

Act responsibly in traffic. All the time!

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ACTION



T.C. SANAYİ VE TİCARET BAKANLIĞI



İstanbul İl Genel Müdürlüğü



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Traffic Responsibility Action

Brought into action in an effort to

- improve awareness about **acting responsibly in traffic**
- **take precautions to increase safety of life in traffic**

Project is run under the coordination of **Turkish Ministry of Transport and Communication**, in cooperation with the institutions and organizations operating in fields related to **traffic safety**, and with the financial support of TUVTURK Vehicle Inspection Inc. **Project was launched on May 4 2010.**



Campaign Slogan : Act responsibly in traffic - All the time!



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Stakeholders

Ministry of Transportation and Communication

- Directorate General Land Transportation
- Directorate General of Highways

Ministry of Internal Affairs

- Directorate General of Security
- General Commandership of Gendarmerie

Ministry of National Education

- Directorate General of Preschool Education
- Directorate General of Primary Education
- Directorate General of Apprenticeship and Non-Formal Training

Ministry of Environment and Forest

Ministry of Industry and Trade

Boğaziçi University

Erzincan University

Gazi University

Metropolitan Municipality of Ankara

Metropolitan Municipality of İstanbul

Turkish Accreditation Agency

Turkish Drivers and Vehicle Owners Association

TRT- Turkish Radio and Television Institution

TÜVTURK

This project is carried out relying upon the fact that it is possible to produce durable and sustainable solutions for safety of life in traffic, which is one of the greatest problems in Turkey, is only possible through the participation of the stakeholders of the issue.

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What is done since the beginning ?

- 3 Stakeholders Meeting (May, July, December)
- Responsibility Perception Research
- Archiving Activity
- Development of Internet page and social media
- Communication Activities
- Safe Vehicles Action – Roadshow (18 cities)
- Spot films broadcasting
- 1 million Safe Vehicle Card distribution
- 170 k posters
- Responsible Citizen Action (9 cities)
- Bosom Buddies Action teacher trainings

May to September was the period for preparations, infrastructure and Safe Vehicle Action. October-December continued with PR, communication and preparations for 2 new actions.

November-December was the period for Responsible Citizen Action and Bosom Buddies Action Teacher Trainings

TRS started in May 2010 and created an impact and received interest beyond our expectations. The campaign will continue with new cities and more involvement from MOT and stakeholders.



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Communication

ATA - Kral FM

- 4 months long
- Weekdays between 10:00 - 13:00
- Q&A about traffic and vehicle safety with awards
- Most listened radio and most listened hour by commercial vehicle drivers.

“Accident” spot film release

- 105 cinema halls between August and September
- Viewed by 500.000 people
- 7 different spots broadcasted over 2.500 times in 26 channels
- Estimated TL worth over actual ratings : 2 million YL

Radio and TV celebrities

- NTV Radyo, NTV Spor Radyo, N101 and Kral FM
- NTV, CNBC-e, e2 and NTV

Internet ve social media (facebook, twitter..)

- Competitions, announcements

Polis Radio and Show Radyo (free)

- Contest once a week



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Films Broadcast – (End of October – 20th of January)

TVNet	Opt	Pt	Total Spots
Fox	217	86	303
Star	102	11	113
Kanal D	110	11	121
Flash	344	45	389
Show	83	14	97
Kanal7	109	8	117
NTV	81	25	106
K7INT	129	42	171
Sky Turk	142	58	200
Ulke TV	167	44	211
CNBC	63	52	115
CNN Türk	131	47	178
TRT1	68	1	69
EUROD	70	5	75
ATV	22	5	27
TRT3	81	35	116
TGRT Haber	172	26	198
NBA TV	85	23	108
E2	45	30	75
Kanal A	153	18	171
NTVSpor	82	16	98
TVNet	118	72	190
TRT Haber	29	8	37
Lig TV	7	9	16
PowerTurk	5		5
Grand Total	2.615	691	3.306



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Films Broadcast – (End of October – 20th of January)

	Units									
Target	1+ (%)	2+ (%)	3+ (%)	4+ (%)	5+ (%)	6+ (%)	7+ (%)	8+ (%)	9+ (%)	10+ (%)
F 20+										
ABC1C2	78,25	65,31	54,78	47,71	41,1	36,21	31,73	27,89	24,21	22,23

78% of 20+ ABC1C2 target groups has watched our films at least for once.



