



**ROAD SAFETY
IS NO ACCIDENT**

VISON ZERO - ONE WEEK - NO DEATHS IN ROAD TRAFFIC

The First United Nations Global Road Safety Week will take place in Austria from 23 - 29 April 2007 aiming at the realisation of the "Vision Zero" – one week without any deaths in Austrian road traffic.

CONSIDERATION IN ROAD TRAFFIC

To make this vision come true, a main focus will be put on consideration in road traffic - for others, for the family and for oneself. This means that a strong participation is necessary not only from political side but from all road users together. A special focus will be put on young road users/young drivers, as traffic accidents are the main cause of deaths amongst 18 - 24 year olds in Austria. Therefore a lot of the events have been organised together with schools.

ROAD SAFETY IS NO ACCIDENT

The international slogan for the Week, "Road Safety is No Accident", underlines the fact that road safety does not happen by accident, but through the deliberate efforts on the part of many individuals and many sectors of society - governmental and nongovernmental alike. In Austria every single day of the week will be dedicated to a special target group respectively a special road safety topic. To generate ideas for new and effective Road Safety Initiatives all different kinds of organisations have been invited to participate. The whole week will be supported by PR activities.

OVERVIEW OF THE EVENTS IN AUSTRIA

Listed below is an overview of some of the events planned in Austria during the First UN Global Road Safety Week. Many more, that could not be mentioned here, will take place in the whole country.

Information on an international level may be found on:

<http://www.who.int/roadsafety/week/en/index.html>

<http://www.unece.org/trans/globalroadsafetyweek/rsun1home.html>

http://ec.europa.eu/transport/roadsafety/road_safety_day/index_en.htm

VISION ZERO – One week – No death in roadtraffic

To promote the objectives of the First UN Global Road Safety Week as well as facts and programmes concerning road safety, a lot of press conferences will be held in various cities throughout the whole country.

MINISTRY OF TRANSPORT, INNOVATION AND TECHNOLOGY

Politicians, members of road safety organisations, the media and road owners will discuss the topic "Enforcement" during an **ETSC PIN Talk**.

ÖAMTC (ARC CLUB AUSTRIA)

Child restraint inspections in all branches Open House in 9 branches – Visitors will get information on various topics and may take part in a Safety-Training

LOWER AUSTRIA

School Kids and Safety on the way to school: Throughout the whole week the following events will be held in Lilienfeld, Hainfeld, Traisen and St. Veit: **Kangaroo, Apple-Lemon, Zebras take Priority, White Angels, Seat Belt Crash Simulators, Bicycle Course, Braking Tests for young moped drivers**

UPPER AUSTRIA

Start of the Upper Austrian Road Safety Week
"Consideration is Safety"

STYRIA

Symbols visualising the number of people killed in Styria during the last 10 years will be set up.

CARINTHIA

Symbols will be set up in the city centre of Klagenfurt to **visualise the number of people killed** in road traffic in Carinthia in 2006.
Apple-Lemon Campaign in St. Michael

SALZBURG

The provincial government will set up **Mobile Speed Indicator Panels** from Monday to Friday
Hello Car Campaign organised by the Austrian Road Safety Board (KfV) from Monday to Friday
Apple-Lemon Campaign and **Kangaroo Campaign** near schools

VORARLBERG

Symbols will be set up in the city centre of Bregenz **counting for the number of people killed in road traffic** in Vorarlberg in 2006.
Vorarlberg Police will enhance enforcement throughout the week.

NON-SPEEDING DAY

Speeding is one of the major causes for lethal road accidents. Therefore enforcement and events will focus on areas around schools and nursery schools, locations with high accident frequency as well as areas with speed limits.

MINISTRY OF INTERNAL AFFAIRS

Nationwide Enforcement by Police

VIENNA AND BURGENLAND

Apple-Lemon Campaign

LOWER AUSTRIA

**School Kids and Safety on the way to school
Speed Enforcement by Police**

SALZBURG

Kangaroo Campaign

TYROL

**Zebras take Priority Campaign
Speed Enforcement by Police**

STYRIA

Apple-Lemon Campaign

Enforcement by police as well as distribution of information on the topic "Speeding".

