

WE LIVE VISION ZERO

→ EDUCATIONAL
PROGRAMS



ZAVOD VARNA POT
SAFE LIFE. SAFE MOBILITY.

www.varna-pot.si

→ WHY CHOOSE THE SAFE JOURNEY INSTITUTE?

- Our projects provide supplementary methods and materials to teach about road safety.
We act as your partners.
- Our programs are supported by experts, but are also educationally entertaining.
We work with you.
- Materials and methods are customized for participants.
For children, for parents, for teachers, for management teams of institutions and companies, for community groups.
- We provide alternative methods for teaching of road safety.
Values, road safety educational approaches that work.
- You can update and enrich your knowledge and skills by participating in our programs.
You are not alone.
- Our programs are included in the catalogue of compulsory and elective courses of the National Education Institute of the Republic of Slovenia.
- Our activities are included in the National Road Safety Program of Slovenia for the period 2013–2022.
- Our programs are included in the catalogue of compulsory and elective courses of the Ministry of Education, Science and Sport.
- Our programs have the support of the Ministry of Health, the Ministry of Education, Science and Sport–Office for Youth, the Slovenian Traffic Safety Agency, the City of Ljubljana, and the Police. We have been awarded the official status of being a 'non-governmental organization acting in the public interest in the field of youth work'.



”

The Safe Journey Institute has worked with our school for almost 10 years. Their workshops are interactive and interesting to our students. The concluding presentations given by a road crash victim draws their interest, touches them, and makes them stop and think. We are also very pleased with the organization of the events. The moderators/facilitators of “5x STOP is COOL” are professional and dependable, and are found very approachable by our students.

Counselling Service of Jože Plečnik High School

”

Finally a presentation, which was given clearly, factually, without any unnecessary explanations or embellishments, and gave people pause for thought. Extremely beneficial to all other parents and students of our school.

Management Team of Brezovica pri Ljubljani Primary School

”

It was **MARVELOUS!**

Vrtec Pod Gradom Kindergarten

4,8

**THE AVERAGE SATISFACTION RATING
FOR OUR PROGRAMS**
(ON A SCALE OF 1-5)

→ WHAT WORKSHOPS DO WE OFFER?

ROAD SAFETY WORKSHOPS FOR KINDERGARTENS AND SCHOOLS:



→ **A PUPPET SHOW**
ON THE ROAD WITH LADYBIRD - NO CRASHES TODAY!
(from 4 to 7 years of age)

→ **A LIVE PERFORMANCE**
VILKO SHINES IN TRAFFIC (from 4 to 8 years of age)

→ **WORKSHOP**
4 LEAF TRAFFIC CLOVER (from 4 to 8 years of age)

→ **WORKSHOP**
2MORROW ON THE ROAD (from 9 to 11 years of age)



→ **WORKSHOP**
5X STOP IS COOL! (from 12 to 18 years of age)

→ **WORKSHOP**
BETTER SAFE THAN SORRY (from 12 to 18 years of age)



→ **WORKSHOP**
RED LIGHT FOR PARENTS
(meetings for parents and guardians—at the beginning or end of the school year, before cycling proficiency tests, before school holidays, school trips etc.)

→ **SEMINAR**
WE LEARN BY LIVING
(for teachers and education staff—crash prevention strategies, what to do if a crash occurs etc.)

→ **SEMINAR**
SAFE MOBILITY
(for teachers and education staff in schools and kindergartens)



ROAD SAFETY EDUCATION ACTIVITIES FOR COMPANIES AND ORGANIZATIONS:

→ **PRESENTATIONS, WORKSHOPS**

WE LIVE VISION ZERO (for management staff and employees)

→ **TEAMBUILDING**

MOBILE AND SAFER TOGETHER (for groups)

ROAD SAFETY EDUCATION ACTIVITIES FOR COMPANIES AND ORGANIZATIONS:

→ **CLEAR ZERO, CLEAR CONSCIENCE**

(events, parties, and other occasions where alcohol beverages are served)

→ **KNOWLEDGE LEADS TO SAFER MOBILITY**

(events for children, teenagers, and adults)

→ **A HELMET ON EVERY HEAD**

(events, workshops, from 4 to 99 years of age)

→ **FASTENING SEAT BELTS IS A MUST!**

(events, workshops, from 4 to 99 years of age)

→ **WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS**

(marked by a variety of activities)

ASSISTANCE FOR ROAD CRASH VICTIMS

→ **TOGETHER IN NEED**

(Psychosocial assistance programs)



4-7



35'



max 80

COMMENTS MADE ABOUT THE SHOW: AN INTERESTING AND ENTERTAINING SHOW, GREAT MUSICAL ACCOMPANIMENT, THE CHILDREN REVIEWED THEIR ROAD SAFETY KNOWLEDGE; THE CHILDREN WERE ACTIVELY INVOLVED IN THE SHOW.

