



Film Spring Open

Guidelines for preventive materials

Warsaw 13.08.2019

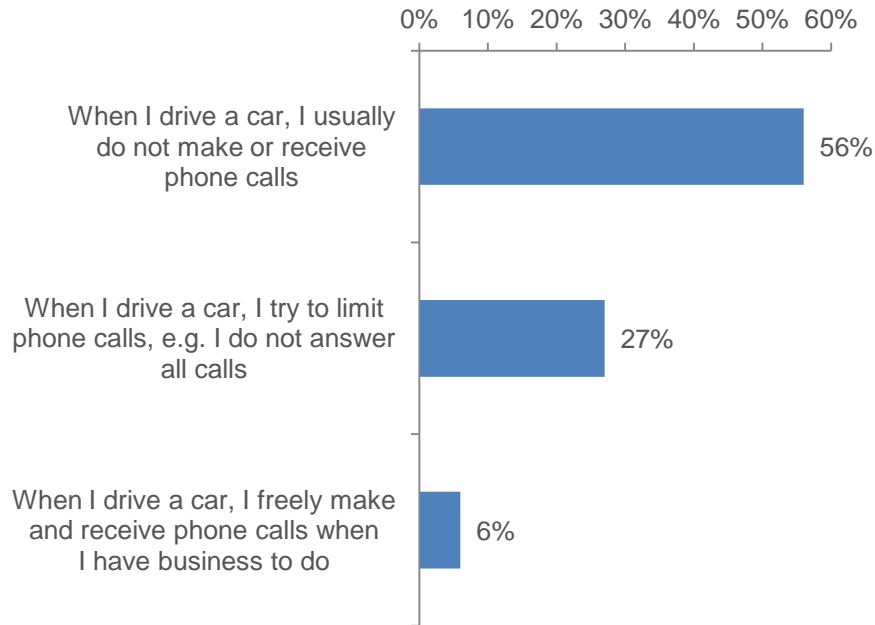
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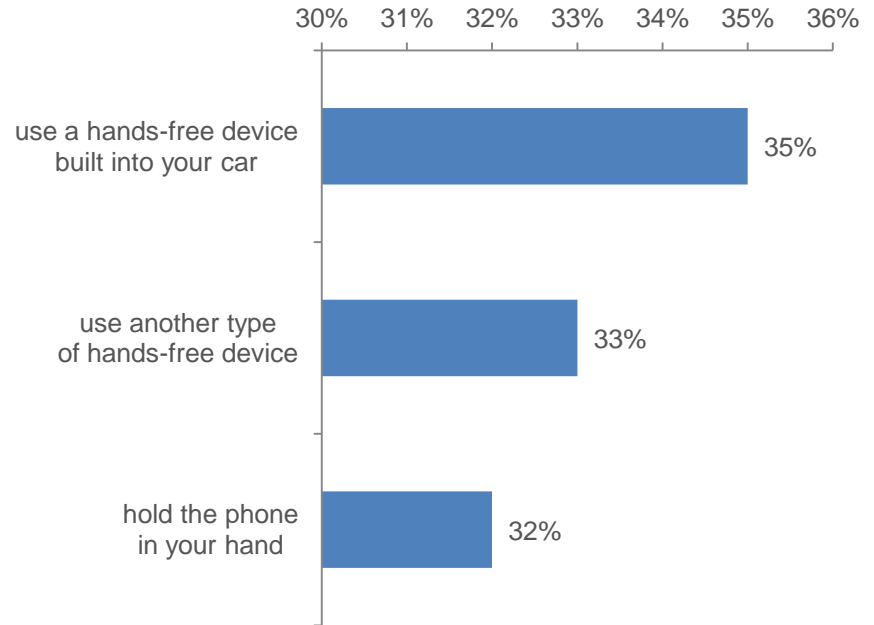
A study shows that almost half of car drivers use mobile phones while driving, and one-third of them hold the device in their hand



Which statement best describes your driving style?



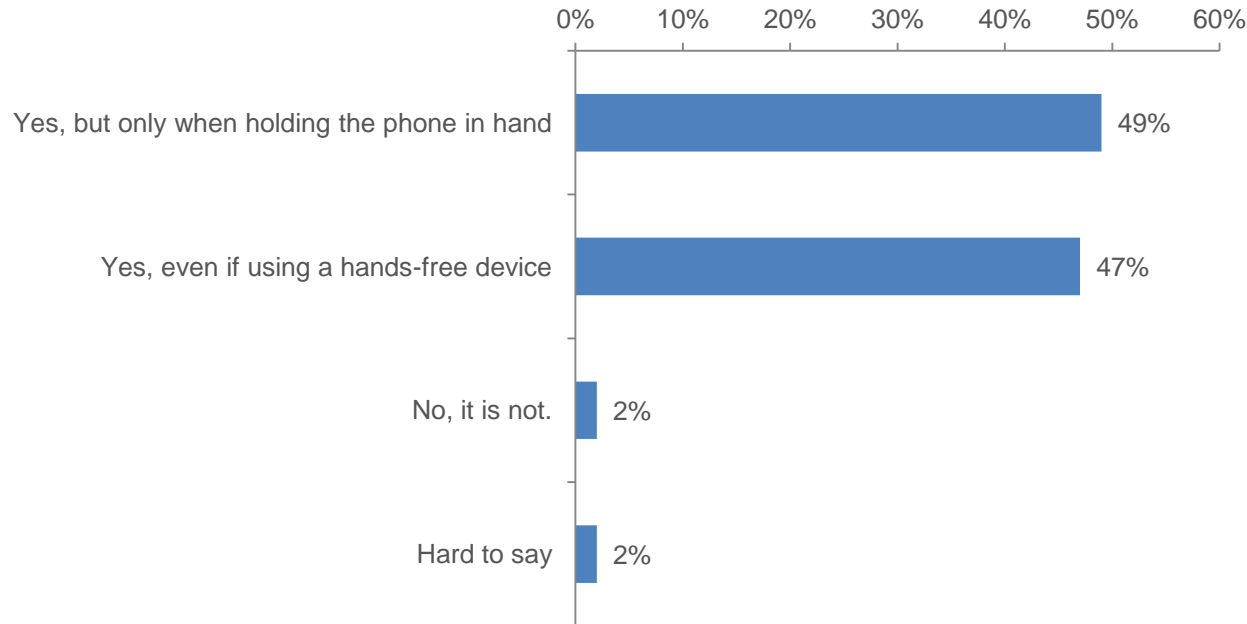
When talking on the phone while driving, do you...



The drivers are to some extent aware of the potential danger: half of them believe that using a mobile phone is dangerous even with a hands-free device



Do you believe that using a mobile phone while driving is dangerous for traffic safety?



cont.



- Traffic Safety Department estimates that one-fourth of all car accidents are caused by the use of mobile phone while driving.
- 96 per cent of Poles are aware that using a mobile phone while driving is dangerous. According to various studies, 50 to 70 per cent of drivers admit sometimes doing so.



Preventive campaign guidelines

Challenge/ Problem:

distraction while driving or using pedestrians crossing caused by the use of mobile phones.

Campaign objective:

to increase awareness among young people about the use of mobile phones in traffic, both as drivers and pedestrians.

Result:

increased awareness among young people, declared willingness to limit the use of mobile phones while driving. The campaign should influence the attitude and behaviours of road users.

Message:

limiting the use of mobile phones among road users (drivers and pedestrians, adults and children)

Target group:

young people: 17-25 years old