UPPER AUSTRIA

Put on the brakes

Enforcement will focus on areas with high accident frequency as well as villages and 30km/h areas. Measurement results will be made public.

VORARLBERG

Symbols visualising the danger of speeding will be set up in the city centre of Bregenz.

Hello Car Campaign

Speed Indicators will strongly be in use

Simulation of Crash Accidents organised by ARBÖ (ARC Club Austria)

Seat Belt Crash Simulators organised by ÖAMTC (ARC Club Austria)

CHILDREN IN ROAD TRAFFIC DAY

Children are especially vulnerable in road traffic. To remind road users that children always do have priority most of the campaigns will take place around schools and nursery schools. Furthermore the importance of road safety education and the proper use of child restraints will be pointed out to parents.

MINISTRY OF TRANSPORT, INNOVATION AND TECHNOLOGY, POLICE, STÄDTEBUND (Town-Alliance), FACTUM (Traffic and Social Analysis Partnership) AND INFAR (Institute for corrective training and driver rehabilitation)

EUCHIRES Armadillo Campaign

MINISTRY OF INTERNAL AFFAIRS, POLICE

To facilitate Road Safety Education by training different situations in games, Austrian Police has developed a "**Verkehrserziehungstasche**" (road safety education bag) that will be presented today.

BURGENLAND

Punch-and-Judy-show on the topic of child restraints in Halbtorn

LOWER AUSTRIA

School Kids and Safety on the way to school

UPPER AUSTRIA

Presentation of the **school bus project "Safe to school. Save back home."**
Kangaroo Campaign in front of nursery schools and schools

STYRIA

Kangaroo Campaign in nursery schools
White Angel Campaign on the topic of child restraints in front of schools and nursery schools

CARINTHIA

Apple-Lemon Campaign in Ruden

SALZBURG

Mobile Speed Indicator Panels will be set up
Apple-Lemon Campaign around schools
Kangaroo Campaign
Information leaflets on child restraints will be handed out in front of shopping malls
Day of Action in Saalfelden
A lot of trucks as well as private cars do not secure their loads properly. ÖAMTC will give information on the 5 rules of securing loads.

TYROL

Kangaroo Campaign
Helmi Campaign

VORARLBERG

Rolli Campaign, Kangaroo Campaign, White Angel Campaign
Sing and play with Bernhard Linz
Speed indicators, Apple-Lemon Campaign (ARBÖ)
Child safety seat inspections in all ÖAMTC stores
Bicycle helmet festival organised by the Safe Communities Initiative

MOBILKOM

Kids around alone... Mobile phones – protector or hazard?
Pupils of the „Safety elementary school“ Lavantgasse in Vienna will develop tips from kids for kids and an animated short movie on the above mentioned subject. The conclusions of this workshop will be discussed during a forum at the ZOOM museum for children.

AUTOKINDERSITZ.AT

Presentation of the first child restraint database comprising international product information for experts and consumers on www.autokindersitz.at.

CONSIDERATION DAY

Consideration for others, for the family and for oneself is one key factor to reduce road accidents. Therefore respectful and amicable road user behaviour will be awarded in various campaigns during this day. Another focus will be put on cyclists.

VIENNA

Zebras take Priority Campaign

Safety training for moped drivers organised by Bundesanstalt für Verkehr (Federal Traffic Institute) at Trauzlgasse 1, 1210 Vienna

LOWER AUSTRIA

School Kids and Safety on the way to school

CARINTHIA

Kangaroo Campaign in Ponfeld

SALZBURG

In the city centre of Salzburg members of the magistrate, ARBÖ and the Austrian Road Safety Board (KfV) will **inspect bicycles and hand out information on the topic.**

TYROL

Speed Enforcement by Police

UPPER AUSTRIA

Stand off

Enforcement of safety margins on local motorways. Pushy drivers will be pulled up and interviewed and the findings of the day will be made public.

VORARLBERG

Bicycle inspections at schools (ARBÖ)

Bicycle inspections and Club PS (ÖAMTC)

Top Rider and **Helmet that figures Campaign**

(Provincial Schools Inspectorate)

Blind Spot Campaign, Bicycle Helmet Festival

(Safe Communities Initiative)

Enforcement of Cyclists

SIEMENS

Siemens Austria and the Austrian Road Safety Board (KfV) will inform girls aged 11 - 16 years on Safety in Road Traffic. In a **traffic course** they may test speed on bicycles and mopeds. Speed will be measured by radars of the type SITRAFFIC Lynx.

