



MAANTEEAMET

# Various options for institutions and organisation to contribute to safer traffic in Estonia.

**Monika Heinrand**

Road Administration

Prevention

Department

5 December 2017

# Measures of Road Safety Programme: Traffic education and prevention

**Goal:** Shaping safety-related knowledge, safe traffic habits, behavioural norms and attitudes.

Traffic education means **lifelong learning**.



Children

Youngsters

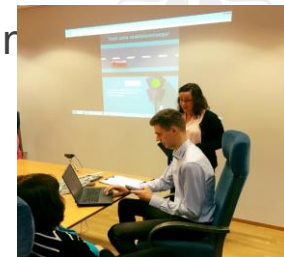
Adult  
population

Elderly

# Options and cooperation experiences

## ❖ Valuing safe traffic behaviour internally:

- ❖ General internal rules, control, and continuous training activities: *Neste Eesti AS*
- ❖ Raising the awareness of traffic safety among your employees:
  - ❖ Safety weeks – *ABB*
  - ❖ Activities and training sessions related to traffic safety on family days – *Saint-Gobain Glass Estonia*
  - ❖ Training on secondary activities for the sales team – *Kalev*
  - ❖ Training on traffic safety on summer days – *Labour Inspectorate*
- ❖ Raising the awareness of partners and customers:
  - ❖ Articles, games, calls to action in their marketing: *Neste Eesti AS, Prike AS;*



Neste

# Options and cooperation experiences

## ❖ Initiating actions, projects, and training sessions related to traffic safety and targeted at the public:

- ❖ Information campaign on using a seatbelt on the bus – *Lux Ekspress*
- ❖ Blind corner training project “Stop, look, wave” – *Volvo Estonia OÜ*
- ❖ Bicycle training for various target groups and bicycle inspections for general education schools – *Tartu Eksperimentaalne Jalgrattatehas, etc.*
- ❖ Traffic park marking project for schools – *Circle K*
- ❖ Technical training days “Women's Day”
- ❖ Traffic safety activities at children’s events – *Maraton*
- ❖ Events for distributing reflectors



ITÜ

# Options and cooperation experien



## ❖ Enhancing and supporting the actions and prevention activities of the Road Administration:

- ❖ Training on the campaign of secondary activities in companies – 17 companies <http://www.oluline.ee/juhi/>
- ❖ Organisation of events, public events, and training sessions as part of the traffic politeness campaign – 27 institutions
- ❖ Supporting the campaign activities related to making oneself visible – Seesam Insurance, PZU Kindlustus, IF Kindlustus, Prike AS
- ❖ Sharing campaign materials in own marketing channels
- ❖ Carrying out informational activities and training sessions
- ❖ Supporting the campaign activities with awards

# Road Administration as a partner



## ❖ Consulting

- ❖ General traffic safety competence
- ❖ Ideas for addressing the topics

## ❖ Mentoring

## ❖ Training for the organisers of the activities

## ❖ Training for the employees of the companies

## ❖ Materials

- ❖ Worksheets
- ❖ Problem-based and problem-wide games – Kuldvillak, Bingo, **Kahoot.it**, and other games.
- ❖ Tools for carrying out the activities

## ❖ Joint activities



# Road Administration and the European Road Safety Charter

- ❖ Road Administration joined the European Road Safety Charter in **March 2017**



- ❖ Sharing practices:

## LIST THE ACTIONS YOU CARRIED/ARE CARRYING OUT:

Dates: 01/08/2016 to 01/03/2017

### Actions:

To support our cause, the Road Administration ordered four preventive clips: speeding, extraneous activities, fatigue, safety equipment to be used at training courses, seminars, conferences, meetings, but also in the public media in order to harmonise the population's knowledge regarding traffic safety. We involved the well-known and popular Estonian rapper Reket to explain the difficult and yet wide-known topics in an easily understandable audiovisual language. In cooperation between the Road Administration, the famous rapper and the advertising agency, we prepared video clips that were broadcast on Facebook, YouTube and in different larger cinemas across Estonia before the beginning of film sessions.

You can watch the clips in Estonian here:

- speeding: <https://www.youtube.com/watch?v=RmIb0DiEbYQ> (published in late March 2017);
- extraneous activities: <https://www.youtube.com/watch?v=jabdUVTJppE>
- fatigue: <https://www.youtube.com/watch?v=thku07Zhbqg>
- safety equipment: [https://www.youtube.com/watch?v=zZY0\\_s3tMD](https://www.youtube.com/watch?v=zZY0_s3tMD)









MAANTEEMET

**Courtesy begins within ourselves.  
Also in traffic**

**Monika Heinrand**  
monika.heinrand@mnt.ee