

Trafikte her an, sorumlu davran!

TRAFİKTE
SORUMLULUK
HAREKETİ



www.trafikhareketi.org

Act responsibly in traffic. All the time!

Traffic Responsibility Action

Brought into action in an effort to

- improve awareness about **acting responsibly in traffic**
- **take precautions to increase safety of life in traffic**

Project is run under the coordination of **Turkish Ministry of Transport and Communication**, in cooperation with the institutions and organizations operating in fields related to **traffic safety**, and with the financial support of TUVTURK Vehicle Inspection Inc. **Project was launched on May 4 2010.**



Campaign Slogan : Act responsibly in traffic - All the time!



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Stakeholders

Ministry of Transportation and Communication

- Directorate General Land Transportation
- Directorate General of Highways

Ministry of Internal Affairs

- Directorate General of Security
- General Commandership of Gendarmerie

Ministry of National Education

- Directorate General of Preschool Education
- Directorate General of Primary Education
- Directorate General of Apprenticeship and Non-Formal Training

Ministry of Environment and Forest

Ministry of Industry and Trade

Boğaziçi University

Erzincan University

Gazi University

Metropolitan Municipality of Ankara

Metropolitan Municipality of İstanbul

Turkish Accreditation Agency

Turkish Drivers and Vehicle Owners Association

TRT- Turkish Radio and Television Institution

TÜVTURK

This project is carried out relying upon the fact that it is possible to produce durable and sustainable solutions for safety of life in traffic, which is one of the greatest problems in Turkey, is only possible through the participation of the stakeholders of the issue.

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What have we done since the beginning ?

- Stakeholders Meeting - I (May 4 2010)
- Responsibility Perception Research (June 2010)
- Archiving Activity (June 2010 – ongoing)
- Stakeholders Meeting - II (July 2010)
- Communication Activities (July 2010 – ongoing)
- Development of Internet page and social media (July 2010 – ongoing)
- Safe Vehicles Action – Roadshow (July– August 2010)



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Perception Research about Acting Responsibly in Traffic

Following the first stakeholder meeting, a comprehensive research consisting of focus group and field research was held to understand how the public perceived “Acting Responsibly in Traffic”.

Summary of the research :

90 % of the drivers believes that they act responsibly in traffic

conflicts the fact that fatal traffic accidents are double of EU levels

95 % of the drivers received no formal or informal training after receiving the licence

prevails the danger of lack of fresh knowledge on traffic and vehicle safety

Therefore Traffic Responsibility Action targets :

- **Remind the details of traffic responsibility**
- **Refresh rules and details on traffic and vehicle safety**



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Safe Vehicle Card

Güvenli bir araç,
güvenli bir yolculuk için!

Lütfen bu karttaki uyarıları dikkate alın.

Trafikte çıkmadan önce

Trafikteyken

Düzenli olarak

Unutmayın! Araçlarınızın teknik durumunu düzenli olarak kontrol etmeli ve gerekli bakım ve onarımları zamanında yaptırmalısınız.

www.mva.gov.tr

Trafikte dikkat edilmesi gereken en önemli konular

Önemli telefon numaraları

Polis	112	Yardımcı	112
Trafik polisi	112	Kaymakam	19
Genel Müdürlük	112	Emniyet Müdürlüğü	19 27 07

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Inspired from “Flight Safety Card” for planes.

One of the most important informative and communicative material of Traffic Responsibility Action

Designed by joint effort of stakeholders

Provides brief information about traffic and vehicle safety and summarizes the concept of responsibility for traffic safety.

