

CAMPAIGNS OF THE REPUBLIC COUNCIL FOR ROAD TRAFFIC SAFETY WITH A SPECIAL EMPHASIS ON THE IMPORTANCE OF USING THE SEAT BELT



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RCRTS – Republic Council for Road Traffic Safety



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WHAT IS RCRTS? PURPOSE OF EXISTENCE AND ROLE

For the improvement of road traffic safety as a matter of broader social interest, the Council was established in 1962 as a specialized expert body within the then State Secretariat for Internal Affairs.

Throughout its long-standing operation, the RCRTS has grown into one of the leading bodies in the country, going beyond its primary tasks of enhancing and developing traffic education, awareness, culture, and ethics among all road users.

The Council also serves as one of the key initiators for implementing measures to improve road traffic safety and acts as a coordinator among various responsible entities in carrying out measures and activities aimed at enhancing road traffic safety.





THE RCTRS CAMPAIGNS AND THE WORK PROGRAM FOR 2025 ARE TARGETED AT SPECIFIC GROUPS

The RCTRS Work Program for 2025 also serves as an action plan for implementing the planned measures and activities to improve road traffic safety, all of which contribute to achieving its goals, vision, and mission.

The RCTRS Work Program for 2025 is a framework document that outlines the most important activities that the RCTRS will implement independently or in cooperation with its partners throughout the year.

For each activity, campaign, or event included in the RCTRS Work Program for 2025, the Council additionally develops an individual program or action plan for implementation.



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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:

1. Organization and implementation of activities for New Year's and Christmas holidays
2. Activities to mark Valentine's Day and St. Trifun's Day
3. Activities to promote increased use of seat belts and child seats – "Buckle Up"
4. Activities to mark March 8 – International Women's Day
5. "Safe on an Electric Scooter" campaign for safe participation in traffic with electric scooters



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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:

6. Traffic educational activities for greater safety of children in traffic.
7. Implementation of the "Responsible in Traffic – Safety First!" campaign on the occasion of the Global Road Safety Week.
8. Implementation of a campaign to improve the safety of cyclists in traffic.
9. Implementation of activities highlighting the harmful consequences of using mobile phones while driving.
10. Implementation of activities to raise public awareness among young people about timely driver's license acquisition and the dangers of driving without a valid license.



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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:

11. Educational initiative "One Day a Month with My Friend Injured in a Traffic Accident" and "I Lost a Lot, Learn from Me and Be Careful"
12. Implementation of a campaign "Improving Pedestrian Safety in Traffic" in cooperation with the Ministry of Internal Affairs, the Ministry of Education and Science, and other partners
13. Campaign on maintaining a safe distance between vehicles in traffic
14. Organization and implementation of the campaign "Stop Medications in Traffic!"
15. Educational workshop "Symptoms of Individuals Under the Influence of Psychotropic Substances"



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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:

16. Organization of activities for greater safety of motorcyclists in traffic
17. Campaign to improve road traffic safety with a special focus on speeding, aggressive driving, and alcohol
18. Activities to improve road traffic safety through increased engagement and utilization of the potential of students from vocational (traffic) high schools in the country
19. Activities for safe participation in traffic at roundabouts



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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:



20. Activities for educating operators of agricultural machinery and working machines for their responsible participation in traffic."
21. "Safe Summer" campaign for the safe participation of young people in traffic.
22. Activities for education and raising awareness about responsible traffic participation during the summer period as part of the "Safe Summer – Safety First!" campaign.
23. Campaign for promoting alternative forms of transportation titled "European Mobility Week".

