

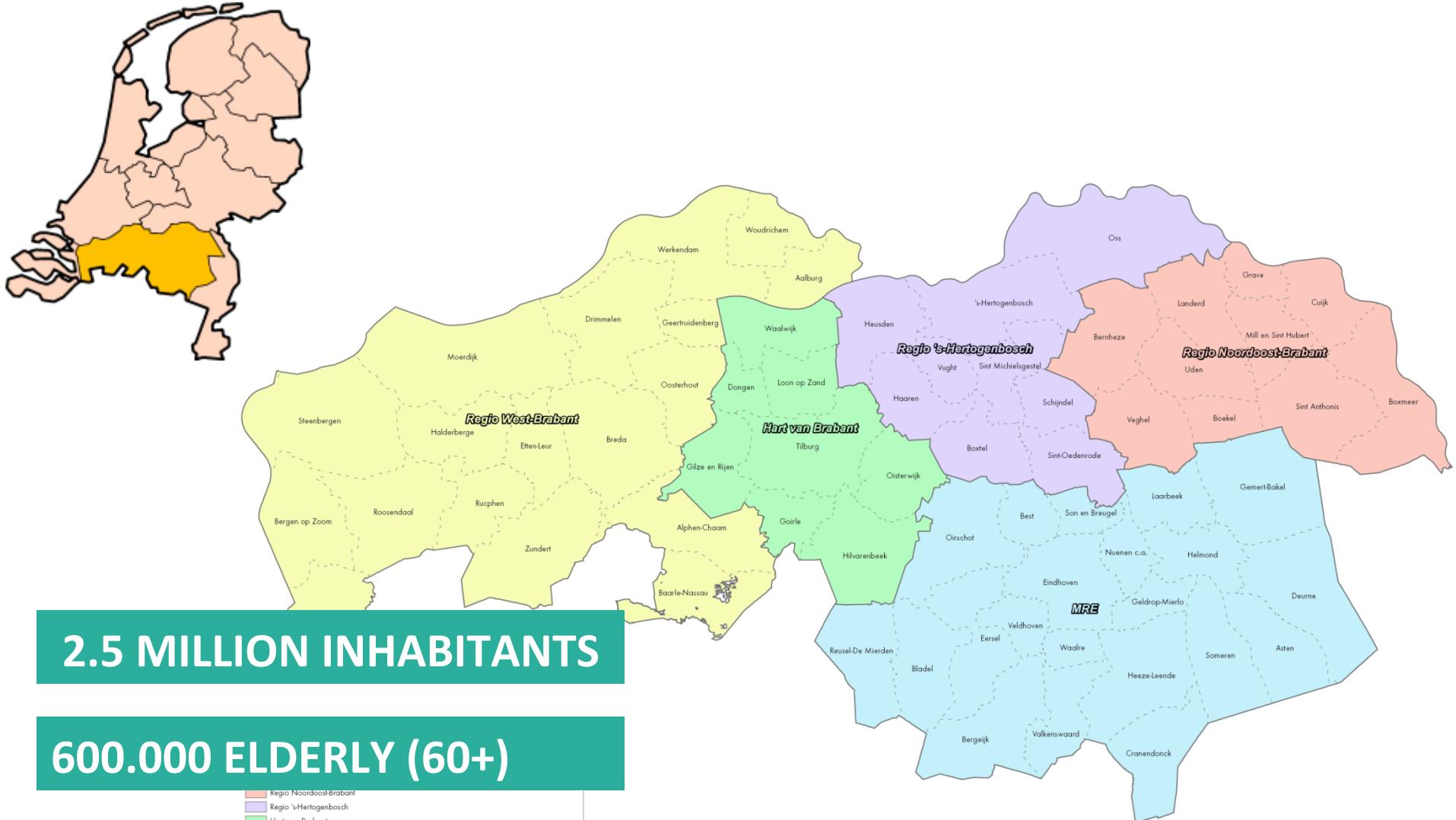


TRAFFIC SAFETY FOR ELDERLY

Ruth Jochems & Erik Staps
Projectleaders 'Road safety'
Province of Noord-Brabant

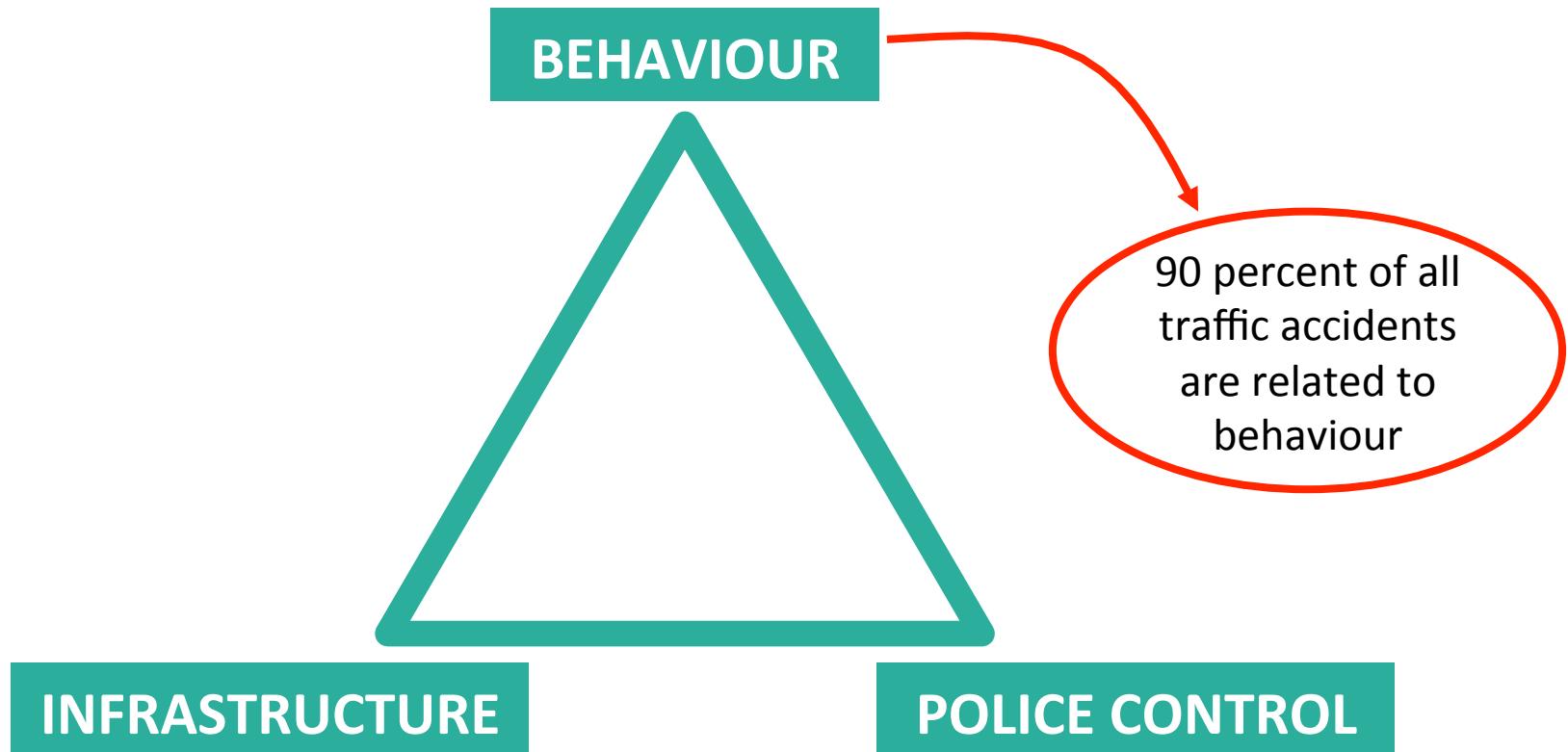
Province of Noord-Brabant

HELP **ZERO**
BRABANT ON IT'S WAY TO TRAFFIC VICTIMS



3 pillars of road safety

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS





HELP NUL
BRABANT MEE
OP WEG NAAR VERKEERSDODEN



HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS

Target groups

2013 – Young drivers



2014 - Cyclists



2015 - Elderly



Target group elderly: 3 personas

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS



WORD WEGWIJS



Els

EN VERGROOT
JE WEGPLEZIER

Disabilities of old age: behaviour vs technology

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS



Anneke, 82 jaar



Miria, 72 jaar



Johan, 75 jaar

Disabilities can make it impossible to change behaviour, technological innovation can be a good solution!

Risky situations for elderly

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS



HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS

The intelligent bicycle



Our call to action:

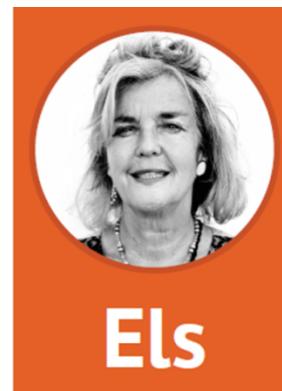
“All elderly are different, we need a specific and profound segmentation in communication strategy to reach a major change of behaviour”



Wim



Johan



Els



Thank you!

HELP
BRABANT **ZERO**
ON IT'S WAY TO TRAFFIC VICTIMS