THE ROAD AHEAD

In 2012 and 2013, RS10 will work to increase rates of seat-belt wearing to 50% or above in both Afyonkarahisar and Ankara. It will also advocate for legislation that makes seat-belt use mandatory for all drivers. RS10 will roll out a targeted campaign to encourage speed control.

HEADED IN THE RIGHT DIRECTION

After completing a legislative review, Turkey has begun to strengthen its road safety management. Following the issuance of a circular by the Governor of Afyonkarahisar, seat-belt wearing rates have jumped from less than 8% to beyond 50% for drivers. These promising results will be sustained through additional training of police officers, journalists, health personnel, commercial drivers and driving instructors as well as social marketing campaigns and enhanced enforcement.

BETTER ENFORCEMENT FOR SAFER LIVES

While Turkey has laws on speeding, the wearing of seat-belts in vehicles and helmets on motorcycles, more will be done to enforce them. This enforcement will be combined with a solid social marketing campaign to encourage users to take responsibility for their own actions, which will result in less lives being lost on the road. At present, approximately 200 000 people are injured on Turkish roads each year and tragically, around 10 000 people die. While drivers and passengers in vehicles suffer the majority of these fatalities, pedestrians, cyclists and motorcyclists account for nearly one-third of road-related deaths.

RS10 activities will pursue both seat-belt wearing and speed management in the two priority cities.

RS10 IN TWO CITIES:

In Turkey, RS10 is working in the cities of Ankara and Afyonkarahisar which together have a combined population of nearly 5.5 million people.

RS10 TURKEY’S GOAL

In 2012 and 2013, RS10 will work to increase rates of seat-belt wearing to beyond 50% in both Afyonkarahisar and Ankara. It will also advocate for legislation that makes seat-belt use mandatory for all drivers including commercial drivers, security and emergency staff. RS10 will roll out a second social marketing campaign and conduct strategic enforcement that targets speed control.
THE APPROACH

- Increase the rates of seat-belt usage among ALL drivers.
- Revise national traffic laws to require the correct usage of seat-belts by commercial drivers and security and emergency staff.
- Implement effective social marketing campaigns that are aligned with enhanced enforcement on seat-belt wearing and speed control.
- Engage civil society to advocate for road safety law changes.
- Monitor and evaluate the impact of activities against baseline assessment.

INCREASE SEAT-BELT WEARING THROUGH:

- running social marketing campaigns to inform people about the benefits of wearing seat-belts and the risks and consequences of not wearing them;
- supporting enhanced enforcement and the use of penalties for non-usage of seat-belts through conducting a needs-assessment, developing operational guidelines and coaching enforcement officers in the field;
- training commercial drivers and government workers on the importance of seat-belts, using seat-belt simulators and training journalists to write stories concerning seat-belt related risks, benefits and penalties;
- advocating for changes in legislation to make the wearing of seat-belts mandatory for commercial vehicle drivers and security and emergency staff, and
- involving governors, mayors, transport associations, the head of the parliamentary health council and the National Highway Security Office to advocate for legislation change.

REDUCE SPEEDING THROUGH:

- assessing, adapting and running social marketing campaigns focused on the consequences of speeding;
- increasing enforcement efforts;
- conducting baseline studies on speed-related behaviours;
- conducting needs-assessments for the planning of enhanced enforcement;
- mapping the political and decision-making interests of stakeholders and influencers; and
- involving nongovernmental organizations to advocate for change.

OVERALL SEAT-BELT USE IN ANKARA AND AFYONKARAHISAR, TURKEY, 2011–2012

Source: Johns Hopkins International Injury Research Unit and Middle Eastern Technical University; unpublished data

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