




BP1: Training and Awareness

Reference: BP1 031	Title of Project:	See Me Campaign, Estonia
Version: 1	Website:	www.mnt.ee/atp/?id=3814
Brief Description of Project:	<div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <p>Launched in 2008, the campaign is aimed at encouraging other road users to look out for two wheeled vehicles including motorcycles, moped and cycles.</p> <p>The campaign includes a link to a website www.elusrattur.ee.</p> <p>This link provides casualty statistics, advice on safe driving/riding and access to campaign radio and TV advertisements.</p> <p>In addition to posters and broadcast media advertising, the website provides more detail for those who are interested.</p> </div> </div>	
Monitoring Data:	The campaign is based on casualty data for two wheeled vehicle users in 2007. No after data is available on the website.	
Results:	The campaign materials and advertisements are widely available through the website.	
Key Effective Conclusions:	Collisions involving other drivers failing to see PTWs are identified as the most common collision type in urban areas (MAIDS, DfT In-depth study). This campaign targets those collisions but the effectiveness is not known.	
Projects for Comparison:	BP1 010 TfL 'Don't Look. See'. BP1 013 Blindspot Awareness Programme. BP1 019 Look, Look Again Campaign. BP1 033 Look Twice, TWICE.	
Justification:	There is insufficient information to reach a conclusion regarding the campaign's effectiveness but the target collision type is the common urban PTW conflict involving 'failure to see' a PTW and there is therefore the possibility of contributing to eSUM objectives.	