The roads need responsible drivers
RCRTS’S TASKS

- improvement of the works related to the road traffic safety;
- improvement of the traffic education of the traffic participants and development of the traffic education work of the preschool establishments and schools;
- realising a cooperation and coordination in the preventive work of the state authorities, institutions, legal entities and other subjects in terms of the self-protection issues in the area of road traffic;
- organising and participating in traffic-educational actions and events in the area of traffic prevention;
- stimulating, developing and assisting the scientific and research work in the area of road traffic;
- procurement and issue of traffic education publications, films, etc.;
- organising scientific end expert conventions for the work in the area of road traffic safety, and
- cooperation with the public media for the purposes of duly, full and objective informing of the public on the measures for the improvement of the traffic prevention and road traffic safety.

www.rsbsp.org.mk
Organisation and Structure of the RCRTS

- **President**
- **Members of RCRTS** (total 28)
- **Secretary** (selected from the members)
- **Expert service**
- **Commissions within the frame of RCRTS**
- **External associates**

[www.rsbsp.org.mk](http://www.rsbsp.org.mk)
Why?

- Statistics before campaign (Using of mobile phone when driving):
  
  **Woman:** 50%
  
  **Man:** 70%
In line to improve road safety in Macedonia, in 2016 RCRTS has implemented many campaigns for increasing the awareness.

One of this campaigns was "The roads need responsible drivers“, which was implemented on the entire territory of the Republic of Macedonia.

The aim was to raise public awareness of the consequences of irresponsible behavior in traffic and disobeying traffic rules and regulations.

Emphasis was placed in the campaign of education and raising the awareness about the harmful effects of mobile phones on the ability to drive a motor vehicle.

Target group were all road users (drivers, motorcyclists, cyclists, pedestrians etc.)
During the campaign were realized several activities including:

1. Announcement of the campaign, organizing a press conference attended by many representatives of electronic and printed media in which President RCRTS MA Stojce Stamenkovski present the program and goals of the campaign. Press conference or parts of it were broadcast on most national TVs.
Partners of the campaign:

- Ministry of interior
- Ministry of education
- Local municipalities
- Organization of Red Cross
- Media
- Public persons
Unlimited opportunities for car accident!

For a price of 1 call you have chance to get:

Fracture
Gail punishment
Stay in a hospital

and much more!
НЕОГРАНИЧЕНИ МОЖНОСТИ ЗА СООБРАЖАЈНА НЕЗГОДА!
ПО ЦЕНА НА 1 ПОВИК ИМАТЕ МОЖНОСТ ДА ДОБИЕТЕ

СКРШЕНИЦА
ЗАТВОРСКА КАЗНА
ПРЕСТРОЈНО БОЛНИЦА

И МНОГУ ПОВЕКЕ!

НА ПАТИШТАТА ИМ СЕ ПОТРЕБНИ ОДГОВОРНИ ВОЗАЧИ

ПОНОВНА ТРАП ЗА КРАЋО НА ЖИВОТОТ

www.rsbsp.org.mk
#ВСЕГОВНО

НЕОГРАНИЧЕНИ МОЖНОСТИ ЗА
СООБРАКАЈНА НЕЗГОДА!

По цена на 1 повик имате
могност да добиете

СКРШЕНИЦА
ЗАТОВСКА КАЗНА
ПРЕСТОЈОБО ГОЛНИЦА
И МНОГУ ПОВЕЋE!

Понудата трае до крајот на животот

Републички Совет за Бербаови на Сообраќајот на Доработот

www.rsbsp.org.mk
3. Support from the media:

www.rsbsp.org.mk
3. Political support:

Петровец-Скопје, министерката за внатрешни работи Гордана Јанкуловска.

Активноста е во рамки на воспитно-едукутивната акција „Летна кампања 2014 година“, која заеднички ја спроведуваат Министерството за внатрешни работи во соработка со Републичкиот Совет за безбедност на сообраќајот на патиштата и Јавното претпријатие за Државни патишта, а во која ќе се поделат 50.000 фапери со едукативно-информационнa содржина.
3. Public Persons:

- Timur Dibirov
  - Name: Timur Dibirov
  - Position: Basketball Player
  - Campaign: "Take Care" to raise awareness of child safety in traffic

- Dejan Litik
  - Name: Dejan Litik
  - Position: Tennis Player
  - Campaign: "Take Care" to raise awareness of child safety in traffic
3. Advertisement on the streets:
3. Were produced and distributed several types of educational materials, leaflets, air fresheners and posters in order to educate and raise awareness among all road users **not to drive motor vehicle under distraction**.
4. It was organized a public event with the most famous Macedonian motorist Igor Stefanovski Idze, European champion in mountain races, in the largest shopping center in Macedonia in order to educate young people about not using mobile phones while driving.

Also, traffic educational materials were distributed.
5. Under this Campaign, it was organized Round Table with representatives from transport companies and professional drivers on “Driving under distraction – Reason for accidents with fatal consequences”!
6. Under the Campaign #IPromiss (#ЈасВетувам), one of the main promises was not driving under distractions!

Coach of the National Football Team of the Republic of Macedonia

#IPromiss that I will not texting while driving!
#IPromiss that I will choose life before internet news!

#IPromiss than I will not “arrange” my thoughts while I'm behind the wheel!
7. RCRTS representatives participated in several radio and TV shows, and through print and internet media were compiled and distributed traffic educational materials to raise awareness of the harmful effects of using mobile phones while driving.

- On the social media RCRTS also developed and distributed traffic educational materials, messages aimed at raising awareness and Elimination of bad habits and practices in traffic.
8. Were distributed a traffic educational materials to more cities in the country through OSBSP and was organized their distribution to participants in traffic.

Also, several public events were organized in few cities in Macedonia (Skopje - American College, Ohrid, Prilep, Dojran, Strumica, etc.) where was distributed traffic educational materials to inform and educate young people about not using mobile phones while driving.
“One call or one text message while driving can cost you a life”
“You are a moment from an accident”
Results:

- Statistics after campaign (Using of mobile phone when driving):

  **Woman:** 50% \(\Rightarrow\) 33%
  **Man:** 70% \(\Rightarrow\) 54%
Thank you for your attention