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## EUCHIRES 2007

### European public awareness campaign on the use of seat belts and restraint systems

| Project details |   |
|-----------------|---|
| Domain          | Training, education and campaigns                     |
| Duration        | from 29/12/2006 until 27/06/2008                      |
| Website         | <a href="http://www.ibsr.be/">http://www.ibsr.be/</a> |
| Other sources   |   |

The objective of the EUCHIRES projects is to promote the use of seat belts and child restraint systems, with emphasis on car occupants in the back seats, mainly children from 4 to 12 years old.

The project is based on the "Armadillo" campaign launched in 2003 in the Netherlands. This successful campaign inspired organisations from other countries to implement the same kind of approach to promote the use of seat belts. This was done in 2005 and 2006 in the scope of the EUCHIRES projects.

The aim of the EUCHIRES 2007 campaign is to bring about a permanent change in behavior among the drivers and their passengers in order to reduce the number of casualties and injured due to driving unbuckled.

#### Coordinator

- [Belgian Road Safety Institute](#) (BE)

#### Partners

- [Centrum Dopravního Výzkumu](#) (CZ)
- [Ceļu Satiksmes Drošības Direkcija](#) (LV)
- [Deutscher Verkehrssicherheitsrat e.V.](#) (DE)
- [Institut für Nachschulung und Fahrerrehabilitation](#) (AT)
- [ITS - Instytut Transportu Samochodowego](#) (PL)
- [La Prévention Routière](#) (FR)
- [PRP - Prevenção Rodoviária Portuguesa](#) (PT)
- [RACE - Seguridad vial del race](#) (ES)
- [Ministerie van Verkeer en Waterstaat](#) (NL)
- [SIPSiVi - Italian Society of Road Safety Psychology](#) (IT)
- [Svet za preventivo in vzgojo v cestnem prometu Republike Slovenije](#) (SI)