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CAST

Campaigns and Awareness-raising Strategies in Traffic Safety

Project details	
Domain	Training, education and campaigns
Duration	from 01/02/2006 until 31/01/2009
Website	http://www.brsi.be/en/road-safety/cast
Other sources	

This projects studies the effects of road safety campaigns through mass media on road unsafety. As opposed to other studies which focus on the effect of road safety campaigns on the perception and acceptance by road users, this study tries to measure the direct impact of road safety. The purpose is to select a suitable evaluation method on a European level and apply it (preferably) to a Pan-European campaign. In addition, a manual will be developed for governments wanting to set up such campaigns and a campaign will be set up in different member states, including Belgium. IMOB will contribute by selecting a suitable method for the evaluation study and by applying this method to the evaluation of a concrete campaign.

Coordinator
<ul style="list-style-type: none">Belgian Road Safety Institute (BE)

Partners

- [BAST - Federal Highway Research Institute](#) (DE)
- [BFU - Swiss Council for Accident Prevention](#) (CH)
- [CDV - Transport Research Centre](#) (CZ)
- [Danish Transport Research Institute](#) (DK)
- [FACTUM Chaloupka & Risser OHG, Traffic and Social Analyses](#) (AT)
- [Road and Bridge Research Institute](#) (PL)
- [Universiteit Hasselt - Instituut voor mobiliteit](#) (BE)
- [INRETS - Institut National de Recherche sur les Transports et leur Sécurité](#) (FR)
- [ISCE - Instituto Superior de Educação e Ciências](#) (PT)
- [Ministry of Transport, Public Works and Water Management](#) (NL)
- [PRP - Prevenção Rodoviária Portuguesa](#) (PT)
- [RfSF - Rådet for Større Færdselssikkerhed](#) (DK)
- [SIPSiVi - Italian Society of Road Safety Psychology](#) (IT)
- [SWOV - Institute for Road Safety Research](#) (NL)
- [TØI - Institute of Transport Economics](#) (NO)
- [University of Ljubljana - Faculty of Arts](#) (SI)
- [University of Thessaly](#) (GR)
- [VTI - Swedish Road and Transport Research Institute](#) (SE)