→ ON THE ROAD WITH LADYBIRD - NO CRASHES TODAY!



TARGET GROUP:

children from 4 to 7 years of age and pupils in the first grade of primary school

EVENT ORGANISERS:

Safe Journey Institute moderators/facilitators

FORMAT:

a puppet show followed by a discussion and the singing of a song about a ladybird

🎯 OBJECTIVES:

To present the most important elements of road safety to children in a way that is both simple and fun, thereby encouraging them to be cautious and alert, and to use safety equipment such as helmets and seat belts/child safety seats. Teaching road safety rules through song.

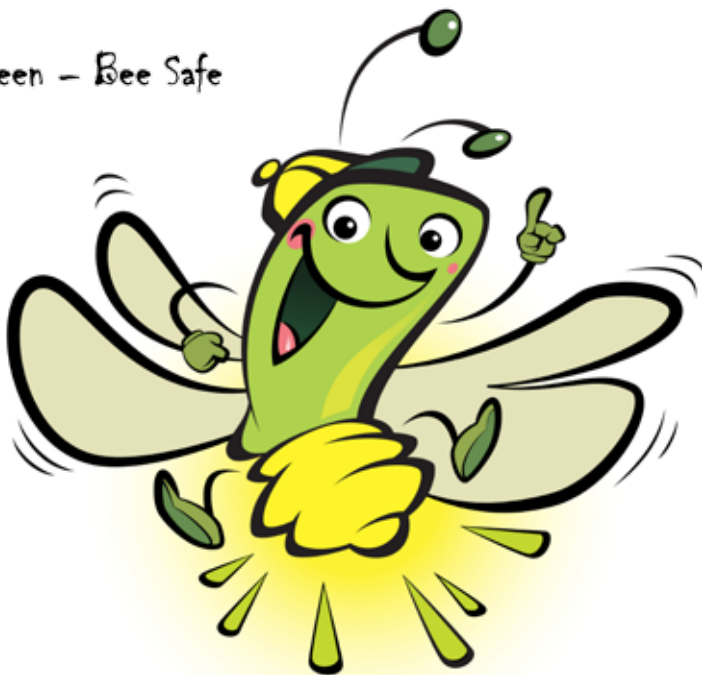




COMMENTS MADE ABOUT THE SHOW: A FUN AND INFORMATIVE WAY TO PRESENT THE THEME OF (IN) VISIBILITY IN TRAFFIC, WONDERFUL COSTUMES AND STAGE DESIGN, EXCELLENT INTERACTION BETWEEN CHILDREN AND MODERATORS/FACILITATORS.

→ VILKO SHINES IN TRAFFIC

Bee Seen – Bee Safe



TARGET GROUP:

children aged from 4 to 8 years of age, pupils in the first and second grade of primary school

EVENT ORGANISERS:

Safe Journey Institute moderators/facilitators

FORMAT:

observation of a live performance and discussion

🎯 OBJECTIVES:

To present, in an entertaining fashion, the visibility challenges that are faced by children in traffic. The importance of using various reflective materials and objects in traffic is introduced by a performance demonstrating the behaviour of a variety of road users. Discussion and songs are used to encourage children to behave safely on the road.



3-6



2 x 45'



max 80

COMMENTS MADE ABOUT THE WORKSHOP: CLEAR INSTRUCTIONS FOR PARENTS AND CHILDREN, EXCELLENT DEMONSTRATIONS GIVEN BY THE MODERATORS/FACILITATORS, THE MESSAGE THAT IT IS ESSENTIAL TO USE SEAT BELTS FOR ALL TRIPS WAS EXPLICIT.

→ A CLICK KEEPS US SAFE



TARGET GROUP:

children from 3 to 6 years of age

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

FORMAT:

demonstrations,
educational games
and role play,
singing songs

🎯 OBJECTIVES:

To teach the importance of using safety seats and seat belts in a relaxed atmosphere. The children are taught the correct ways to fasten seat belts. To present the possible consequences of not wearing a seat belt. Discussion and songs are used to encourage children to behave safely on the road.





COMMENTS MADE ABOUT THE WORKSHOP: THE ACTIVITIES WERE EDUCATIONAL, INTERACTIVE, AND VARIED, THE MODERATORS/FACILITATORS KNOW HOW TO INSPIRE CHILDREN, GOOD QUALITY AIDS, ADAPTED TO SUIT EACH AGE GROUP.