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TRAFFIC
RESPONSIBILITY
ACTION

Communication Activities

- Spot films directed by the famous director Ezel Akay; well-known artists of Turkey have voluntarily taken role in these films
- Radio spots
- Social media (facebook, twitter, etc.)
- Sponsorship to the widely listened radio programme by commercial vehicle drivers, including Q&A's on vehicle and traffic safety



Methods :

- Remind about rules and responsibility through spots and internet
- Refresh rules and responsibilities through reminders and competitions on radio and facebook



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Selected spot films

Top celebrity warning truck drivers



Animation : Uninspected vehicle vs the innocent pedestrian



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Communication Activities – Public relations



- Meeting with press members
- Radio programmes
- Activities on TV

Sample National TV coverage on Safe Vehicle Action Roadshow



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Safe Vehicles Action - Roadshow



The purpose of this sub-project is to raise awareness about vehicle safety, which is an important element of acting responsibly in traffic, among the public in general and among **commercial vehicle drivers** in particular.

Activities held within the scope of the project in 2010 in 18 provinces:

- Communicative and informative activities
- Field activities carried out through a specially designed trailer truck
- Training meetings for the drivers of commercial vehicles
- Communication activities in mass media

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Safe Vehicles Action - Roadshow Communicative and Informative Activities

“Mirror brochures “ communicating different messages for vehicle safety - distributed by the field force.

Communicative activities in local media channels with emphasis upon the importance of vehicle safety through.



Standa gelen vatandaşlar "sarıhoş gözlüğü"nü takarak boş kaleye gol atmaya çalıştılar.

Hayat kurtaran TIR, İzmir'de



İl İl Önceki Güvenli Taşı Harokeli TIR'ı İzmir'e de konuk oldu. Gündoğdu'ya park eden araçta, psikoteknik değerlendirme cihazıyla sürücülerin dikkat, algı, muhakeme, ayak, el ve göz koordinasyonuna gibi becerileri test edildi. Alkolün algıya ne ölçüde zayıflatığı da "sarıhoş gözlüğü"yle anlaşıldı. Taktıkları gözlükle alkolü bir kişinin çevreyi gördüğü gibi görmesi sağlandı. İzmirli, boş kaleye gol atmaya çalıştı. Emniyet kemerinin önemi de simülasyonla anlatıldı. ■ UTKU BOLULU /İzmir DHA



GÜVENLİ TAŞI



CAN DOSTLAR



SORUMLU VATANDAŞ

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Safe Vehicles Action - Roadshow Training meetings



Target : Commercial vehicle drivers

Programme :

- Elements of safety in traffic: Road, vehicle and human.
- Elements of "safe vehicle"
- Refreshment of critical rules
- Stress management

