

## 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 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### **SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION**

Name of the organization	Zavod Varna pot (ZVP), Slovenia		
Type of organization	SME		
	Large business		
	Association	X	
	Education/Research institution		
	Authority		
Organization main activity	<p>Zavod Varna pot is a civil, non-profit, humanitarian and non-political organization. We organize various programs and projects, to help victims of road crashes, raise awareness and encourage greater road safety. We are bringing together individuals who believe in our goal: Together for a safe journey!</p> <p>Our main activities are psychosocial and other help, that we offer to victims of road crashes and preventive, educational and awareness raising projects for all age groups.</p>		
Country	Slovenia		
Website	<a href="http://www.varna-pot.si">www.varna-pot.si</a>		
Contact person	Katja Blatnik		
Contact person's position	Program Manager		
Contact person's email address	<a href="mailto:info@varna-pot.si">info@varna-pot.si</a>		

Contact person's phone number	+386 41 880 300
Partners in the initiative	The project is supported by Slovene Traffic Safety Agency, Kindergartens, Primary Schools and High Schools, Municipalities and Shell Adria. Partners, that were involved in creating the project: Faculty of Arts, Faculty of Education, University Rehabilitation institute and others.

## SECTION 2: DESCRIPTION OF THE INITIATIVE

Date of start and end of the initiative	The project "Red Light for the Parents" was created in 2012, but was reorganized and really "came to life" in the beginning of 2016 (1.1.2016). The project is still in proces and will continue for at least a year.
Departments/persons involved internally	Robert Štaba, President of Zavod Varna pot and road safety expert Urša Čižman Štaba, psychologist and head of psychosocial support program od ZVP Matija Svetina, psychologist, Chairman of the Expert Council of ZVP Katja Blatnik, Project Manager Lilijana and Roman Mavec, road crash victims, parents who lost their daughter in a crash.
Geographical scope of the activities	The project is implemented in kindergartens, primary schools and high schools in Slovenia.
Summary of the initiative	With the project "Red Light for the Parents" we want to: <ul style="list-style-type: none"> <li>- Raise awareness about dangers of intolerance, aggression, reckless behavior, lack of attention and other improper behavior in road traffic.</li> <li>- Change the road safety attitude of parents that is often thoughtless, especially regarding their education of children.</li> <li>- Increase awareness that parents play a crucial role in the development of their children's road safety knowledge, skills, attitudes and behavior.</li> <li>- Discuss stereotypes that are typical for Slovenia and problematic.</li> <li>- Draw attention to consequences of road crashes and suffering of traffic related victims through personal experience of two parents whose child died in road crash.</li> </ul>

<p>Innovative character</p>	<p>Parents/adoultls are an age group in Slovenia that is usually not directly involved in road safety activities. Usually road safety topics and problematics are intruduced to them only through media campaigns or activites that their children are involved in.</p> <p>Red Light for the Parents is a project that »speaks« directly to the target group and involves a personal experience/story of parents who lost their child in a car crash that helps parents understand that road safety is not to be taken to lightly...</p>
<p>Issues that are addressed with the initiative</p>	<p>Parents have years of experiences in traffic as drivers, cyclists, pedestrians etc. But usually they don't "upgrade" their knowledge and often overestimate their abilities. They don't stay up to date with developments and innovations regarding road or vehicle safety or traffic rules. Because they have had the driving license for years and every year cover thousands of kilometers they think that the possibility they are involved in a crash is very small.</p> <p>They don't think about road safety, it is part of an everyday routine and they go through traffic like on autopilot.</p> <p>They try to teach their children the basic rules and principles but often don't follow them themselves.</p> <p>That is why it is important to draw attention to their role as active road traffic participants and role model for their children.</p>
<p>Activities developed</p>	<p>With the program we want to raise awareness about the gap between what we know and what is right and how we actually behave when we are involved in road traffic. Through discussion and presentation we encourage parents to rethink about their active role as a good example for their children.</p> <p>Our target groups are parents of children attending kindergartens, primary or secondary schools and teachers, educators and other professionals who work in education programs. The program is organized as a lecture in schools, kindergartens and other institutions and lasts approximately 60 minutes (shorter or longer version is possible). The number of participants is not limited (the more, the better), but usually 40 – 100 people are included in an individual lecture.</p> <p>A moderator (road safety expert and a parent) leads and directs the discussion with the purpose to intensify and further elaborate specific</p>

