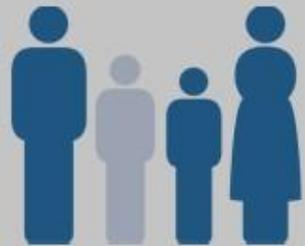


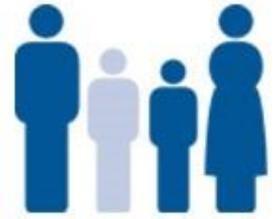
**Ouders van Verongelukte Kinderen – SAVE vzw
Parents d'Enfants Victimes de la Route – SAVE asbl**

Parents of Young Deceased Road Crash Victims

ETSC – 18/11/2016

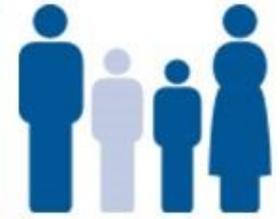


Mission statement



- Help, advice and support for families who lost a child in a road crash
- Improve the professional care and support for families of road crash victims
- **Sensitization on road safety** with focus on children and youngsters

Actions and activities



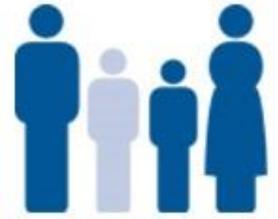
- Bringing together families who lost a child in a road crash

- SAVE-signs



- SAVE-Charter Cities & Towns: OVK-PEVR works together with cities and municipalities to improve the local road safety plans and actions
- Testimonials by parents in schools, for police, in enterprises
- Media, lobbying, **campaigns....**

OVK – PEVR and Happiness Brussels



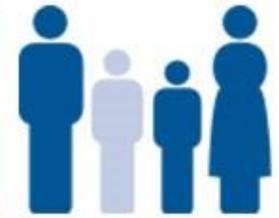
Sensitization on road safety

=> **Campaigns** by communication agency Happiness Brussels



**HAPPINESS
BRUSSELS**
An FCB alliance

Campaign: "Don't text and die"



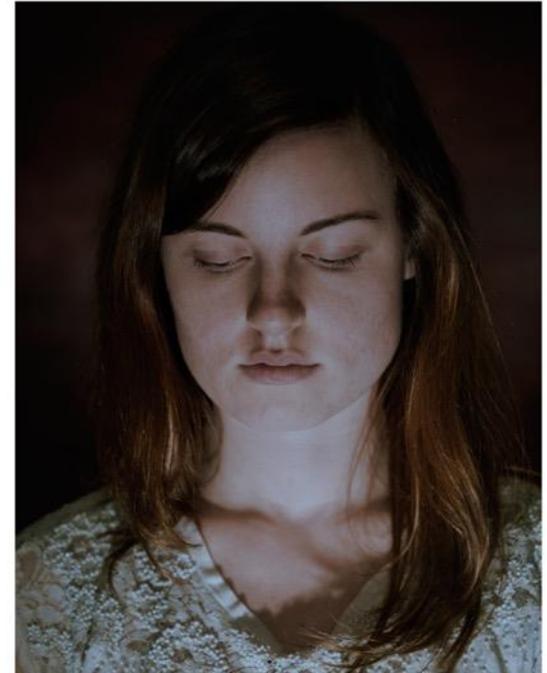
DON'T TEXT AND DIE

A ROAD SAFETY MESSAGE FROM PARENTS OF ROAD VICTIMS



DON'T TEXT AND DIE

A ROAD SAFETY MESSAGE FROM PARENTS OF ROAD VICTIMS

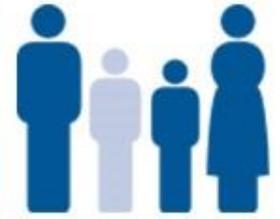


DON'T TEXT AND DIE

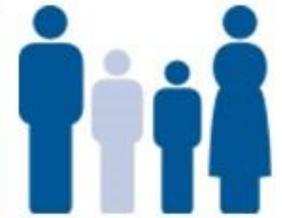
A ROAD SAFETY MESSAGE FROM PARENTS OF ROAD VICTIMS



Campaign « emoticons »



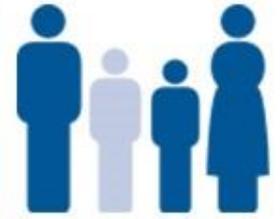
Campaign « Forever Young »



.....| THE SAFETY JINGLE |.....

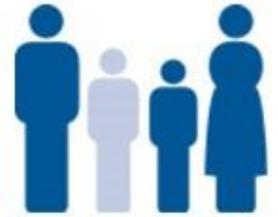
A PERMANENT TOOL FOR RADIO HOSTS TO HELP SAVE LIVES.

European battle: FEVR



- European Federation of Road Traffic Victims
- to offer support and help to road crash victims by providing free emotional, practical and juridical assistance mainly through member associations
- to contribute to road safety by highlighting road danger and the causes of crashes in order to influence institutions and authorities towards implementing and enforcing road safety measures

OVK-PEVR



- www.ovk.be
- info@ovk.be

- www.pevr.be
- info@pevr.be

- <http://save.ovk.be>