



Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

**Risk Factor Crash Course**

**Seatbelts**

2016



Alliance  
**Empowerment  
Program**

Welcome to  
**ALLIANCE  
EMPOWERMENT  
PROGRAM**

1. **Helmet use**
2. **Drunk driving**
3. **Speeding**
4. **Seatbelts**
5. **Child Restraints**
6. **Drowsy/Fatigue Driving**

Find all on [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)



**Evaluation and questions**

**go to**

**[www. roadsafetyngos.org/empowerment-program/](http://www.roadsafetyngos.org/empowerment-program/)**

2016

## ONE PERCENT STORY: BUILDING PARTNERSHIP ON ROAD SAFETY



Lika Merasishvili, Foundation Partnership for Road Safety,  
2016

# Content

- *Our mission*
- *Why it is important to wear?*
- *Identity stereotypes*
- *To know local context and data*
- *Building coalition, find champions and be flexible*
- *Education is key to engage citizens*
- *The Holistic approach*
- *Considered as valuable partner*



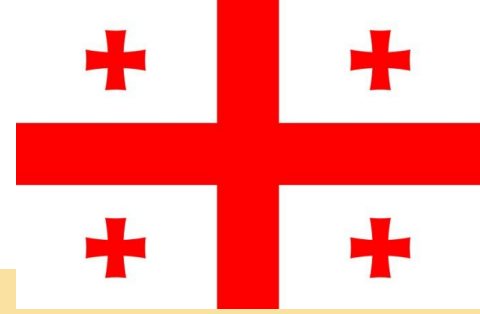
*Promote safe roads and clean transport for all road users more than decade.*

*Advocate for safe and sustainable mobility in the cities of Georgia and region.*



**"DO SOMETHING  
WONDERFUL, PEOPLE  
MAY IMITATE IT." -  
- ALBERT SCHWEITZER**

# Key Facts



- 3.7 Million population. In 2015, road fatality level 162 deaths per million in Georgia. The EU average 52 deaths per million;
- 9187 injured, 602 died from road crashes in 2015;
- 25 people injured seriously on Georgian roads everyday, among them 3 are children, 5 pedestrian.
- 48% of those dying on Georgian roads are people aged 15-40 years.
- 30% of the beds in the Georgian hospitals are taken up with road crashes victims.
- Road transport accounts for 71% of air pollution in the country, whereas 73% of all vehicles are 15 years or older.

# Partnership for Road Safety mission

- ▣ Mobilize resources of the state, private and media to reduce traffic crashes;
- ▣ Inform society about of importance and benefits of safe mobility and clean transport;
- ▣ Promote safe mobility culture and implement educational projects;
- ▣ Share best practice and involve Georgia in the global movement





