

“I fasten my **seat belt** – I travel **safely**”

## ABOUT THE CAMPAIGN

LTSA has started the campaign “I fasten my seat belt - I travel safely” to increase the number of passengers who do fasten their seat belts in coaches, to educate people about possible dangers and to start a mutual cooperation with other institutions, social movement groups and society to promote the seat belts wearing when travelling around Lithuania in coaches.

## PROGRESS

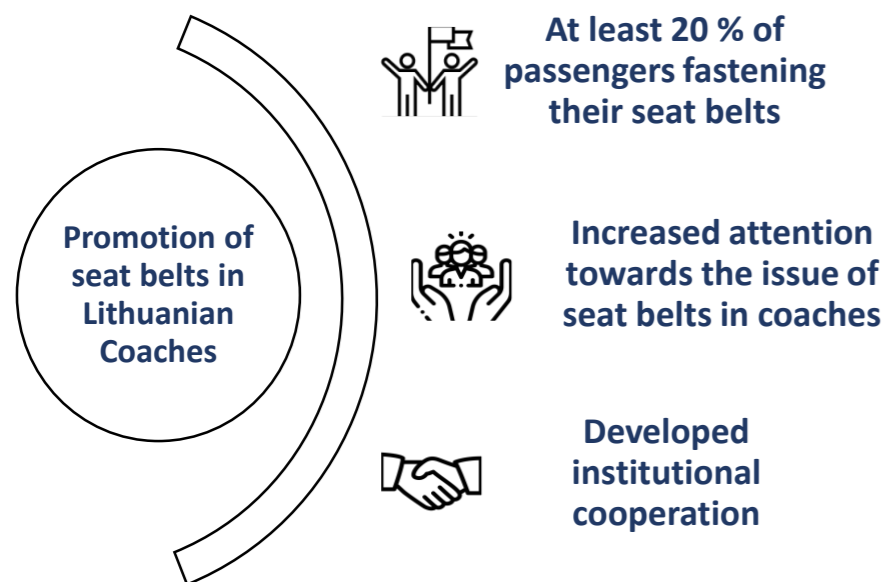
	% of passengers wearing seatbelts
2018 1 <sup>st</sup> Quarter	13,9
2019 4 <sup>th</sup> Quarter	to be evaluated*

\* The final evaluation will be carried in 2019 4<sup>th</sup> quarter

## RAISING AWARENESS

- **56 000** people have read about the campaign in media
- **52** articles have aired in mass media
- **15 000** people have been reached within social media

## OBJECTIVES FOR 2019



## INSTITUTIONAL COOPERATION

- **18** national carriers have signed A Memorandum of Promotion of Seat Belts in Coaches
- **51** national bus stations have joined the campaign
- **4** planned campaign inspections in cooperation with Police Department of Lithuania



## TIMELINE

