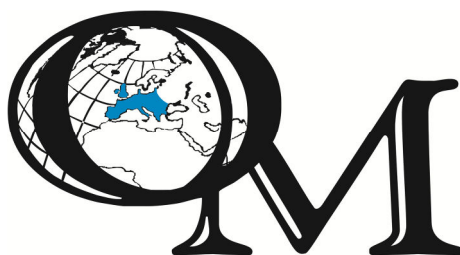




ROAD SAFETY IN ACTION – A PROJECT OF OPEN YOUTH



Co-financed by DG Education and Culture through 'Youth in action' program
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ГД Образование и култура

Програма „Младежта в действие“

и

DIAGEO

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1. About Open Youth



“Open Youth” is a non-profit non-governmental organization, created and managed entirely by young people. Its members are younger than 30 years but no age limits are imposed. The organisation’s target group is the young people of Bulgaria. The organization focuses mainly first, to support of formal and informal and the vocational education of young people; second, fight the negative social phenomenon in the modern society; third, use and disseminate the good practices in the areas such as educational, cultural and vocational development of young people. The tools which we use to achieve our targets are: organising and financing various youth initiatives such as: trainings, seminars, round tables, contests, festivals, participation in local, national and international programs, projects, and activities.

Since 2001 Open youth participates in international youth projects. Information about most of the projects in which the organisation has participated are to be found on its web-page: <http://www.open-youth.org>

Open youth joined the European road safety charter in 2007. We are proud with the projects which we implemented and some of them are: Youth and road safety; Drive responsibly; 10 D by night; HEROES; Europe night without accidents; 300, etc. Further information about our road safety projects are to be found at: <http://roadsafety.open-youth.org>



2. About the project

Road safety in action project applied interdisciplinary approaches to attract and retain the attention of potential participants such as: gaining knowledge; using the gained knowledge, and addressing the transport minister Ivailo Moskovski with concrete recommendations and statements. The road safety aspect was approached from three main perspectives:

- Aggressive driving;
- Alcohol consumption;
- Ecology.

The initial attention attraction was achieved through:

- Dissemination information prior to the activity implementation through printed and electronic media, internet and facebook;
- Information brochures were disseminated during the implementation of each activity. The brochures informed participants about the activity itself, the problem and its aspects, and ways to solve the problem.

Participants were offered to achieve new knowledge on the three aspects: aggressive driving (by using driving simulator); alcohol consumption (by using alcogoggles and the driving simulator), and ecology (by using the driving simulator and eco-black box).

The driving simulator applies especially designed softwear and with the help of which the participants were placed in situations that actually occurred on the roads in Europe. The simulator played again the situations, while integrating the participant's reactions and simulating the effects of alcohol consumption. The alcogoggles simulated the ability of visual perception of an individual with BAC (blood alcohol content) varying between 0.7 and 1.1 ppm. Together with the damage which aggressive driving and drunk driving cause, the participants' attention was drawn to the third aspect of road safety and namely the ecology. Irresponsible driving damages seriously the environment and has negative effect on the budget of every driver. In other word, when we drive in a moderate manner, we protect the environment and save own funds. To prove this and convince the participants, the following instruments were used:

1. Specially designed softwear was applied by the driving simulator. The softwear helped the driver's manners to be assessed; as well as recommendations for improvement to be provided;
2. Eco- black box was used. The box can be attached to any kind of a car on-board computer. The specially designed softwear can provide information about the movement trajectory; can assess the driving manner; and on the basis of the above can provide information about the effect of driver's actions on the environment.

The participants were offered to test the knowledge they have gained in the course of the campaign activities. This was possible by carrying out the specially designed survey on flash. The questions in the survey were focused on relation between the

alcohol consumption and road safety. The filled-in surveys were assessed and this provided us with a clear picture about the knowledge of the participants, their understanding, and the attitude towards road safety issue. The participants were awarded with a pen and a badge.

Each of the participants was given the opportunity to share the gained knowledge by addressing a personal statement, message or recommendation on a post card to the transport minister Moskovski. The post cards were presented to minister Moskovski on the press-conference from 19 July 2011. The participants in this activity were awarded with disposable blood alcohol tests.

The project was carried out under the well-known logo 'Drive responsibly' and started by a pilot activity which was followed by the campaign activities in five cities.

The pilot activity took place in Sofia on 21 May 2011 and was one of the activities of European youth week. The transport minister Ivailo Moskovski officially opened the campaign on 13 June 2011.

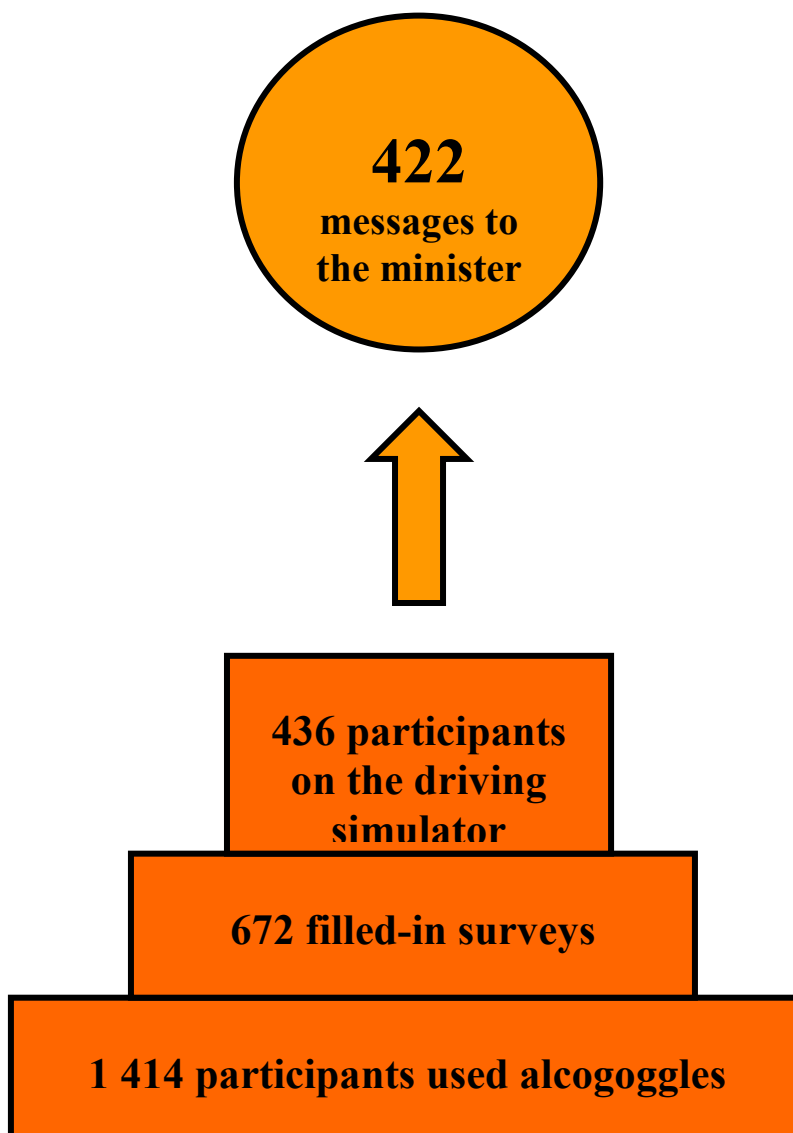
The five cities which participated in the campaign were Pleven (17 June), Rousse (20 June), Varna (23 June), Plovdiv (26 June), and Stara Zagora (29 June).

3. Results

The fourth edition of the campaign "Drive responsibly", organized by Association "Open Youth" was held from 15 to 30 June 2011. The pilot action was held in Sofia on May 21, 2011 as part of the European youth week. The official launch of the campaign under the patronage of the minister of transport, informational technologies and communications, Ivailo Moscovski was held in Sofia on 13 June, 2011.

In the campaign we registered 1414 participants on the alcogoggles and 436 participants on the driving simulator. Our survey involved 672 people. Additionally 422 people sent a personal message to Mr. Ivaylo Moscovski through a privately-written postcard.

The campaign covered the cities of Pleven (17 June), Ruse (20 June), Varna (June 23), Plovdiv (26 June) and Stara Zagora (29 June).