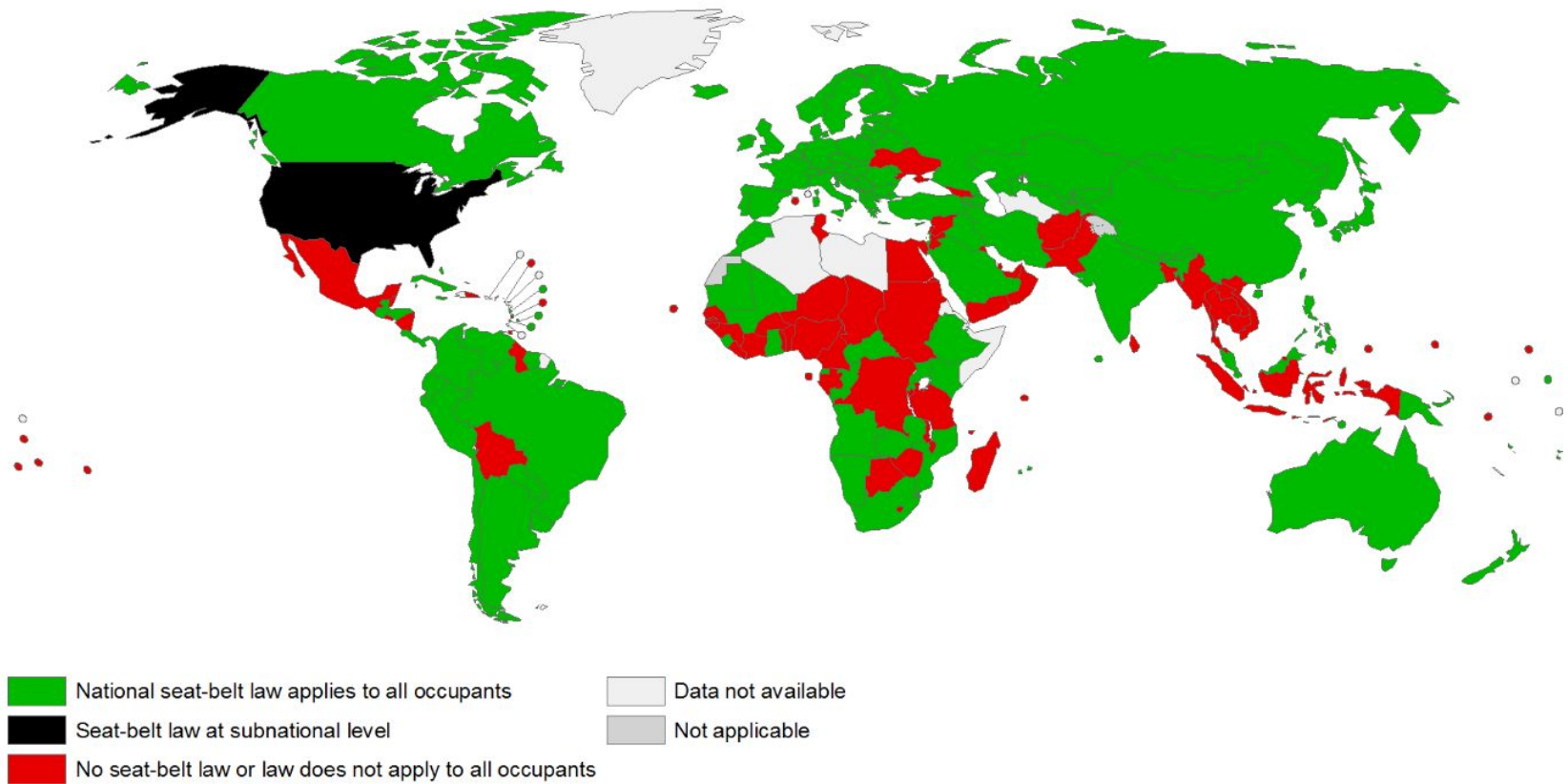
## *Why it is important to wear seat belt?*

- Secondary mechanism of safety*
- Protects from falling out of the car after the crash*
- decreases the risks of crash in a car saloon*
- Equal distribution of crash energy*
- “Space for surviving the life” (car saloon)*
- Decreases the risk of death with 60% (According to the report of WHO, 2004)*
- Influence on human’s health, life, healthcare system and economy of the country*

# Identity stereotypes

- *“We don’t want to use a seat belt for a short distance”*
- *“Experienced drivers do not need the seat belt, she/he can control the situation herself/himself.”*
- *It is dangerous to be “tied” in the car during the car crash*
- *“We do not need the seat belt for a low speed (in the city)”*
- *In the rear seat, a passenger is safe even without a seat belt.”*
- *Air bag will save and protect me.*

