</i> ('wear a helmet and shine in the dark') motivates primary school children to wear a cycle helmet and a safety vest when cycling or walking to school. The children receive tokens on a savings card for each day they wear a helmet and/or a jacket. A full savings card gives right to benefits such as free entrance tickets for a zoo, leisure parks etc.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words
Innovative character	<i>Helm Op Fluo Top</i> tries to install a new habit, i.e. wearing a cycle helmet and safety vest, in young school children by means of a token system. The system combines personal incentives with prizes at class level (if all pupils of the same class succeed in	If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.

	wearing a helmet and/or jacket during the entire period, extra prizes can be won).	Max: 100 words
Issues that are addressed with the initiative	Nearly one third of all cyclists who are severely injured in a bicycle crash sustain head and/or brain injury. Especially young children are at risk. The use of a bicycle helmet reduces the risk of severe head injury by more than 65%. With a modal share of 28%, cycling is the most popular means of transport for home-school traffic in Flanders. Despite this, the use of bicycle helmets among school children is still far from general. The same goes for safety vests, which enhance the children's conspicuity as pedestrians and cyclists in low visibility and dark weather conditions and are an effective means to prevent vulnerable road users from being hit by a car.	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	<p>1/ Registration: from March to September, primary schools can register for participation on a dedicated website, www.helmopfluotop.be. In September, they are asked to confirm their participation and fill in the number of participating classes and pupils.</p> <p>2/ Distribution of campaign materials: by half October, the participating schools receive a free toolkit with all campaign materials (detailed information about the approach of the project; stickers and savings cards for pupils; information leaflets for parents and teachers; classroom posters).</p> <p>3/ Implementation: from early November to early March, the schools and teachers carry out the project. They reward the pupil with a sticker on the savings card for each day the pupil arrives at school wearing a cycle helmet and/or safety vest.</p> <p>4/ Rewards: by March, when the school project has come to an end, the sponsors (Antwerp Zoo, Planckendael Zoo, other commercial partners)</p>	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words

	<p>reward the pupils with free entrance tickets or other prizes upon presentation of a full savings card.</p> <p>5/ Evaluation: after their participation, the schools and teachers are asked to fill in an online evaluation form, to investigate their appreciation of the initiative and the degree of participation.</p>	
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Genesis	<p>The ‘Helm Op, Fluo Top’ project was first carried out on a local level in Geel (Antwerp) and was initiated by the local police. Because of the original approach, the popularity of the project among local schools and the good results that were obtained (see Evaluation), Helm Op Fluo Top won the audience award for safety and crime prevention of the Belgian Ministry of the Interior, was nominated for the National Road Safety Award 2012 in Rotterdam (The Netherlands) and won the Flemish Road Safety Award in 2013. In 2014, VSV decided to support the project by running it on a larger scale, first in the province of Antwerp, and since 2015 nationwide in Flanders (6,000,000 inhabitants).</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The ‘Helm Op Fluo Top’ concept is free of charge and open to anyone wishing to join the initiative at national and international level. Since its start in Flanders, it has been carried out in The Netherlands (Enschede, Utrecht, Gelderland, Overijssel) and Germany (Gronau, Nordrhein-Westfalen). All campaign materials may be copied and translated for use by third parties, on the condition that the original source (VSV) is mentioned and that the project is run on a non-commercial basis.</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>

<p>Promotion and dissemination</p>	<p>'Helm Op Fluo Top' is publicised by VSV's communication channels to schools (e-mailings, 'Verkeer op School'-website and Facebook-pages, dedicated project website, mailings by post, in-service trainings and dedicated events for schools and teachers), and receives regular media coverage (especially when the project is launched in November).</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>'Helm Op Fluo Top' will be continued in 2017 and the following years on a yearly basis in Flanders, and will continue to spread in The Netherlands due to the support of the Regional Road Safety Switchboard Organisations (ROVs).</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>An outcome evaluation carried out by the local police of Geel (Antwerp) in 2012 showed that all local primary schools participated in the project (9,000 pupils in total). A baseline measurement was carried out before the start of the project, showing that only 17% of the school children in the area wore a safety vest when walking or cycling to school. A second measurement during the course of the project showed that the number of wearers had increased to 87%.</p> <p>In the 2016-2017 school year, the project counted 1191 participating schools and 310,940 participating pupils. 63% of the participating schools had already participated in the previous year(s). 98% of the participating schools evaluated their experience with the project as 'positive'; 37% reported that the initiative had 'slightly' increased the helmet and safety vest wearing rates in their school, 62% reported a 'substantial' increase.</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>

<p>Other important aspect that you want to underline</p>	<p>Useful links:</p> <ul style="list-style-type: none">- www.helmopfluotop.be- www.verkeerschool.be- VTM Nieuws national tv news item (Belgium)- ROV Oost-Nederland (The Netherlands)	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>
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