

# Raising Safety Belt Awareness in Slovenia

Manca Čarman

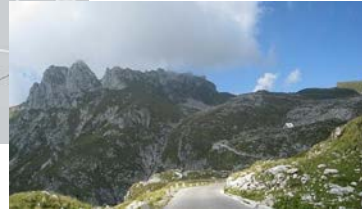
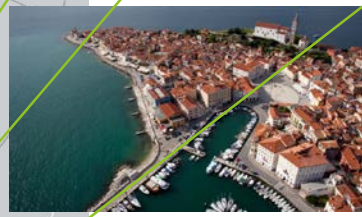
Slovenian Traffic Safety Agency



# SLOVENIA



Road safety measures were adopted to the differences of Alpine and Mediterranean spirit, Pannonian flat and three main wine regions.



Area  
20.273 km<sup>2</sup>

Population  
2.046.976

GDP/capita  
17.092 EUR

Economic growth increased in the first quarter of 2015 - GDP grew by 3.0%

Number of vehicles (2014)  
1.412.315 of which 1.068.362 (76%) of cars

Number of cars per 1000 of inhabitants (2014)  
523

Number of fatalities in road traffic  
108 (2014)

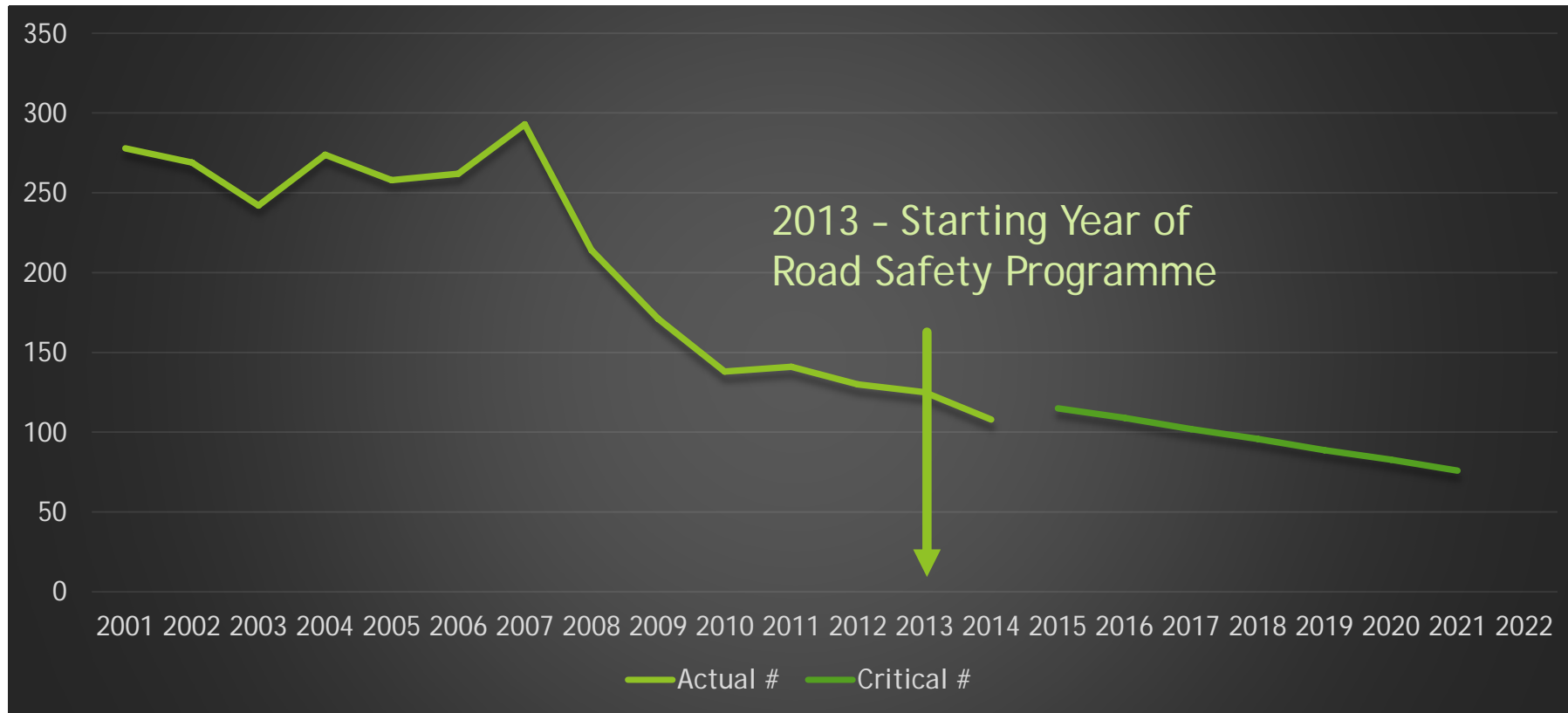
Consumption of pure alcohol per capita  
10,4 l