4. Results in the six cities

Sofia 21 May 2011	Pleven 17 June 2011
- 22 participants used the simulator; - 47 participants used the alcogoggles; - 38 messages to the minister; - 41 filled-in surveys.	- 113 participants used the simulator; - 294 participants used the alcogoggles; - 113 messages to the minister; - 165 filled-in surveys.
Rousse 20 June 2011	Varna 23 June 2011
- 87 participants used the simulator; - 316 participants used the alcogoggles; - 110 messages to the minister; - 140 filled-in surveys.	- 62 participants used the simulator; - 220 participants used the alcogoggles; - 38 messages to the minister; - 73 filled-in surveys.
Plovdiv 26 June 2011	Stara Zagora 29 June 2011
- 62 participants used the simulator; - 230 participants used the alcogoggles; - 51 messages to the minister; - 79 filled-in surveys.	- 90 participants used the simulator; - 307 participants used the alcogoggles; - 72 messages to the minister; - 174 filled-in surveys.
Total	
- 436 participants used the simulator; - 1414 participants used the alcogoggles; - 422 messages to the minister; - 672 filled-in surveys.	

5. About the survey

A survey was designed for the purposes of Drive responsibly campaign 2011. It focused on two main aspects. First, the survey aimed to establish the attitude towards alcohol consumption and driving; second, it compared the results from similar survey carried out by Eurobarometer. The European level survey was ordered by the EC and its results were published in April 2010. In addition to the two main targets, Open youth's survey asked question about road safety, aiming to establish the level of knowledge about this issue. The survey also encouraged participants to propose ways and methods for improving road safety.

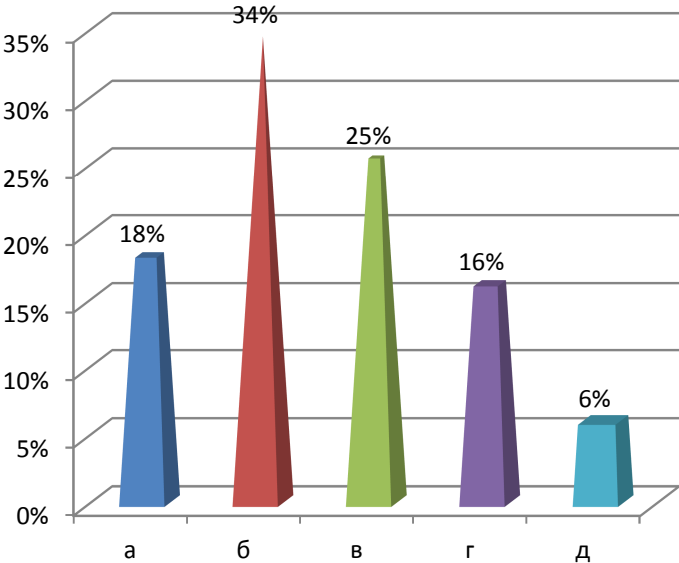
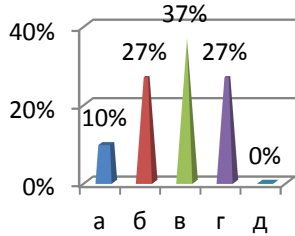
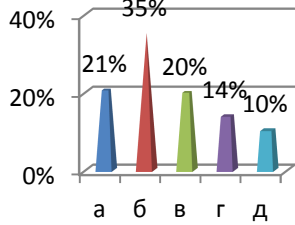
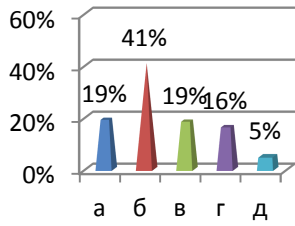
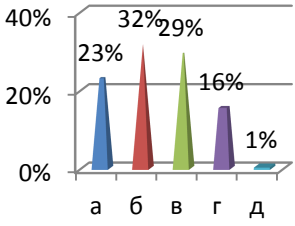
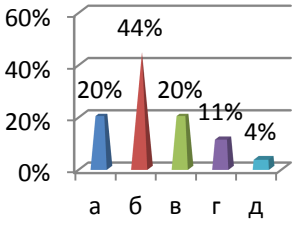
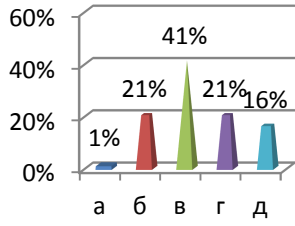
There were 18 questions in the survey and the latter was anonymous. Participants could choose one answer out of five options. The survey did not require any special knowledge or preliminary groundwork. None of the answers could be assessed as wrong answer. We were interested in every participant's opinion rather than the extent to which the opinion fitted in some conventional norms. The replies were assessed and some conclusions were drawn out.

672 participants filled-in the questionnaires. The results are as follows (without pretending to be exhaustive or representative):

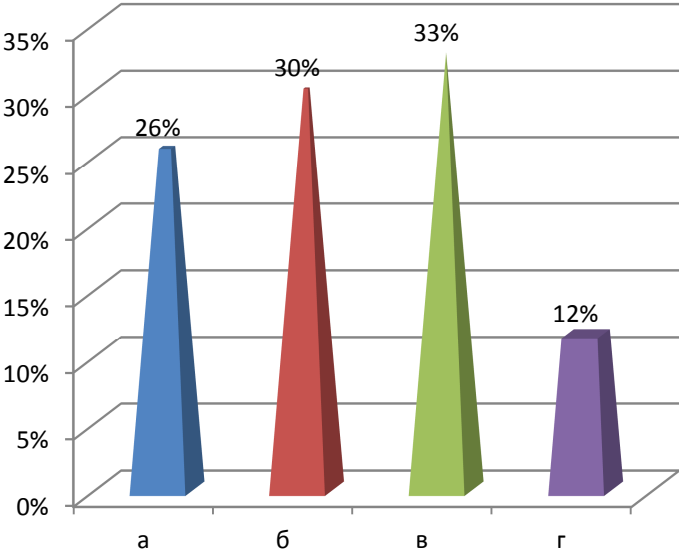
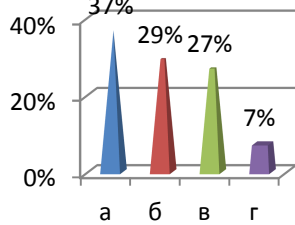
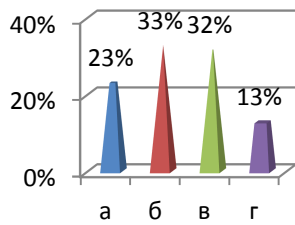
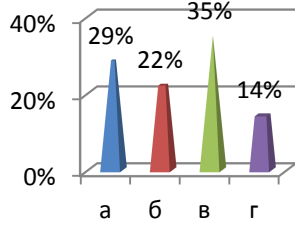
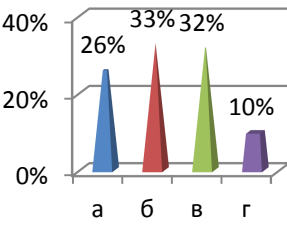
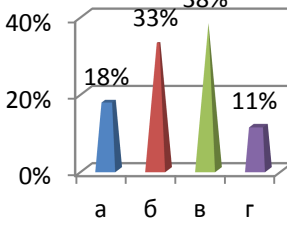
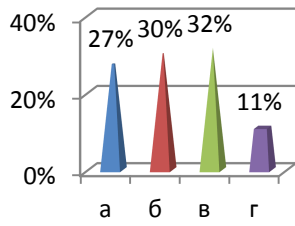
According to Eurobarometer 91% of Bulgarians have consumed alcohol during the month, prior to the survey. In contrast to this, only 31% participants in Open youth survey have reported about alcohol consumption during the previous month. We consider that the lower percentage of 31 replies (compared to Eurobarometer results) illustrate the high underestimation of the issue of alcohol consumption.