ДА ЈА ПОДОБРИМЕ
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ВО СООБРАЌАЈОТ НА ПАТИШТАТА



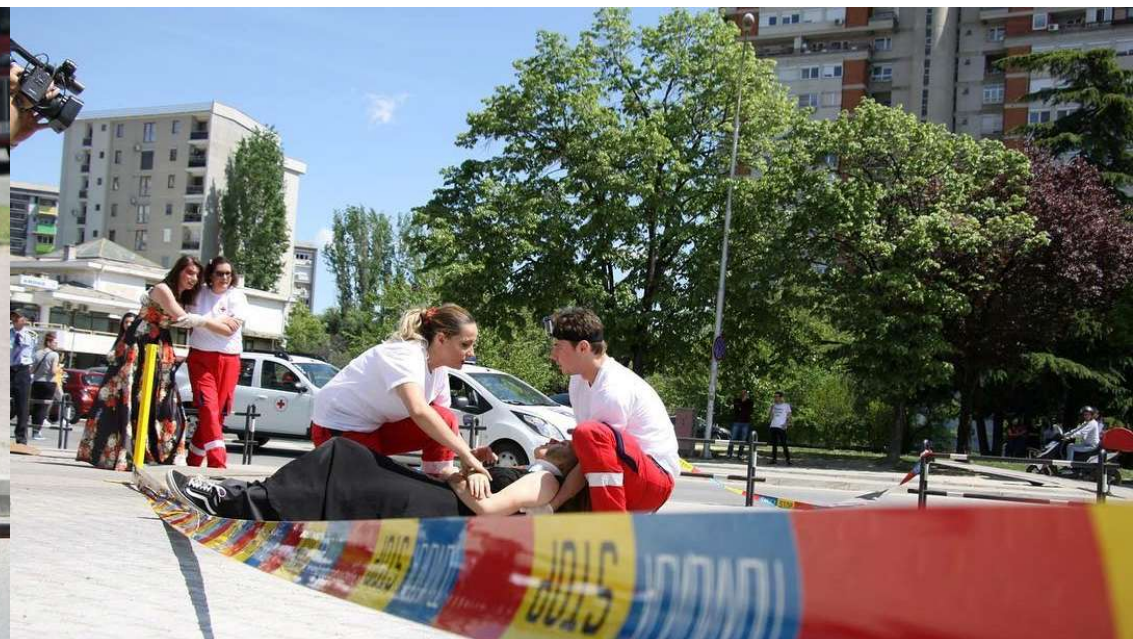
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CAMPAIGNS TO BE IMPLEMENTED BY RCRTS:

- 24. Commemoration of the "World Day of Remembrance for Road Traffic Victims".
- 25. Online campaign with traffic educational tips and traffic rules."
- 26. "Use Winter Equipment" campaign for the use of winter equipment and responsible participation in traffic during winter conditions on the roads.
- 27. Campaign for identifying the most common mistakes made by drivers.
- 28. Campaign to raise public awareness about proper parking and the removal of damaged vehicles from sidewalks and other public spaces.



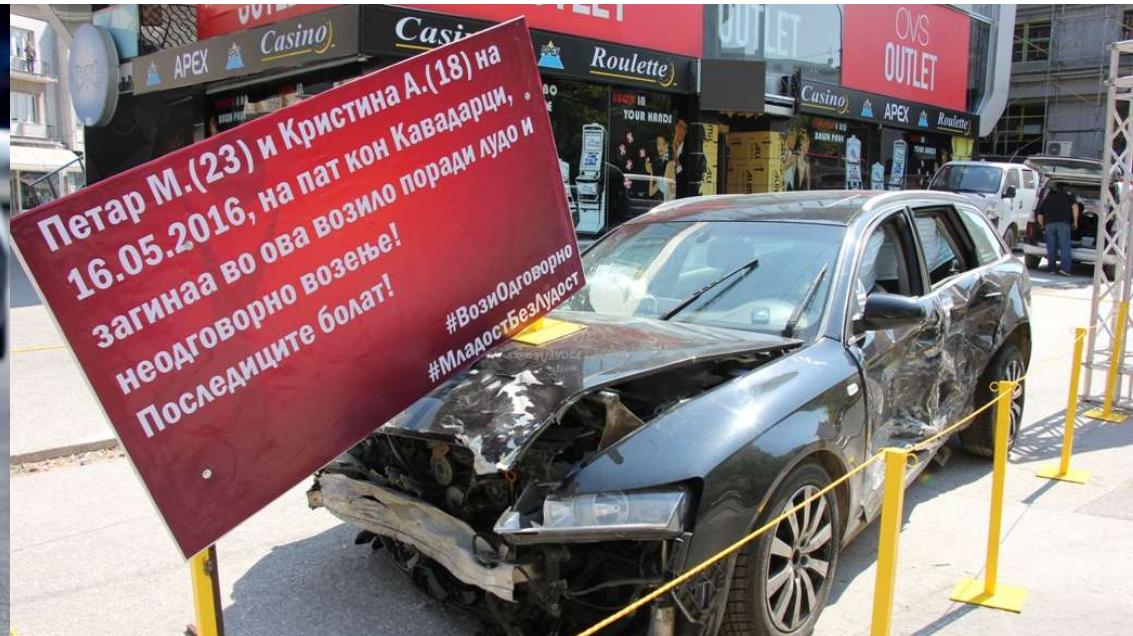
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METHODOLOGY FOR IMPLEMENTING THE CAMPAIGNS

