

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	Mick Whelan Safety Services											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input checked="" 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>Local/regional authority</td> <td><input type="checkbox"/></td> </tr> </table>	SME	<input checked="" type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input checked="" type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Safety Consultancy & Driver Training	Activity field										
Country	Ireland	Country of the organization										
Website	www.mwsafetyservices.com	Organization website										
Contact person	Mick Whelan	For the follow-up of the application										
Contact person's position	Owner											
Contact person's email address	whelan.mick@yahoo.co											
Contact person's phone number	00353858661125											

Partners in the initiative	My trainees, family and my Facebook friends	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	2014 and still running	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	Mick Whelan	In the case of persons, indicate their positions.
Geographical scope of the activities	In my local school and hundreds of businesses across Ireland.	Indicate where the activities were implemented.
Summary of the initiative	My aim is to reduce the number of people who use their phones whilst driving, and raise Safety Awareness around cyclists on our roads. I also discuss blind spots in HGV's and show videos to HGV drivers and cyclists to show them the dangers of overtaking. I deliver this message through Safety Training and HGV driver training.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words
Innovative character	I developed an air freshener with a hard hitting message and also gave out Hi Vis vests to my local running and cycling clubs to raise awareness. My aim is to reduce the amount of people that use their phones or other mobile technology whilst they are driving, I am confident that through group discussion	If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road

	and feedback received that my message is getting through to people.	safety. Max: 100 words
Issues that are addressed with the initiative	Driver Distraction & Cyclist Safety On our roads. Over 50% of our male population aged between 20 – 45 admitted to using their phone whilst driving. Over 50% of drivers admitted to being distracted whilst driving and nearly 100% of all non HGV drivers were shocked at the blind spots on HGVs.	Describe the issues identified leading to implement the road safety activities. Max: 100 words
Activities developed	In 2014 I took the campaign to my local school but since then I have delivered the message to a mostly adult audience. I continue to promote awareness through the kids at school by way of promotional material from the Road Safety Authority in Ireland. I deliver this message through Safety Training and HGV driver training. I have received great feedback from the companies that I have delivered training for, they say that the awareness campaign has been hugely beneficial. I developed an air freshener with a hard hitting message and also gave out Hi Vis vests to my local running and cycling clubs to raise awareness.	Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words

Genesis	The main reason is through sheer frustration at the amount of people that I see using their phones whilst driving, also I have two young kids and as a parent I felt duty bound to start at my school and develop it from there. I am extremely passionate about Road Safety and am annoyed that we have so many deaths on our roads.	Describe the reasons why you have chosen this initiative. Max: 100 words
Transferability and multiplier effect	I meet the groups of trainees on a regular basis as their companies are clients of mine, the results of my training/awareness are clear as the trainees continue to	Describe to what extent the proposed initiative will allow the transfer,

	<p>praise the initiative.</p> <p>I have proven over the years that this can be transferred easily and also developed to include Cyclist Safety for example which by the way is a topical issue in Ireland at the moment for the wrong reasons unfortunately.</p> <p>I know from feedback received that this initiative can be transferred all over Europe.</p>	<p>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>My main platform is my Facebook Page Mick Whelan Safety Services and my website which my FB posts are linked to.</p> <p>I also got Air fresheners with “One text or call could wreck it all” on them and handed them out to my trainees which ensures continuity.</p> <p>I show hard hitting messages/videos on a regular basis.</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Yes I plan to continue this campaign and develop it to include awareness on Drug Driving & driving whilst on prescription medication – recent studies show that this could account for approx 30% of all road crashes – Statistic which is too high!!</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>I have received great feedback from the companies that I have delivered training for, they say that the awareness campaign has been hugely beneficial.</p> <p>I don’t do death by power point with my audience, I have group discussion and find that people are more honest in their answers this way.</p> <p>My air freshener campaign worked very well, as did my road safety promotions at my local school, running & cycling clubs.</p> <p>My objectives are being met as any companies/people I deal with have had no accidents owing to driver Distraction.</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>Driver Distraction continues to be a big problem in Ireland, I will continue to raise awareness through my driver distraction campaign, continued awareness is the key to reducing accidents and fatalities on our roads.</p> <p>As I am Self employed my resources are limited, if I had more resources I would be able to collate results better etc.. I hope you appreciate this as my previous entry I noted that I was in the same category as some multi nationals! Something that to this day I am Honoured to have been in the same League so to speak.</p> <p>Thank you - Any feedback would be helpful to - whelan.mick@yahoo.com</p>	<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>
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