Question nr. 1: In April 2010 the EC published the results from survey carried out by Eurobaromeber about the attitude of EU citizens towards alcohol. According to your estimations what is the percentage of Bulgarian citizens who have consumed alcohol (e.g. beer, vine, spirits, and cocktails) during the previous month? Optional answers: a) 15% b) 53% c) 91% d) 100% Total number of replies: 672		Eurobarometer data: 91%																														
<table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>a</td><td>14%</td></tr><tr><td>б</td><td>53%</td></tr><tr><td>в</td><td>31%</td></tr><tr><td>г</td><td>3%</td></tr></tbody></table>		Category	Percentage	a	14%	б	53%	в	31%	г	3%	<table><thead><tr><th>Category</th><th>Percentage</th></tr></thead><tbody><tr><td>a</td><td>14%</td></tr><tr><td>б</td><td>62%</td></tr><tr><td>в</td><td>23%</td></tr><tr><td>г</td><td>1%</td></tr></tbody></table>	Category	Percentage	a	14%	б	62%	в	23%	г	1%										
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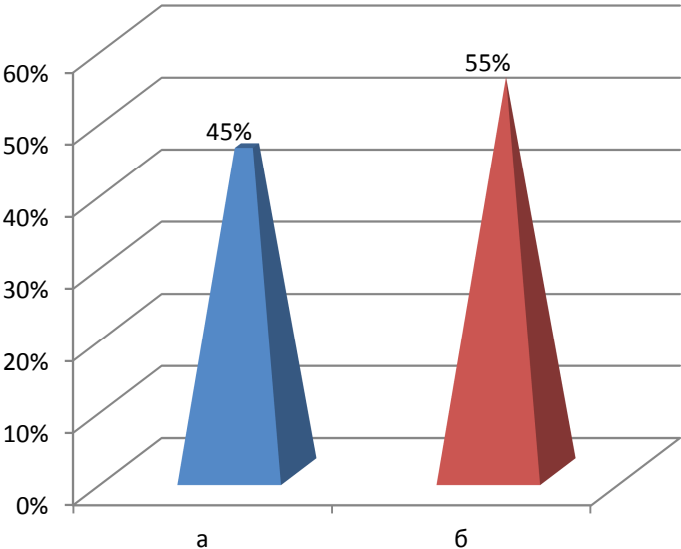
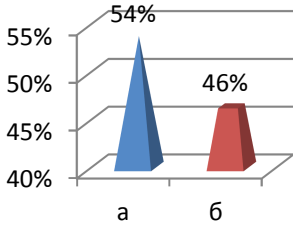
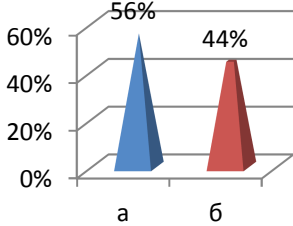
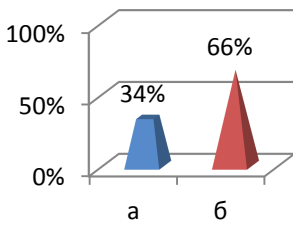
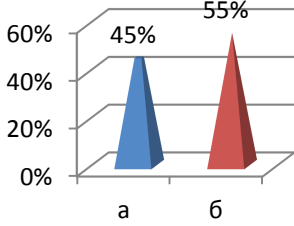
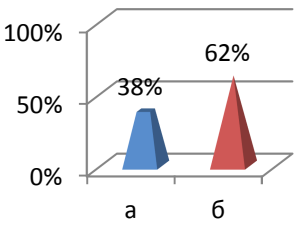
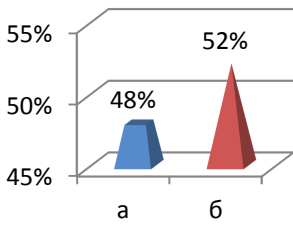
We asked the participants how often they consume alcohol. By asking this, we wanted to estimate the accuracy of Erobarometer results and the replies provided by participants in the previous (nr.1) question. Only 18% of respondents stated that they have not consumed any alcohol. Thus our assumption is that Erobarometer results (91%) are accurate.

Question nr. 2: How often have you consumed alcohol (beer, vine, spirits, and cocktails) during the previous month?		Eurobarometer data:	
Optional replies: a) have not consumed any alcohol; b) once/twice a month; c) once a week; d) three/four times a week; д) every day.		No data available	
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

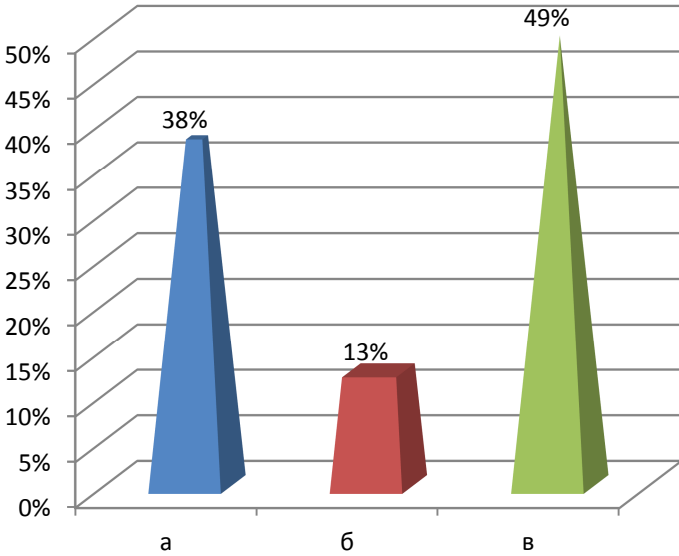
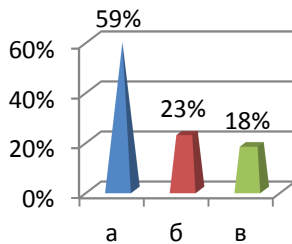
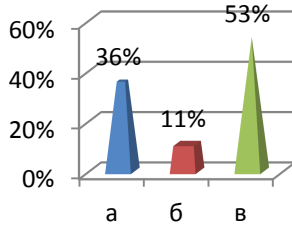
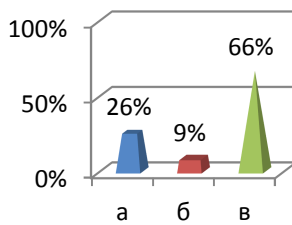
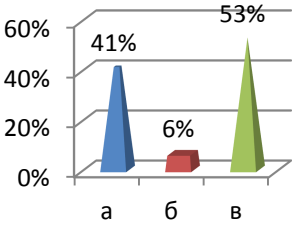
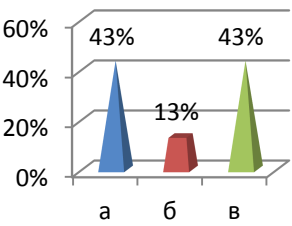
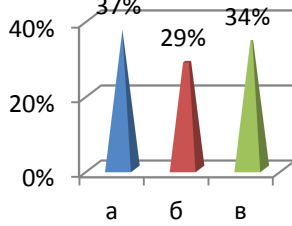
Some conclusions about the fairness of society can be drawn on the basis level of optimism in society towards alcohol consumption. According to our survey results, the percentage of Bulgarians who admitted that they have got drunk during the last year, varies from 35% to 40%. According to Eurobarometer survey results (and 26% of interviewees in Open youth survey) only 18% of respondents admitted alcohol abuse.

Question nr. 3: In April 2010 the EC published the results from survey carried out by Eurobarometer about the attitude of EU citizens towards alcohol. The survey aimed to establish what is the percentage of Bulgarians, consuming alcohol on regular basis, who admit that they have been drunk at least once every week (have consumed more than five drinks at a time)? Optional replies: a) 18% b) 35% c) 40% d) 92% Total number of replies: 672 replies		Eurobarometer data: 18%
		Sofia (41 replies) 
		Pleven (165 replies) 
		Rousse (140 replies) 
Stara Zagora (174 replies) 	Plovdiv (79 replies) 	Varna (73 replies) 

