

TARGETTING SCHOOL CHILDREN



2012  ROAD SAFETY
GRANT PROGRAMME



BIHAMK
BOSANSKOHERCEGOVAKI
AUTO-MOTO KLUB

THE PROJECT

A campaign, involving lectures, quizzes, dissemination of educational material on how to behave safely in all aspects of traffic, from proper sidewalk usage and safe public transport use, to driving in the car, walking in impaired visibility conditions, bicycle riding, helmet use, and more.

RESULT

The campaign reached around 50,000 children between 6 and 14. Performed measurements showed more than 50% reduction in the overall number of road accident-related deaths and injuries among school children, 69% reduction in the number of fatalities, 53% reduction in the number of severely injured children and 29% decrease in the number of children with less serious injuries.

AT A GLANCE

- Educational
- Children

RSGP FUNDING

36 000 €