- Traffic educational campaignsActivities of an educational and instructional nature
- Scientific research activitiesDevelopment of professional and educational literature
- Organization of educational forums, lectures, professional gatherings
- Round tables, organization and participation in domestic and international conferences, workshops, training



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METHODOLOGY FOR IMPLEMENTING THE CAMPAIGNS

- Production and broadcasting of educational traffic videos
- Educational actions through social media
- Educational actions through electronic and print media, etc.
- Other means of field promotional activities



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RCRTS CAMPAIGN FOR SEAT BELT USE AND ITS ROLE

At the moment, the ongoing campaign we are conducting is the campaign to raise awareness among road users about the use of seat belts.

During the field activities that are part of the RSBSP campaigns, it has been observed that the majority of drivers in populated areas do not wear seat belts, while outside populated areas on open roads, the percentage of drivers using seat belts is higher.

However, passengers in the back seats almost never use seat belts.

1993 - 2013
#СтавиПојас



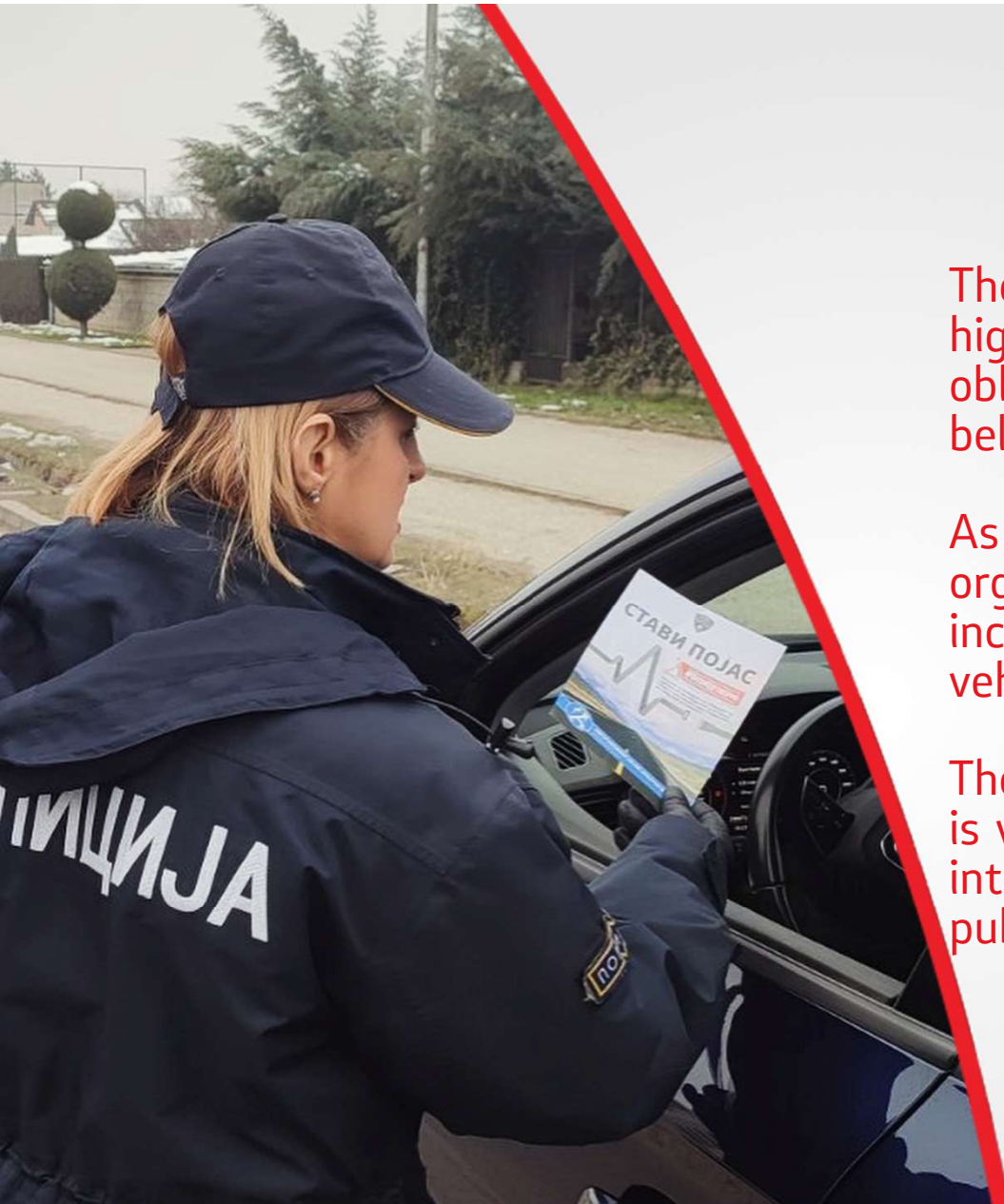
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GOAL OF THE RCRTS CAMPAIGN, #BuckleUp

