

Together we are
road safety



Traffic Safety at Eye Level

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TRAFIKSIKKERHED I ØJENHØJDE



- **Background:**

- Safety is a core value for Volvo Trucks
- Right-turn accidents involving trucks and bicycles a significant problem in Denmark

- **Founded:**

- 2004 by Volvo Trucks Denmark

- **Partners:**

- DTL (trade organisation)
- OK (oil company)
- Codan (insurance company)
- 3F (trade union)
- Danske Fragtmænd (transport company)
- Børneulykkesfonden (non-profit foundation)

- **Primary target group:**
 - Children 7-10 years old, teachers, parents
- **Secondary target group:**
 - Politicians, media
- **Primary aim:**
 - Teach children how to act in the traffic especially in regards to heavy trucks
- **Secondary aim:**
 - Strengthen transport industry's reputation in society, achieve a role of spokesperson within traffic safety.
- **A teaching session:**
 - 20 minutes class training
 - 20 minutes practical teaching around and in the truck
 - Quiz

- **A year in the life of the Road Safety at Eye Level project:**
 - October – March: Update of existing material / creation of new material
 - January: Recruitment of schools
 - January – February: Press release send out
 - February – April: Preparation of opening event
 - March: Training of teachers and truck drivers
 - April: Opening event with PR
 - April – June: teaching – 2014 for 174 classes at 45 schools
 - May – August: Attendance at 3-4 events
 - September – October: Evaluation

- **Evaluation:**

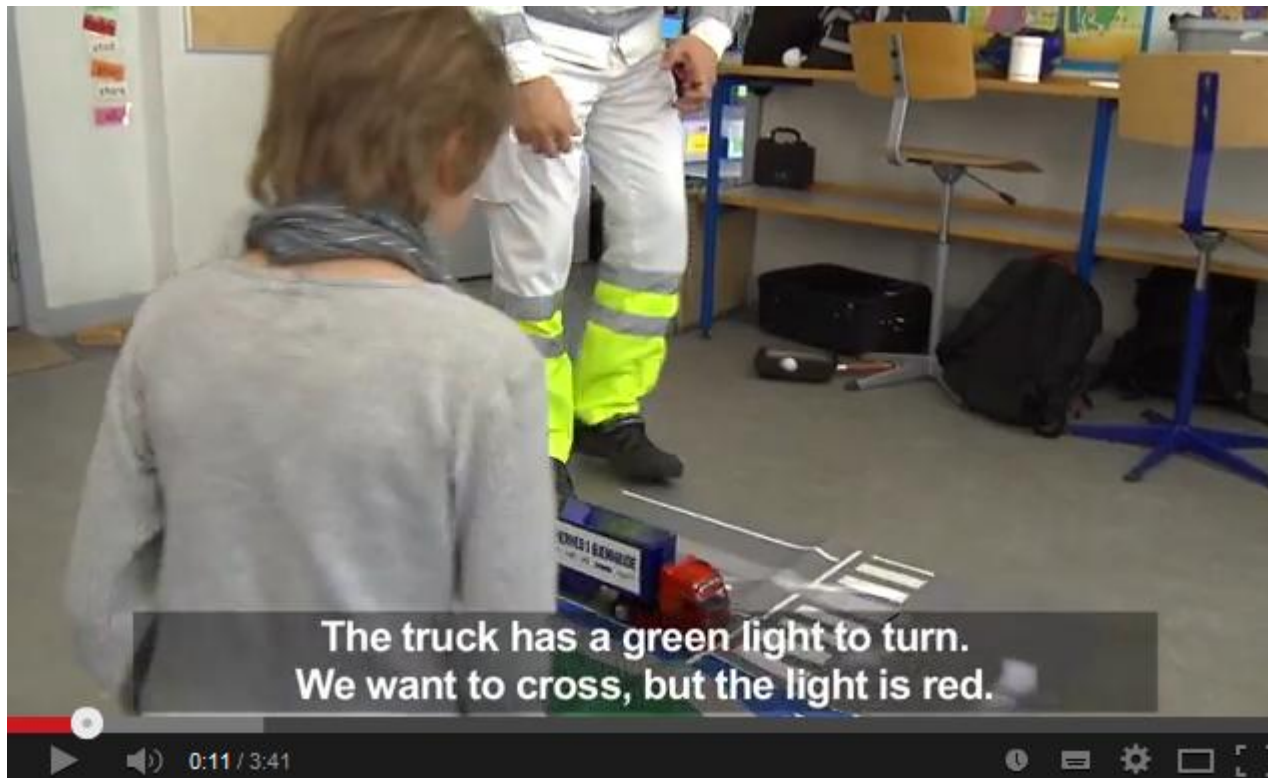
- Press clippings
- PR value
- Number of children taught in a season
- Qualitative assessment of participation in fairs and events
- Questionnaire to teachers
- Focus group – more material

- **Outcome:**

- More awareness (75.000 children taught so far)
- Less accidents?
- Part of the debate
- Better reputation for the industry
- CSR work in action
- Industry network

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Classroom training



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