

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	P(A)T – ASOCIACIÓN DE PREVENCIÓN DE ACCIDENTES DE TRÁFICO											
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 NGO</td> <td><input checked="" 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 type="checkbox"/>	Large business	<input type="checkbox"/>	Association NGO	<input checked="" type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association NGO	<input checked="" type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	Road safety advocacy, road crash prevention campaigns and post-crash response.	Activity field										
Country	SPAIN	Country of the organization										
Website	www.pat-apat.org	Organization website										
Contact person	Yolanda Domenech	For the follow-up of the application										
Contact person's position	Director											
Contact person's email address	pat-apat@pat-apat.org											
Contact person's phone number	+34 93 301 37 78											

Partners in the initiative	P(A)T and restaurants of different cities	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	On the occasion of the celebration of the European Night without Accidents (third saturday of october) we launched the campaign "TODAY I DRIVE" that consisted in divulge the designated driver. It lasted until the World Day of Remembrance of Victims of Traffic (third Sunday of November).	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	In the design of the campaign was involved the director of P (A) T. The contacts with the restaurants adhering the campaign were made from board members and with the help of volunteers from the entity. We made a press release and participated in different programs to talk about the campaign	In the case of persons, indicate their positions.
Geographical scope of the activities	Different cities of Catalonia, Spain.	Indicate where the activities were implemented.
Summary of the initiative	In collaboration with different restaurants, we launched the "TODAY I DRIVE" campaign, which consists in delivering a plate together with an explanatory brochure when delivering the menu to the diners so that, from the beginning of the night, it is clear who is the designated driver and therefore commits to not drinking alcoholic beverages. The messages highlighting the incompatibility of alcohol-drug and driving. We want more and more young and not	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

	<p>so young people to use the designated driver and become an habit in their driving, with the certainty that they are helping to save lives!</p> 	
<p>Innovative character</p>	<p>We believe that the innovation of the campaign is that we also involve the guild of restorers who help us to raise awareness. In addition the campaign is focused on the dinner (or meal) where alcohol is usually consumed and allows from the beginning to designate a driver who does not drink alcohol or consume drugs throughout the night. On the other hand, it is delivered to the attached restaurant a certificate as “an establishment committed to road safety”, which provides a seal of quality towards its customers.</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>
<p>Issues that are addressed with the initiative</p>	<p>The campaign is carried out with global events such as: the “European night without accidents” and “World Day of Remembrance of Victims of Trafic”. Therefore it is felt that it is a common activity, which helps to create greater awareness about road safety. It addresses of course the problem of driving under the effects of drugs and alcohol, but also helps to reflect on the responsibility we all have at the wheel and how our choices are important to avoid accidents.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

<p>Activities developed</p>	<p>Definition of key messages (P(A)T)</p> <p>Design of the flyers and the sheet iron (graphic designer)</p> <p>Printing material (printing house)</p> <p>Contact with restaurants (P(A)T)</p> <p>Training waiters and restaurant staff (P(A)T)</p> <p>Launch press release (P(A)T)</p> <p>Launch of the campaign (P(A)T)</p> <p>Diffusion in social networks) P(A)T)</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>Genesis</p>	<p>The rooting of alcohol and the increasing consumption of drugs in our society makes it more difficult to raise awareness and change social practices. It is a difficult challenge but we have to try. This way of spending the leisure time supposes, among other things, an alteration of the set of ethical and safety norms that configure the coexistence. We have to ask ourselves about the type of responsibilities that we have to assume as citizens, and especially in our relationship with the public road. We chose this initiative because we have to find formulas that improve this relationship and encourage the most appropriate behaviors. In short, we have to work to show that it is possible to be young, go out at night and on weekends and have fun without having to consume alcohol and other drugs.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
<p>Transferability and multiplier effect</p>	<p>It is an initiative that can easily be replicated in the European context.</p> <p>Our experience is that the more restaurants are engaged, the easier it is to involve other restaurants. Therefore it creates the need to adhere as a way to commit to the cause and help to save lives. We all have part of responsibility and together we can achieve it.</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</p>

		<p>good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>We designed a sheet iron or tag with the moto: "TODAY I DRIVE" and a brochure that emphasize the importance of adopting the total incompatibility between alcohol / drugs and driving, encouraging awareness and diffusion actions to avoid the disastrous consequences of road crashes, enjoying a healthy and fun leisure and driving with sense and responsibility.</p> <p>http://www.pat-apat.org/es/not_2016_10_14.php</p> <p>https://www.facebook.com/pat.apat.129</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>Yes, we will lanch this campaign again this year, at the same dates.</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>The indicators we have taken into account are:</p> <ul style="list-style-type: none"> - The number of restaurants involved (on our website we have a form for restaurants to join) - The number of participants (in this sense we have the feedback of the restaurants that are involved) - The impact of the campaign on the press and social networks 	<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

👍 Os animamos a elegir al conductor designado o alternativo.
El conductor designado es aquel que antes de empezar la noche se compromete a no beber o consumir drogas para poder llevar a sus amigos sanos y salvos. ¡Hazlo por ti, hazlo por los demás.
También si vas en moto, en bici o en otro medio de transporte.

👍 Y si decides beber, utiliza el transporte público.

👍 Llegar a 0 muertos y heridos graves es responsabilidad de todos.
En 2015 el 43,1% de los conductores muertos habían consumido alcohol, drogas o psicofármacos. De éstos, la mayoría dio resultado positivo en alcohol (66,9%), de los cuales un 70% superaron la tasa de 12 g/l de OH en sangre.

👍 No te la juegues, si conduces no bebas.
El consumo excesivo de alcohol y drogas está relacionado con un gran número de trastornos y enfermedades. Además de las consecuencias personales también aumenta la posibilidad de provocar un accidente de tráfico.

P(A)T
Asociación de Prevención de Accidentes de Tráfico

Colaboran:
 **Transít**  Ajuntament de Barcelona

Any information that could help the jury to evaluate your initiative.

Max: 100 words