World Health Day 2004 activities of the European Child Safety Alliance,
*road traffic safety*

Czech Republic, Charles University
On the occasion of World Health Day a press conference will be held at the Ministry of Health of Czech Republic on April 6. A report on the scope of injury burden in our country with a special part on traffic injuries, and the press release is being presented. The National Days without Injuries in June are targeted on Safe Walk to School campaign this year.

Cyprus, Ministry of Health
The Childhood Injuries Prevention Advisory Committee, which is at the level of the Medical and Public Health Services of the Ministry of Health of Cyprus, is co-ordinating the activities related to World Health Day 2004. In order to celebrate the occasion, the 2nd Week on Prevention of Childhood Injuries is also devoted to Road Safety and is taking place between 29 March and 4th April. Please note that the members of the Advisory Committee apart from the sector of Health are representatives from the Ministry of Transport, Ministry of Education, Ministry of Labour, Police Department and many professional bodies and non governmental organisations. These are the planned activities:
- Press conference on the occasion of the World Health Day 2004 and the beginning of the 2nd week for Prevention of Childhood Injuries by the Hon. Minister of Health Mrs C. Akkelidou on the 29th of March. Program covers:
  - Presentation of the local data related to road injuries
  - Presentation of international data (especially EU data) and the Cypriot strategic plan that is in place
  - Greetings from the part of the Minister of Health
    The Minister of Transport is going to participate to the press conference as well.
- A one-day workshop, organised by the Ministry of Transport and the participation of the Ministers of Health, Education, Inland and Defence, on the 2nd of April addressed to youth with presentation of the experiences of victims of road injuries.
- 4th of April. Activity addressed to schoolchildren. Exhibition of the paintings related to road injuries following a competition that was co-ordinated by the Advisory Committee for childhood injuries and award giving.
The best drawings are going to be exhibited during the Press Conference as well and constitute a Year Calendar for 2004. Competition between schools on their knowledge on the road safety code,
based on a well-known TV competition. Under the hospices of the Minister of Health and in the presence of other Ministers.

- Activities in schools during the week 29/3-4/4. School activities, following a circular of the Ministry of Education. In addition activities based on material prepared by the School Health Services and circulated to all schools. Visits from road traffic officials to Primary Schools and discussions with children. Road Safety campaign in all pre primary schools of the government sector.
- Representation of the Advisory Committee to a number of TV programs in an organised form, presenting material from the WHO information, local data and Cypriot Strategic plan. Children programs are going to have road safety themes during that week.
- Printed material was prepared and has already been circulated.

**Germany, Bundesarbeitsgemeinschaft (BAG) Mehr Sicherheit für Kinder e.V. (Safe Kids Germany)**

- Expert meeting with politicians.
- Presentation on the marketing situation in Germany, who is doing what on child safety.

**Greece, University of Athens, school of medicine, dept. of hygiene and epidemiology, Center for research and prevention of injuries among the young**

Taking into account that Greece, among the EU Member States, is a country in which road traffic injuries (RTI) contribute a serious burden of Public Health, the Center of Research and Prevention of Injuries (CEREPRI), will join the road injury prevention efforts by organising the following events:

- A conference on the 2nd of April in collaboration with the Municipality of Athens, focusing on the epidemiology and prevention of RTI. The main topics that will be approached are: the epidemiology of RTI in Greece, the recommended and feasible prevention measures for reducing the incidence of RTI and a report concerning the previous experience of CEREPRI in the prevention of RTI (e.g. the implementation of a car restraint loan scheme in Athens) and the future initiatives that will be undertaken by CEREPRI on RTI prevention field. Among other safety measures, emphasis will be given to the necessity for adapting the safety rules in school buses. A press conference will precede the opening on April 1st for advertising the event to the general public.

One of the foreseen initiatives of CEREPRI will be a national campaign for the prevention of RTI, which will start in September of 2004 and will be run during one-year period, aiming to disseminate the value of preventive strategies and specific preventing measures for the reduction of RTI to wide groups of population. Participation in scientific forums, speeches in schools and nursery homes, use of videos and mass media, collaboration with the Greek youth of road safety organisation "TROXOPAIDEIA" will be some of the means for the achievement of the goals of the campaign, namely the reduction of RTI in Greece.

- Providing information on safety measures and the prevention of RTI to the general public, by disseminating educative/informative leaflets (is envision that 10.000 leaflets concerning the value of
car seat belt use will be distributed by a group of volunteers, standing outside the toll gates in the Easter period, where a substantial rate of population travel to the countryside).

As of April 1, 2004, the Center for Research and Prevention of Injuries (CEREPRi) will undertake to fulfill the responsibilities of Co-ordination and Administration of the Working Party on Accidents and Injuries (Secretariat) within the framework of the Public Health Program of the European Commission. Maintaining, strengthening and expanding the Working Party on Accidents and Injuries is one of the many priorities of this position. We aim to upgrade the level of interaction among members and respond to the challenge of integrating new member states and applicant countries. In addition to this, ensuring collaboration with and delegating Working Party representatives in other international organisations will be carried out. Furthermore, we will exploit the information derived from the European Union database and other relevant sources to develop injury prevention strategies. Finally, an interactive-comprehensive website, which includes injury pertinent information, will be developed to allow for calculation of individual injury risks.