

## Road Safety and Media

## The European Road Safety Charter Online Workshop

4th June 2014 - 11:00- 12:00 CET

*“How to give greater visibility to your road safety activities to positively influence your environment”*

**Susanne Lindahl**

*Policy officer, Road Safety Unit of DG MOVE, European Commission*

**Introduction**

**Tim Lennon**

*THINK! senior campaign manager, Department for Transport, UK*

**The THINK! Campaign and its media strategy**

**Jean-Yves Salaun**

*General Delegate, La Prévention Routière, France*

**Media strategy to raise public awareness and influence political decision**

**Vassiliki Danelli-Mylona**

*President, Road Safety Institute "Panos Mylonas"*

**Events and methods to attract media attention – examples of EYFRS and AVENUE project**

Chat moderated by **Laura Bellorini**,

*Communication Coordinator, European Road Safety Charter*

**Questions and Answers**

*Moderated by Anna Marczyk,*

*Project manager at the European Road Safety Charter*