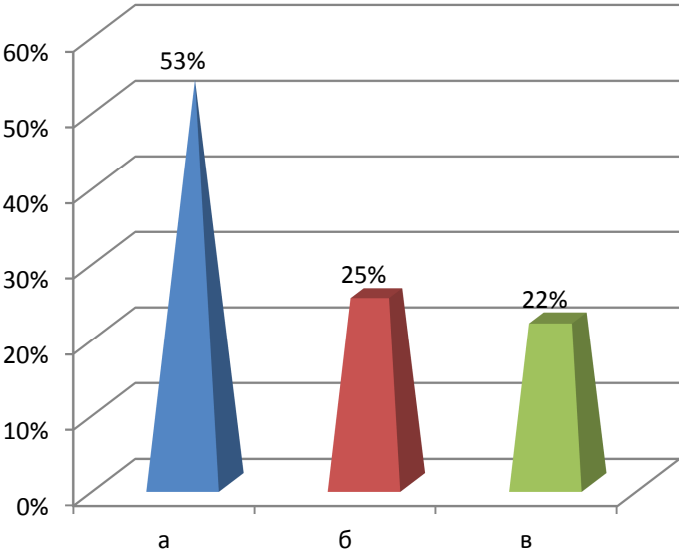
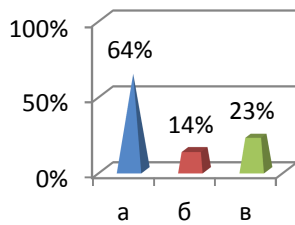
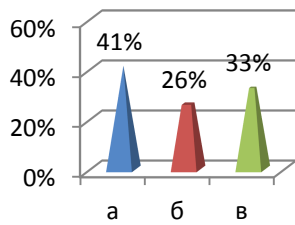
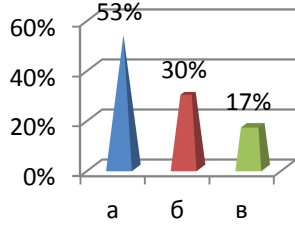
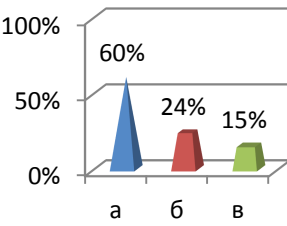
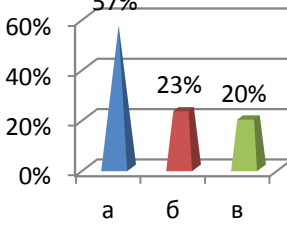
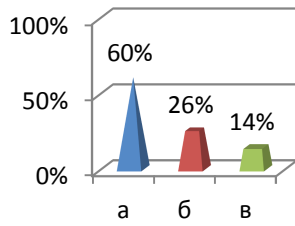
Applying Eurobarometer definition of inebriation (consumption of more than five drinks at a time) and taking into account the optimism of participants towards alcohol consumption, we asked if the participants have got drunk during the past month. 45% of participants replied positively. This is by 16.7% less compared to 2009 survey when 54% of interviewees replied positively.

Question nr. 4: Have you got drunk during the past month?		Eurobarometer data:	
Optional replies: a) Yes b) No		No data available	
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
Stara Zagora (174 replies)			
Plovdiv (79 replies)		Varna (73 replies)	
			
			

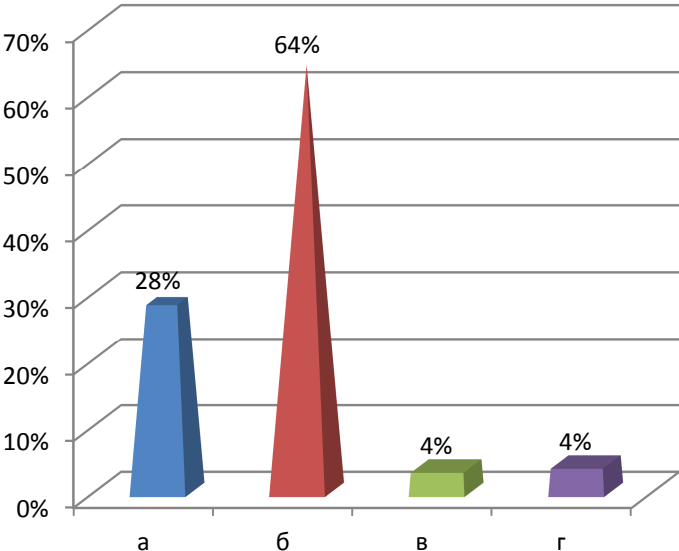
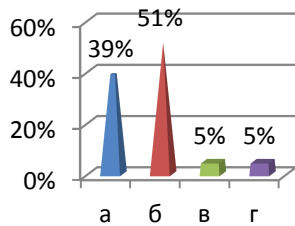
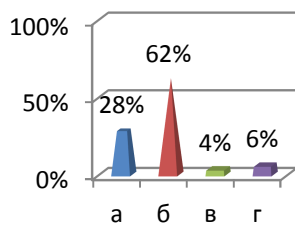
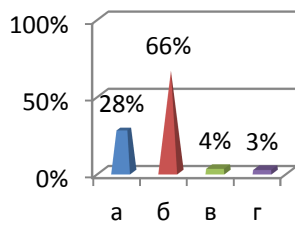
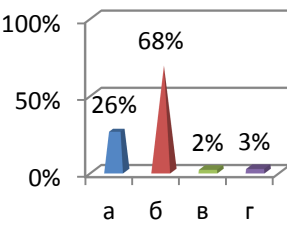
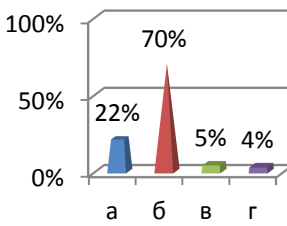
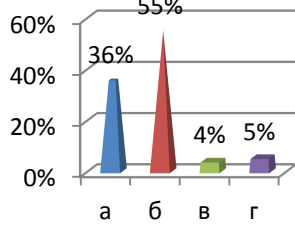
We asked participants who have answered positively to question nr. 4, what kind of alcohol they have consumed. The highest number of respondents have consumed beer (49%, which may be influenced by the hot weather), while alcohol spirits and wine were consumed respectively by 38% and 13% of respondents. Interestingly, the survey results illustrate that the consumption of alcohol spirits has increased in bigger cities.

Question nr. 5: If you have answered positively to question nr. 4, what kind of drinks have you consumed?		Eurobarometer data:																	
Optional replies: a) alcohol spirits b) wine c) beer		No data available																	
Total number of replies: 304		Sofia (22 replies)																	
 <table><caption>Sofia (22 replies)</caption><thead><tr><th>Drink Type</th><th>Percentage</th></tr></thead><tbody><tr><td>a) alcohol spirits</td><td>38%</td></tr><tr><td>b) wine</td><td>13%</td></tr><tr><td>c) beer</td><td>49%</td></tr></tbody></table>		Drink Type	Percentage	a) alcohol spirits	38%	b) wine	13%	c) beer	49%	 <table><caption>Sofia (22 replies)</caption><thead><tr><th>Drink Type</th><th>Percentage</th></tr></thead><tbody><tr><td>a) alcohol spirits</td><td>59%</td></tr><tr><td>b) wine</td><td>23%</td></tr><tr><td>c) beer</td><td>18%</td></tr></tbody></table>		Drink Type	Percentage	a) alcohol spirits	59%	b) wine	23%	c) beer	18%
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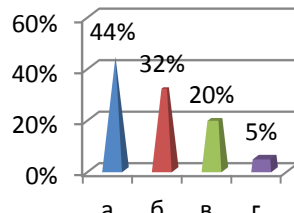
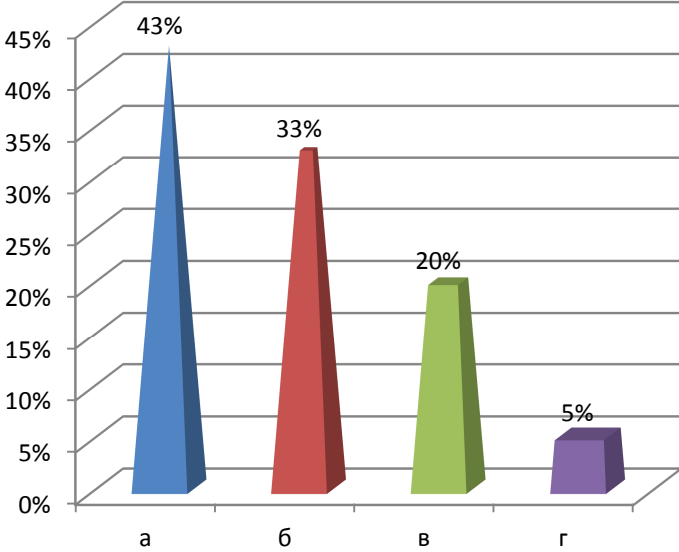
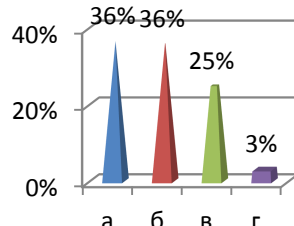
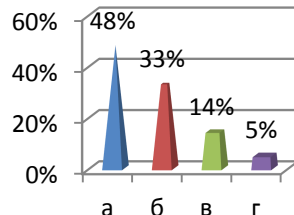
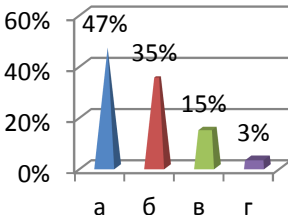
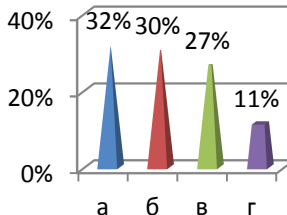
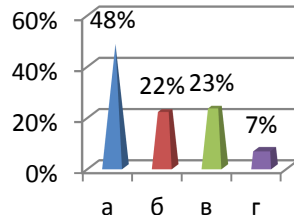
We asked the participants who replied positively to question nr.4 how many drinks they have consumed? 53% of them replied that they have consumed less than five drinks and by providing this answered they remain outside the scope of Eurobarometer inebriation definition. On the basis of this piece of information we assume that Eurobarometer data of 18% of hard-drinking individuals is more realistic. Though, it should be taken into account that different counties apply different units of alcohol. For example, in some counties a unit of alcohol is 25 ml, in others – 50 ml, in third – 100 ml.