The goal of the "Buckle Up" campaign is primarily to highlight the personal responsibility, contribution, and obligation of every driver and passenger to use a seat belt.

As part of the campaign, numerous activities are organized to influence drivers and passengers to increase the use of seat belts and child seats in vehicles.

The campaign is supported by many public figures and is very active on social media, generating great public interest. Journalists, athletes, hosts, artists, and other public figures

ALL IN ONE VOICE SHARE MESSAGE: BUCKLE UP!



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MOST COMMON EXCUSES FOR NOT WEARING A SEAT BELT

The most common excuses given by drivers and passengers during the field campaigns are that they do not use seatbelts because:

- I am driving in the city on a short distance,
- I am a good driver – I won't cause an accident,
- I will stay in my seat,
- The seatbelt bothers me, and others.



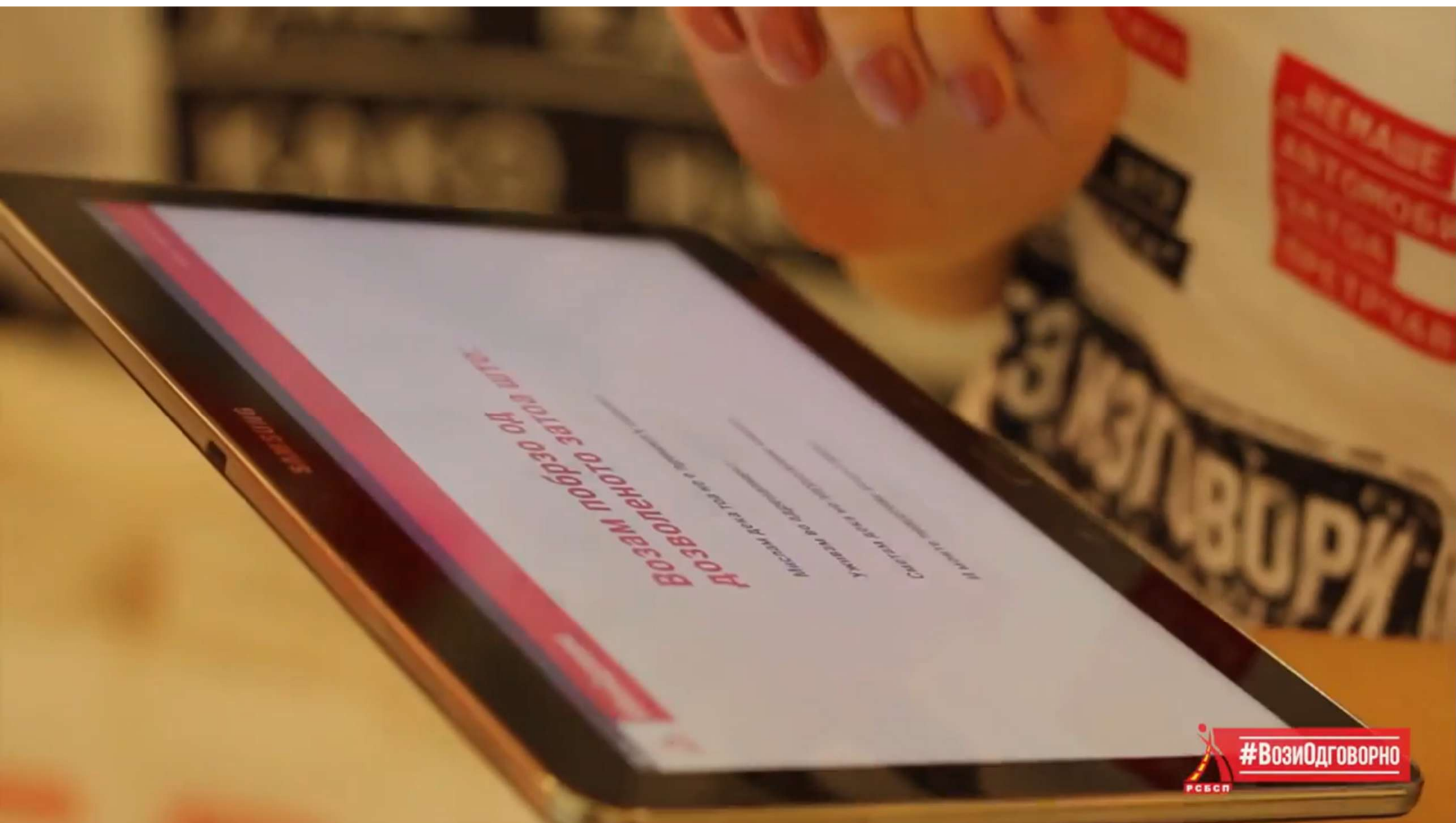
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#ВозиОдговорно