# The Resolution on the National Road Safety Program for the period 2013 - 2022



VISION  
ZERO

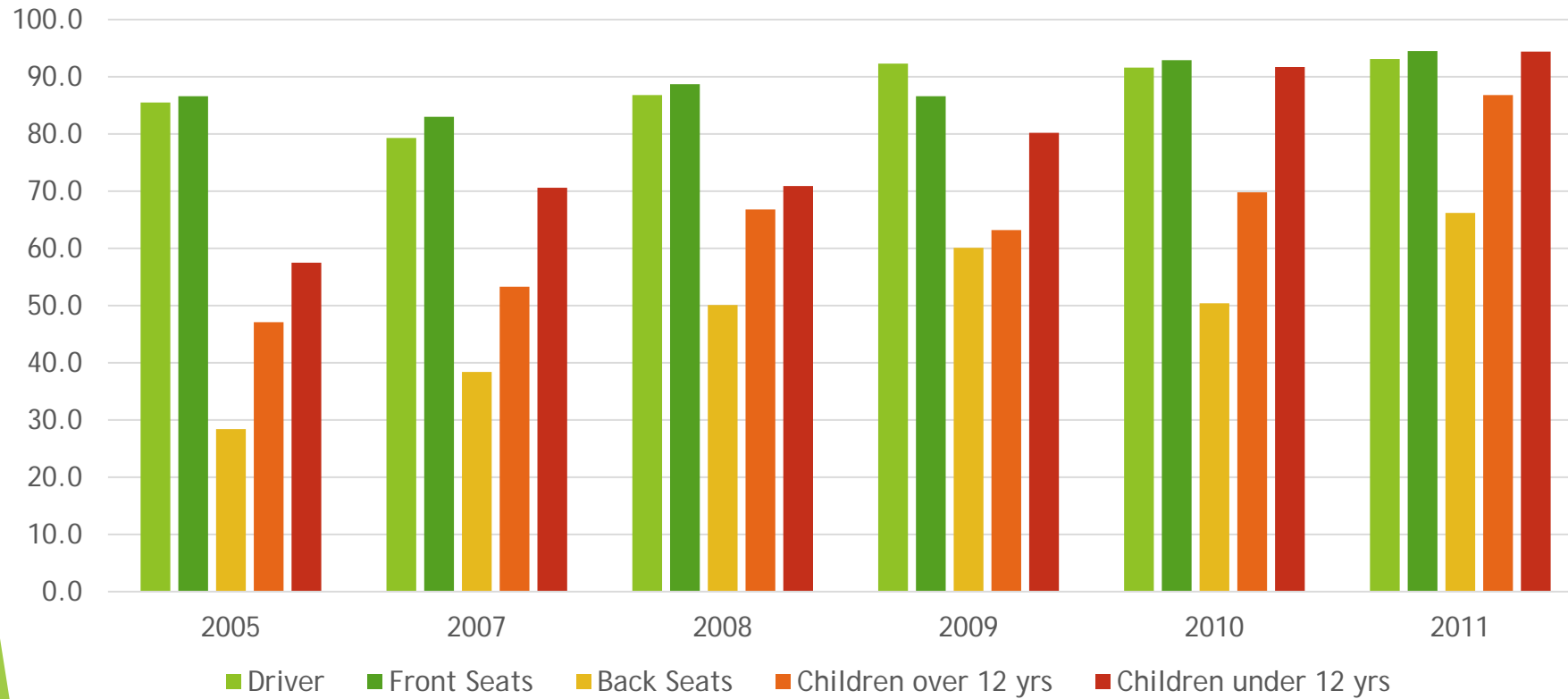
- ▶ **Strategic document:** deals with national security policy and demanding professional and most transparent security problems in the field of road traffic safety in the Republic of Slovenia for the period 2013-2022:
  - ▶ Striving for highest road safety standards
  - ▶ Integrated approach to road safety
  - ▶ Subsidiarity, proportionality and shared responsibility
- ▶ **Objectives of road safety areas**
  - ▶ To assure a safe road infrastructure for all road traffic participants
  - ▶ To assure safe vehicles in road traffic
  - ▶ Traffic education and learning in all stages of life
  - ▶ To assure an effective traffic control on Slovenian roads
  - ▶ To link more closely safety and health at work with the road traffic safety
  - ▶ To link social welfare with the road traffic safety