Question nr. 6: If you have replied positively to question nr. 4, how many drinks have you consumed?		Eurobarometer data:	
Optional replies: a) from 1 to 5 drinks b) from 5 to 7 drinks c) more than 7 drinks		No data available	
Total number of replies: 304		Sofia (22 replies)	
			
		Pleven (92 replies)	
			
		Rousse (47 replies)	
			
Stara Zagora (78 replies)		Plovdiv (30 replies)	
			
		Varna (35 replies)	
			

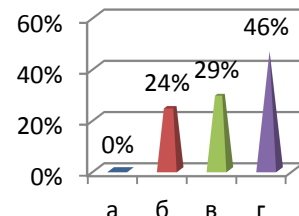
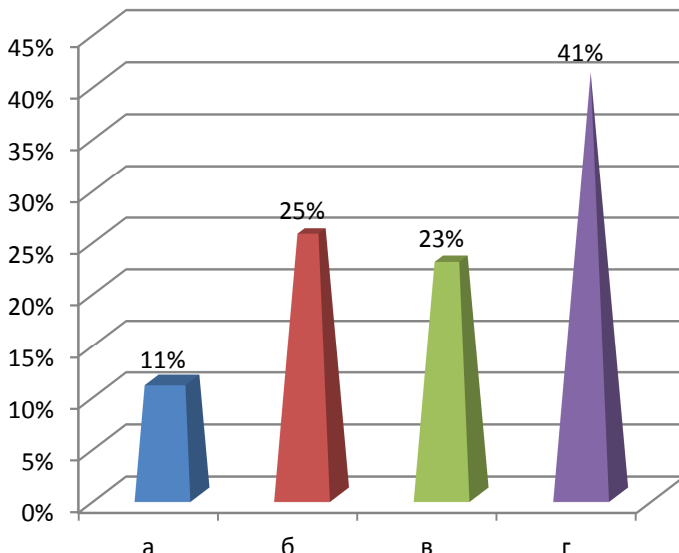
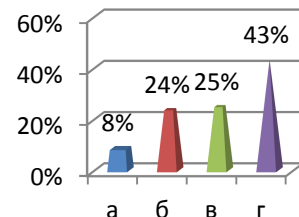
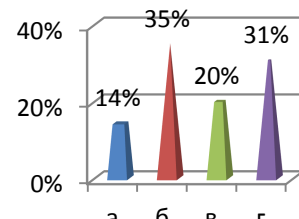
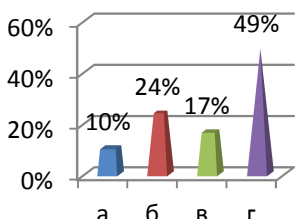
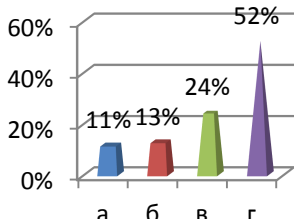
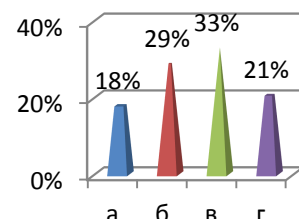
With the following question we aimed to establish the level of knowledge about the legally allowed BAC of drivers. 64% of respondents correctly marked the allowed BAC of 0.5 permille. Some of the participants marked even more restrictive limit of 0.1 permille.

Question nr. 7: What is the maximum BAC allowed by the Bulgarian Road traffic act?		Road traffic act: 0.5permille (‰) BAC by volume	
Optional replies: a) 0.1 permille b) 0.5 permille c) 5 permille d) no limitation			
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

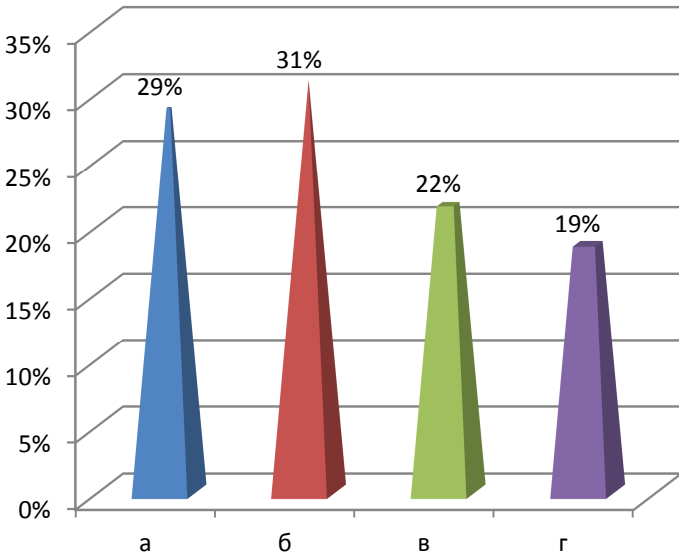
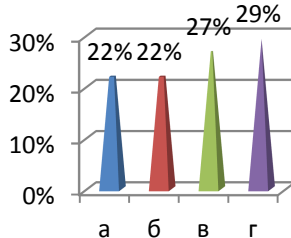
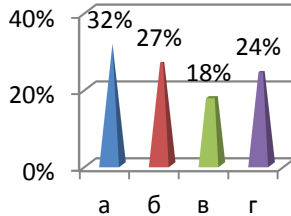
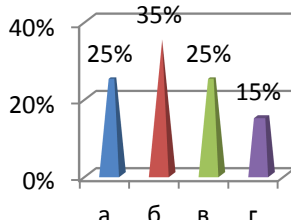
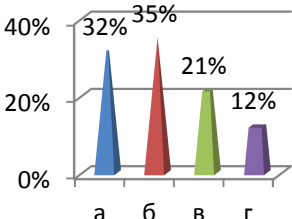
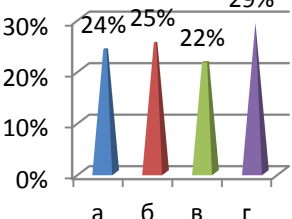
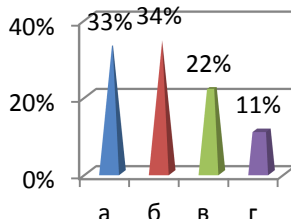
In relation to question nr. 7, we asked participants to estimate the percentage of Bulgarians who are familiar with the legally established limitation of BAC. According to Eurobarometer survey, 28% of individuals are familiar with the law, while according to the current survey the percentage is higher and amounts to 64%. Other 43% of respondents consider Eurobarometer results more realistic. We interpret this consideration as pessimism about public awareness.

