

# **Advocacy Campaign**

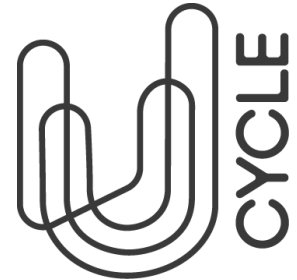
## **”For Safe Roads”: seatbelts – simple action that saves lives**



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Deputy Director of Centre for  
Democracy and Rule of Law

**Campaign “For Safe Roads”** – advocacy campaign initiated by **Centre for Democracy and Rule of Law** together with partners **Vision Zero for Ukraine** and **U-Cycle** (Kyiv Cyclists’ Association) in 2016.

**Aim** – to reduce mortality and injuries on the Ukrainian roads.

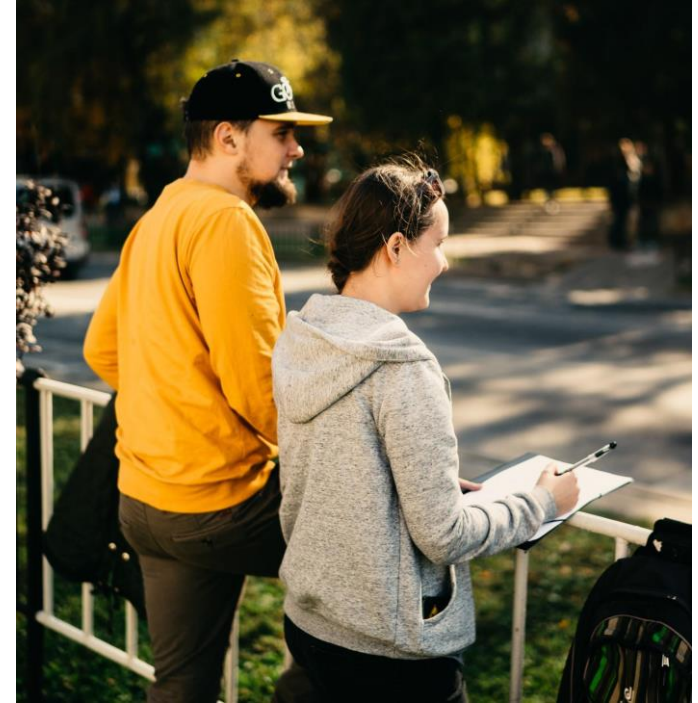
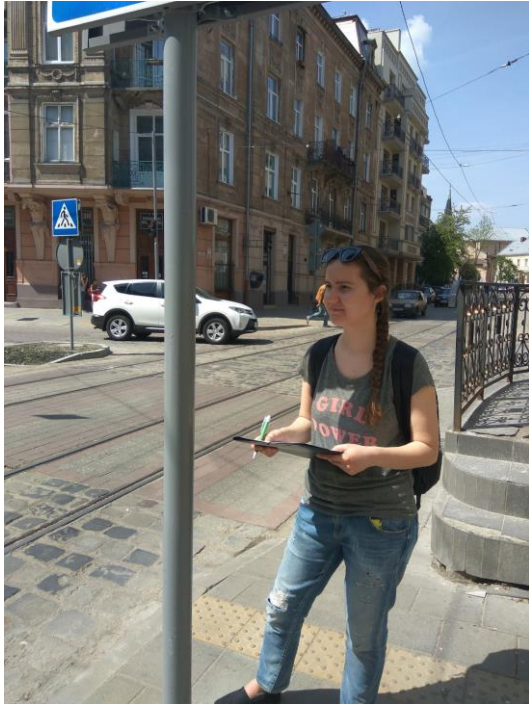


# Advocacy areas:



- increasing penalties for ignoring seat belts;
- decreasing excessive speed;
- introducing automated enforcement system;
- reducing distraction on mobile devices while driving.