# *111 countries have a comprehensive Seat-belt laws*



# *Seat-belts and airbags*

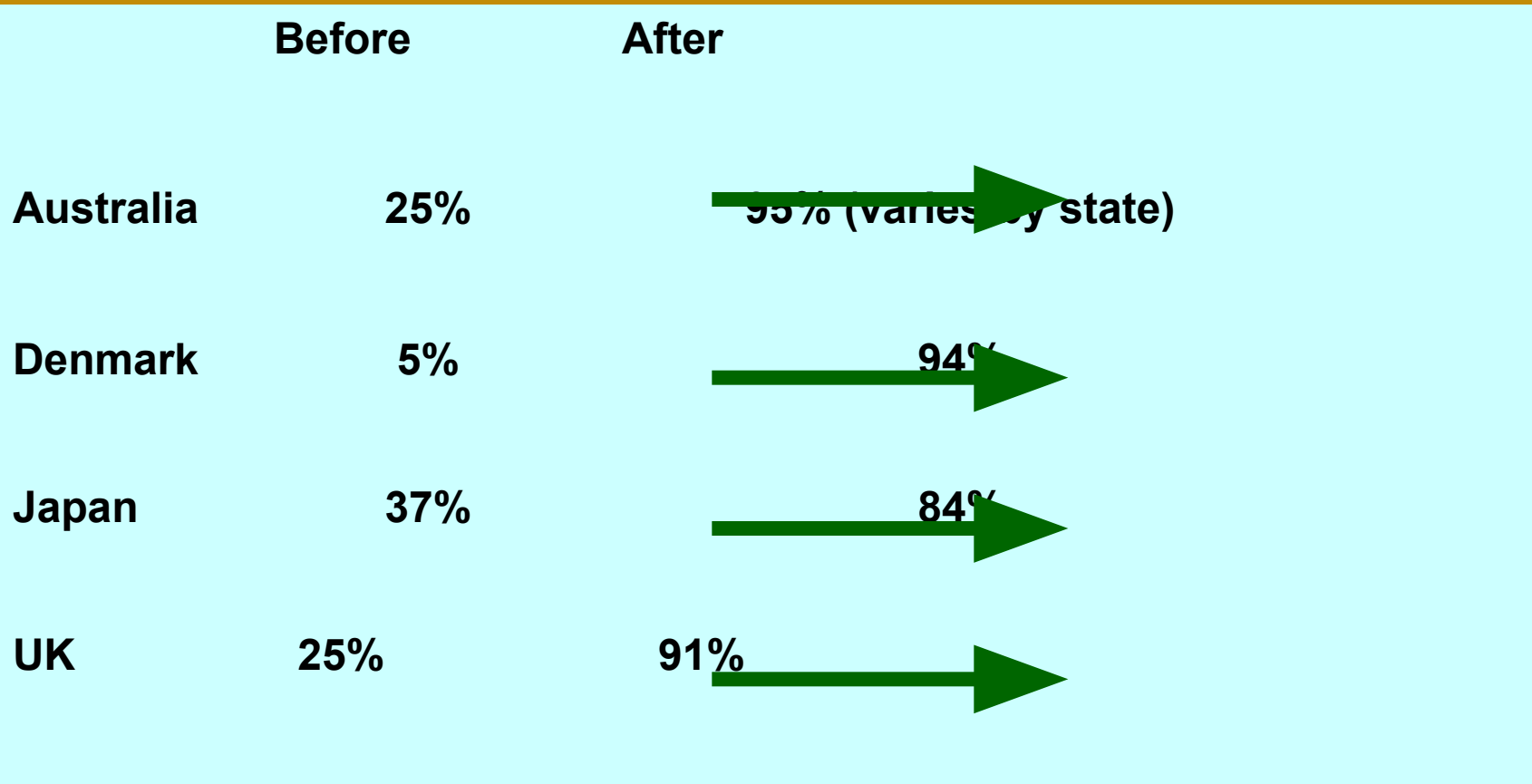
**Wearing a seat-belt reduces the risk of death among front-seat passengers by 40–65% and among rear-seat occupants by 25**

**Only 57%  
of countries  
require  
seat-belts  
(front &  
rear)!**



**Less than  
50%  
of countries  
have  
a child  
restraint  
law!**

## *implementation of legislation and campaigns*





# *The Holistic approach*



## **Legislation, penalties standards**

### **Seat-belts and child restraint seats**

A ROAD SAFETY MANUAL  
FOR DECISION-MAKERS  
AND PRACTITIONERS

**Laws on fittings & usage**

**Penalties & fines**

**Standards & equipment**

## **Interventions**

### **Mandatory**

**Police enforcement**

### **Voluntary**

**Publicity campaigns**

**Employer initiatives**

**Education & training**

**Insurance & incentives**

## *Meeting with stakeholders, seminars...*

*Parliament working group  
was created. It was lead by  
Deputy Spicer and first lady*