	<p>stereotypical behavior, encourage participants to give their opinions, share experiences and provides information, rules, best practices and advices regarding road safety. The lecture is supported by PowerPoint Presentation, presentation of preventive videos, statistics...) The moderator is specially trained by experts of psychology, pedagogics, road safety, forensic toxicology and others.</p> <p>Themes and stereotypes, which are discussed in the context of the event:</p> <ul style="list-style-type: none"> <li>- Road safety and innovations in road-transport system</li> <li>- Speed, safety distance, reaction time</li> <li>- Alcohol, phone, attention and road safety</li> <li>- Security mechanisms (seatbelt, helmet, child safety seats)...</li> </ul> <p>In the second part of the lecture the moderator is joined by parents who lost their child in road crash and they share their story, struggles, suffering and battle in legal procedures with participants. A clear message: "It can happen to anyone, so we cannot be indifferent to education and safety of our children!" makes many participants reconsider if their influence on children is really a positive one...</p> <p>The program also includes a questionnaire for the participants. The questionnaire is two sided – first part consists of questions about parent's behavior, habits and their opinion regarding road safety and the second part of their assessment of the program. An evaluation of individual lecture is based on that questionnaire, review of organizers (school, kindergartens...), moderator's report and participant's reactions, opinions that they share with moderator and parents after the lecture.</p>
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Genesis	<p>Parents have the most important role in the lives of their children and adolescents. Parents are their children's first role model – children develop their behavior, attitude, values and gain their knowledge through observation and imitation, especially of their parents. We usually say "Children see, children do!"- everywhere, every time. Even in road safety.</p> <p>That is why it is very important that we include parents in educational and preventive activities, offer them new information, share with them good practices and try to influence them to become a good role model for their children.</p>
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<p>Transferability and multiplier effect</p>	<p>By including different partners in the project – especially educational institutions we want to share our activities with a larger audience – as many parents and other adults as possible.</p> <p>By showing them that the traffic system is changing we want to encourage parents to seek new information regarding road safety, to try different educational programs (ex. safety training, driving courses...), to try to be a good influence to their children and other road users.</p>
<p>Promotion and dissemination</p>	<p>Dissemination is done through Zavod Varna pot website (<a href="http://www.varna-pot.si">www.varna-pot.si</a>) and our social media (Facebook) and with reports sent to schools, kindergartens and other participating organizations.</p> <p>Dissemination to general public is done through media articles and media reports.</p>
<p>Continuity</p>	<p>The project will continue in the next year. Our wish is to include at least 5.000 parents and other adults in the project in the future.</p>
<p>Evaluation of the activities</p>	<p>The success of the project is based on evaluation of every event (lecture) – evaluation of questionnaires, review of organizers, moderator’s report and participant’s reactions and opinions. The other measures are also the number of events, number of participants involved in the programs, views and shares on social media and other media coverage (internet, newspapers, TV and radio)...</p> <p>The project has been very well received by participants (parents), school and kindergartens employees and media. The project is being supported and sponsored by Slovenian Traffic Safety Agency and different municipalities.</p> <p>Indicators used to measure success:</p> <ul style="list-style-type: none"> <li>-Number of events and number of participants in the events</li> <li>-Opinion of participants (evaluation questionnaire)</li> <li>-Number of views of website articles</li> <li>-Number of views and shares of social media news</li> <li>-Media publicity (articles published in the media, national, local...)</li> </ul> <p>Evaluation questionnaires: The degree of satisfaction expressed by the participants (average rating of the event is 4,8 on the 1 to 5 scale – 1 means not satisfied, 5 means excellent) Statistics of website and social media.</p>

Other important aspect that you want to underline

With the project we also present the parents and public the “unseen world” of road safety victims – their struggles, suffering and distress and expose the taboo that is psychosocial support. Participants of these events often come to us after the lecture or call on us later to seek advice or help regarding their own struggles and sufferings due to road crash...