



# 32 years of Road Prevention and Mobility Campaigns for Children and Youngsters

## AESLEME

# ABOUT AESLEME



- ✓ **NON PROFIT ASSOCIATION OF PUBLIC UTILITY (1990)**
- ✓ **AIMS : PREVENTION OF ROAD ACCIDENTS AND ITS, DEATHS AND SERIOUSLY INJURIES.**
- ✓ **HOW? DEVELOPING OUR OWN CAMPAIGNS FOR CHILDREN, YOUNGSTERS, AND ADULTS.**
- ✓ **THE AESLEME CAMPAIGNS REACH 5 MILLION SPANISH PEOPLE.**
- ✓ **OTHER GOALS:**
  - PSYCHOLOGICAL ATTENTION TO ROAD VICTIMS.**
  - IMPROVING THE QUALITY OF LIFE OF PEOPLE WITH DISABILITIES, EDUCATION, WORK.**
  - RAISING AWARENESS IN SOCIETY.**
  
- ✓ **MULTIDISCIPLINARY TEAM: HEALTH STAFF, PSYCHOLOGISTS, PEOPLE SERIOUSLY INJURED BY ACCIDENTS, LAWYERS, ENGINEERS, JOURNALISTS, AND SO ON.**

# OBJETIVES



The objectives of AESLEME are:

- ✓ **PREVENT ROAD TRAFFIC ACCIDENTS**, through prevention and awareness campaigns.
- ✓ **DECREASE** the number of serious injuries and deaths due to traffic accidents.
- ✓ **CONDUCT** road safety courses in all possible places: schools, institutes, juvenile centers, universities, military academies, driving schools, prisons, companies, and so on.
- ✓ **PSYCHOLOGICAL AND LEGAL SUPPORT** for people with disabilities, their families and friends, after a car accident.
- ✓ **TO RAISE** awareness about the consequences of accidents and problems (physical, psychological and social) faced by persons with disabilities.
- ✓ **DISSEMINATE** road safety and awareness messages on the problems of persons with disabilities, emphasizing their ability to lead a normalized life, through the media, web, newsletter, social networks, publications, courses and seminars, etc..

