



## THE MISSION AND VISION OF THE ESTONIAN ROAD ADMINISTRATION

### MISSION

ERA develops a safe and working traffic environment

### VISION

To become a highly valued competence centre for road users and partners

### OUR VALUES

We are open, caring, result oriented, professional

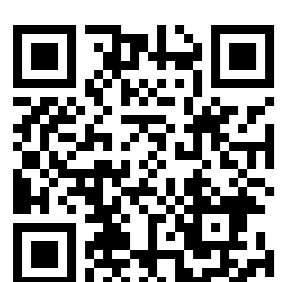


## THE OBJECTIVES OF PREVENTION DEPARTMENT ACTIVITIES ARE:

- Responsible and considerate road users
- Supporting quality and systematic traffic education from pre-school to driving school
- Improving the safety awareness and changing the behaviour of road users

**Important key words are:** moving as an everyday basic need of people; joint responsibility via acting as an example for young road users (civil responsibility, ethical convictions, behavioural standards); appreciation of caring and considering others in traffic as a social communication environment (shared responsibility); knowledge and skills for safe road use (automated activities, habitual behavioural patterns); lifelong learning (traffic density, technological developments, changes in capacity, etc.).

In Estonia traffic safety based on 0-vision.



## COOPERATION IS THE KEY TO SUPPORTING CITIZENS AND PROMOTING TRAFFIC SAFETY



### I TRAFFIC EDUCATION:

**Objective of traffic education:** To guarantee lifelong traffic education that supports road users, is systematic and consistent, and based on shared responsibility.

Everything starts at home and the region's traffic culture, primary examples. The role of educational institutions is to support families. The role of the Road Administration is to guarantee study aids, development activities in cooperation with the Ministry of Education and Research, research institutions and universities.

The Road Administration is the creator of various preventive measures at the level of state since 1995. We see systematic traffic education throughout life: from pre-school to elderly road users.

- Systematic development of skills and knowledge; shaping the values, attitudes, behavioural models at pre-schools and schools
- Traffic-related training: cycling training at schools, quality of the instruction/instructors at driving schools
- Development of in-service training programmes to guarantee people's mobility and quality of life

### II PREVENTION:

**Objective of prevention:** minimising conscious risk-taking by road users and helping to shape road users that spare themselves and consider others.

A very important role is played by active citizens, citizen associations, county institutions, e.g. traffic committees, health councils.

Road administration main activities:

- informing a broader circle of citizens about problematic topics (on the basis of analyses of traffic accidents, legislative changes, etc.)
- influencing the attitudes and behaviour of road users (campaigns)
- creating specific activities for risk groups

Topical issues have constantly been kept in the spotlight, informing about the amendments made to the Traffic Act to ensure they are implemented. Problematic, risk groups outlined by analyses – guaranteeing specific targeted activities/training for them (e.g. risk prevention training for young people, system of rehabilitation training, etc.).

## MAIN OBJECTIVES OF PREVENTION DEPARTMENT ACTIVITIES:



### I TRAINING

**Introducing more systematic traffic education in the training programmes of traffic trainers (pre-school and school teachers, cyclist trainers, driving instructors):**

- training for cyclist trainers – for training 10-year-old cyclists, which ends with an examination (cycling license)
- training for persons who accompany groups of children – for guaranteeing the safety of pre-school and primary school teachers during study trips
- training for the teams of educational institutions to teach them how traffic education can be integrated into the study process
- in-service training for driving instructors
- in universities, as an optional subject (partially) in teacher training

**Training aimed at risk groups:**

- Risk prevention training for young people
- Training for elderly pedestrians, cyclists and drivers
- Training aimed at the unemployed

**Tradition:**

Traffic education conferences on different important topics have been organised for various target groups every year since 2010. This year we focus on road courtesy related with 0-vision principle from new Road Safety Strategies of Estonia.

### II INFORMATION

- National and local campaigns
- Information, public events, safety days
- Preparation of information materials
- Articles, memoranda and bringing attention to important issues

### III CONSULTATION

- Giving consultations to educational institutions (study process, necessary means, building traffic squares, cooperation with parents, etc.)
- Giving consultations to people and organisations (e.g. projects, actions and so on)
- Giving consultations to students writing their graduation theses in cooperation with institutions of higher education

### IV NETWORKING

- Guaranteeing the activities required for acquiring the right to ride a bicycle, incl. electronic **record of licenses** in the Traffic Register
- Participation in the **traffic committees** of counties, common projects
- Traffic safety activities in the **health councils** of counties (KEAT project)
- Systematic involvement of **institutions of higher education** in studying the area of traffic education and development of materials
- **Specialty of traffic safety at Haapsalu College of Tallinn University.** Traffic safety has been taught since 2009/2010 study year. There have been two rotating fields of study since 2015/16 – motor vehicle driving instructor and traffic management in local governments

### V DEVELOPMENT

- Development of the traffic education of children: updating study materials, supporting projects, cooperation with the Ministry of Education and Research, updating the catalogue of free study materials given to educational institutions for traffic education
- Passing on information about traffic safety, e-learning environment
- Surveys, analyses: e.g. surveys of educational institutions that focus on how traffic education was carried out in 2013 and 2016