

INTERREG V-A Romania-Bulgaria Programme

Priority Axis: 1; Specific objective: 1.1;

Project title: **Targeted efforts for improving road infrastructure in the cross border area**

Project e-MS code **ROBG-408**

Subsidy contract no. 44540 / 19.04.2018

Lead Beneficiary: **Dolj County Council**

Beneficiary 2: **Road Infrastructure Agency**

ACTIVITY REPORT

WP T1 - Common awareness raising measures

Activity A.T1.1 - Traffic safety education for children

General information

Along with the main infrastructural measures the project **Targeted efforts for improving road infrastructure in the cross border area** (Acronym: EF-ROAD) is developing 5 (five) joint mechanisms:

- 1. Traffic safety education activities for children in kindergarten and schools;**
- 2. Awareness campaign for speed managing and human tolerance on roads** - brochures, reflective materials, gadgets, etc.;
- 3. Driver's feedback signs** will be mounted on the road, in that particular case solar radar speed signs;
- 4. Noisy markings** for the horizontal edge lines will be used on the road;
- 5. A common approach on both roads for installing the guardrails reflectors** in order to provide much more night time reflectivity.

The last three joint measures (radar speed signs, road markings and the reflectors on the guardrails) are related with the construction works and they are reported in the work packages Investment I1 and I2. The contribution to the programmes indicators is also indicated in the same work packages.

The two joint measures - **educational and informational (awareness) campaigns** - *Traffic safety education activities for children* in kindergarten and schools and *Awareness campaign for speed managing and human tolerance on roads*, use new approaches in order to make the road network safer and to bring only positive impacts of the project execution.

The current **Activity Report** is for the implementation of the joint mechanism

- 1. "Traffic safety education for children"**, respectively within project area Dolj County and Plevne district (town of Dolna Mitropolia).

Aim of the Activity: The campaign is related to the dissemination of educational materials among the children in kindergartens and primary schools in order to improve their knowledge of the safe use of the road infrastructure.

Management: This Activity was jointly managed by the partners, under coordination of the LP (Dolj County Council), through the Information & Communication Manager and closely supported by the Assistant Communication Officer.

Target group: Children from Dolj County (Cârcea commune) and Plevne district (town of Dolna Mitropolia, which is located along the upgraded road section) - 200 children from schools/ kindergartens, 100 from Dolj County, and 100 from Plevne district.

Status of implementation: LP and PP mobilized their own staff in order to organize and implement this Activity on both sides of the border, namely in Dolj County and in Dolna Mitropolia (Plevne district). For the implementation, traffic safety education classes were held in schools and kindergartens in the project area by the project representatives in cooperation with the class teachers, where educational games for traffic rules were distributed to the children. The children also received attractive materials - informational leaflets targeted to their age, caps and T-shirts, with appropriate simple messages and explicit graphics.

The children were very receptive and participative in the traffic-safety classes, answering the questions and asking their own to receive answers, sharing experiences from their own personal lives, friends or acquaintances. Discussions were held related to the traffic signs, the traffic rules and the proper behaviour on the street. The leaflets were read out-loud during the classes - in the kindergartens by the project members, and in school by the children themselves, by turn, and each information read was discussed and exemplified at their level of understanding. The games delivered were explained to the children for them to know how to play them, and the traffic rules were again pointed out during the explanations.

The addresses and contact details of the visited 1 (one) kindergarten and 1 (one) primary school in town of **Dolna Mitropolia** are attached to the Report. The reception-transmission protocols for the relevant materials are also attached, signed by the responsible director/teacher. Meetings with the children and teachers on basic traffic rules and safety measures were organized, photo material of which is also attached to the Report.

In Dolj county the campaign was organised in the primary school and the kindergarten in Cârcea commune (all groups of children). The list with the contact details of the teachers from the visited classes of the school/kindergarten with the signatures of the responsible teachers participating in the classes is attached hereto as Annex 4. The materials (leaflets, educational games, T-shirts and caps) were delivered directly to the children during the classes, in the presence of the coordinating teachers. From the meetings with the children and teachers on basic traffic rules and safety measures, the photo materials are also attached to the Report as Annex 5.

Materials provided in the project:

The following materials were provided - purchased and delivered by both partners:

by LP

- 100 pcs educational traffic games for children
- 200 pcs leaflets (100 in Bulgarian language and 100 in Romanian language), shared with PP
- 200 pcs children T-shirts, shared with PP
- 200 pcs children caps, shared with PP

by PP

- 10 pcs educational traffic games for children

The games adjusted to the kids' level of understanding, attractive and interesting, presenting the main traffic rules.

Materials disseminated in schools/ kindergartens:

by LP

The following materials were disseminated during the meetings in the kindergarten and the primary school in Cârcea commune (Dolj County):

- 98 pcs educational traffic games for children (2 types, one for pre-school children, one more complex for the school children)
- 98 pcs leaflets, in Romanian
- 98 pcs children T-shirts
- 98 pcs children caps

by PP

The following materials were disseminated during the meetings in 1 (one) kindergarten and 1 (one) primary school in town of Dolna Mitropolia (Pleven district):

- 10 pcs educational traffic games for children
- 98 pcs leaflets, in Bulgarian, received from PP
- 98 pcs children T-shirts, received from PP
- 98 pcs children caps, received from PP

Conclusion

The awareness raising campaign upon traffic safety represents topics of mutual interest for both partners.

Observing traffic rules may be achieved starting with early education on traffic safety rules, and therefore the games for kids are contributing to increase of knowledge in this field.

As a whole, all project activities contribute to improvement of the road conditions and public awareness on the road safety measures for a very long time after the project completion.

Attachments:

1. Annex 1 - Delivery protocol_from LP to PP
2. Annex 2 - Contact details LP
3. Annex 3 - Contact details PP
4. Annex 4 - Delivery-receipt of materials_directors/teachers
5. Annex 5 - Photo materials of LP and PP

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