# ¿What are we actually talking about?



**“IT CAN’T  
HAPPEN TO ME”**

# CONSEQUENCES OF ROAD TRAFFIC ACCIDENTS



## ¿AND AFTER?



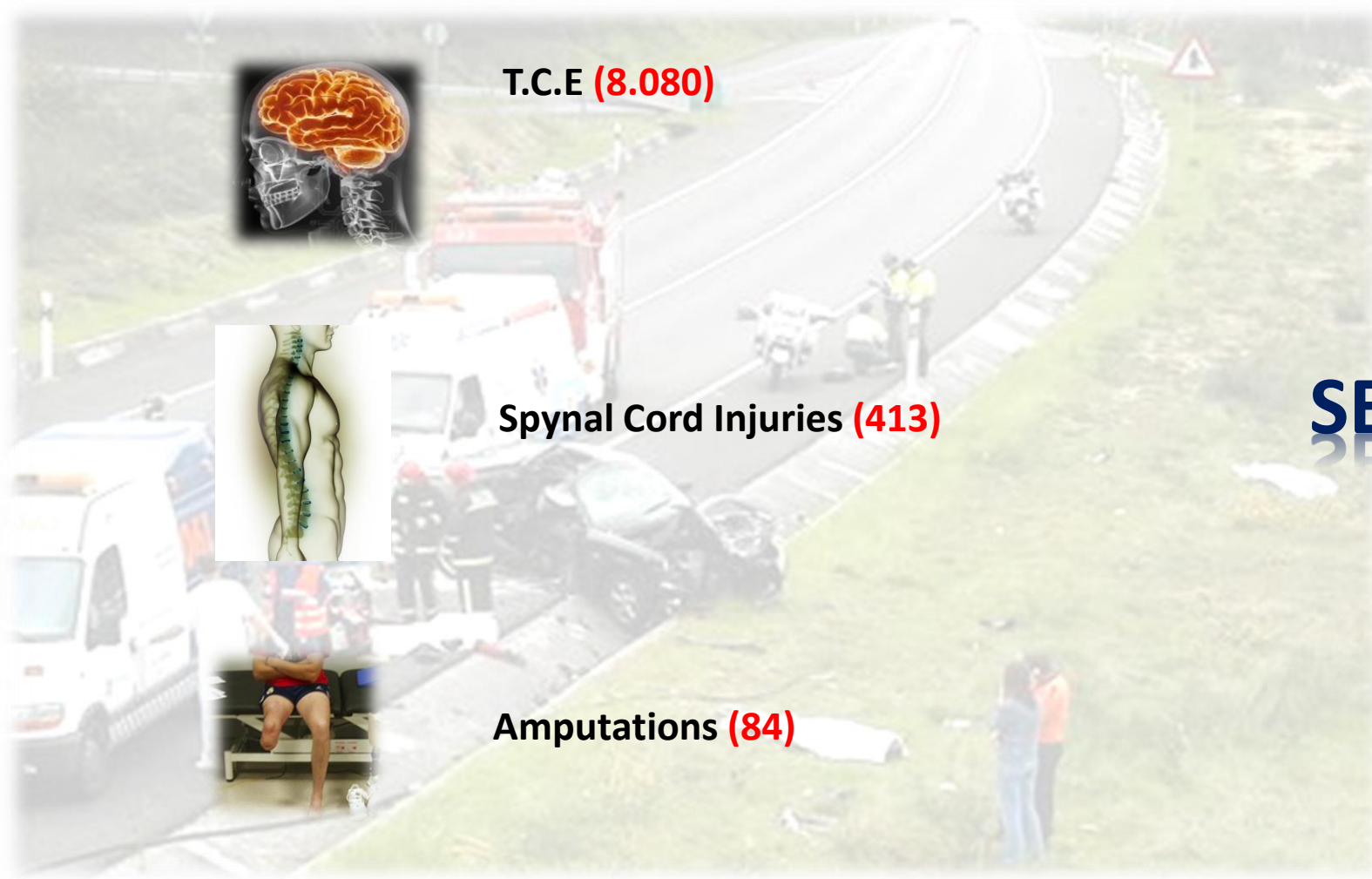
**1.755 Deaths (Spain, 2019)**

**8.605 PEOPLE INJURED  
HOSPITALIZED (Spain 2019).  
120.000 (Europe, 2019).**

- ✓ In Europe 5.182 young people death from 15-30 years old in 2019 (represent 23% of deaths).
- ✓ 67 deaths per million young inhabitants.



*In Spain, 135 youngsters between 15-24 years old death in 2020 for a road accident (10% of the total deaths although they represent the 9,8% of Spanish population).*