GOVORU TAST



CAVODU PESTU



SOKKUDU VAYANDU

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Overall number of PR outcomes :

Print media: 129 news, 10 million people reach (*)

National TV : 19 news (*)

In addition, local tvs and radios, several internet news, radio apperances, etc



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Communication

- The public and many entities as well as our stakeholders congratulated and supported:
- Lig TV special productions
- TAV Airports broadcasted films
- TAV Car Parks used posters
- Several internet sites have our banners
- İstanbul Municipality allocated Metro, Ferry, Bus screens and its traffic site creating a very good value for free
- Turkish Drivers Association included all our materials in 500.000 booklets distributed to members – free of charge



Trafiğe çözüm: Kişisel

Ulaştırma Bakanlığı'nın koordinasyonunda yürütülen "Trafikte Sorumluluk Hareketi" kampanyasını duyudunuz. Duymayanlar yazıyı okumadan önce www.trafikhareketi.com'u tıklasın. Tamamen eğitime yönelik, belki de çok, çok önce yapılması gereken bir çalışma. Fakat benim Ulaştırma Bakanlığı'na bir itirazım var. Daha doğrusu atladıkları önemli bir ayrıntıyı hatırlatmak zorundayım:



devam edecektir. Peki bizim şu anda yapmamız gereken ne? Ölümlü kazaları, **DERHAL** azaltmak, hatta sıfıra indirmek. ★★★★★ Sayın Binali Yıldırım, uzun vadede işe yarayacak



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Safe Vehicles Action - Roadshow



The purpose of this sub-project is to raise awareness about vehicle safety, which is an important element of acting responsibly in traffic, among the public in general and among **commercial vehicle drivers** in particular.

Activities held within the scope of the project in 2010 in 18 provinces:

- Communicative and informative activities
- Field activities carried out through a specially designed trailer truck
- Training meetings for the drivers of commercial vehicles
- Communication activities in mass media

