

SAFETY OF SENIORS IN TRANSPORT

SENIOR
WITHOUT
ACCIDENTS



A man in a bright yellow cycling jacket and helmet stands next to a woman holding a small dog. The man is holding a bicycle. The background is a lush green forest.

GET OLDER SAFELY

SENIOR WITHOUT ACCIDENTS

(SENIOR BEZ NEHOD) is a unique educational long-term project focused on the safety of seniors in transport in the Czech Republic. There is no similar project in other countries that is so complexly focused on the safety of the elderly in transport.

SENIOR WITHOUT ACCIDENTS 2018 - 2019



The first SENIOR WITHOUT ACCIDENTS project was carried out in 2018 and 2019, both very successful and beneficial, which has greatly contributed to continuing the next phase in 2020 and 2021. The project will continue in the years 2022 – 2023.

SENIOR WITHOUT ACCIDENTS 2018 – 2022



504

theatre lectures



37,208

seniors participated



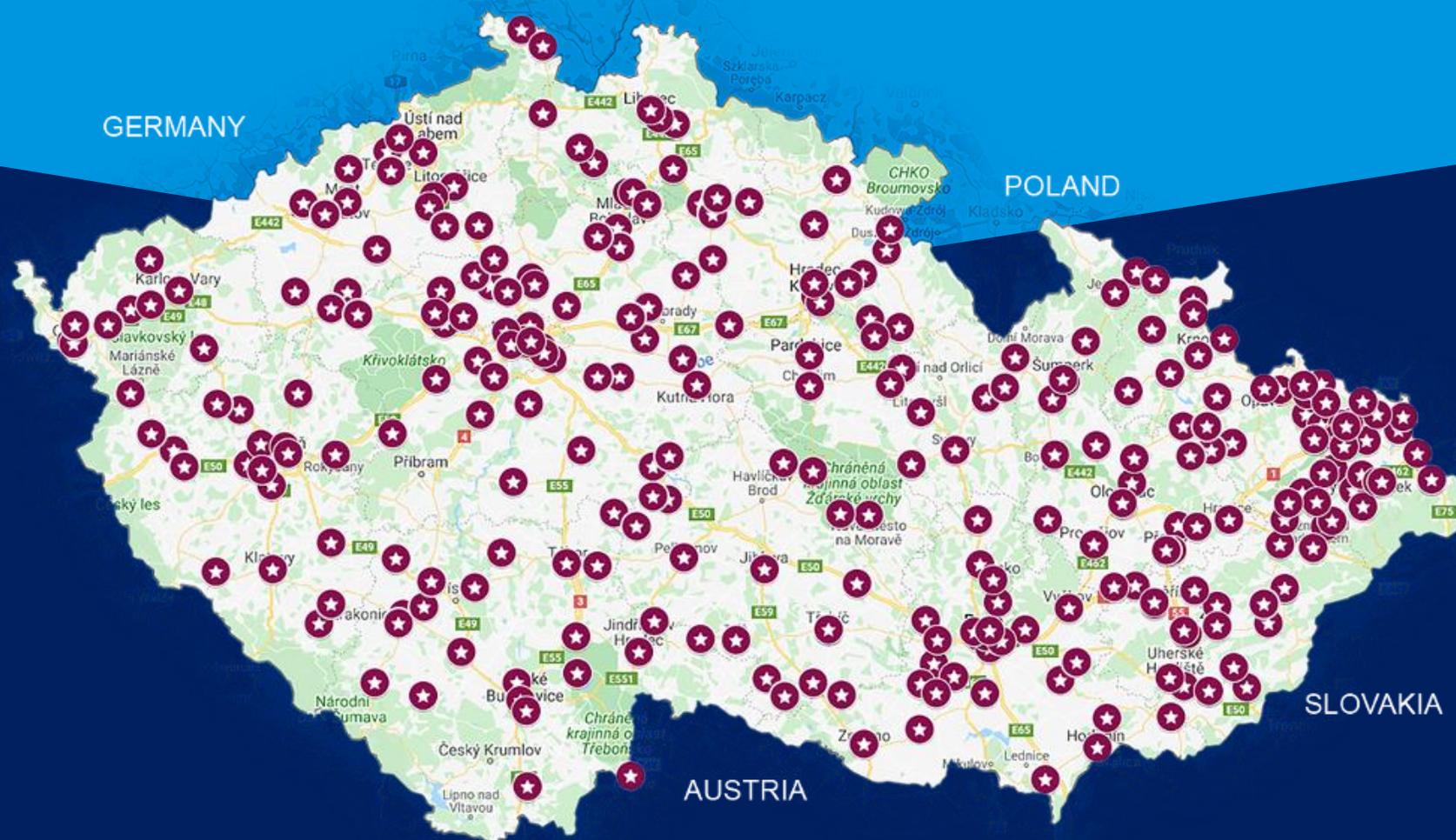
152,91

we traveled
kilometers



The backbone of the project was a series of 504 “theatre lectures” across the Czech Republic, which were attended by 37,208 seniors and our team covered 152,91 km.