# Direct observation studies of seat belt use in Ukraine 2017 and 2018

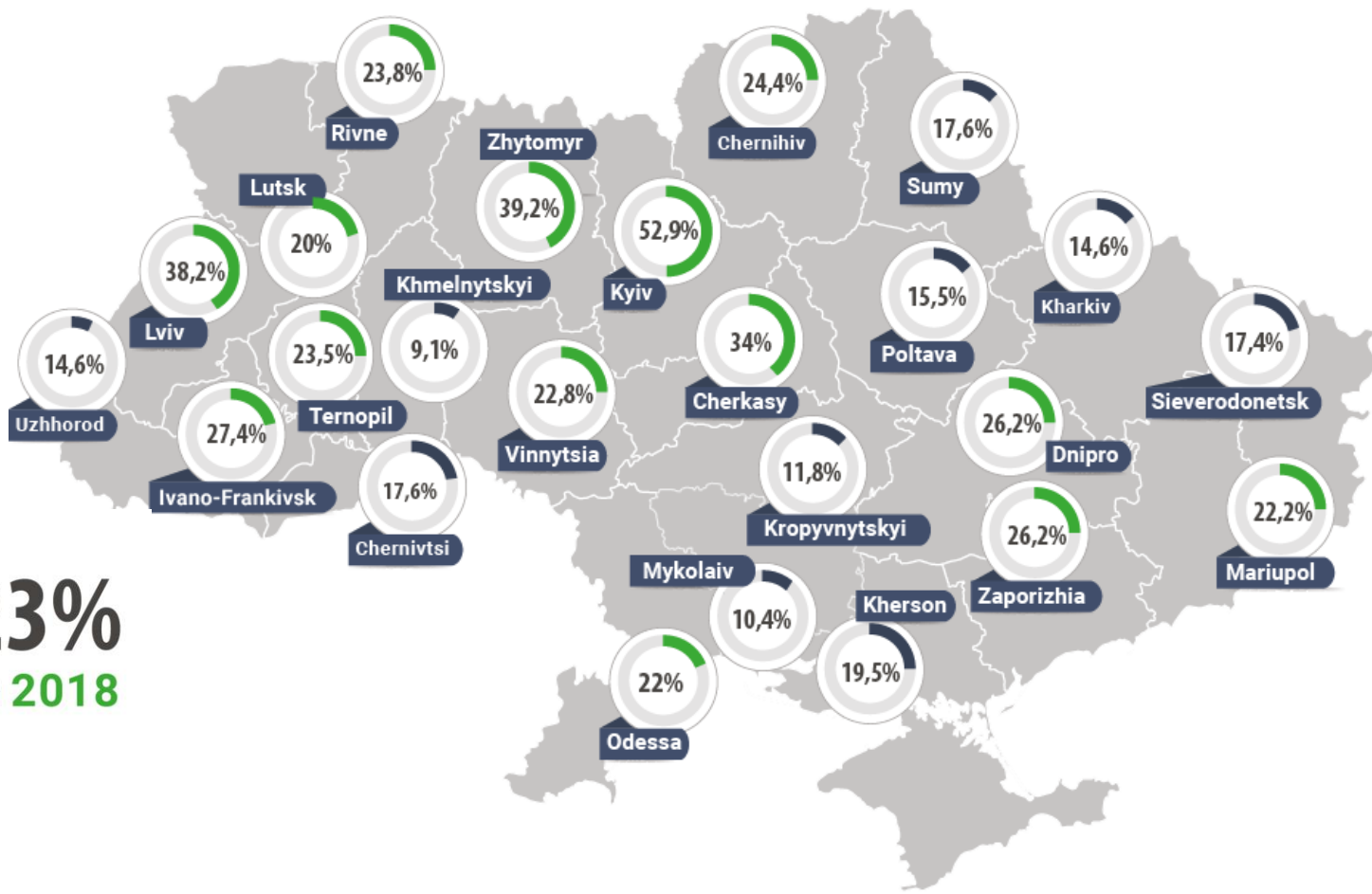


# Direct observation study of seat belt use in Ukraine



32780

drivers



**23%**  
in 2018

## Bill #8492

increases the fine from  
UAH 51 to 850



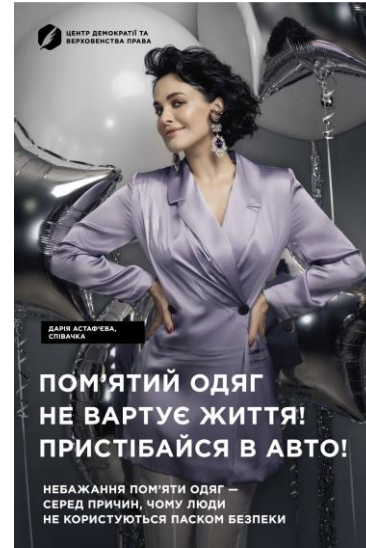
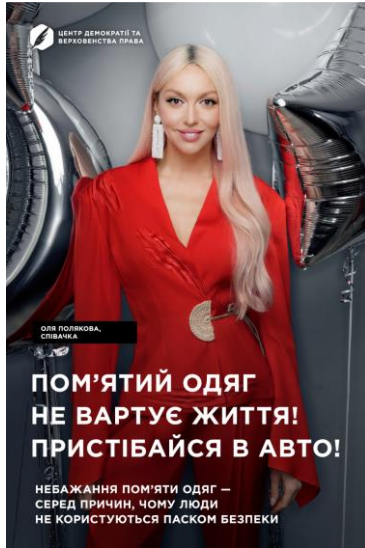
