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EVALUATION OF THE THIRD ROAD SAFETY WEEK IN THE ECE REGION

Addendum 1

Note by the secretariat

The following additional information has been received from Governments as evaluation of the Third Road Safety Week in the ECE Region.

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BELARUS

The Republic of Belarus held its Third Road Safety Week from 1 to 7 May 2000. This event aimed to promote public awareness of what constitutes safe behaviour by road users, especially the most vulnerable.

A national organizing committee was set up to prepare for and conduct the Week. The committee elaborated a programme for the Week under the slogan "Partnership on the road increases safety" and appealed to road users to follow the Highway Code.

In order to give effect to the measures outlined in the programme, working groups on accident prevention connected with the Third Road Safety Week were set up in ministries, State committees, concerns, oblast executive committees and Minsk City Executive Committee.

The working groups devised sectoral and regional programmes for the prevention of transport accidents.

During the preparations for and holding of the Third Road Safety Week and the nationwide implementation of programme measures by enterprises (organizations), social associations and educational and pre-school establishments, efforts were made to teach people good road safety habits.

Recommendations on achieving this goal were devised by the Ministry of Transport and Communications with due regard to the recommendations drawn up by the Working Party on Road Traffic Safety of the Economic Commission for Europe (ECE).

A road safety month was organized, traffic arrangements were studied in areas close to schools, pre-school establishments and other locations with a large number of pedestrians, accident prevention measures were taken in adjacent streets, and checks were made to ensure that bicycles, animal-drawn vehicles and invalid carriages were fitted with the equipment necessary for travel after dark.

The preparations for and holding of the Third Road Safety Week were publicized in the media. Special radio and television programmes focused on accident prevention. Local announcements about the Third Road Safety Week were also made over public address systems at railway and bus stations.

Posters and banners providing information about the Third Road Safety Week were erected in streets and roads and on the premises of enterprises and organizations, and arrangements were made to feature the Safety Week logo in television lead-in routines, newspaper column headings and on some consumer goods labels.

During the Week, enterprises and organizations operating fleets of vehicles provided mass medical check-ups for drivers at the start of their shifts and the vehicles themselves underwent a technical inspection before leaving their depots.

A report on the results of the Third Road Safety Week in Belarus is being prepared for the UN/ECE secretariat.

There was a total of 104 recorded road traffic accidents in Belarus during the period 1-7 May 2000. They occasioned 20 fatalities and 107 injuries. During the same period last year there were 91 accidents involving 26 fatalities and 86 injuries.

A total of 73,207 violations of the Highway Code were committed during the campaign.

TURKEY

The Ministry of the Interior, General Safety Directorate organized a preparatory meeting with government and local authority representatives for road safety activities, during which the target group was chosen, 'Pedestrians, children as passengers and young drivers'. Posters and brochures were designed for children of 4 to 12 years old and young drivers of 18 to 30 years old.

The following activities were held during the Third Road Safety Week:

- The week was opened by President Mr. Süleyman DEMIREL and attended by Ministers, Deputies, high-level government representatives of road safety establishments and institutions, journalists and the public.
- Local Road Safety Commissions were established, at the provincial and district levels, with representatives from local road safety authorities, universities, non-governmental organizations, other associations, foundations and voluntary organizations. Commission members held press meetings, open sessions, panel discussions and debates with the public.
- Processions were organized with the participation of traffic police, patrol cars, ambulances, public transport vehicles, etc.
- Local broadcasting institutions and newspapers covered education, engineering, law and enforcement, primary and emergency services matters. Short films were produced for the general public.
- Schools presented issues such as the use of safety belts, use of pedestrian crossings, rules for pedestrians as well as the violation of traffic rules, alcohol, speeding, and fatigue which lead to fatal road accidents. Writing, poetry, drawing and picture competitions were held.
- Displays were set up in cities.
- Some traffic accident victims were invited to participate in these activities.
- 100 000 posters and 200 000 brochures were distributed across the country, with the following messages:

“It’s under your control to speed up, but
What about seeing and stopping”

“Children must make eye contact with drivers,
Show with your hands your intention to cross the street.”