Question nr. 8: In April 2010 the EC published the results from survey carried out by Eurobarometer about the attitude of EU citizens towards alcohol. What is the percentage of Bulgarians who are familiar with BAC as defined in the law? Optional replies: a) 28% b) 51% c) 75% d) 99%		Eurobarometer data: 28%																														
Total number of replies: 672		Sofia (41 replies)  <table><tr><th>Reply</th><th>Percentage</th></tr><tr><td>a</td><td>44%</td></tr><tr><td>б</td><td>32%</td></tr><tr><td>в</td><td>20%</td></tr><tr><td>г</td><td>5%</td></tr></table>	Reply	Percentage	a	44%	б	32%	в	20%	г	5%																				
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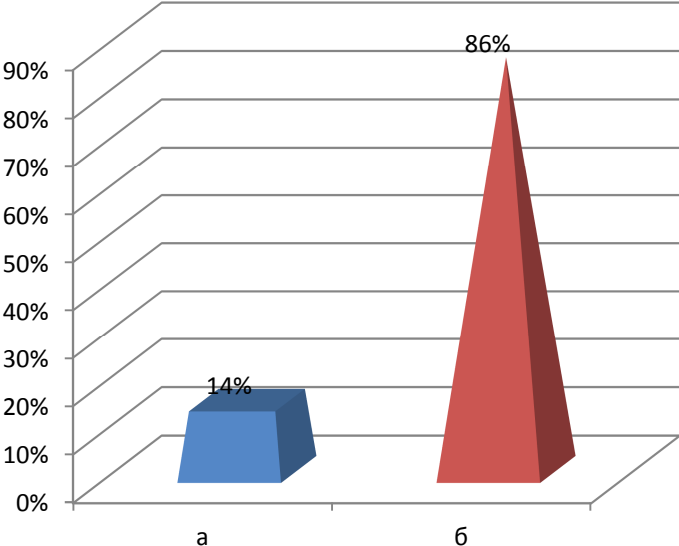
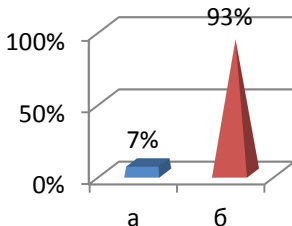
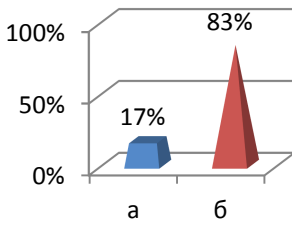
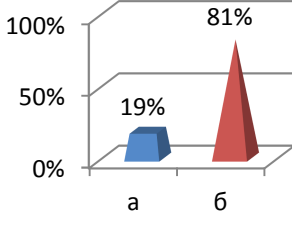
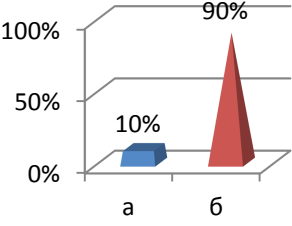
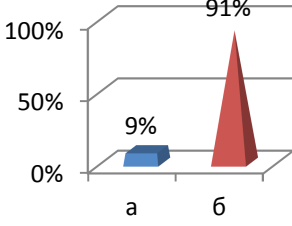
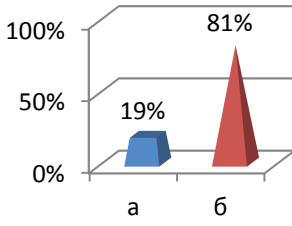
Compared to Eurobarometer results respondents in the current survey highly overestimate car driving. Eurobarometer illustrates that only 32% of Bulgarians drive (a car) on weekly basis. This number is acknowledged by only 25% of respondents. The interviewees consider that greater number of individuals use/drive cars.

Question nr. 9: In April 2010 the EC published the results from survey carried out by Eurobaromeber about the attitude of EU citizens towards alcohol. According to the survey, what is the percentage of Bulgarians, who drive (a car) on weekly basis? Optional replies: a) 28% b) 32% c) 44% d) 65%		Eurobarometer data: 32%																														
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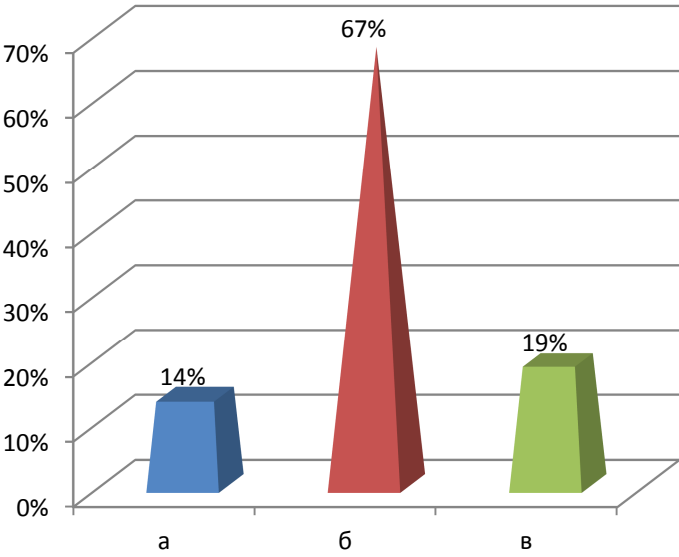
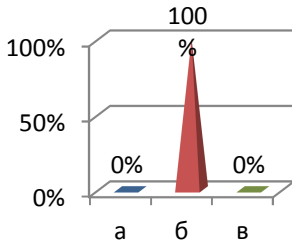
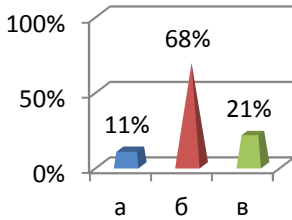
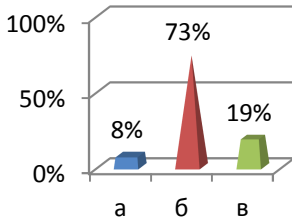
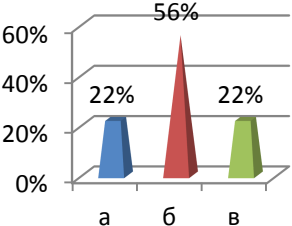
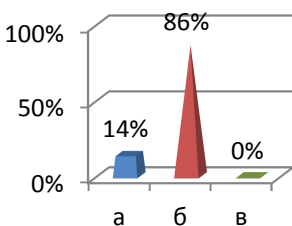
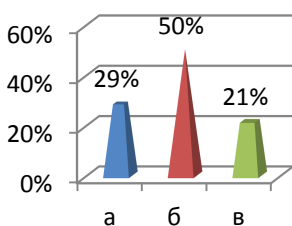
Eurobarometer survey results, as well as the current survey, illustrate that 31% of respondents have zero tolerance towards drinking and driving. Furthermore, the three other optional replies vary a little which means that the percentage of zero tolerance to drinking and driving is likely to increase if the messages about it are conveyed in the proper way.

Question nr. 10: In April 2010 the EC published the results from survey carried out by Eurobaromeber about the attitude of EU citizens towards alcohol. According to the survey, what is the percentage of Bulgarians who consider complete refraining from alcohol consumption prior to driving? Optional replies: a) 28% b) 35% c) 38% d) 43% Total number of replies: 672		Eurobarometer data: 35%																														
 <table><caption>Percentage of respondents by category</caption><tr><th>Category</th><th>Percentage</th></tr><tr><td>a</td><td>29%</td></tr><tr><td>б</td><td>31%</td></tr><tr><td>в</td><td>22%</td></tr><tr><td>г</td><td>19%</td></tr></table>		Category	Percentage	a	29%	б	31%	в	22%	г	19%	Sofia (41 replies)  <table><caption>Sofia (41 replies)</caption><tr><th>Category</th><th>Percentage</th></tr><tr><td>a</td><td>22%</td></tr><tr><td>б</td><td>22%</td></tr><tr><td>в</td><td>27%</td></tr><tr><td>г</td><td>29%</td></tr></table>	Category	Percentage	a	22%	б	22%	в	27%	г	29%										
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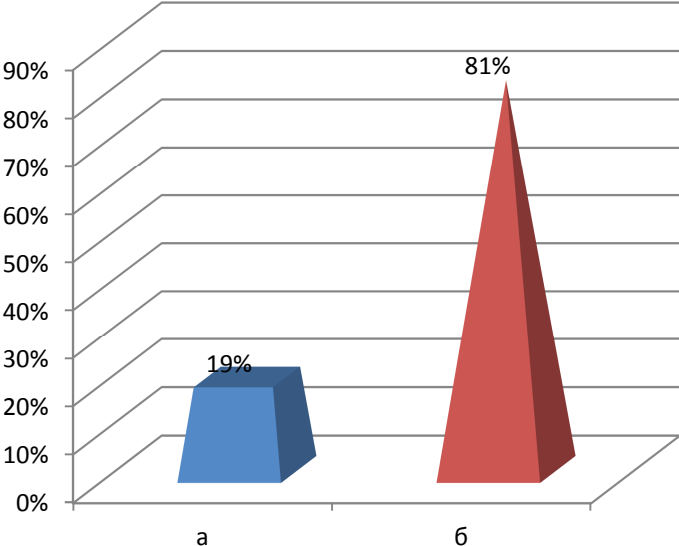
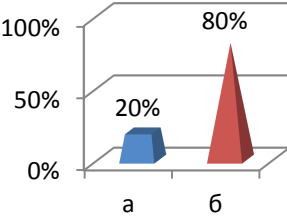
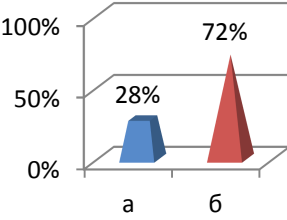
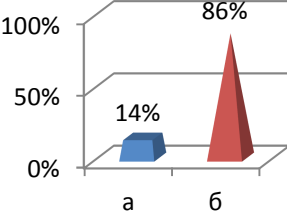
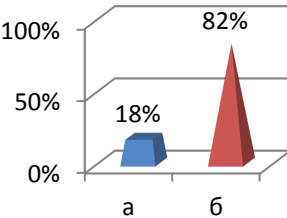
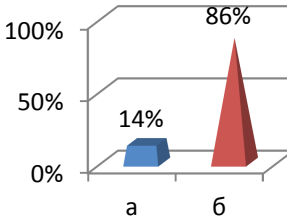
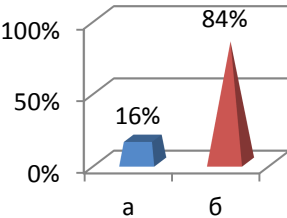
The good news from the results of the current survey is that 86% of respondents have not driven after alcohol consumption during the past month. The worse news is that 14% of interviewees have drunk and driven.

