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PARTNERSHIP FOR ROAD SAFETY

THE IMPORTANCE OF SAFETY FOR ROAD USERS

Batumi – 1 October 2010

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PARTNERSHIP FOR ROAD SAFETY

- Founded in 2006 by FIA Foundation with support of Georgian Automobile Federation, Civil Society Institute, BTKK policy research group
- Main goal is to change people's attitude and behavior towards road safety issues through implementing public awareness campaigns;
- Public Opinion Survey on Road Safety Issues
- Explore and analyze road safety legislation and initiate necessary amendments



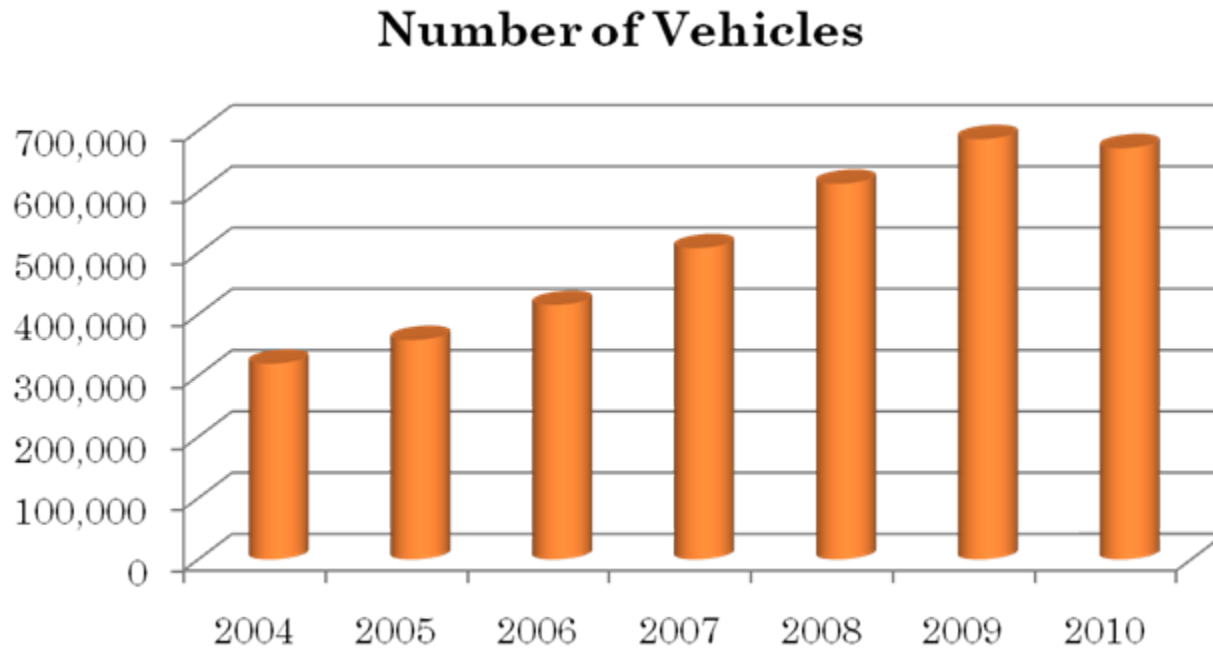
PROJECTS AND ACTIVITIES

- In 2009, PfRS launched the project “**Georgia Alliance for Safe Roads**”, with support of USAID, BP, Ministry of Education and Science, the U.S. Embassy in Georgia
- Sub-projects: **Seat Belt Promotion** and **Youth Road Safety Education**
- Project is carried out under the auspices of the First Lady of Georgia



SCOPE OF THE PROBLEM

- In 2004-2009 number of vehicles increased by 114%
- Poorly designed road infrastructure
- Poor car conditions
- Inappropriate Behavior of Road Participants (Drivers, Pedestrians, Bikers)