SENIOR WITHOUT ACCIDENTS 2018 – 2022



We fully covered the entire Czech Republic.

THEATRE LECTURES

SENIOR
WITHOUT
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THEATRE LECTURES



In these lectures, the viewers acquainted themselves with the issues and safety of seniors in the roles of **pedestrians, drivers, their passengers, cyclists and public transport passengers** in the form of a professional presentation combined with entertaining sketches and instructional videos.

THEATRE LECTURES

SENIOR WITHOUT ACCIDENTS

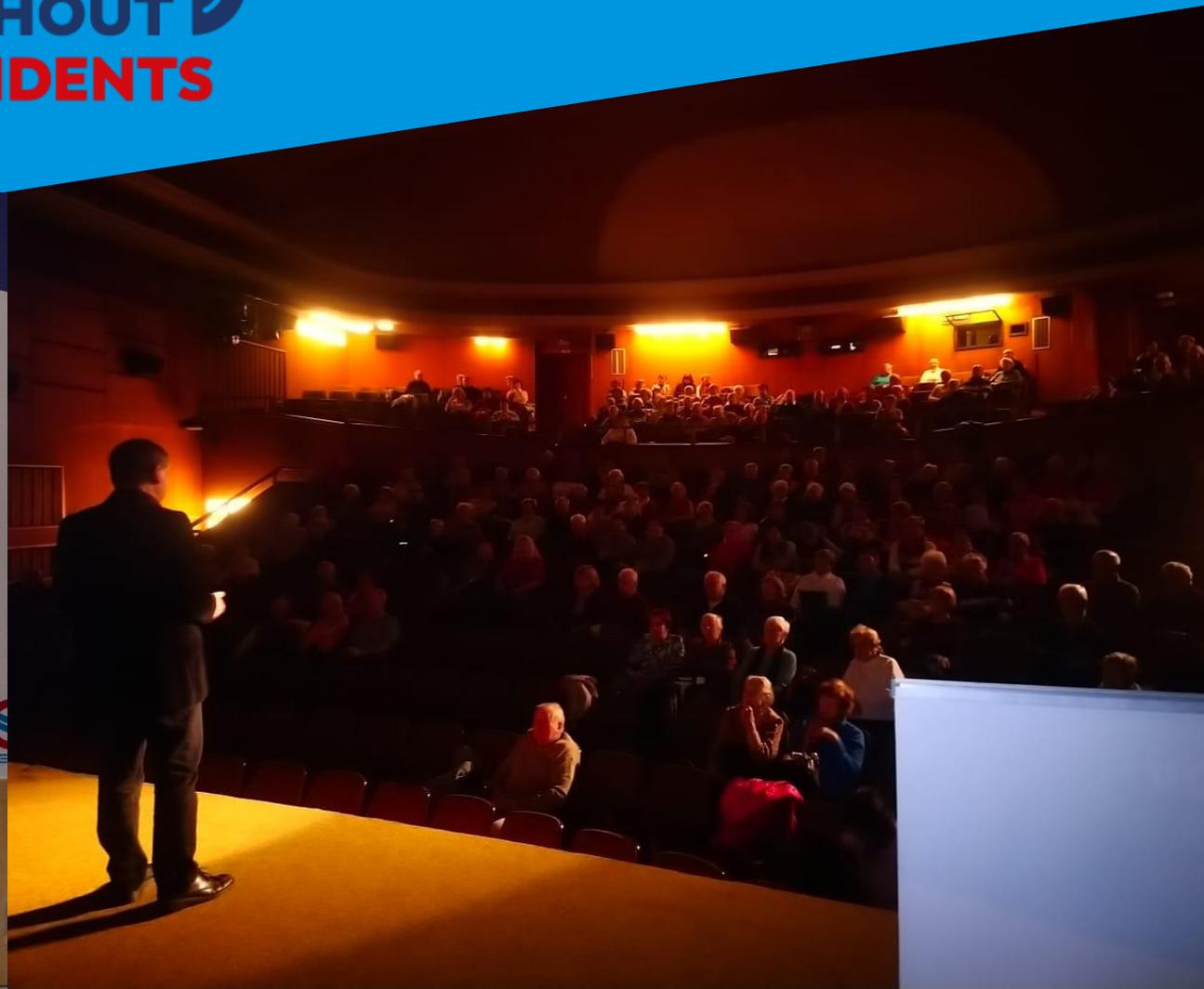


THEATRE LECTURES



The traffic psychologist informed the audience about what **natural aging, the use of medicines and the intolerance of the younger generation** brings to the audience and how to cope with it. Viewers were also acquainted with the latest trends in the field of **driver assistance systems.**

THEATRE LECTURES



THEATRE LECTURES



From the lectures, which were **free for visitors**, viewers also received printed brochures and DVDs with the above-mentioned themes clearly arranged for further self-education.



