

# Road Safety Newsletter

## EVENTFUL EDWARD DAY SUCCESSFULLY RAISES PUBLIC AWARENESS

*The second European Day Without a Road Death, or EDWARD for short, was held on 21 September 2017. The day was notable for helping to raise public awareness of the need to improve road safety across the EU and build on the European Commission's objective of halving road deaths by 2020.*

The initiative, launched by the European Traffic Police Network (TISPOL) with support from the European Commission, brought together citizens, safety professionals and the police in an effort to make our roads safer for everyone. Too many people – on average 70 every day – lose their lives on Europe's roads. The campaign's target was that no one should die on Europe's roads on 21 September.

"Fatalities and serious injuries are way too common," stressed Violeta Bulc, EU Commissioner for Transport. "So buckle up, don't drink and drive, don't speed, keep your eyes on the road, be alert and save lives."

### Coordinated action

At the heart of EDWARD are road safety actions, organised by road safety experts, schools and private companies on and around the 21 September. A selection of events organised this year are highlighted in this newsletter. Activities ranged from police operations to awareness campaigns developed by children. A common thread running through all events was recognition that road safety is something that involves every member of society.

Another of EDWARD's key achievements has been its impressive social media presence, which is also explored in more detail below. This has helped bring issues of road safety to an incredibly wide audience. In fact, some 25 million people have been reached via social media, based on tweeting/retweeting counts.



### EDWARD's impact

*The EDWARD project took place across more than 30 countries – many more if we include the social media outreach. As was the case last year, the project's ambitious mission was to make one day – 21 September – a day without a single death on Europe's roads.*

According to TISPOL's statistics, there were 43 road deaths on Thursday, 21 September 2017: these fatalities occurred in 15 different countries, while 16 countries recorded zero fatalities!

### Word on the street

A key success of the EDWARD initiative has been its impressive social media presence:

- 25 million people were reached on Twitter using the hashtag #ProjectEDWARD;
- This compares with 19.5 million in 2016;
- Some 8813 tweets were posted over three days;
- #ProjectEDWARD was the number one trending hashtag in Ireland;
- The fourth highest trending hashtag in the UK;
- The fifth highest trending hashtag in Germany;
- The following organisations and individuals were among the top 10 Tweeters: @Pekeseguro, @GoSafeCymru, @fatal4uk, @RoadSafetyPic, @SgtTCS, @SteveOConnell88 and @VolkerOrben.

#ProjectEDWARD also trended in Spain and other countries. Getting road safety on to the social media agenda has been a significant achievement. Road-safety events were also broadcast on many TV and radio stations across Europe. Taken together, the heavy media coverage demonstrates what can be achieved when a day of Europe-wide events is coordinated and has a shared purpose.

## A pressing public concern

EDWARD was launched in recognition that everyone is in some way involved with – and affected by – road safety. Drivers can put other road users in danger by speeding, using the phone while driving, and blocking pedestrian crossings. Cyclists and pedestrians can also increase risk levels by choosing to ignore the rules of the road or taking risky short cuts. All road users must think – even for a few minutes – about the risks they face, the risks they may pose to others and how they can reduce those risks.

EDWARD events were organised across the whole EU and beyond. This second annual campaign has proven to be an effective means of bringing road safety issues to citizens' attention as a matter of pressing public concern. "Let 21 September be a day without fatalities on EU roads," added Commissioner Bulc.

More info: [www.tispol.org/edward](http://www.tispol.org/edward) and <http://roadsafetydays.eu>

## Road Safety Days

*Across Europe, over 120 events took place in support of the EDWARD project. The European Commission's interactive map shows where and when all these activities occurred. You can find the map here: <http://roadsafetydays.eu/>.*

*This newsletter highlights just a few of the imaginative and effective road safety actions that took place on and around 21 September 2017.*



## Safety Week in Hungary



Organised by a consortium of police, road safety organisations and private-sector associations, Safety Week in Hungary, which ran from 18 to 22 September, focused on awareness-raising activities in Budapest and in several other towns. Fun events, which were mainly aimed at children, included rides on fire engines, computer bike simulations and even bicycle stunts. The Hungarian Red Cross also attended some outdoor events to demonstrate how learning CPR can save lives.

The concept behind the programme of events was that as children are some of the most vulnerable road users, safety education should start as early as possible. Kids are also the drivers of the future. Organisers, which included the National Police Headquarters, the National Accident Prevention Committee and the Hungarian Association of Insurers, estimate that around 2000 children participated in the Safety Week events.

## Accident-prevention tour



The insurance company Allianz organised a 10-date tour through France to deliver messages related to road safety. An impressive area of the country was covered, from Calais in the north down through towns such as Le Mans to Aix-en-Provence in the south. The aim of the tour was to raise road-safety awareness through fun activities and innovative concepts and to enable drivers to acquire new safety skills.

For example, the workshops held along the way included how to drive safely on a low-grip surface. A workshop on alcohol and additions was also held, along with several aimed at raising road-safety awareness among children. The tour also introduced people to a motorcycle simulator, a 'reactiometer' to test the speed of participants' reactions, and a rolling-car simulator.



## Be road aware!



The Children Traffic Center, one of several successful projects held in the Spanish city of León, was designed to raise road-safety awareness among kids. The initiative brought together local police, public transport operators and primary school children aged nine through a series of classroom discussions and practical lessons involving cars and bicycles. Urban public transport was promoted by teaching kids how to use buses and make transfers safely.