Legal Regulation

The legislative regulation is aligned with EU legislation regarding the use of seat belts.

Key Articles from this Law are the following:

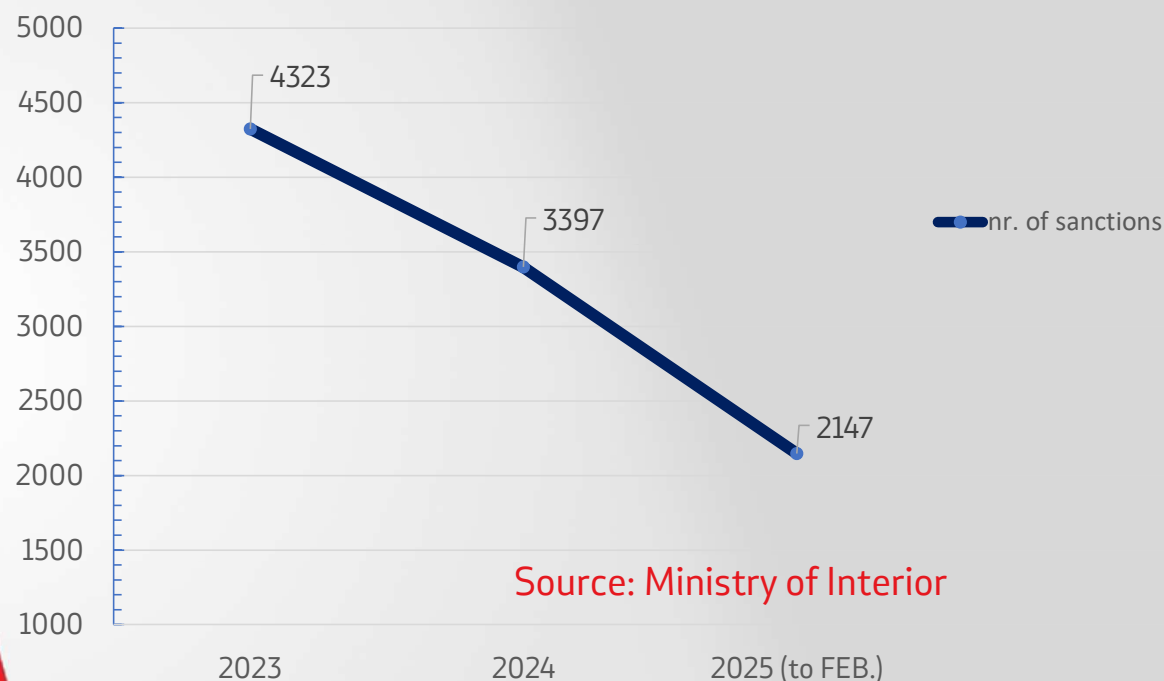
- **Article 23**
- **Article 164**

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NON-WEARING SEAT BELT STATISTICS MUST IMPROVE

**FINES IMPOSED IN ACCORDANCE WITH ARTICLE 23 OF
THE LEGISLATION FOR ROAD TRAFFIC SAFETY**



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CONCLUSION AND RECOMMENDATION

Habits and data in Macedonia show that compliance with the legal obligation to use seat belts is at a very low level.

In addition to campaigns, there should be ongoing education and raising public awareness, increased controls and the taking of repressive measures by the Ministry of Interior for the use of seat belts on open roads, cities and populated areas.



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THANK YOU FOR YOUR ATTENTION!

#BuckleUp #DriveResponsibly



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