Question nr. 11: Have you driven after alcohol consumption during the past month?		Eurobarometer data:	
Optional replies: a) YES b) NO		No data available	
Total number of replies: 672 replies		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
Stara Zagora (174 replies)			
Plovdiv (79 replies)		Varna (73 replies)	
			
			

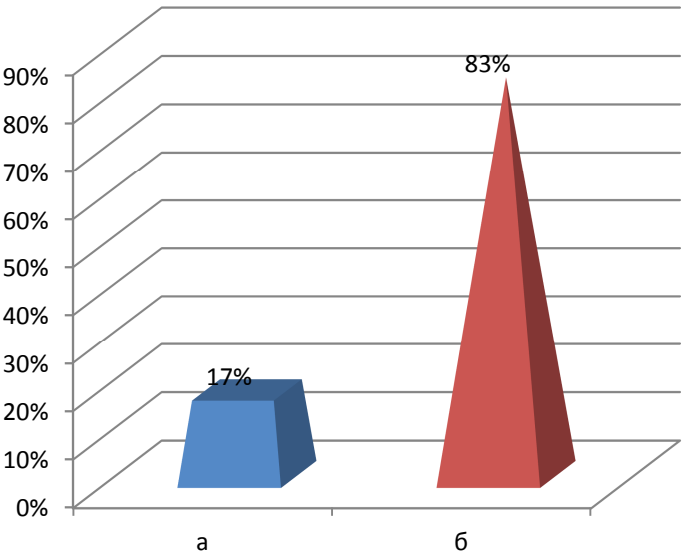
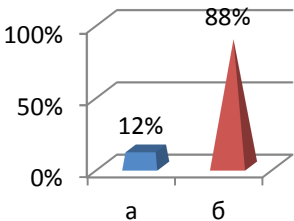
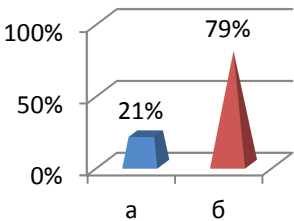
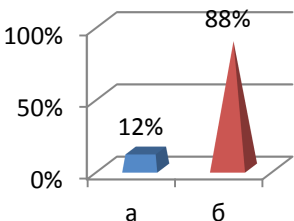
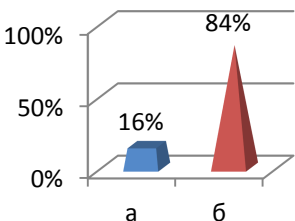
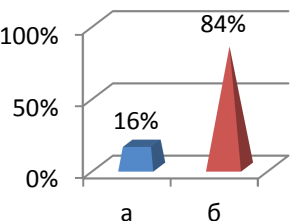
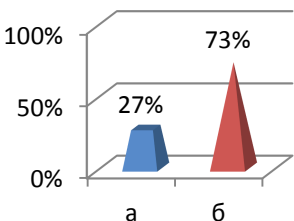
We asked drivers who have replied positively to question nr. 11, what was the reason to drink and drive. 67% of respondents replied that they have consumed just small quantity of alcohol. Another 19% of interviewees replied that drinking and driving is not a problem for them, which is too frightening. Only 14% of participants replied that they drank and drove because of emergence. We do not consider this as an excuse for risking other people's life but could be acceptable in extreme cases.

Question nr. 12: If the answer of question nr. 11 was positive, what was the reason for you to drink and drive?		Eurobarometer data: No data available	
Optional replies: a) emergency case b) I consumed just small quantity of alcohol c) I am able to drink and drive			
Total number of replies: 96		Sofia (3 replies)	
			
		Pleven (28 replies)	
			
		Rousse (26 replies)	
			
Stara Zagora (18 replies)		Plovdiv (7 replies)	
			
		Varna (14 replies)	
			

Good news is that 81% of the participants have not been driven during the past month by a driver who was under the influence of alcohol. The bad news is that the rest 19% were driven by drunk drivers. The worst news is that the same 19% of interviewees refused to take any responsibility and claimed that drinking and driving is an issue and may cause a problem only to drivers. But the numerous road accidents prove this assumption wrong.

Question nr. 13: Have you been driven during the past month by a driver who was under the influence of alcohol?		Eurobarometer data: No data available	
Optional replies: a) YES b) NO			
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

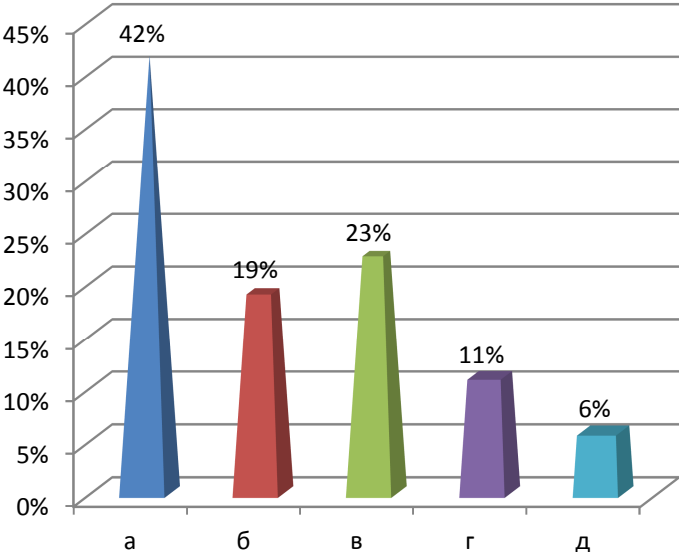
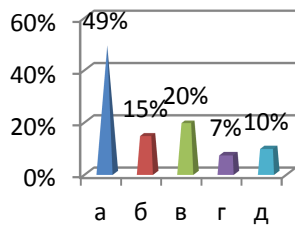
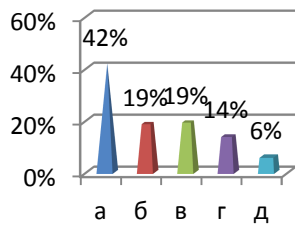
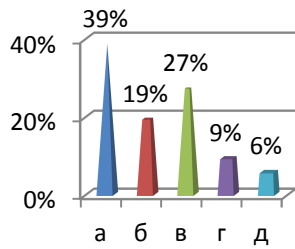
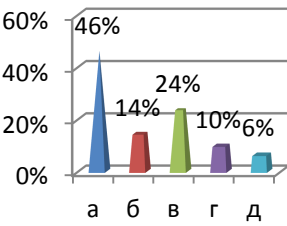
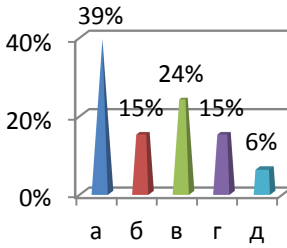
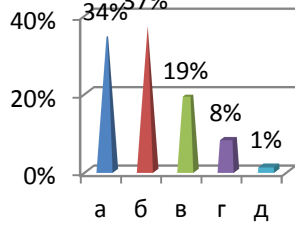
17% of respondents report that they have been participants in a traffic accident caused by a drunk driver. This group of interviewees may be taught and become the most effective ambassadors of preventive measures against alcohol abuse and don't drink and drive activities.

