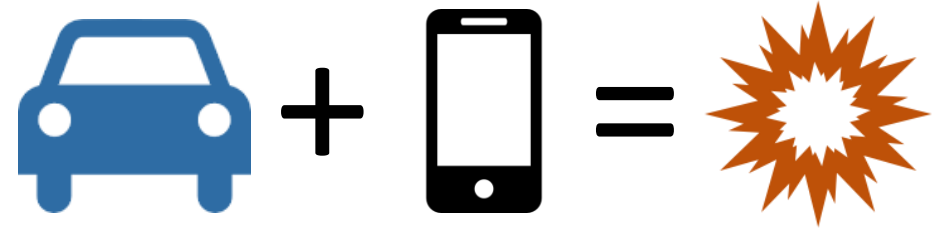




Road Safety campaign





- Distraction is cited as a contributory factor in around 10-30% of road accidents
- A campaign targeting a single type of distraction (mobile phone use) towards drivers, pedestrians and cyclists

Goals



Overview

- The target will be the general public, adults and children to teach good practices from a young age
- Topic selected by Clubs and inspired by ACI's #GuardaLaStrada and other Club campaigns
- Will incorporate the poster by the FIA from #3500Lives





TODAY, 3,500 PEOPLE WILL DIE ON THE ROAD...

DON'T TEXT AND DRIVE

Pharrell Williams
PHARRELL WILLIAMS
SINGER, SONGWRITER AND RECORD PRODUCER

SUPPORT THE FIA'S MANIFESTO FOR GLOBAL ROAD SAFETY AT FIA.COM

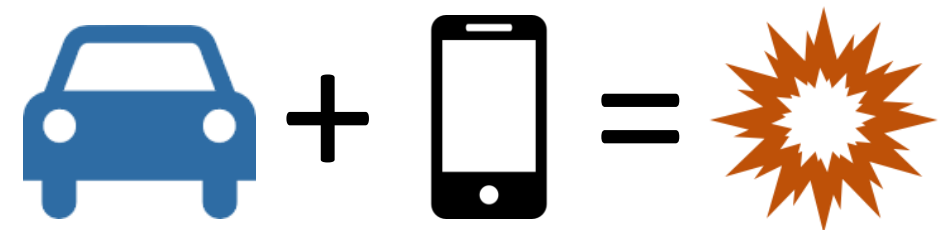
 

Next steps

- Creation of materials e.g.

video clips	print materials	giveaways	social media messages
press release	launch event	website	etc.

- Preparation for launch event in Brussels
- Webinar in Aug (as materials become available)



Draft timeline

