




## BP1: Training and Awareness

<b>Reference:</b> BP1 030	<b>Title of Project:</b>	<b>“Amb moto, tu ets la carrosseria” (Catalonia)</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.gencat.cat/transit/pdf/recordatori_nota_diptic_motoristes.pdf">www.gencat.cat/transit/pdf/recordatori_nota_diptic_motoristes.pdf</a>
<b>Brief Description of Project:</b>	 <b>Generalitat de Catalunya Departament d'Interior</b> Oficina de Premsa	<p>In July 2006 the Catalan Traffic Service undertook a campaign aimed at reducing the number of motorcycle casualties on the region's roads.</p> <p>20,000 leaflets were distributed to motorcyclists giving information on the risks involved in riding a PTW, safe riding advice and the need to wear an approved helmet, correctly fastened.</p> <p>The campaign was launched in early July on the GI-682 linking Lloret with Tossa del Mare, a principal motorcycling route in the Girona area, although it is intended to cover all roads in the region, including urban routes.</p>
<b>Monitoring Data:</b>	In 2005, 86 PTW users were killed on Catalan roads. Data from 2006 appears to show a reduction but there was insufficient after data available to assess the effectiveness of the campaign.	
<b>Results:</b>	An awareness raising publicity campaign delivered through Summer 2006.	
<b>Key Effective Conclusions:</b>	In nature and delivery this campaign was similar to a number of others undertaken across Europe. At present there is insufficient data to assess the content and effectiveness of the project. Although the launch location is rural, the campaign is relevant as a general initiative and the advice on helmet wearing is equally applicable to urban situations.	
<b>Projects for Comparison:</b>	BP1 014 Wear and Lock Campaign. BP1 021 VAL OP.	
<b>Justification:</b>	There is currently insufficient information for a judgement to be made but early indications suggest a decrease in casualties and the possibility of a contribution to eSUM objectives.	