





BP1: Training and Awareness

Reference: BP1 021	Title of Project:	VAL OP, LET OP
Version: 1	Website:	www.motorplatform.nl
Brief Description of Project:	<div style="display: flex; align-items: flex-start;"> <div style="flex: 1;">  </div> <div style="flex: 2; padding-left: 10px;"> <p>Motorplatform is a working group of PTW groups supported by the Netherlands government.</p> <p>In 2007 they launched a campaign aimed at motorcyclists and drivers, encouraging greater awareness and understanding of the conflicts that arise.</p> <p>The campaign has 2 strands: VAL OP provides advice and survival strategies for motorcyclists, stressing the need to be visible to other road users, LET OP gives guidance to car and truck drivers on watching blind-spots and keeping a look out for PTWs.</p> <p>The project provides leaflets and posters, which are available as downloads from the Motorplatform website.</p> <p>The advice given is clear and based on analysis of collision data.</p> </div> <div style="flex: 0.5; text-align: center; padding-left: 10px;">  </div> </div>	
Monitoring Data:	There does not appear to be any 'before' and 'after' monitoring data for the campaign.	
Results:	Although the campaign is based on casualty data, no information is readily available on the effect on the number of PTW collisions.	

<p>Key Effective Conclusions:</p>	<p>The campaign targets behaviour identified as contributing to PTW collisions in collision studies. Monitoring of casualty data and/or driver/rider behaviour would be valuable to allow the effectiveness of the campaign to be assessed.</p> <p>The website and leaflets are based on text and would require translation and modification to enable successful transfer to other EU states.</p>
<p>Projects for Comparison:</p>	<p>Killspills (BP1 008). Don't Look, See (BP1 010). Bring Bikers Out of the Blindspot (BP1 013).</p>
<p>Justification:</p>	<p>Although there is no specific monitoring of the campaign based on casualty data, the advice give is based on collision studies. There would appear to be potential for the campaign to contribute towards eSUM WP3, BP1 objectives.</p>