## *To know local context and data*

### **□Richards Story**

□[http://www.myvideo.ge/?video\\_id=884872](http://www.myvideo.ge/?video_id=884872)

### **□Local context**

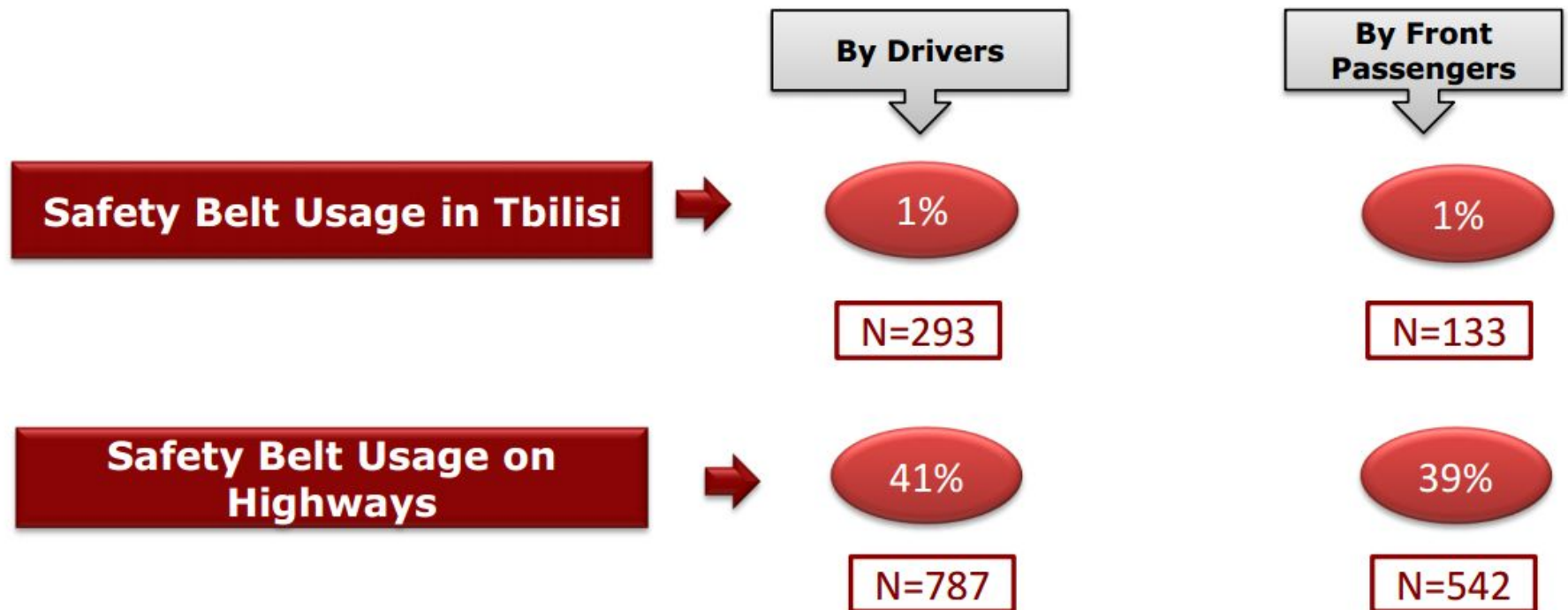
□[http://www.myvideo.ge/?video\\_id=884874](http://www.myvideo.ge/?video_id=884874)

□<https://www.facebook.com/SafedriveGeorgia/>

□<http://www.myvideo.ge/safedrive>

# *Survey in May 2007, We measured seat belt usage in Tbilisi*

Safety Belt Usage



# Data Driven campaign

- Active public awareness campaigns on seatbelts in partnerships with government, media, businesses and NGOs;
- Radio PSAs, Promotional Videos
- Posters, cards, leaflets which were distributed in 150 hospitals
- Door to Door Campaign, aims spread information on seat belt
- Adoption of wearing seat belts on urban roads
- Research - 2 % on urban roads, 41 % on the highway wear seatbelts;





