

## Educational Campaign Promoting Safe Speeds

### **THE MAIN SUCCESSES SO FAR ARE AS FOLLOWS:**

- ❖ educational campaign prepared without any financial resources,
- ❖ encouraging a lot of students to cooperate under the project and activities aiming at the improvement of the road safety level in Poland,
- ❖ Since the beginning of May 2009 I have organized several meetings with the students of the selected academic institutions in Warsaw, such as for example: Warsaw School of Social Sciences and Humanities, Warsaw School of Economics, Academy of Fine Arts or Warsaw University of Technology. The students who took part in the meetings in most cases specialize in the area of road safety, so they gave me a lot of valuable information concerning the content of the website promoting road safety and the implementation of the project in Warsaw.
- ❖ Apart from the abovementioned meetings, I have contacted representatives of the most recognizable and influential Polish students' organizations - the President of the Students' Parliament of the Republic of Poland ([http://www.psrp.org.pl/index\\_en.php?sub=parlament&sec=informacje](http://www.psrp.org.pl/index_en.php?sub=parlament&sec=informacje)) and the authorities of the Independent Students' Association (<http://www.nzs.org.pl/content/view/104/52/>). My project has aroused their interest and I believe that the above mentioned organizations will contribute to the promotion of the website. .

### **SAFE SPEED – I AM FOR!!!**

Moreover, I have founded the group called “Bezpieczna Prędkość – Jestem Za” [Safe Speed – I Am For!!!], which is placed on one of the most popular Polish social networks: <http://nasza-klasa.pl/>. As I stressed in my previous report, my project is addressed to students of selected Polish universities located in Warsaw (such as Warsaw University, Warsaw School of Social Sciences and Humanities, Warsaw School of Economics, Warsaw University of Technology and Polish-Japanese Institute of Information Technology) and hence, almost

all the people who are members of this group are students of the academic institutions mentioned above.

The slogan of the group is: **IF YOU DRIVE SLOWER, YOU GO FURTHER** (“wolniej jedziesz, dalej zajedziesz”).



## WEBSITE PROMOTING SAFE SPEEDS

I am pleased to inform that thanks to technical support from students from the Politechnical Institute in Warsaw, I launched the website promoting safe speeds amongst young road users. Its address is: <http://bezpieznapredkosc.spaces.live.com/> (which in English means: safe speed). I believe that all the information gathered there will be a valuable source of knowledge not only for students who are going to specialize in speed management and road safety in the future, but also for other visitors interested in the topic.

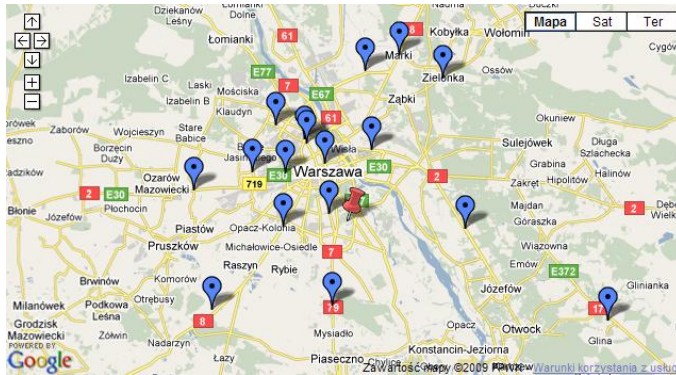


**The content of the website is being constantly modified and improved, but at present the website is divided into the following sections:**

1. **PRESENTATIONS:** in this section I put the presentations prepared by me within the framework of the ShLOW Project as well as scientific articles, research works (MA or PhD) or their excerpts related to speed.

2. **STUDENTS' SCIENTIFIC CIRCLES:** promotion of students' activities related to speed and road safety in general. First of all, this section will provide visitors with a lot of information about conferences and university lectures organized by the Politechnical Institute in Warsaw and by the Warsaw School of Economics.
3. **FORUM:** the place for visitors' opinions and fruitful discussions about speed and other relevant road safety issues. Pursuant to Article 54 sec. 1 of the Constitution of the Republic of Poland of 2nd April 1997 "*The freedom to express opinions, to acquire and to disseminate information shall be ensured to everyone*", hence also negative opinions concerning speed limits will be welcome on the forum. However, I am going to polemicize with 'road pirates' in order to change their attitude towards safe speed. First of all, it is necessary to show them safe driving not as limitation or violation of liberty, but as an attractive lifestyle.
4. **PHOTO:** pictures of fatal accidents and of the most dangerous places on the roads in Warsaw.  
 Selected pictures and videos sometimes might be shocking or drastic in order to show tragic consequences of driving with excessive speed and provide visible proof that one minute of ignorance may change irrevocably humans' life.  
 Drivers should remember that **KINETIC ENERGY IS INVISIBLE, BUT IT REALLY DOES EXIST**. Hence, it is worth slowing down!
5. **VIDEO:** presentations of the selected road safety campaigns that were done before both in Poland and abroad (short films promoting road safety and encouraging road users to slow down). The content of this section will be modified at least once a week.
6. **GUESTS' BOOK:** here (and on the forum) logged in visitors may also express opinions about road safety and my project.
7. **INTERESTING LINKS:** other valuable Polish and international websites related to road safety recommended by me and surely worth visiting.
8. **INTERESTING BLOGS:** interesting educational Polish and foreign blogs covering the problem of excessive speed.
9. **COUNTER:** the number of visits to the website is measured regularly

What is more, within the website I opened the **BLOG** dedicated to promotion of safe speeds and to road safety in general. The blog is being updated regularly, e.g. recently I have put there the map that illustrates the most dangerous places on the roads in Warsaw where it is necessary to slow down and drive especially carefully:



source:

[http://miasta.gazeta.pl/warszawa/1.34889.6818034.Najbardziej\\_niebezpieczne\\_miejsca\\_w\\_Warszawie.html](http://miasta.gazeta.pl/warszawa/1.34889.6818034.Najbardziej_niebezpieczne_miejsca_w_Warszawie.html)

## **FUTURE AIMS**

- promotion of the project in mass-media,
- translation of the most important parts of the website into English so as to make it a useful source of knowledge about safe speeds and road safety both for Polish and international students (visitors),
- regular consultations with other students,
- foundation of the Students' Association for Promotion of Road Safety (recently I have contacted the Central Registration Unit of the National Court Register at the district court in Warsaw and I am currently drafting a statute of the association).

## **TIMETABLE OF ACTIVITIES**

**May – June 2009:** meetings with students from the Universities mentioned above, presentations, consultations with experts; **DONE**

**July – September 2009:** preparation of materials to be put on the website; **DONE**

**September – December 2009:** website is launched, implementation of the Project; **ONGOING**

**December 2009 – beginning of January 2010:** the final stage of the Project – report on achieved results.