**T.C.E (8.080)**

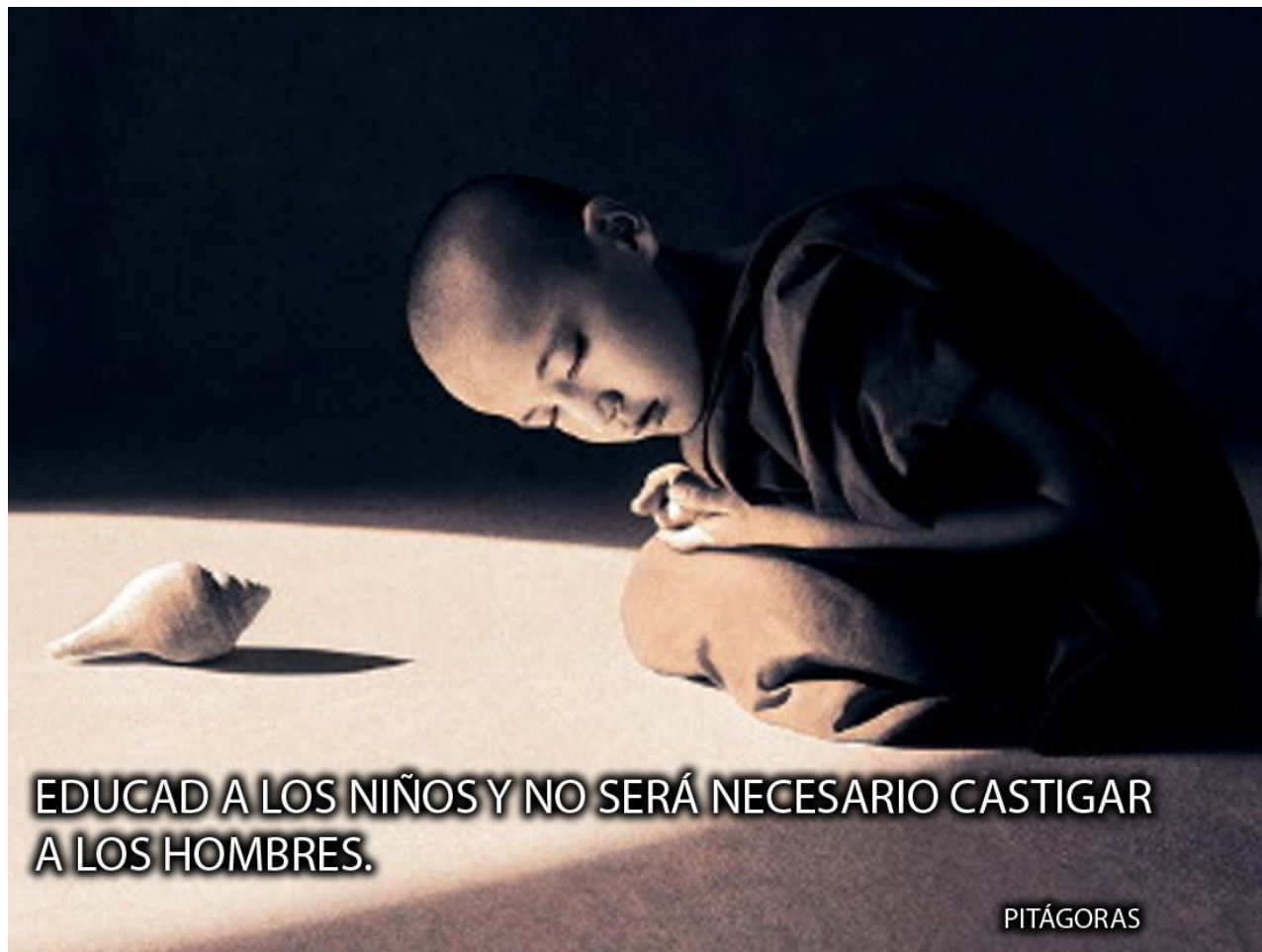


**Spynal Cord Injuries (413)**



**Amputations (84)**

# SEVERE INJURIES



EDUCAD A LOS NIÑOS Y NO SERÁ NECESARIO CASTIGAR A LOS HOMBRES.

PITÁGORAS

“Education saves lives”

# EDUCATION IN VALUES

- ✓ Empathy
- ✓ Respect
- ✓ Solidarity
- ✓ Responsibility
- ✓ Coexistence



**LOS VALORES TRAEN BUENOS RESULTADOS SI SON PRACTICADOS DESDE PEQUEÑOS.**



# METHODOLOGY



- ✓ **FIELD: SCHOOLS, INSTITUTES, UNIVERSITIES.**
- ✓ **POPULATION : CHILDRENS AND YOUNG PEOPLE (12-25 YEARS OLD).**
- ✓ **DURATION: 1-2 HOURS (1-2 CLASSES).**
- ✓ **TRAINERS: DOCTOR AND A PERSON IN WHEELCHAIR FOR A ROAD ACCIDENT.**
- ✓ **AUDIOVISUAL PRESENTATIONS: WITH VÍDEOS AND DISCUSSION WITH STUDENTS.**
- ✓ **DIVULGATIVE MATERIAL**
- ✓ **EVALUATION**

# EDUCATION CAMPAIGN'S



## SUBJECTS OF THE CAMPAIGNS:

- ✓ **PRIMARY PREVENTION: RISKS** (in the different ages) like pedestrians, cyclist, motorcyclist, passengers or scooter users **AND PREVENTIVE MEASURES** (helmet, safety belt, headrest).
- ✓ **SECONDARY PREVENTION: PAS** (What to do after?).
- ✓ **TERCIARY PREVENTION: SERIOUS CONSEQUENCES OF ROAD ACCIDENTS.**
- ✓ **DISCUSSION**



# AESLEME CAMPAIGNS: CHILDREND AND YOUNGSTERS



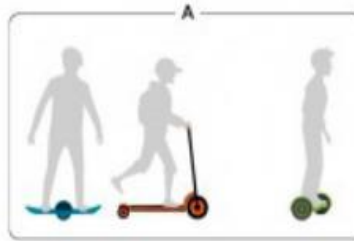
## AESLEME PREVENTION CAMPAIGNS:

- ✓ MOVING SAFE IN THE CITY (8-12 years)
- ✓ IT CAN HAPPEN TO YOU (13-16 years)
- ✓ WHEN YOU CONTROL YOU'LL RETURN (16-18 years)
- ✓ HOLD ON TO LIVE (18-28 years)

# MOVING SAFE IN THE CITY

## HOW I GO TO SCHOOL?

- ✓ **WALKING:** no contamino, es más sano, voy con mis compañer@s.
- ✓ **CYCLING:** no contamino, también es sano.
- ✓ **CAR OR BUS:** vivo muy lejos del cole, y voy con mis padres o con mis amigos en el bus.



