



Roadpol Safety Days - The bill You Do Not Want to Pay

Дни на пътната безопасност -

Сметката, която не искаш да платиш

spiritsBulgaria

Bulgaria

2023 > 2024

#AwarenessRaising #Community #PublicPrivate



Objective

- Education of students and novice drivers about the principles of RD alcohol consumption
- Distribution of "The Bill You Don't Want to Pay" flyer
- Popularization of "Why and How Much" students contest winning projects

Description

Support the days of Road Safety in Bulgaria through flyers distribution and RD seminars. The role of spiritsBULGARIA was to contact and organize an executive team and to produce the flyers.

Partners

- Directorate of Road Police of Bulgarian Ministry of Internal Affairs
- Bulgarian Red Cross
- T. Kableshkov University of Transport

Results

- 130 000 flyers distribution
 - 110 students and school graduates personally reached
 - 1000 visitors of Whisky Fest visitors reached
 - 119 890 flyers distributed through different events dedicated to Road Safety
- 2 RD seminars conducted at T. Kableshkov, the University of Transport
- Participation in discussions about road safety and safe driving of institutions, academic societies and students
- Presence at Red Cross events like National Day of Safety and Best Road Policeman of the year
- Presence at First Aid courses for novice drivers

Measurement & evaluation

The flyer design and distribution idea were welcomed and recognized by the Directorate of Road Safety Police and Red Cross in Bulgaria. Police officers and Red Cross volunteers executed the whole flyers distribution at different events in 27 regions of the country. A TV interview about the RD principles and their importance.

Website

spirits.bg and konsumirai-otgovorno.bg

Downloads

Documents

[2024_SPIRTSBULGARIA_ROADPOL SAFETY DAYS REPORT.pptx](#) (pptx - 40.12 Mo)