MEDIA CAMPAIGN

SENIOR
WITHOUT
ACCIDENTS



MEDIA CAMPAIGN



The project was massively promoted on **TV***, **radio**, **press** and **social media**, starring popular Czech celebrities - **actress Jaroslava Obermaierová** and **actor and singer Jiří Štědroň**.

*TV campaign viewed 90,5 % of target group, approx. 1,7 million people 65+

FEEDBACK



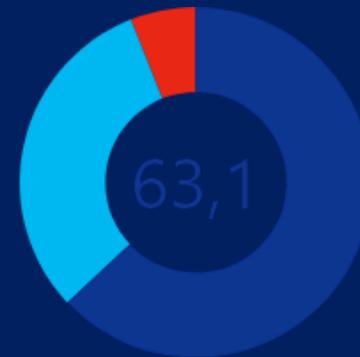
We asked 2,784 visitors to answer several questions right after the theatre lecture:
Grade theatre lecture from 1 (best) to 5 (worst)



Was today's theatre lecture
instructive?



How did you like the
presenter?



How did you like actors and
sketches?



Were you satisfied with
expert information level?



FEEDBACK

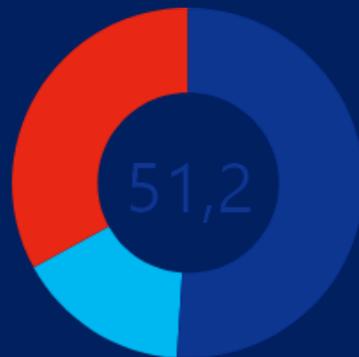


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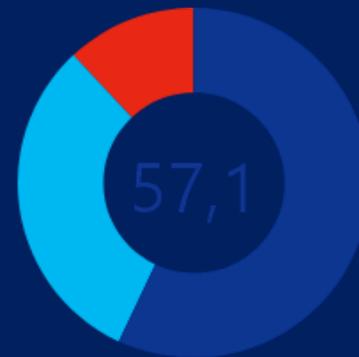
Answer



Will you follow gained information?



Will you discuss with your friends transport safety issues?



Will you keep senior transport safety learning?



Should the younger get to know more about senior transport safety?

Yes



I don't know



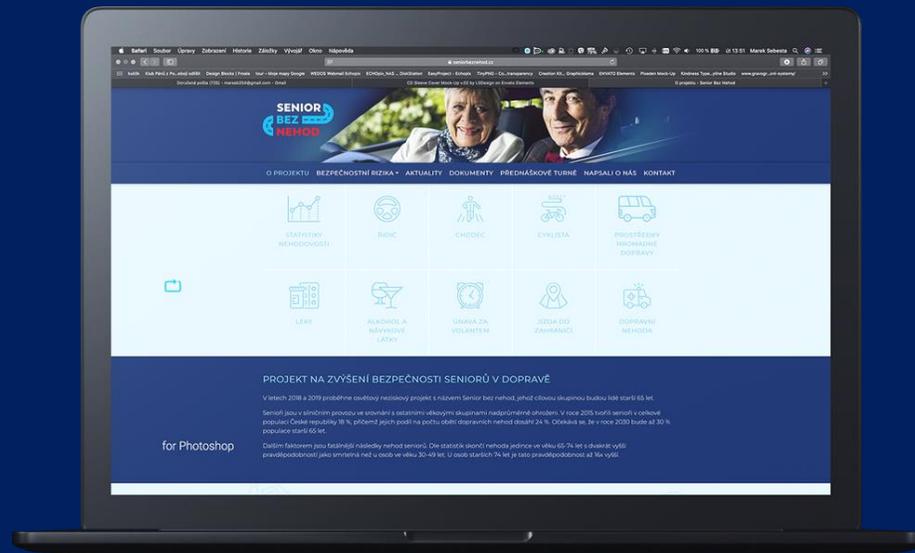
No



PARTNERS



- Czech Insurers' Bureau
- Insurance company Kooperativa
- Platforma VIZE 0
- Ministry of Health of the Czech Republic
- Policie of the Czech republic
- BESIP (a branch of Ministry of Transportation of the Czech Republic)
- Union of Cities and Villages
- Seniors of the Czech Republic
- AAA Auto
- Karlovarské minerální vody, a.s. (the biggest producer of mineral and spring water in the Czech Republic)



Youtube channel:

<https://www.youtube.com/channel/UC2jBILaqBXI-BSVBTmgqVYg/videos>

www.seniorbeznehod.cz

www.seniorbeznehod.cz/en