Summary of the roadshow

**Communicative and
Informative Activities**



**Total materials distributed:
162.563**

Field Activities



**Number of participants:
79.500**
**Total materials distributed:
21.220**

Training Meetings



**Number of drivers who attended
the training:
2.276**
**Total materials distributed:
10.634**

Media Coverage



**Number of news items in media
(at least)**
Press: 57
TV: 21
Internet: 145

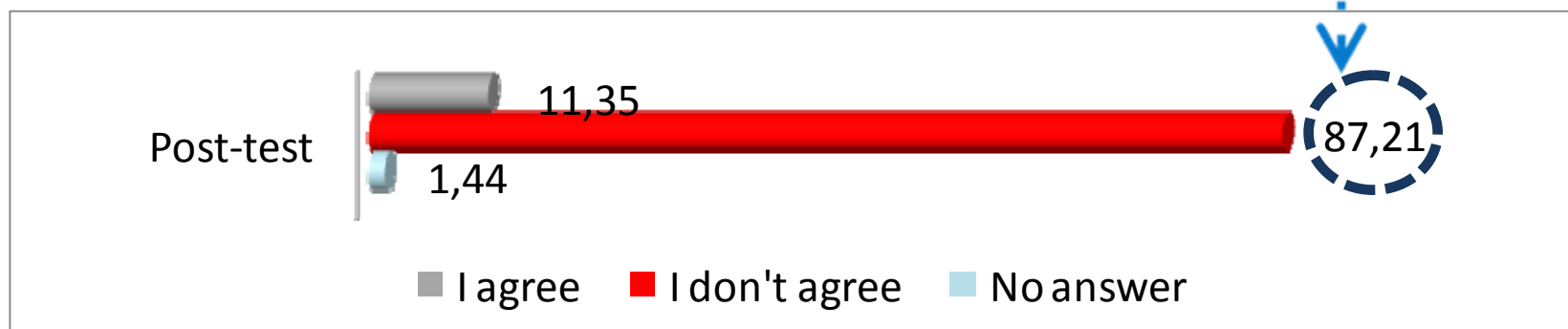
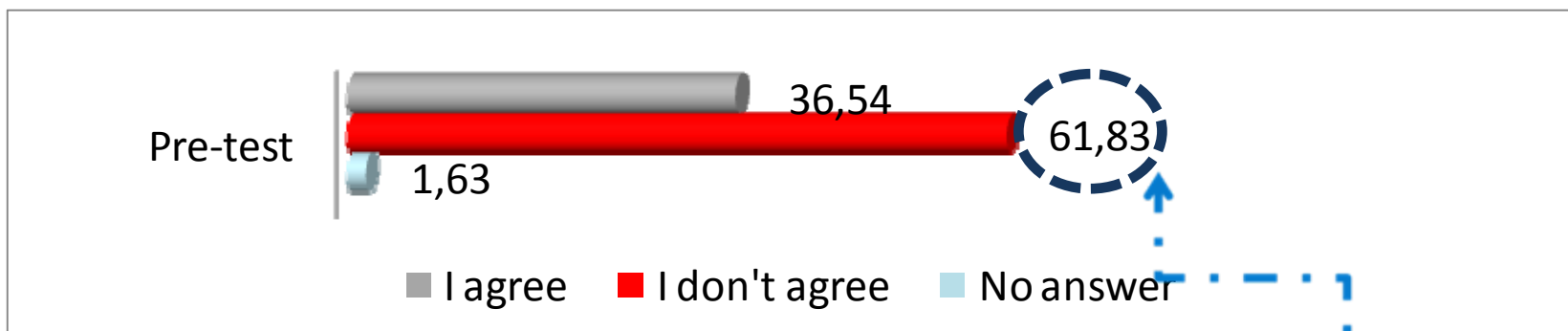


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Result of the training



The correct information base of 61.83% increased to 87.21% through the training ("I dont agree" is the correct answer in test)



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Safe Vehicles Action - Roadshow



“BEST ROADSHOW IN 2010”

Awarded by Direct Marketing Association of Turkey



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Public Training Centers Seminars in 9 provinces and university seminars in 6 provinces in December 2010