Another activity held in the city, called 'Chiquivolantes', also focused on raising road-safety awareness among kids. This free open-air activity, run by a parking operator over six days, allowed children to drive small cars around a track, learn how to park and even how to operate metered parking. More than 300 children took part.

## Safer cycling

Training courses linked to EDWARD brought cycling safety tips to kids across Austria. Day events, held in towns such as Auwiesen, Sankt Radegund and Taiskirchen, specifically focused on schoolchildren preparing for cycling proficiency tests in the fourth school year. Organisers noted that while there are wide gaps in cycling abilities within this age group, all need to be aware of and ready to negotiate the dangers of traffic. The courses covered a wide range of skills, from basic competences like being able to cycle in a straight line to more advanced techniques such as braking and using hand signals.

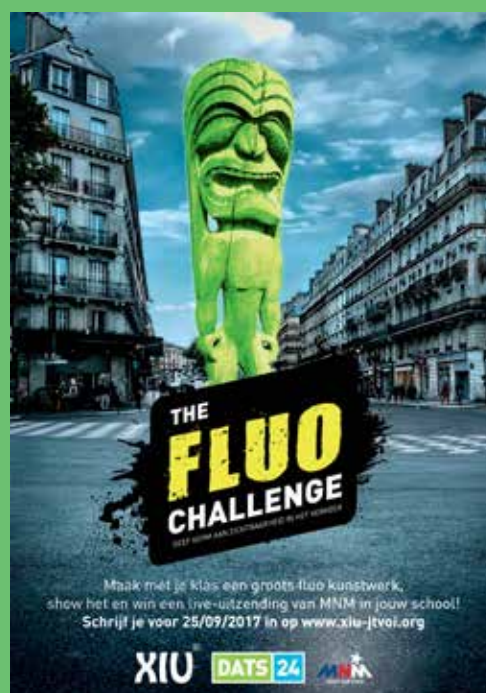
The events also succeeded in highlighting the fact that children often make the most progress in cycling between the ages of eight and ten. Consequently, courses such as these can have a significant impact in ensuring that kids on bikes stay safe. At the end of the course, participants received a diploma. A basic course for pupils in first and second grade was also provided.



## The FLUO Challenge

Being visible while cycling on the road can save your life, which is why a Belgian voluntary organisation used EDWARD to highlight the role of fluorescent clothing in road safety. XIU (I See you), which was established in 2008, launched a school-based competition called the FLUO Challenge, which encouraged school kids to create a 'fluo' piece of art. By drawing young people's attention to fluo in a fun and creative way, XIU set out to make young people more aware of the importance of wearing high-visibility clothing.

The prize for the winning school featured MNN, a national Belgian radio station aimed at young listeners, broadcasting a two-hour live edition of a well-known show on the school premises. Each participating school also received eye-catching fluo prizes that can be used to support school-based campaigns to increase visibility while cycling.





## #ParkYourPhone to prevent road deaths



*Distraction by mobile phones is a growing concern: more and more accidents are caused by distracted drivers, pedestrians or cyclists. Supported by the European Commission, the Federation Internationale de l'Automobile has launched a campaign to encourage road users to put away their phones and stay focused on the road.*

The #ParkYourPhone campaign was officially launched on 27 September 2017 at a public event in Brussel. An initiative by Region 1 of the Federation Internationale de l'Automobile (FIA), its member clubs and MEP Dieter-Lebrecht Koch, the campaign raises awareness of the dangers of using mobile technology while on the road.

Mr Koch said: "Europe has done a lot to improve road safety... But new technologies, such as smartphones or tablets, bring about new challenges." FIA Region 1 Director, Laurianne Krid, added: "This campaign encourages everyone to remain focused on the road."

At the event, FIA staff distributed sticker books and badges to promote responsible smartphone use, while members of the public were invited to have their photo taken with their own 'safe phone use' message.

## Smartphone danger

Every day, 3500 lives are lost worldwide in traffic accidents, according to FIA President and UN Secretary-General's Special Envoy for Road Safety, Jean Todt.

Smartphones and tablets are a growing cause. It is tempting to check a message at traffic lights, listen to music while cycling or send a quick text while walking along the street. During that time, attention is off the road and any potential danger can become fatal.

## #ParkYourPhone

Endorsed by music star Pharrell Williams, #ParkYourPhone reminds motorists, cyclists and pedestrians to put devices away in traffic. The campaign will be rolled out in autumn 2017 across FIA Region 1, which includes Europe, the Middle East and Africa.

European Commissioner for Transport Violeta Bulc supports the campaign as part of project EDWARD. "Road safety is one of my ongoing priorities," she said in a video message at the launch. "This is my message to all road users: park your phone, keep the road safe."

More info:

#ParkYourPhone: [www.parkyourphone.eu](http://www.parkyourphone.eu)

Statement from Commissioner Violeta Bulc: [vimeo.com/234524252](https://vimeo.com/234524252)

Why #ParkYourPhone? animation: [vimeo.com/228075084](https://vimeo.com/228075084)

## Find out more...

If these subjects have revved up your interest, then check out the Road Safety website at: [ec.europa.eu/roadsafety](http://ec.europa.eu/roadsafety)

Please visit [@Transport\\_EU](https://twitter.com/Transport_EU) twitter account for regular updates on #roadsafety" and #EUtransport

Visit these sites for inspiration and information.

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