# Public awareness campaigns— Seat Belts

***During Seat Belts Campaign 20 000 people were covered by 6 different events:***

***"Coalition of Seat Belt Users" – banks, hotels, NGOs, educational centers and so on.***



***Video-clip:***

***"Fasten Your Seat Belt for Your Love"***



# *Georgian celebrity in Seat Belts` Campaign*

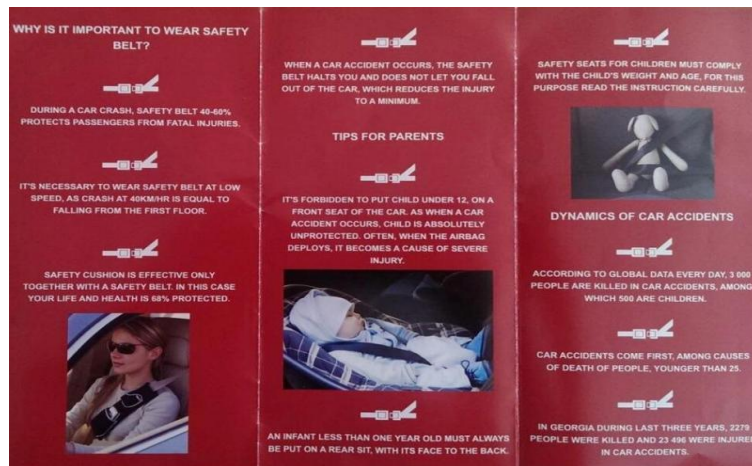


*Buckle up – it is as easy and necessary as doing this*





# Booklets and books for Seat Belt Campaign



# *Increasing the Seat Belt Use in Georgia*

*In 2010, through building effective coalitions between public and private actors, the project contributed to establishing legislation that makes the use of seat belts mandatory in the front seat of all vehicles in Georgia.*

## *Billboards on buses*

**You Are Gentleman or Lady,  
Fasten the Seat Belt**

**Don't Try the Fate, Fasten the Seat Belt**







# Partnership For Road Safety

ფონდი - "პარტნიორობა საგზაო  
უსაფრთხოებისათვის"



Georgian

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Children &  
Safety



Safe Topics &  
Forum



• News and Events



... read more ...

## Public Awareness Campaign on Seatbelts

On December 9th, in the carting center "Astra Park" the Partnership for Road Safety organised a public awareness event concerning the road safety issues. The supporter was company "Tbilvino".



## Research about SeatBelt

The given document represents the report on research of the attitude of active passengers and drivers to the use of seat belt. The research was conducted in October-November 2007. The main goal was to study the attitude of Tbilisi drivers and passengers to the use of seat belt.

... read more ...



## Report of European Transport Safety Council

According to European Transport Safety Council report recent research suggests that the risk of dying in a crash could be reduced by about 60% by using the seat belt (WHO 2004, SWOV 2002).

... read more ...



## Clip - Fasten Your Seat Belt

Please see attached clip about seat belts - ( Georgian Version )

... read more ...



FIA Foundation

for safe and sustainable  
mobility

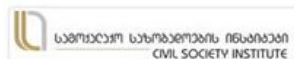
FIAFoundation.org



Click  
Survey!