Public Training Centers Seminars in 9 Provinces

PTC Seminars



**Total number of participant teachers:
815**

**Total number of materials distributed:
55.942**

**Total number of Safe Vehicle Cards distributed to present
their trainees
47.800**



University Seminars in 6 Provinces

University Seminars



**Total number of participant students:
712**

**Total number of materials distributed:
11.791**



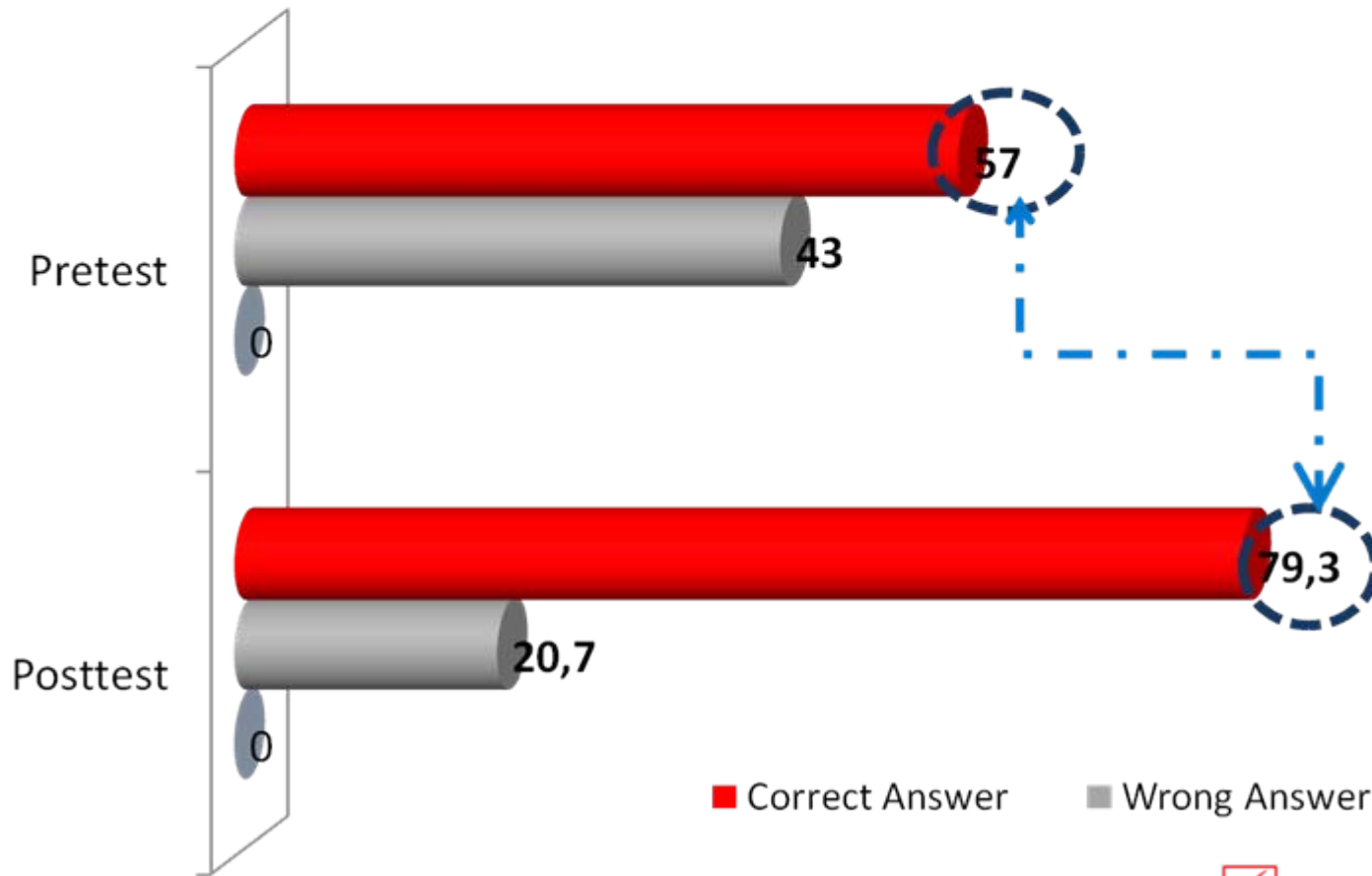
Teachers and instructors from Public Training Centers will train their trainees at the centers in 2011. It is estimated that the teachers will pass the trainings to **21.000 students**

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Responsible Citizen Action Public Training Centers Seminars



General correct knowledge percentage rose from 57% before the training to 79.3% after the training.