Pre-test and post-tests performed

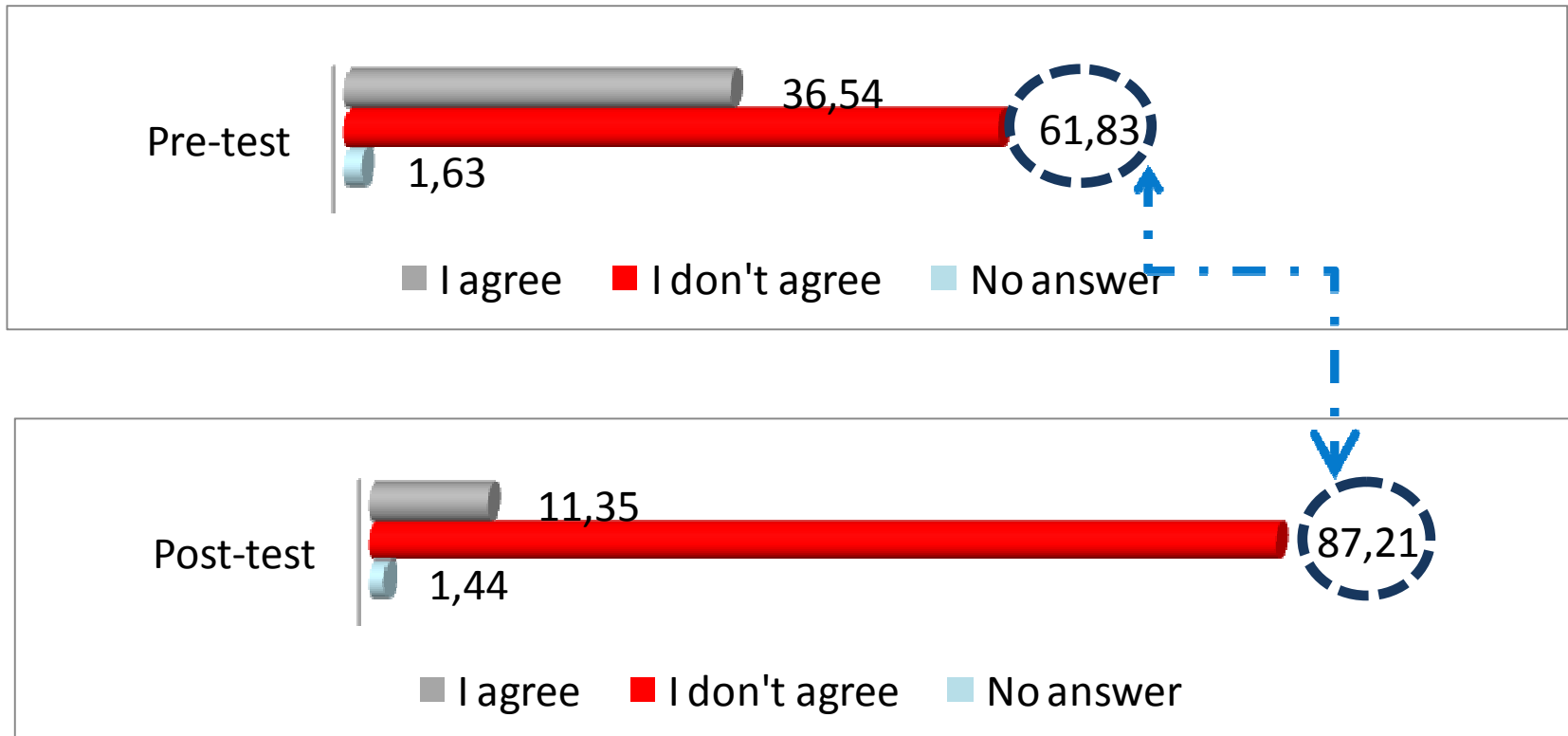
Organized in cooperation with Turkish Drivers and Vehicle Owners Association



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Result of the training



The correct information base of 61.83% increased to 87.21% through the training ("I dont agree" is the correct answer in test)

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Safe Vehicle Action – Roadshow Roadshow Truck Activities



In the truck trailer and around the activity field designed with the concept of Safe Vehicle Movement, the project gave the participants a chance to learn by experience through various simulator activities.

Truck activities:

- Mobile Vehicle Inspection Station
- Safetybelt simulator
- Psychotechnics assessment device
- Alcohol impairment goggles
- Segway & Helmet usage in motorcycles
- Deployed airbag
- Videos

Truck activities included displays beyond vehicle safety and targeted a larger audience



Received great interest from the local citizens as well as national and local media

Summary of the roadshow

**Communicative and
Informative Activities**



**Total materials distributed:
162.563**

Field Activities



**Number of participants:
79.500**
**Total materials distributed:
21.220**

Training Meetings



**Number of drivers who attended
the training:
2.276**
**Total materials distributed:
10.634**

Media Coverage



**Number of news items in media
(at least)**
Press: 57
TV: 21
Internet: 145

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Two new projects are to start in October

2010

Bosom Buddies Action:

This project aims at create awareness and develop positive manners in the field of “Safety of Life in Traffic” at earlier ages.

Target Group: Teachers of traffic course in primary education, students, families and school-bus drivers.

Responsible Citizens Action:

Designed to improve awareness about acting responsibly in traffic, this project will reach the target group through seminars.

Target Group: Local community in the provinces where the project has been started (the instructors and trainees of Public Education Centers) and university students.

Communication and public relation activities will be going on with increased intensity in the last 3 months of 2010 together with the 2 new projects.



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Thank you!