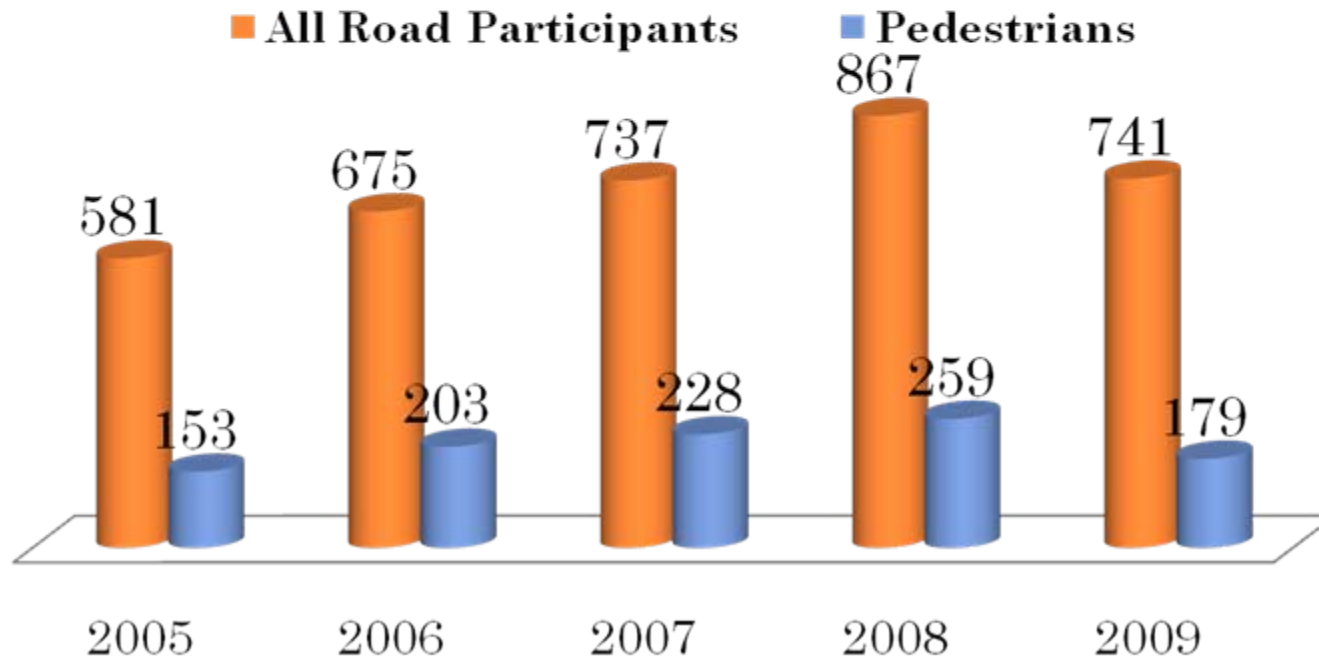
ACCIDENTS ON URBAN ROADS

- 48% of road deaths and 68% of injuries occur in urban areas
- The number of deaths during accidents equals to 17 deaths per 100,000 people. It is a 3 times greater than the best EU countries.



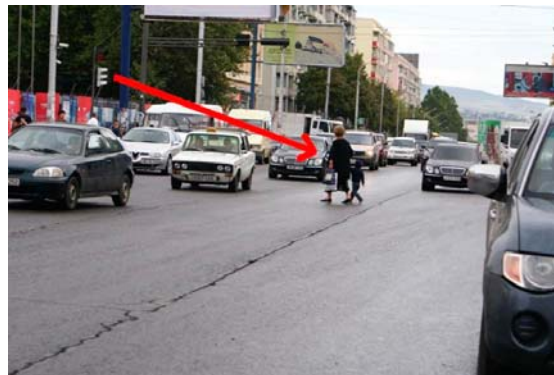
STATISTIC OF PEDESTRIANS AND ALL ROAD USERS

Pedestrians death amount is 24% of whole Death Number



HOW TO TACKLE THE PROBLEM

- Conduct awareness campaign for drivers and pedestrians
- Educate Drivers and Pedestrians to respect each other
- For drivers: Give the way to Pedestrians
- For pedestrians: Be sure drivers see them



FUTURE PLAN OF PFRS

- To conduct research and study reasons of pedestrians inappropriate behaviour
- Conduct public awareness campaign with objective to change the attitude and behaviour
- With support of Estonian government to continue educate primary school children and teenagers on road safety issues





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YOUR ATTENTION!**



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