Correct Answer Wrong Answer NA

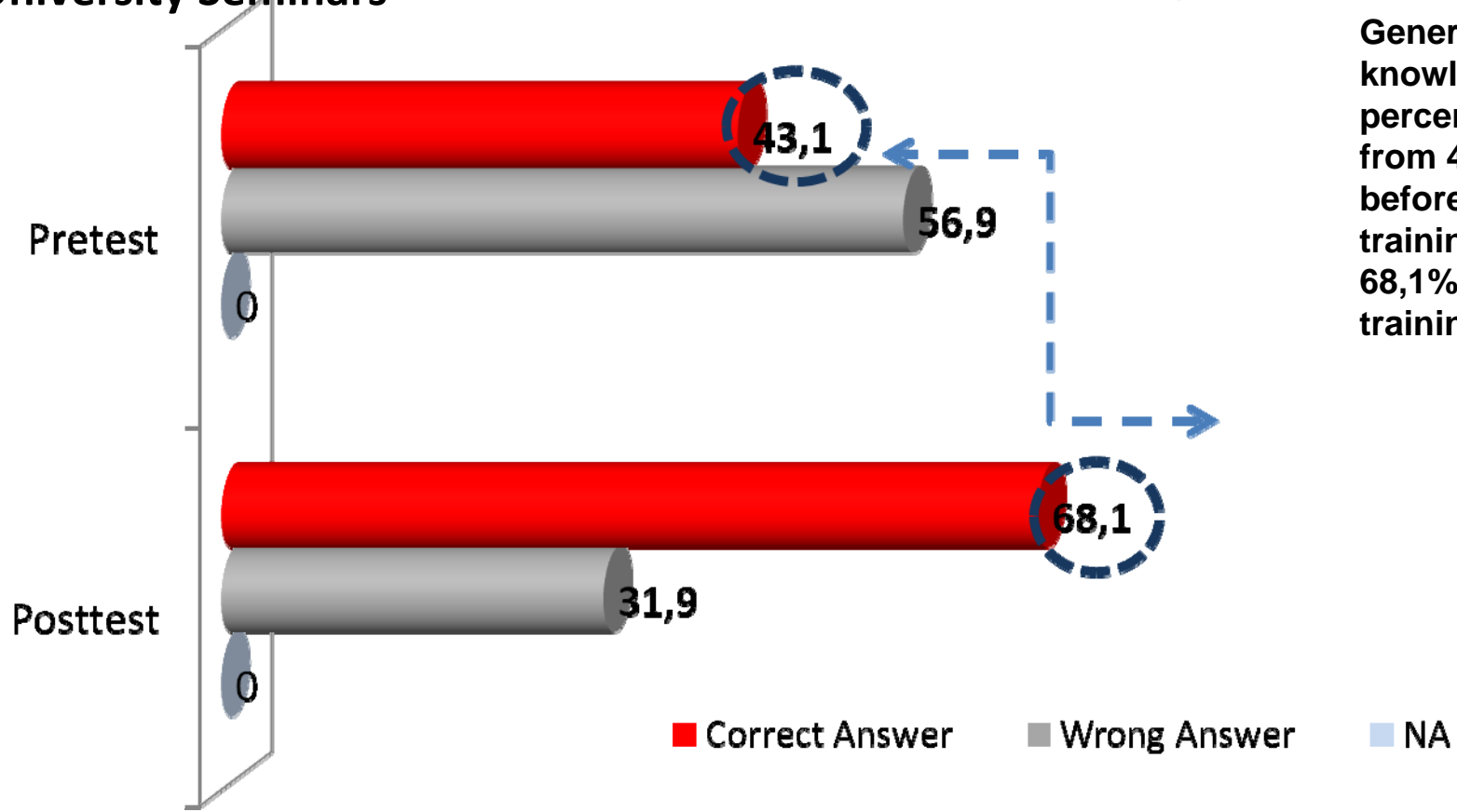


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Responsible Citizen Action University Seminars



Base: 514



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Bosom Buddies Action

4th and 5th grade teachers from the determined schools from 16 provinces attended the seminars in Ankara and Istanbul in December 2010.

Bosom Buddies Action is in 152 schools...

