





BP1: Training and Awareness

Reference: BP1 035	Title of Project:	Pilota per la Vita. Rome
Version: 1	Website:	www.romanotizie.it/spip.php?article13070 www.libero-news.it/adnkronos/view/126046
Brief Description of Project:	 <p>Supported by the Municipality of Rome and delivered by ATAC (Mobility Agency for the City of Rome) with support from the Police, this campaign targets students aged between 14 and 20 years in schools and colleges. The aim of the project is to encourage young adults to use the roads safely.</p> <p>The project is based around presentations to groups of students in high schools or colleges.</p>  <p>The presentation uses audio-visual resources and includes multi-screen video and discussion based activity. Students have access to road safety professionals, the Police and psychologists during the discussions.</p>	

	<p>Students are encouraged to discuss their perception of risk and effective counter measures including the correct use of approved helmets or using public transport as an alternative to the PTW or car.</p> <p>There is a 'prize draw' for participating students with prizes such as approved helmets.</p> <p>Campaign videos are available on YouTube: www.youtube.com/watch?v=ID5m1eW-Tws&feature=related www.youtube.com/watch?v=YO9KmdQ20Vk</p> <p>There is access to campaign information and discussions on Facebook.</p> <p>Initially run as a pilot project between April and May 2009, an extension of the campaign is now planned.</p> <p>This initiative is being assessed as a Demonstration project for eSUM.</p>
Monitoring Data:	Questionnaires are used with students attending the events to assess their perception of PTW use and risk taking. Consideration is being given to developing 'before' and 'after' monitoring of attitude to assess the impact of the intervention.
Results:	The campaign has been assessed as successful by the project team, leading to a planned expansion of the initiative in the next 12 months.
Key Effective Conclusions:	The project appears student centred, allowing them to develop their own ideas of risk and appropriate counter measures. The emphasis on correct use of approved helmets is supported by research which clearly shows the casualty reduction potential of helmet wearing. Encouragement to use public transport as a safer and more sustainable alternative to PTWs is valid as a casualty reduction measure supported by collision data.
Projects for Comparison:	BP1 005 Romagna helmet campaign. BP1 036 Cambodia and Vietnam Helmet Programmes.
Justification:	The development of 'before' and 'after' monitoring data would be useful to assess the effectiveness of the project but the focus and delivery method suggest that the campaign has potential to contribute to eSUM objectives.