PEDESTRIANS DAY

Pedestrians are very vulnerable in road traffic – a fact that is often forgotten by drivers but also pedestrians themselves. Road safety issues between the priorities of pedestrians and other road users will be focused today.

MINISTRY OF TRANSPORT, INNOVATION AND TECHNOLOGY AND AUSTRIAN ROAD SAFETY BOARD (KfV)

Headless Campaign

ASFINAG

Take a break Campaign

LOWER AUSTRIA

School Kids and Safety on the way to school

BURGENLAND

Zebras take Priority Campaign

STYRIA

Zebras take Priority Campaign in Graz
Zebra Crossing Campaign in Hartberg

TYROL

Headless Campaign

UPPER AUSTRIA

**Slow down in front of zebra crossings
Apple-Lemon Campaign** near zebra crossings,
schools, nursery schools and retirement homes
Mobile speed indicator panels will be set up
near village limits and traffic-calmed areas
Enforcement by Police

SALZBURG

Mobile Speed Indicator Panels will be set up
Apple-Lemon Campaign
Zebras take Priority Campaign
Start of the **Campaign "To look around – that
pays"** aiming at increasing pedestrian safety

VORARLBERG

Headless Campaign
School Bus Campaign and **Zebra Campaign**
(Municipal Schools Inspectorate)
Blind Spot Campaign (Safe Communities Initiative)

AUSTRIAN RED CROSS

Austrian Road Safety Education Day – "You only
got one life – watch it" 10:00 - 14:00 at Donaupark
in Vienna

SOBER DRIVING DAY

Targeted primarily at young people, who often form car pools when going out on weekends, alcohol enforcement will go along with campaigns raising the awareness of the enormous danger of drink driving.

MINISTRY OF TRANSPORT, INNOVATION AND TECHNOLOGY AND FGM (Austrian Mobility Research)

Friends-Campaign (EU BOB)

"0,0 for Friends" is the Austrian contribution to the European Designated Drivers Campaign (BOB). Young promoters ask young people "Do you know already who of you is staying sober and will be driving tonight?" T-Shirts, key chains, flip-top matches, etc. will be handed out as a reminder.

BURGENLAND

Poster Action
Breathalysers

UPPER AUSTRIA

No alcohol while driving – Alcohol Enforcement by Police around clubs, bars and other local parties
Voluntary alcohol testing by street workers of KfV in Linz

TYROL

Alcohol Enforcement by Police

VORARLBERG

Launch of the campaign "**Night Driver**" organised by SUPRO (Workshop for Addiction Prophylaxis)
Alcohol Enforcement by Police

Description of Events

APPLE-LEMON CAMPAIGN

In cooperation with police and KfV, children will hand out apples to thoughtful drivers and lemons to reckless drivers.



AUSTRIAN ROAD SAFETY EDUCATION DAY

At the Donaupark in Vienna the Austrian Youth Red Cross organises this event to raise awareness of the importance of road safety education amongst children, adolescents, parents and teachers. A road safety course, a motor function-training by AUVA, first aid-trainings, a simulation of crash accidents as well as information and food stands will be set up, and an ambulance car can be visited. ÖAMTC will give information on crash-tests, child restraints and braking distance. KfV will show a feature of its Helmi-Series to be imitated by kids in order to train adequate behaviour in road traffic.

BICYCLE COURSE

To increase security of children riding bikes, this course aims to enhance their riding abilities. Demonstrations on how to ride the course in a safe way and advice on bicycle riding as well as inspections of the bicycles of the participating children are offered during this event.



BICYCLE HELMET FESTIVAL

This festival is a successful programme to motivate children to use bicycle helmets. In various games children train different road safety topics. In a bicycle course they may test their riding abilities.



CLUB PS

ÖAMTC gives basic theoretical and practical instructions on driving techniques and driving physics.

BLIND SPOT CAMPAIGN

Children may hop into a truck to realize the dead angle on the right hand side of a truck, where they are invisible for truck drivers.