## Bill #10131

increases the fine from  
UAH 51 to 510



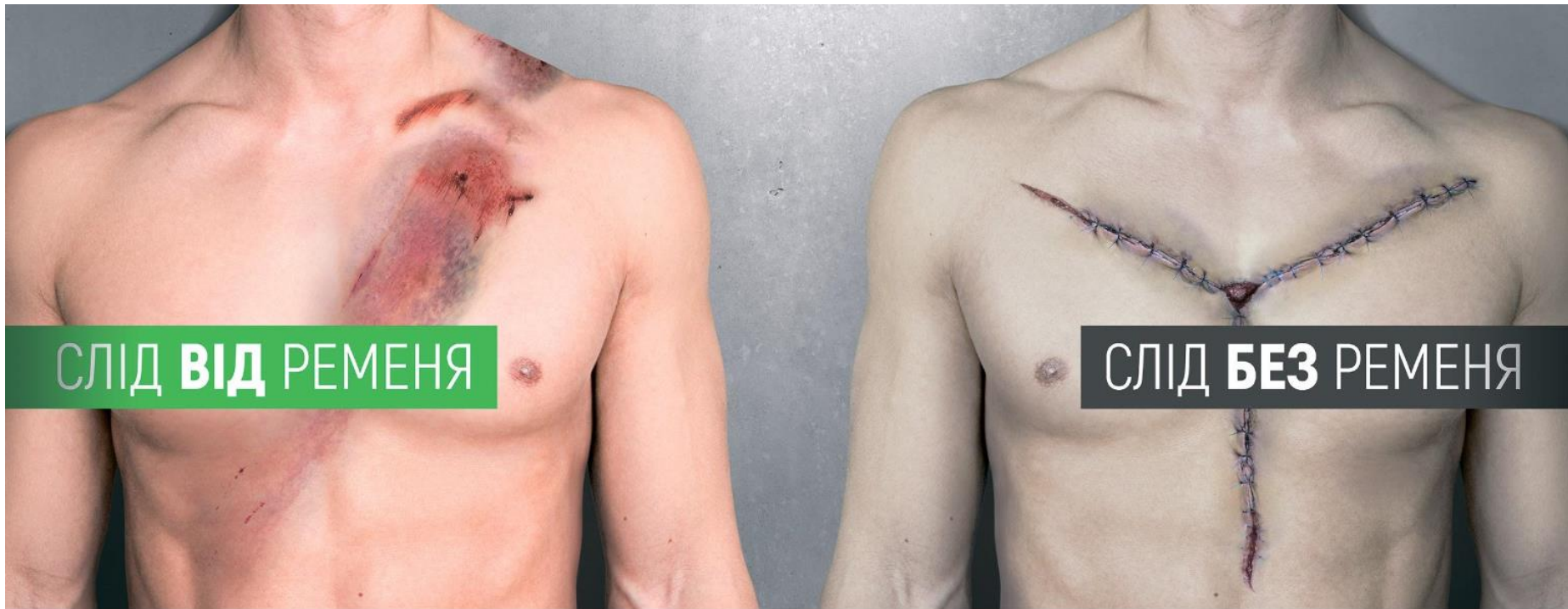


# Social ad: “Wrinkled but alive”



Celebrities participated in the project: singer **Olya Polyakova**, **Nadya Dorofeyeva**, **Dasha Astafieva**, **TAYANNA** and **Michelle Andrade** as well as TV presenters **Volodymyr Dantes**, **Olexander Pedan** and **Timur Miroshnynchenko**.

