



Press Release

Together for Child Safety on Central Europe's Roads

In September 2024 child safety in traffic will be highlighted. Several European countries will join forces in a common campaign for child safety on Central Europe's Roads. The common goal is clear: To increase child safety with a focus on road safety and accident prevention.

Ljubljana, 16 September 2024. Children are among the most vulnerable road users. Children behave differently in road traffic: They see, hear and feel differently, perceive their environment from a different perspective and are distracted more quickly. This makes them particularly vulnerable to accidents. Children need the greatest possible protection and support to be optimally prepared for a safe life. Despite all efforts, however, serious crashes involving children still happen every day.

A collective sign for child safety

In order to reduce accident risks for children, the insurance industry, road safety associations, public authorities and educational institutions from Austria, Bulgaria, Hungary, Poland, Romania, Slovakia and Slovenia have joined forces for child safety in traffic all over Central Europe.

For the third time the joint initiative aims to draw attention to the fact that each and everyone of us has a crucially important role in taking care of children as road users and making our roads safer. With campaigns, educational games and other demonstrations the mission's goal is to prevent accidents involving children, provide children with useful assistance in recognising dangers and correct behaviour. With topical focal points, such as the safe way to school, vehicle safety and correct behaviour in poor visibility conditions, particularly risky situations are specifically addressed.

Austria's campaign: a safe way to school

The Austrian Road Safety Board joins in with a campaign in cooperation with the Austrian police and tips for a safe way to school. Furthermore, an initiative for the start of the new school term reminds road users of the increased presence of school children.

Bulgaria's campaign: Quizzing on road safety

The Association of Bulgarian Insurers participates with a joint campaign of the Bulgarian

Ministry of Interior, the Ministry of Education and Science and the Guarantee Fund. In this year's initiative children are invited to become co-authors of the educational quiz "No Mistakes on the Road". In a competition among schools and kindergartens the children present their own pictures of wrong and right situations on the road respectively. A selection will be implemented into a new version of the quiz and a new game launched in November.

Hungary's campaign: Safer streets for bikers and pedestrians

In their annually organised national Week of Safety in September, MABISZ - the Association of Hungarian Insurers – and the Hungarian Police (ORFK OBB) work together to improve traffic safety for children. This year the programs focuses on accidents involving cyclists and pedestrians. Additionally, a special insurance-related on-site game for young people is launched.

Poland's campaign: Distraction prevention and the dangers of alcohol

Poland joins in with an educational campaign. In social media posts children are reminded of the rules, e.g. not using their phones when crossing the lanes. Furthermore, together with the police, a winter campaign "I Drive a Safe Car" will be launched, involving the check-up of the technical condition of vehicles. Road users are educated about the principles of safe driving. As part of the campaign, Poland also aims to educate young drivers and youngsters about the dangers of driving under the influence of alcohol.

Romania's campaign: road safety education & seatbelt safety

Romania's event "Together for Child Safety" includes games and hands-on activities in which the children can learn how to safely cross the street and behave safely around vehicles. Furthermore, in interactive educational presentations road safety experts and representatives from the Bucharest Traffic Police provide essential information on traffic rules and safety precautions in everyday traffic. In interactive demonstrations the importance of wearing a seatbelt is highlighted, using a front-impact simulator; further information and training sessions for parents and future parents on the use of car seats is provided as part of the campaign.

Slovakia's campaign: scooter and bicycle safety

The Slovakian insurance association's (SLASPO) target is to organize a prevention event for pupils in elementary school between the ages of 8 to 10 years. In cooperation with the Slovakian police department, on 9th and 10th September a campaign was launched. Selected schools and city offices were invited to receive education about traffic on polygons with a hands-on approach and the possibility to apply the knowledge by driving their own scooters and bicycles on the playground.

Slovenia's campaign: a safe way to school and the importance of visibility

Slovenian Traffic Safety Agency (AVP RS) together with the police and other stakeholders carries out various preventive actions at the start of school, which also include accompanying

children to school by representatives of Ministry of infrastructure, Mayors and representatives of Slovenian Traffic Safety Agency (Elementary School Stražišče Kranj, Elementary School Sostro Ljubljana on the first day of school and on 3rd of September 2024 in Elementary School Medvode), press conferences with the aim of drawing attention to the reappearance of children in traffic when the school starts. For more visibility in traffic, we distributed more than 21,000 safety reflectors to municipalities for first-graders. AVP RS also provided Safe to School posters and leaflets for municipalities. As part of the European Mobility Week, which takes place between 16th and 22nd of September, we will participate in several preventive events and encourage the active way of arriving to school (on foot, by bicycle) along safe school routes. Several preventive events will be held with a preventive device - the "Vidko" tent, in which participants can clearly and simply check the use of safety reflectors in a dark environment. The Vidko tent will be at ZOO Ljubljana (September 22, 2024), on Železna cesta (September 17, 2024) and on Kongresni trg (October 8, 2024). Thus, activities for the safety of children are also linked to the promotion of sustainable mobility. In October, we will continue with the national preventive campaign "Be visible, be careful" for greater visibility (of children and pedestrians) and traffic safety.

Project Partners:

AT	KFV (Austrian Road Safety Board)	www.kfv.at/
AT	VVO (Austrian Insurance Association)	www.vvo.at
BG	SARS (Bulgarian State Agency Road Safety)	www.sars.gov.bg
BG	ABI (Association of Bulgarian Insurers)	www.abz.bg
BG	The Guarantee Fund	http://guaranteefund.org
HU	MABISZ - Association of the Hungarian Insurance Companies and more than two dozen partners, among others the National Police Headquarters, Hungarian Red Cross, Road Safety Research Centre, Institute for Transport Sciences - KTI and several ministries. More information in Hungarian: https://mabisz.hu/biztonsaghetek/	www.mabisz.hu
PL	PIU (Polish Chamber of Insurance)	www.piu.org.pl
RO	UNSAR (National Association of Insurance and Reinsurance Companies in Romania)	www.unsar.ro
SLO	SIA (Slovenian Insurance Association)	www.zav-zdruzenje.si
SLO	AVP RS (Slovenian Traffic Safety Agency)	www.avp-rs.si
SK	SLASPO (Slovak Insurance Association)	www.slaspo.sk