
CIFAL Curitiba - Road Show 2017

Type:	Public Lecture
Location:	Curitiba, Brazil
Date:	26 Sep 2017
Duration:	1 Days
Programme Area:	Decentralize Cooperation Programme
Website:	http://www.cifalcuritiba.org.br
Price:	\$0.00
Event Focal Point Email:	priscila.vieira@cifalcuritiba.org.br
Partnership:	Federation of Industries of the State of Parana (FIEP), Trafpol, SESI International School, Universidade Tecnológica Federal do Paraná (UTFPR), FAE Business School, Renault Institute

BACKGROUND

According to the World Health Organization (WHO), traffic accidents are the leading cause of death for people who 15-35 years old, representing about 50% of deaths in developing countries. Every day, about 3,000 lives are terminated early due to traffic accidents, reaching a staggering 1.3 million lives annually. Moreover, about 50 million physical injuries that result in partial or total disability also occur annually, which means that every six seconds, someone is killed or injured in a traffic accident.

EVENT OBJECTIVES

[*] To recognize road safety as a systemic phenomenon of transport, urban mobility and civic culture;

[*] To reinforce the importance of recreating a culture of respect in traffic to improve the quality of life;

Specific Objectives:

[*] To present the socioeconomic impacts of traffic accidents, health data and the contrasting preventive and reactive paradigms;

[*] To present the importance of psychological aspects in traffic;

[*] To present successful education programs for children and youth.

[*] Raise awareness in young people about driving and encourage road safety

[*] Effectiveness in conveying the message for the audience about the risk and consequences while driving recklessly or with a lack of attention to traffic rules.

CONTENT AND STRUCTURE

The Road Show is a multimedia educational program about road safety, structured as a theatrical presentation directed at teens and 16-21 years. The show brings multimedia and emotion presented in a great setting (usually in a cinema or theater) to approximately 300-500 participants. A combination of lights, music and sound effects are skillfully added to create for an environment specific mood and the show's connotation.

METHODOLOGY

The program includes audio-visual effects, information, testimony of direct participants and victims of road accidents in the region where the Road Show

takes place with firefighters and paramedics. The presentation has an approximate duration of 1 hour. The program was developed by psychologists and police officers with several years of experience in road safety and has been adapted for adolescents, and their mindset and emotions.

TARGETED AUDIENCE

Youth 16-20 years old as well as new drivers and motorcyclists are the target audience.