### Strategic objectives:

- The number of fatalities on Slovenian roads should not exceed 35 per million inhabitants by the end of 2022
- The number of severely injured on Slovenian roads should not exceed 230 per million inhabitants by the end of 2022

# Ratio of fastened seat belts and use of child restraint system between 2008 and 2011



### Wears seatbelts:

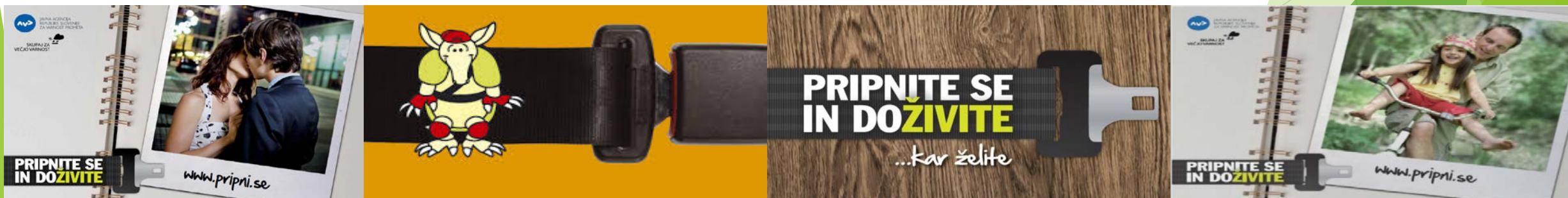
- 93,1% drivers
- 94,5% passangers (front)
- 81,5% passangers (back)

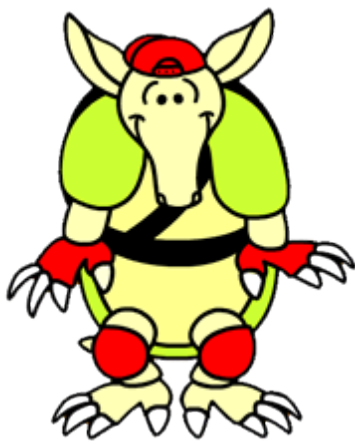
# Safety belt and child restraint systems



TO INCREASE THE USE RATE OF THE SAFETY BELT AMONG DRIVERS AND PASSANGERS OF PERSONAL VEHICLES TO 98%

- ▶ Legislation
- ▶ Raising awareness:
  - ▶ National safety belt prevention campaigns - 2 times per year:
    - ▶ Media campaigns
    - ▶ Preventive events
    - ▶ Education and trainings
  - ▶ Armadillo project
- ▶ Technical elements: Advocacy for mandatory seat belt reminders for front and back seats
- ▶ Control and punishment:
  - ▶ Regular police controls
  - ▶ Target oriented police controls - together with national safety belt prevention campaigns





# Project Armadillo (PASavček - PAS = BELT)

- ▶ Developed in 2005 in the scope of international project EUCHIRES 2007 - became a national project;
- ▶ Main purpose: to encourage the correct use of child safety seats and safety belts
- ▶ Participation of cca 650 groups - 12.000 children actively involved in the project
- ▶ Different activities:
  - Media materials: TV spots, radio, posters, brochures
  - Motivational materials for children: postcards, schedules, bags, calendars,...
  - Trainings for school- and kindergarten teachers
  - Preventive events with Armadillo and demonstrations of correct use of child safety seats



# THANK YOU

Manca Čarman  
Slovenian Traffic Safety Agency

[manca.carman@avp-rs.si](mailto:manca.carman@avp-rs.si)