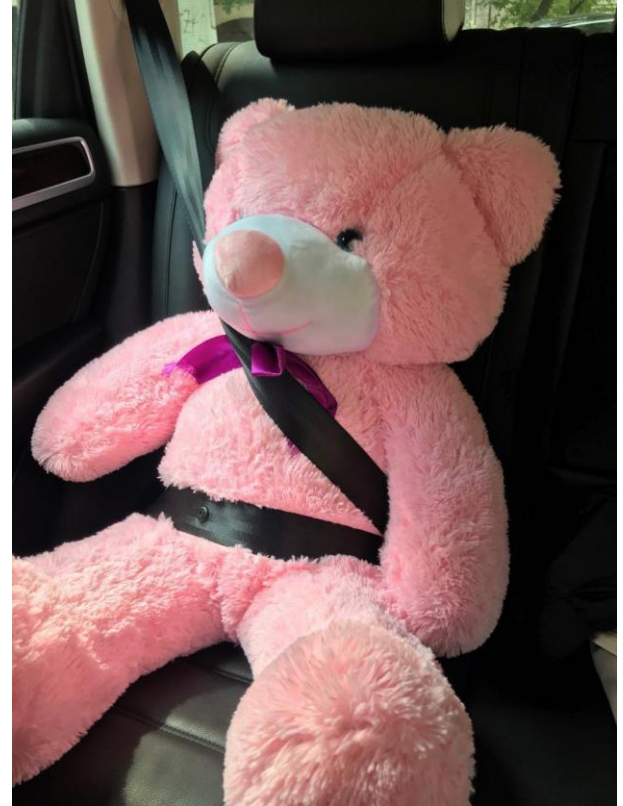
## Social ad: “Seat belt or autopsy”