The representative teachers will train the other 4th and 5th grade teachers



Nearly 1750 teachers who give the traffic safety course at schools

Informative activities for children



Nearly 70,000 students

Informative activities for parents



Nearly 70,000 parents

Informative activities for school bus drivers



Nearly 3000 school bus drivers



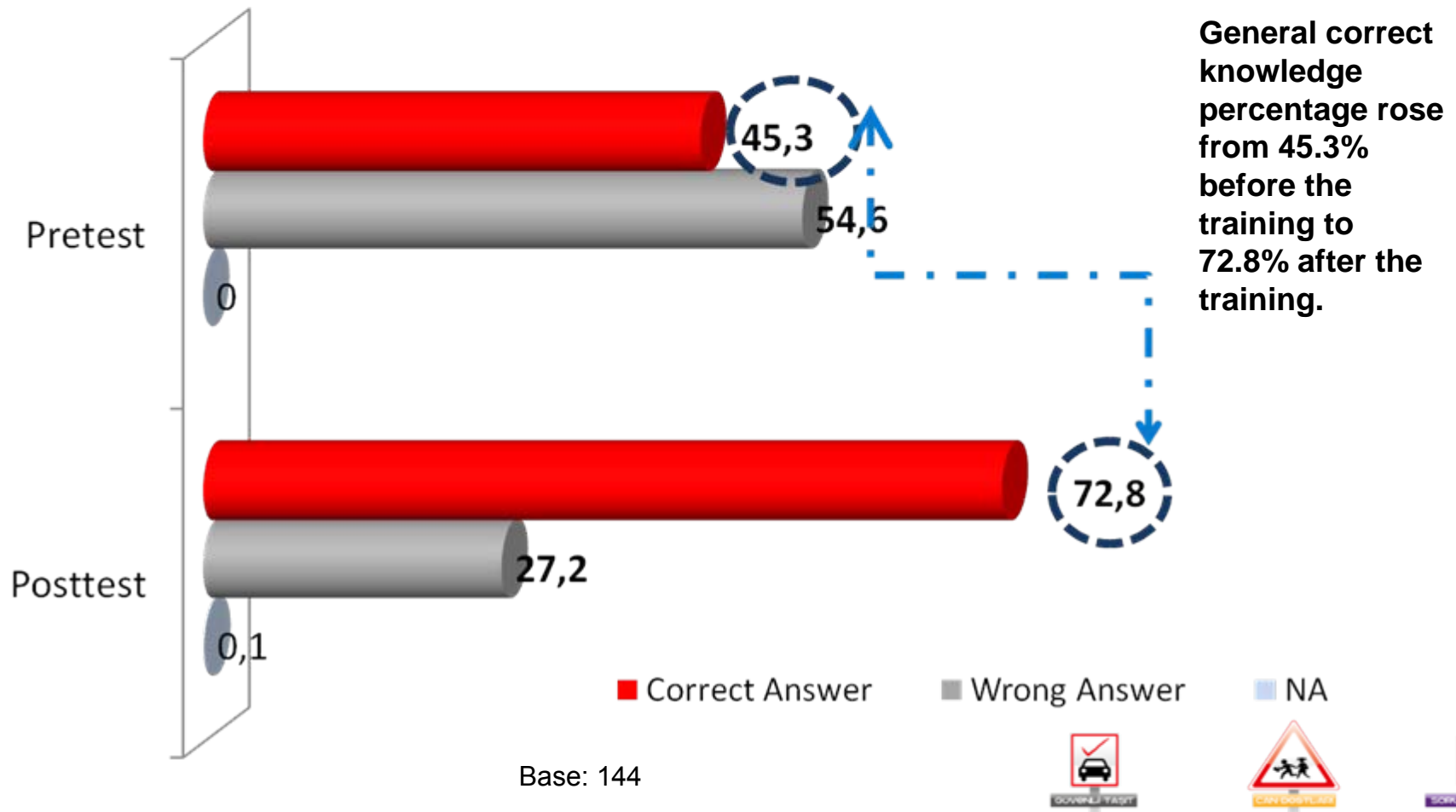
The activities for students at schools are going to begin in the second semester and continue 13 weeks.

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Bosom Buddies Action Teacher Training Seminars



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2011

- Traffic Responsibility Action has received great interest and performed a very high number of activities only in 6 months.
- Spot films, radio contests, communication works has been effective nationally and 3 subprojects locally.
- 2011 Targets overseen in the 3rd stakeholders meeting :
 - New cities for 3 subprojects
 - Communication studies before 2 Bayram's and Traffic Week
 - Receiving increased support from stakeholderes
 - Invitation of new stakeholders : UN and WHO
 - Traffic Book project
 - Cooperation with international bodies