EUCHIRES ARMADILLO CAMPAIGN

As part of the EUCHIRES programme (European public awareness campaign on the use of seat belts and child restraint systems) children that are secured properly by child restraints will be rewarded with Toy - Armadillos by police, members of FACTUM OHG (Traffic and Social Analysis Partnership) and INFAR (Institute for corrective training and driver rehabilitation). This campaign will also take place in schools and aims at motivating parents as well as children to use child restraints on a regular basis.

HEADLESS CAMPAIGN

As above mentioned, not only drivers but also pedestrians themselves need to be more considerate in road traffic to reduce the number of accidents. This area of tension will be demonstrated during this event.

HELLO CAR CAMPAIGN

School children cannot properly judge distances and speed - abilities that are vital in road traffic. Through braking tests children learn about braking distances at different speed in order to pay more attention when crossing streets.



HELMET THAT FIGURES CAMPAIGN

The Safe Communities Initiative and Vorarlberg's schools inspectorate implemented this campaign at secondary modern school Gisingen. Pupils are motivated to ride their bikes to schools and to use an adequate bicycle helmet. Every week two pupils are drawn by lot and receive an award of 5,- Euro if they rode their bike using a helmet that day.



HELMI CAMPAIGN

Helmi is the safety puppet of KfV for more than 25 years. In short movies, games on the Helmi-website, in colouring books, on stickers etc. road safety and other safety topics are pictured to show children in an easy and playful way how to react appropriate in various situations.



KANGAROO CAMPAIGN

By law children have to be secured by child restraints up to the age of 14 years or a body height of 1,50m. Yet still 30% of all children are not secured properly. Through a puppet show called "Julia and the Kangaroo" children in ground schools and nursery schools are made aware of this hazard. Through raising their safety-consciousness parents should be motivated to use child restraints more often. As a reminder stuffed kangaroos and information leaflets are also distributed.



MOBILE SPEED INDICATOR PANELS

Through public display of the speed of a passing car, which usually only the driver himself can see, drivers become more conscious about the compliance of speed regulations.



ROLLI CAMPAIGN

This campaign focuses on children in playschools. A scooter course with a traffic light, a stop sign and other road safety education material is set up. While playing, children learn about how to overcome dangerous situations in road traffic.

SCHOOL BUS CAMPAIGN

This campaign is organised by Vorarlberg's schools inspectorate and focuses on safety in school busses. Children learn and train safety rules while riding a bus.



SEAT BELT CRASH SIMULATORS

To motivate school children to use seat belts, KfV employees together with Partners simulate a head-on collision at the speed of 10km/h and give advice on the danger of no or wrong usage of child restraints.



TAKE A BREAK CAMPAIGN

Falling asleep momentarily is one major cause for road accidents. ASFINAG is a company that operates motorways in Austria. As a 20 minute nap enables a driver to go on relaxed for 2 more hours, ASFINAG offers secured places on motorway service areas, where drivers may take a nap and passengers will be entertained and informed on the topic. Give-aways like pillows and alarm clocks will be handed out for free.

TOP RIDER

KfV and Vorarlberg's schools inspectorate teach braking, field of vision, braking distance, back seat and seat belt to pupils aged 10 - 14.

WHITE ANGEL CAMPAIGN

To enforce child restraints especially around play and ground schools, children dress up as white angels handing out information leaflets and reminding adults and children to always drive with seat belts on.



ZEBRA CROSSING CAMPAIGN

Police and school children work together to increase the readiness to halt of drivers in front of zebra crossings.



ZEBRAS TAKE PRIORITY CAMPAIGN

This campaign aims to increase cooperation in road traffic, and raise awareness of the fact that pedestrians always do have priority around zebra crossings. Therefore school children stand on both sides of zebra crossings holding out big "Zebras do have priority" - signs. A second group of children hands out information leaflets to drivers and pedestrians and a third group counts passing cars for statistical purposes.

Partners

We would like to thank all the institutions, associations, companies and initiatives that have been vital in making the First UN Global Road Safety Week in Austria come true.



Bundesministerium
für Verkehr,
Innovation und Technologie





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IMPRINT

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