# IT CAN HAPPEN TO YOU



# WHEN YOU CONTROL YOU'LL RETURN: CONTENT: PARTS



1) Alcohol and traffic

2) Alcohol and its effects

3) Rates of alcohol

4) Effects on the body and on driving:

5) What does the law?

6) Driving and drugs: Drugs and their effects.

7) Myths and misconceptions alcohol environment

8) **If you drink, why do you drink?:** Explain how some behaviors directly relate to alcohol and other drugs among the youth population.

9) **Persuasion Tactics, Rebel!:** Given that alcohol consumption among young people is often done in group, we show them how the decision to drink is sometimes conditioned by the environment and group's pressure. Different forms of persuasion by the group and strategies to face such pressure. **How to say NO!!**

10) **Colloquium:** At the end of the conference, we deliver educational material.

# CONSECUENCIAS: ALCOHOL



- ✓ **Overvaluation own abilities.**
- ✓ **Decreased reflexes and Increase reaction time.**
- ✓ **Low alertness and concentration.**
- ✓ **Fatigue and somnolence.**
- ✓ **Behaviors changes (ex. aggressively).**
- ✓ **Endurance and ability to move, as well as visual field, hearing acuity.**
- ✓ **and red perception.**
- ✓ **False perception of distances and speeds.**

# ALCOHOL: RECOMENDATIONS



- ✓ Never drive if you drink alcohol or take drugs.
- ✓ Never let another person who has been drinking drive.
- ✓ If you have been drinking:

Someone who has not drunk should drive (Alternative driver).

Wait till the effects have passed.

Get a Bus, Taxi or Underground.

Call your parents.

# HOLD ON TO LIVE: UNIVERSITIES



# ADVANTAGES



- ✓ LOGICAL RELATION "CAUSE – EFFECT".
- ✓ PROXIMITY: SUCH AS SPACIAL AS COMUNICATIVE DIRECT CAMPAIGN
- ✓ CREDIBLE EXPERTS: THE INFORMATION RECEIVED IS FROM DOCTORS AND PEOPLE THAT HAD AN ACCIDENT (NO PARENTS OR TEACHERS).
- ✓ ABSOLUTE VERACITY (NO ACTORS, NO PREPARED SEQUENCES. YOUNG PEOPLE SEE REALITY JUST AS IT IS).

# EFFECTIVENESS



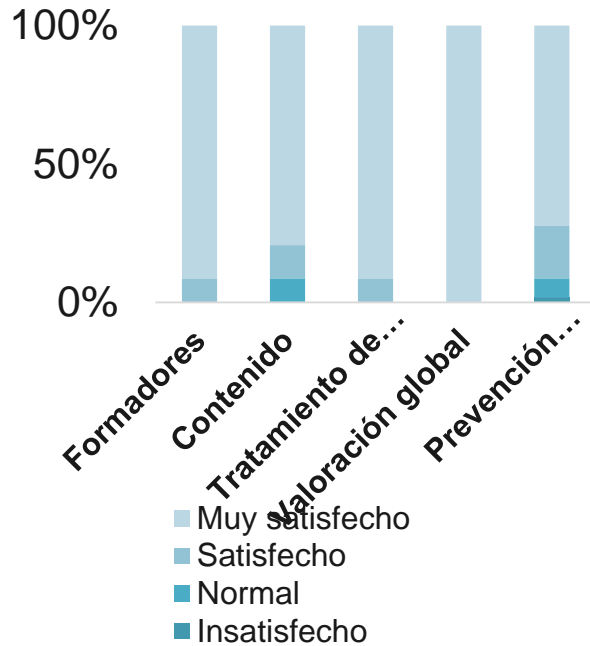
- ✓ The *teacher* who attends, answer a questionnaire at the end of the conference. This action aims to know his opinion about: content, duration, effectiveness, quality of the speakers, and so on.
- ✓ Students complete a questionnaire before and after that gives us a very valuable information.
- ✓ We study the results and prepare a study every three years

