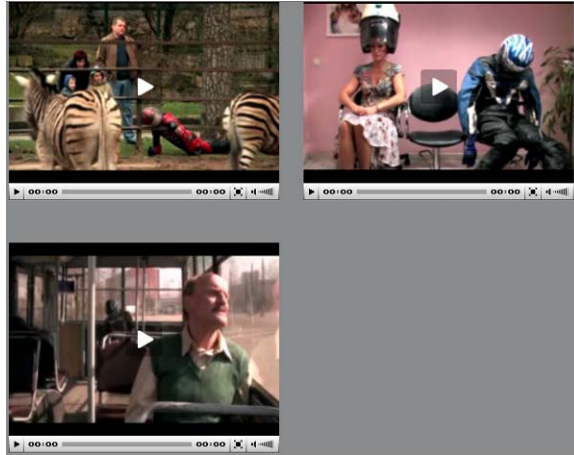




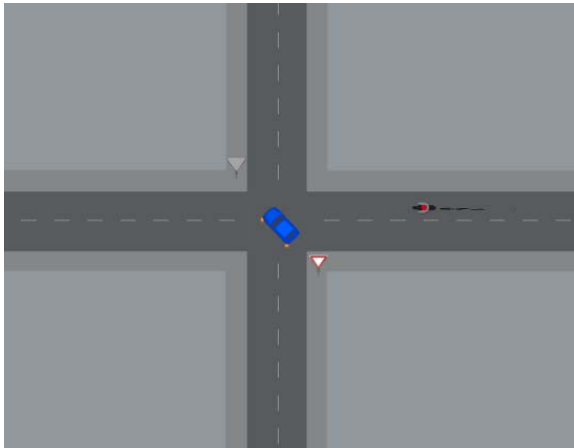
BP1: Training and Awareness

<p>Reference: BP1 033</p>	<p>Title of Project:</p>	<p>Look Twice, TWICE Campaign. Latvia</p>
<p>Version: 1</p>	<p>Website:</p>	<p>www.iem.gov.lv/lat/aktualitates/arhivs/?doc=14952</p>
<p>Brief Description of Project:</p>	<div data-bbox="402 783 959 974" data-label="Image"> </div> <p>The Latvian Road Safety Directorate, in partnership with the Ministry of Transport, Interior Ministry, State Police and motorcycle clubs launched this campaign in April 2008 in an attempt to reduce the number of two wheeled users injured in collisions with cars.</p> <p>The campaign, based on an analysis of the increase in PTW casualties from 2006 to 2007, has a supporting website and also includes visual publicity materials, TV advertisements and a campaign song.</p> <p>The website is www.skaties2x.lv. This is a comprehensive resource including tips for drivers and motorcyclists and a 'game' to allow drivers to build their observation skills.</p> <div data-bbox="391 1438 784 1619" data-label="Text"> <p>The image shows a visual from the game where the driver uses the mouse to click on the two-wheeler when they see them.</p> </div> <div data-bbox="802 1394 1446 1698" data-label="Image"> </div> <p>The website also provides downloads of the 3 TV advertisements.</p>	



The content shows ordinary drivers going about their daily activities and failing to notice the body of a motorcyclist. Each advertisement concludes with an animated video showing a common PTW collision type.

The website includes animations of 6 typical collision situations, each demonstrating the need for drivers to look for two-wheelers and to use their mirrors.



A song has been produced by a well known Latvian band to promote the campaign.

The '10 Tips for Drivers' and '10 Tips for Motorcyclists' provide basic collision avoidance advice linked to the most common collision scenarios identified from the data.

<p>Monitoring Data:</p>	<p>Between 2006 and 2007 there was an increase in 26% in the number of motorcyclists injured on Latvian roads. Injuries to moped riders increased by 18% during the same period.</p> <p>No 'after' monitoring data is available on the website.</p>
<p>Results:</p>	<p>The campaign has produced a high quality, interactive website and well produced TV advertisements. It would appear to have contributed to raising awareness of the issue of increasing numbers of two-wheelers on Latvian roads and the most common collision scenarios.</p>

<p>Key Effective Conclusions:</p>	<p>Look Twice, TWICE appears to be a well researched campaign based on the analysis of local casualty data. The collision ‘situations’ described are consistent with other research (MAIDS, DfT In-depth Study) and the advice given to drivers and riders consistent with the actions required to avoid those ‘situations’.</p> <p>There are strong similarities with the TfL ‘Don’t Look SEE’ (BP1 010) campaign in London where this appears to have contributed to an overall reduction in PTW injuries.</p> <p>The analysis of ‘after’ data would be helpful to provide an evaluation of the effects of the campaign.</p>
<p>Projects for Comparison:</p>	<p>BP1 010 Don’t Look, See. BP1 013 Bringing Bikers Out of the Blindspot. BP1 019 Look, Look Again. BP1 031 See Me.</p>
<p>Justification:</p>	<p>The Look Twice, TWICE campaign is based on an analysis of Latvian casualty data and appears to be well researched and include appropriate, high quality resources. ‘After’ monitoring data would demonstrate the effectiveness of the project but the campaign appears to have the potential to contribute to eSUM objectives.</p>