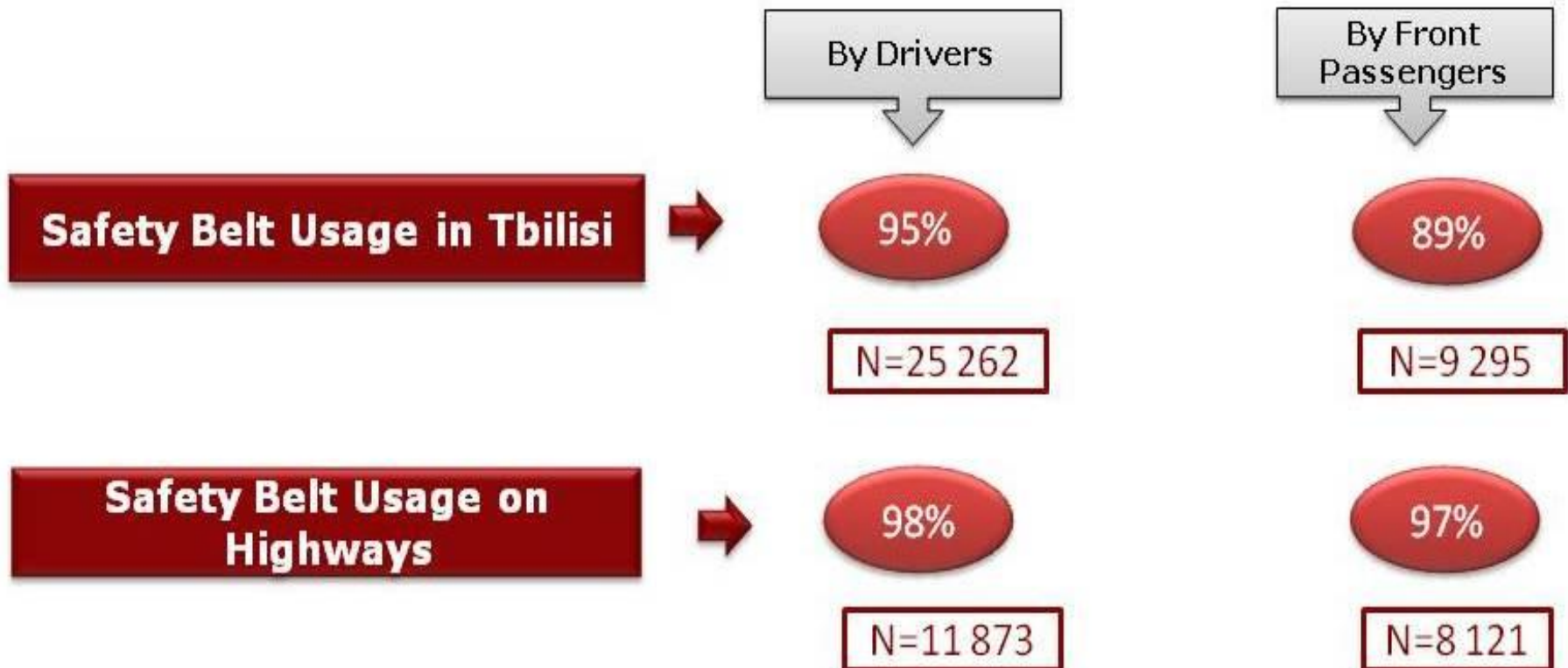


ads. Sign the petition. Your name

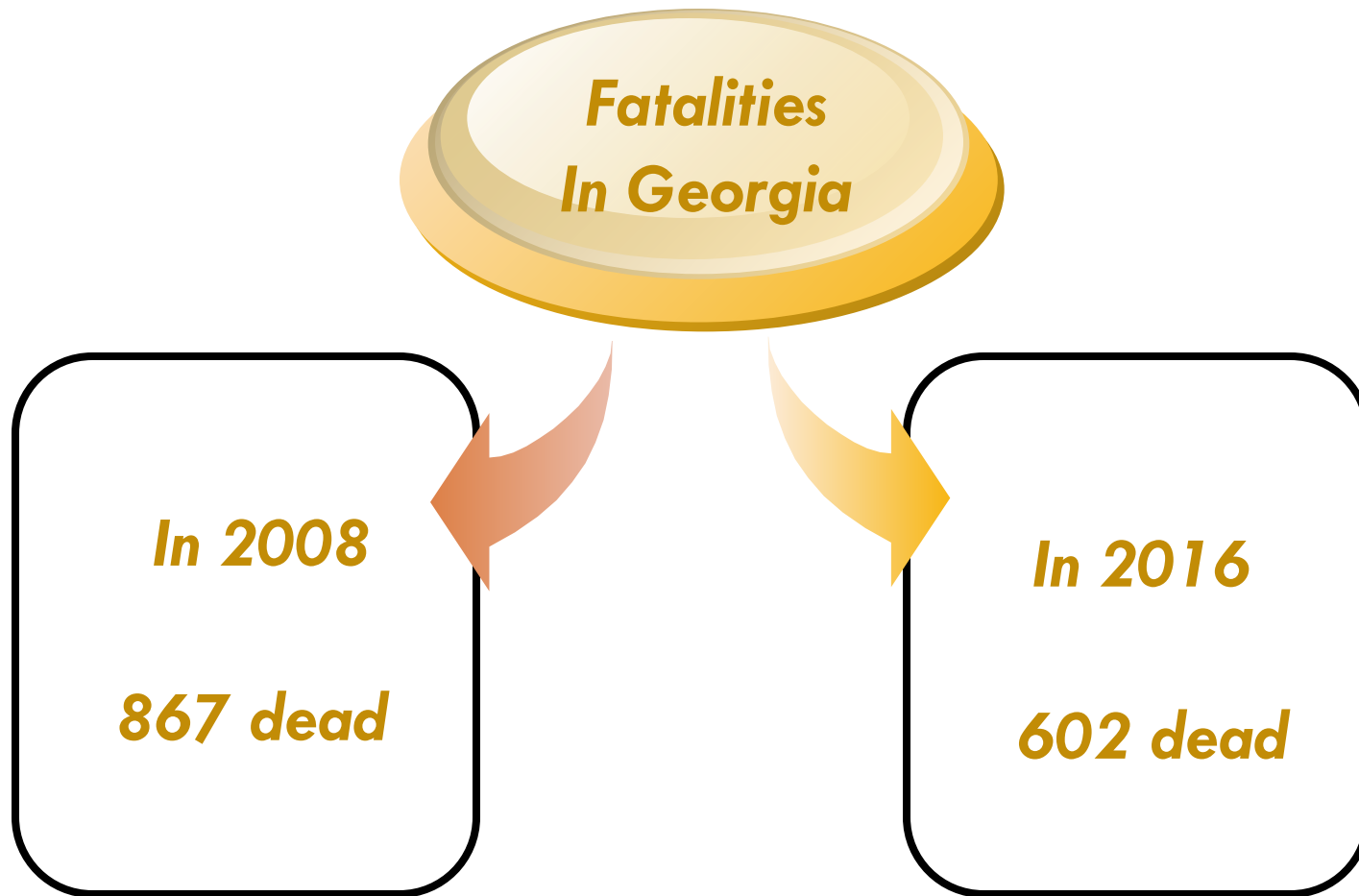


# *Survey in February 2011, after adoption law*

Safety Belt Usage



*Outcomes ... Road Safety Strategy approved, school curriculum has approved, first law carbon public transport...*





## **RAISE THE CONFIDENCE OF REGULAR PRIVAT SECTOR SPONSORS**

***Always involve the private sector,  
government officials decision makers in our  
main events (launch of programs,  
inaugurations, forums, start of trainings,  
award ceremonies... )***



***TBC Bank, Georgian Hospitals, Insurance  
Companies joined campaign at no cost!***

***Changed internal regulations is easy...***



# Building Coalition, find champions and be flexible





# *persistence is key*

- To avoid expecting governments or officials to run or help our activities immediately*
- Send systematic information to officials: (advocacy role)*
- On our actions (letters, newsletters, meetings...)*
- On global decisions or recommendations (The Global call to take actions, DoA, pillars, road Safety tag, World day or remembrance, Long short walk...)*

# Summary



- ❑ Be considered as a valuable and peer to peer stakeholders;
- ❑ Know local context and data
- ❑ Education is key to engage citizens, government and business;
- ❑ Use Social Media;
- ❑ Building coalition, find champions and be flexible;
- ❑ Develop projects with holistic approach;
- ❑ International Support drives local support;



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# Thank you

For more information visit [www. roadsafetyngos.org/empowerment-program](http://www.roadsafetyngos.org/empowerment-program)