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The effectiveness of the road safety awareness campaign - ARMADILLO CLUB ALWAYS BELT UP



International
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EUCHIRES

**European public awareness campaign
on the use of seat belts
and **child restraint systems****

**the 1st common European
road safety awareness campaign**

2005 - 2007

known in Poland as Armadillo Club



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Campaign in Europe



- in year 2005 - 10 European countries took part in the campaign
- in 2006 - 15 countries
- in 2007 - 14 countries

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Campaign aim



- **education and motivation of children** in connection with safety behaviour on roads and in cars
- **positive interaction parent - child** in road safety field
- **to convince parents** to use child restraint systems while travelling with children



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Target group



- children - age group: 4-12
- parents of children - age group: 4-12

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Campaign evaluation Method



- **qualitative and quantitative research method were carried out on the representative group of children in age group 4-12 and parents**
- **qualitative and quantitative before campaign in year 2005**
- **after campaign in year 2005**
- **after campaign in year 2006**
- **after campaign in year 2007**



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Campaign result

Use of child restraint system while transporting children aged 4-12

Before campaign	53%	
After first edition - 2005	61%	+8%
After second edition - 2006	79%	+18%
After third edition - 2007	83%	+4%



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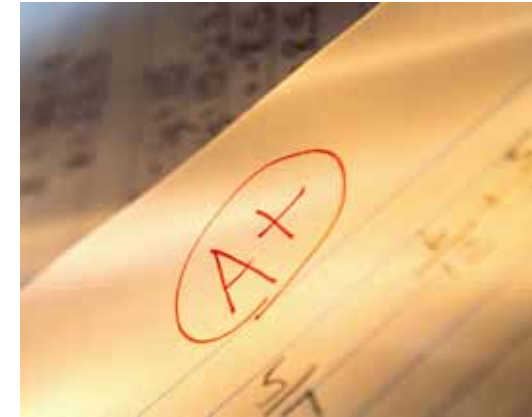


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Campaign result **Post test among** **children and parents** **in year 2005, 2006 and 2007**



- **message has reached 55% of children (age group 4-12) and 40% of their parents**
- **85% of children said that campaign was very good**
- **75% of parents said that the message was reliable and convincing, providing necessary information**
- **25% of parents said that they had been convince to use the child restrain system before the campaign**
- **all children said that they liked Armadillos very much**



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Parents



- **women - drivers know road safety rules very well and more often than men use restraint system (100%; 80%)**
- **women care about their children the same as men (81%; 78%)**

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Children in age 4-12



- **younger children often agree with the need of travelling in restraint system (do not cheat; do not unfasten)**
- **younger children more often ask adults for help**

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Travelling in child restraint system always ↔ rarely



- age of children
- the length of a journey
- possibility of police control
- travelling by other people's car

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Why campaign was effective?



- all elements of the campaign appealed to children (armadillo-toy, song, spot, website, competitions)
- cooperation of many institutions - Motor Transport Institute, police, schools, national and local authorities
- special lessons at school based on materials for teachers available on website www.klubpancernika.pl



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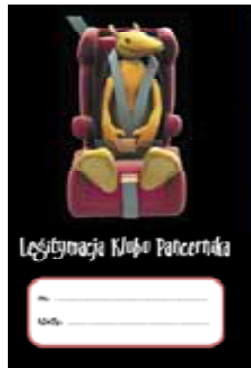
Posters 2005, 2006, 2007



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Lyrics in English:

**We are seating with no worries; We are admiring the world
It is very funny; Sitting just like that
We are getting into the car; We are sitting in the chairs
We are belting up; In the Armadillo Club
You drive always belt up
*Armadillo Club Always Belt Up***



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Thank you

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