Question nr. 14: Have you ever participated in a traffic accident caused by a drunk driver?		Eurobarometer data: No data available	
Optional replies: a) YES b) NO			
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

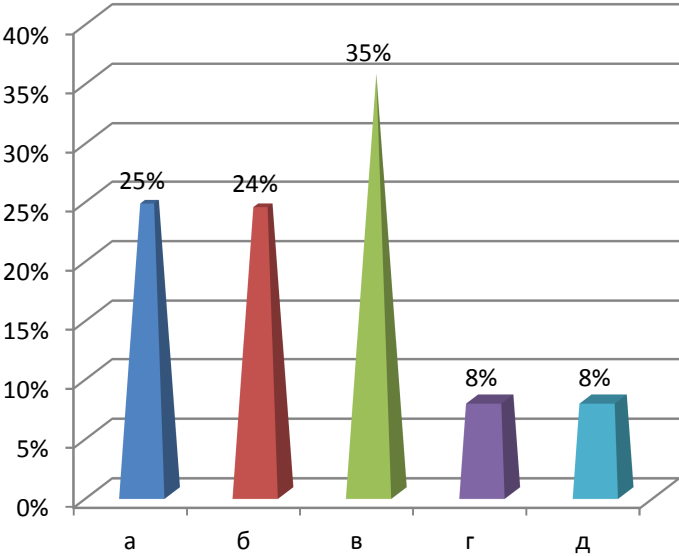
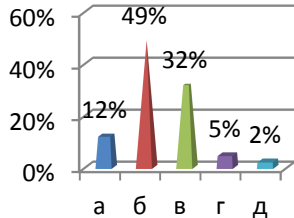
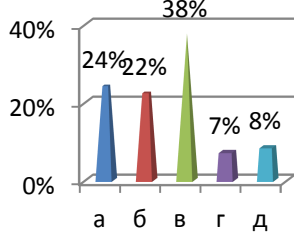
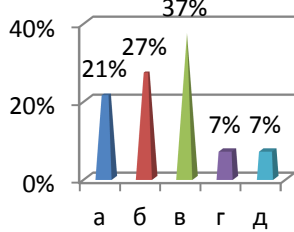
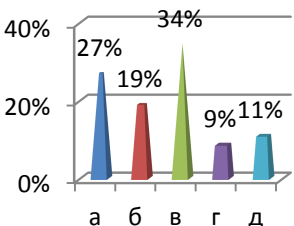
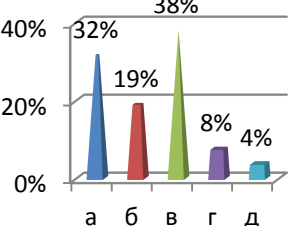
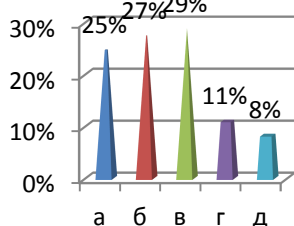
The results from the current survey illustrate that only 24 % of respondents were aware of the right answer of the following question. This finding may be interpreted in the following way. First, people are not informed properly and tend to consider that the number of deaths on the roads exceeds one thousand. Second, the positive trend that the number of people killed on the roads decreases in the past years (1,061 people were killed in 2008 while in 2009 they number was 901), which results from the joint efforts of society and institutions to cope with the problem, is unexpectedly neglected.

Question nr. 15: How many persons were killed on the roads in Bulgaria in 2010?		According to ministry of interior data:	
Optional replies: a) 1061 b) 775 c) 901 d) 1020		775	
Total number of replies: 672		Sofia (41 replies)	
		Pleven (165 replies)	
		Rousse (140 replies)	
Stara Zagora (174 replies)	Plovdiv (79 replies)	Varna (73 replies)	

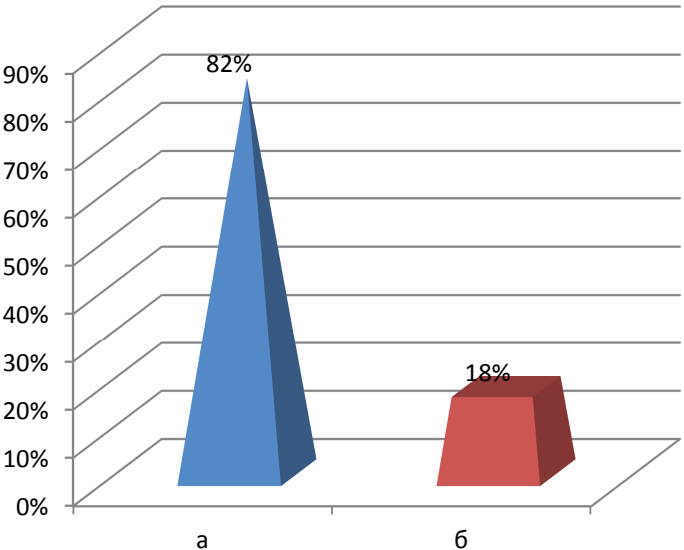
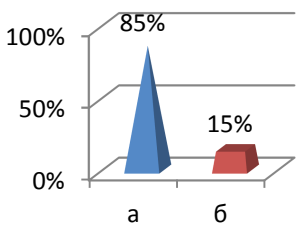
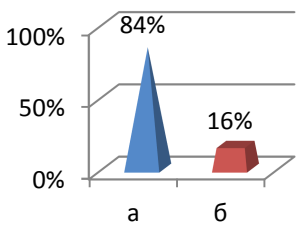
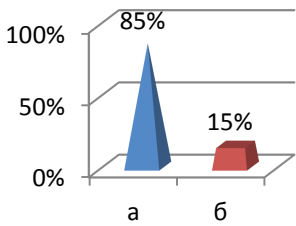
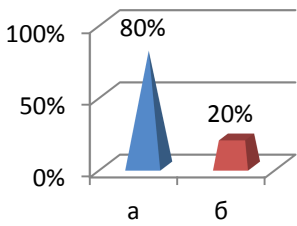
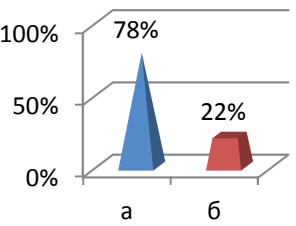
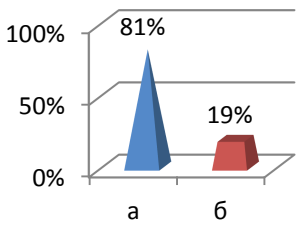
We asked participants about short term measures which would reduce the number of deaths on the roads in short term. The majority of respondents (42%) consider the fines increase as the most effective measure. Another 23% think that new bills should be enacted, while 19% believe that information and preventive campaigns will be the most effective. 11% consider that nothing can be changed and another 6% cannot give any answer.

Question nr. 16: Which will be the most effective measure to reduce the number of deaths on the roads in short term?		Eurobarometer data: No data available	
Optional replies: a) increase the amount of fines b) carry out information and preventive campaigns c) submit and enact entirely new laws regarding road safety d) nothing can be changed д) can not give answer			
Total number of replies:		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

The majority of respondents (35%) consider that the most effective measure to decrease the number of deaths on the roads in long term is the submission and enactment of entirely new laws regarding road safety. Almost equally, respectively 25% and 24%, are weighted two other options: fines to be increased and informational and preventive campaigns to be carried out. Only 8% of respondents consider that nothing can be changed, and another 8% cannot give any answer.

Question nr. 17: Which will be the most effective measure to reduce the number of deaths on the roads in long term?		Eurobarometer data: No data available	
Optional replies: a) increase the amount of fines b) carry out information and preventive campaigns c) submit and enact entirely new laws regarding road safety d) nothing can be changed д) can not give answer			
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

82% of participants consider campaigns such as Drive responsibly achieve their targets and do influence the attitude and manner of drivers. This result is considered positive especially when taking into account that prevention is considered as the most efficient measure in the short term and long term respectively by 19% and 24% of the participants.

Question nr. 18: Do you consider that campaigns such as Drive responsibly may influence positively and change drivers' manners?		Eurobarometer data: No data available	
Optional replies: a) YES b) NO			
Total number of replies: 672		Sofia (41 replies)	
			
		Pleven (165 replies)	
			
		Rousse (140 replies)	
			
Stara Zagora (174 replies)		Plovdiv (79 replies)	
			
		Varna (73 replies)	
			

6. Selected moments

Working meeting and training, Sofia 18-21 May 2011



Pilot activity, European youth week, Sofia, 21 May 2011



Official opening of the campaign, Sofia, 13 June 2011



Pleven, 17 June 2011



Rousse, 20 June 2011



Varna, 23 June 2011



Plovdiv, 26 June 2011



Stara Zagora, 29 June 2011