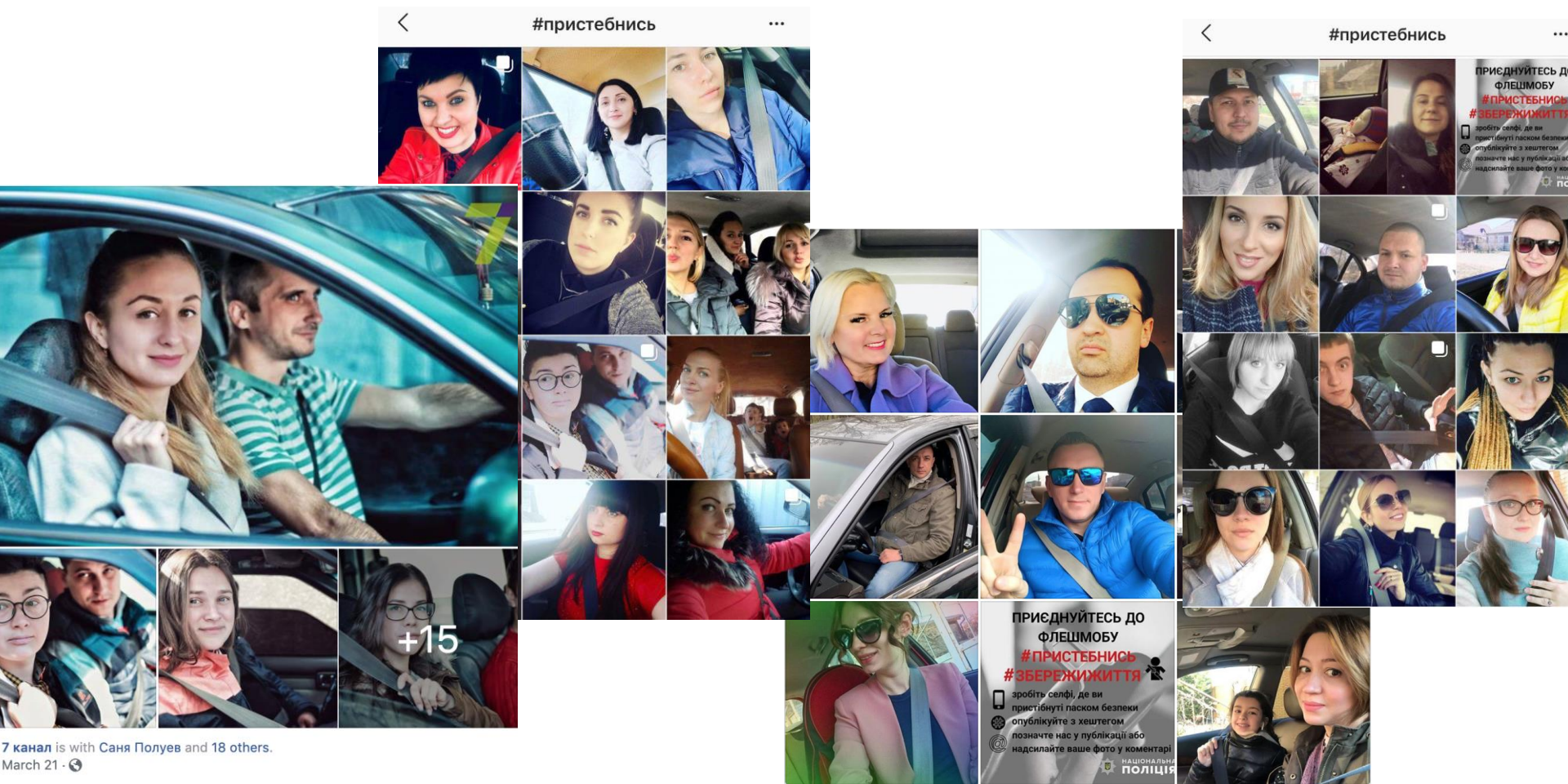


# Significant achievements of Campaign "For Safe Roads"

- **seat belts topic** became a part of **national road safety agenda**;
- major **national mass media coverage** seat belts topic;
- compared with 2017, the **level of seat belts usage among drivers increased** by more than half – from 15 to 23 percent;
- **support** from mass media, MPs, line ministries, CSOs, businesses, and proactive citizens **grew incredibly**;
- ordinary citizens began to **change their behaviors** - use seat belts.



# Flashmob initiated by Patrol Police in 2019



# Partners that support our seat belts initiatives:



МІНІСТЕРСТВО  
ОХОРОНИ  
ЗДОРОВ'Я  
УКРАЇНИ



МІНІСТЕРСТВО  
ВНУТРІШНІХ  
СПРАВ  
УКРАЇНИ



МІНІСТЕРСТВО  
ІНФОРМАЦІЙНОЇ ПОЛІТИКИ  
УКРАЇНИ



ПАТРУЛЬНА  
ПОЛІЦІЯ

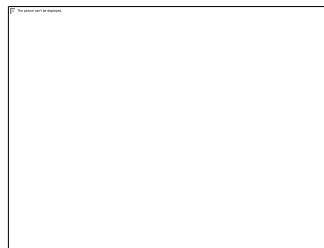


ГОЛОВНИЙ  
сервісний  
центр

МВС України



ЦЕНТР  
ГРОМАДСЬКОГО  
ЗДОРОВ'Я



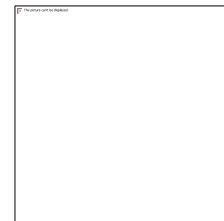
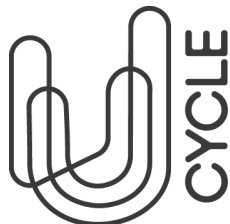
VISION  
Z=ERO  
в Україні



Global Compact  
Network Ukraine



World Health  
Organization  
Ukraine



# Contacts



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