# BENEFICIARIES AND EVALUATION OF CAMPAIGN'S



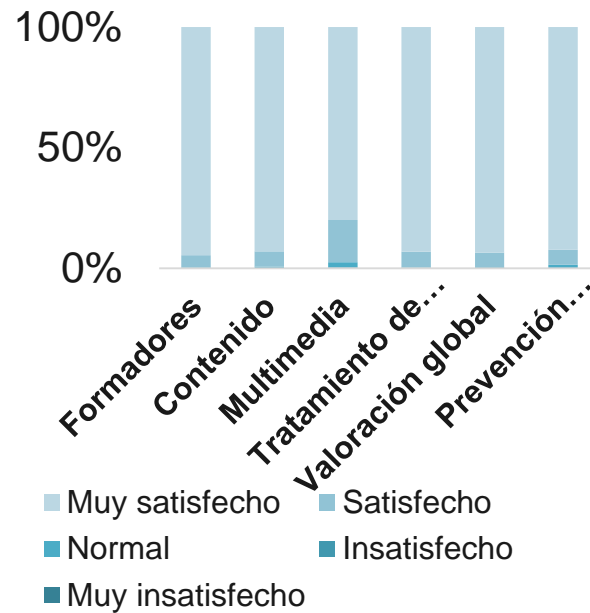
## SAFE IN THE CITY

Direct Beneficiaries: **41.473**  
childrens 6-11 years old.



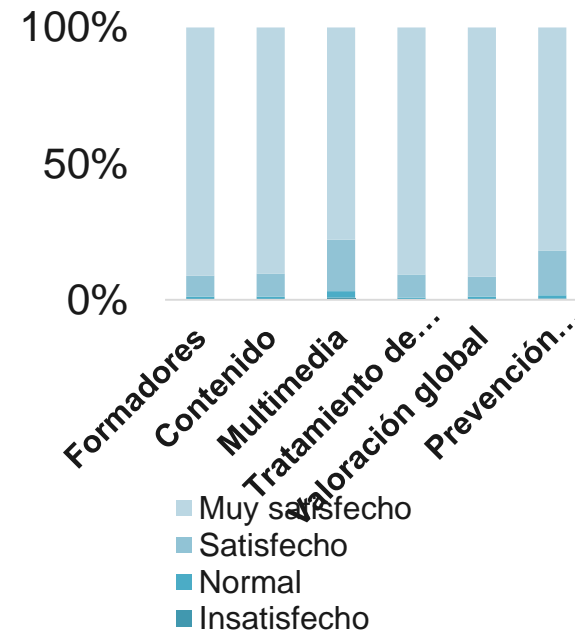
## IT CAN HAPPEN TO YOU

Direct Beneficiaries: **3.396.930**  
youngsters 12-20 years old.



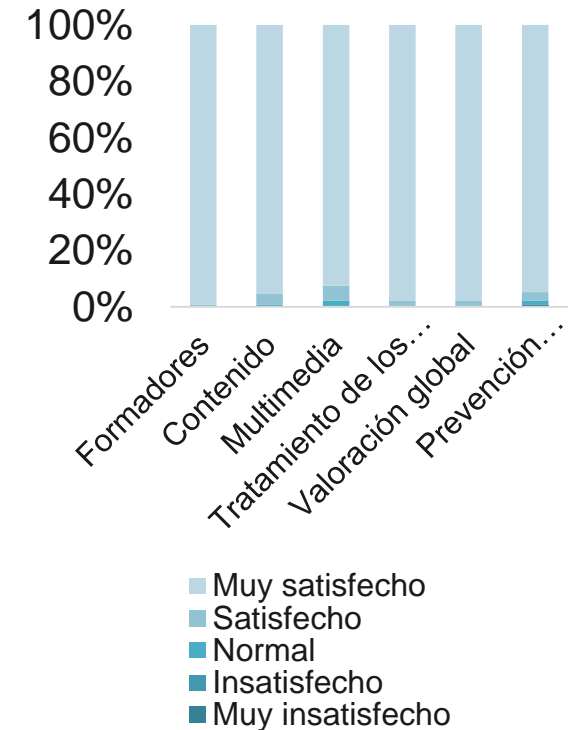
## IF YOU CONTROL, YOU CAN BACK!

Direct Beneficiaries: **172.296**  
youngsters 16-20 years old.



## HOLD ON TO LIVE

Direct Beneficiaries: **70.547**  
university students.





# VISION ZERO 2050

Aesleme final goal is to aim “Vision Zero” :

No fatalities and serious injuries on EU roads, by 2050.



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