



FI7	Education and campaign	<b>Särmänä liikenteessä - Stay Sharp in Traffic: The traffic safety group discussion method in the Finnish Defence Forces</b>						
	<p><b>Started</b> January 2009</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To help the participants understand the biggest accident risks for young male drivers and identify countermeasures</p>	<p><b>Participants</b> Young adults</p>	<p><b>Organizers</b> The Finnish Road Safety Council together with Finnish Defence Forces and the Organization of Military Canteens</p>	<p><b>Conductors</b> The employees and part-time educators of The Finnish Road Safety Council</p>	<p><b>Basis in law</b> The law of The Finnish Road Safety Council</p>	<p><b>Description</b> The personnel or part-time educators of The Finnish Road Safety Council give method-specific training to defence force corporals, who lead the discussion of selected traffic safety topics with recruits.</p>	<p><b>Results and assessment</b> A feedback study is complete. Recruits and corporals have evaluated the discussions very positively.</p>
FI8	Campaign	<b>"The Red Chalk": A traffic safety campaign for secondary schools</b>						
	<p><b>Started</b> 2013</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To increase the students' understanding of their risks, consequences of accidents, and safe behavior</p>	<p><b>Participants</b> Teenagers</p>	<p><b>Organizers</b> The Finnish Road Safety Council together with local rescue departments, police, and schools</p>	<p><b>Conductors</b> Personnel of the Finnish Road Safety Council, rescue departments, police, and teachers</p>	<p><b>Basis in law</b> The law of The Finnish Road Safety Council</p>	<p><b>Description</b> The program combines a dramatized video (showing the causes leading to a young driver's accident) and a live presentation of police and rescue service personnel, followed by group discussions led by teachers.</p>	<p><b>Results and assessment</b> A feedback study is complete. Students and teachers have evaluated the intervention very positively.</p>
FI9	Multidisciplinary co-operation	<b>Traffic safety work in communities and cities</b>						
	<p><b>Started</b> In practice for a long time; no information on the start date</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To exchange information and coordinate multidisciplinary traffic safety work in communities and cities</p>	<p><b>Participants</b> All ages, depending on the focus</p>	<p><b>Organizers</b> The Finnish Road Safety Council together with cities/communities</p>	<p><b>Conductors</b> Personnel of The Finnish Road Safety Council and communities/cities, police, and transportation providers, etc.</p>	<p><b>Basis in law</b> The national program of internal security program and the law of The Finnish Road Safety Council</p>	<p><b>Description</b> Multidisciplinary boards for traffic safety issues are working in about 70% of all Finnish communities/cities. The Finnish Road Safety Council supports the activities and provides expertise.</p>	<p><b>Results and assessment</b> -</p>
FI10	Campaign	<b>Look Shiny: A campaign for promoting the use of pedestrian reflectors</b>						
	<p><b>Started</b> Pedestrian reflector campaigns have been ongoing for decades.</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To promote the general awareness of the benefits of reflectors and support their use</p>	<p><b>Participants</b> Pedestrians and various organizations</p>	<p><b>Organizers</b> The Finnish Road Safety Council with its member organizations</p>	<p><b>Conductors</b> Personnel of The Finnish Road Safety Council</p>	<p><b>Basis in law</b> Finnish road safety act 42 § and the law of The Finnish Road Safety Council</p>	<p><b>Description</b> The Finnish Road Safety Council raises public awareness with commercial media advertisements, media releases, and events.</p>	<p><b>Results and assessment</b> Evaluations focus on how people remember or notice the campaign</p>
FI11	Education	<b>Itella: A case study in voluntary training for work-related driving</b>						
	<p><b>Started</b> 2009</p> <p><b>Ended</b> 2010</p>	<p><b>Objective</b> To decrease accidents in work-related driving</p>	<p><b>Participants</b> Mail delivery car drivers</p>	<p><b>Organizers</b> The Finnish Road Safety Council together with the Itella company</p>	<p><b>Conductors</b> Personnel of The Finnish Road Safety Council</p>	<p><b>Basis in law</b> The law of occupational safety and the law of occupational accident insurance and the law of The Finnish Road Safety Council</p>	<p><b>Description</b> The Finnish Road Safety Council arranged discussion-based training sessions for mail delivery car drivers. The session topics were the identification of problems in practical work, finding solutions, and establishing a commitment to solutions.</p>	<p><b>Results and assessment</b> OLIKO SINULLA SE SALMISEN RAPORTTI? When compared to other kinds of interventions, discussion-based approaches produce better results.</p>
FI12	Education	<b>Post-licensing voluntary rider education: What can be learned from fatal motorcycle accidents?</b>						
	<p><b>Started</b> 2010</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To help the participants understand their biggest accident risks and find countermeasures</p>	<p><b>Participants</b> Motorcyclists</p>	<p><b>Organizers</b> The Finnish Road Safety Council together with Finnish Motor Insurers' Centre and a network of trainers and their organizations</p>	<p><b>Conductors</b> Voluntary motorcycle club trainers</p>	<p><b>Basis in law</b> The law of The Finnish Road Safety Council and the law of investigation of traffic accidents</p>	<p><b>Description</b> The Finnish Road Safety Council has condensed the accident investigation team reports for all fatal motorcycle accidents in Finland over six years into learning materials. The training method is learner centered and active.</p>	<p><b>Results and assessment</b> Feedback from the participants is collected during the "launch" period</p>
FI13	Education	<b>A web-based self-evaluation tool for senior drivers</b>						
	<p><b>Started</b> 2010</p> <p><b>Ended</b> Ongoing</p>	<p><b>Objective</b> To improve the risk awareness of elderly drivers through self-evaluation</p>	<p><b>Participants</b> Elderly people</p>	<p><b>Organizers</b> The Finnish Road Safety Council</p>	<p><b>Conductors</b> Personnel of The Finnish Road Safety Council</p>	<p><b>Basis in law</b> The law of The Finnish Road Safety Council</p>	<p><b>Description</b> The Finnish Road Safety Council provides web-based services for the elderly to evaluate their personal driving, health, and behavior.</p>	<p><b>Results and assessment</b> Evaluation data is collected from the users.</p>

FI 14

Education

**Compulsory additional training for professional drivers: Safety-oriented driving****Started**

September 2008

**Ended**

Ongoing

**Objective**

To enhance the safe and professional behavior of drivers

**Participants**

Professional bus and truck driver

**Organizers**

Companies providing traffic safety training, driving schools, etc

**Conductors**

Personnel of companies providing traffic safety education

**Basis in law**

Directive 2003/59/EC of the European Parliament and of the Council and the national law of professional truck and bus drivers' professional competence

**Description**

The professional drivers are required to take 5 days of training every 5 years to maintain their professional licenses. One day has to deal with safety-oriented driving.

**Results and assessment**

The system is evaluated only for availability of training.

**Notes and other information**

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