→ 4 LEAF TRAFFIC CLOVER



PROMETNA
DETELJICA



TARGET GROUP:

children aged from 4 to 6 years of age, and pupils in the first triad of primary school

EVENT ORGANISERS:

Safe Journey Institute moderators/facilitators in conjunction with teachers

FORMAT:

demonstrations, educational and role-play activities, road rule practice

🎯 OBJECTIVES:

To provide experience of various traffic situations and teach information on safe and considerate behaviour on roads. To demonstrate the various roles children play in the road transport system. The children learn about basic road rules and signs, the importance of seat belts and child safety seats, pedestrian behaviour, and right way to cross roads. Participants take part in a role-play activity designed to promote road safety.



9-11



4 x 45'



max 130

4,7

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ 2MORROW ON THE ROAD

JU³ NA CESTI[→]



TARGET GROUP:

pupils in the second triad of primary school

EVENT ORGANISERS:

Safe Journey Institute moderators/facilitators

FORMAT:

game playing, debate, discussion, simulation activities

🎯 OBJECTIVES:

To ensure a safer future for pupils. Through role-play, pupils experience various traffic situations, and learn about safe and considerate behaviour from the point of view of a pedestrian, cyclist and car passenger. Pupils role-play the part of a responsible and tolerant road user. Pupils analyse and critically evaluate various traffic situations that can occur. They gain practical experience in realistic situations.





4,8

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ 5xSTOP IS COOL!



Say STOP to the following 5:

- 1. Speed!**
- 2. Alcohol!**
- 3. Drugs and other psychoactive substances!**
- 4. Using mobile phones and other distracting devices!**
- 5. Aggressive behaviour!**

TARGET GROUP:

pupils in the third triad of primary school and high school students

EVENT ORGANISERS:

Safe Journey Institute moderators/facilitators in conjunction with a road safety expert and a road crash victim

FORMAT:

debate, discussion, simulation activities

🎯 OBJECTIVES:

To encourage pupils and high school students to have a positive attitude to road safety. Acknowledgement of the value of life, health, and safety. To share opinions and put forward for/against arguments about what constitutes safe mobility. To raise awareness of crash prevention measures. To actively work towards meeting the objectives of VISION ZERO.



12-19



45-90'



no limit

4,7

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ BETTER SAFE THAN SORRY



TARGET GROUP:

pupils in the third triad of primary school and high school students

EVENT ORGANISERS:

Safe Journey Institute
Ambassadors and other experts in the field of safe mobility, a road crash victim, and a psychologist

🎯 OBJECTIVES:

To encourage pupils and high school students to have a positive attitude to road safety. participants listen to a peer, or person of a similar age, who survived a serious road crash. To raise awareness of crash prevention measures. To actively work towards meeting the objectives of VISION ZERO.

FORMAT:

discussion, debate





4,9

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ RED LIGHT FOR PARENTS



TARGET GROUP:

parents and guardians, employees in the education system, and other interested adults

EVENT ORGANISERS:

experts in the field of safe mobility, road crash victims, a psychologist

FORMAT:

debate, round table discussion

OBJECTIVES:

To present the important role experts can play in strengthening the relationship between parents and educational institutions in the area of safe mobility. To encourage parents to take an active role in road safety education. To raise parental awareness regarding their role in setting a good example of road user behaviour to their children. To get parents to think about any of their incorrect beliefs, behaviours, and opinions regarding safe mobility and their children. Parents who have lost a child due to a road crash tell their story. To provide information to parents and other participants regarding appropriate behaviour in situations where a child has been killed or seriously injured in a road crash.



4,9

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ WE LEARN BY LIVING

CONTENTS

- **Safe mobility**
- **Road accidents and their consequences**
- **Useful and appropriate responses by adults in the event of a serious road crash**
- **The relationship between educational institutions and parents**
- **Constructive behaviours within a school/group/community in the event of serious road crashes.**

TARGET GROUP:

management and education staff in kindergartens and primary schools, community groups, companies, organizations, governmental bodies

EVENT ORGANISERS:

experts in the fields of safe mobility, education, psychology, as well as other experts

FORMAT:

workshop, round table discussion, debate, a presentation

🎯 OBJECTIVES:

To raise awareness of the possible physical and psychological consequences of road crashes. To familiarise managerial and education staff with procedural matters in the aftermath of road crashes. To inform management and education staff of the important role teachers play in relation to road crash victims. To create a positive attitude to the objectives of VISION ZERO within the community, group, or educational institution. To clearly convey the importance of raising awareness regarding the elements of safe mobility.





4,8

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ VARNA MOBILNOST

CONTENTS

- **Creating, designing, and building the road transport network so it optimizes safe mobility**
- **Educational approaches to the delivery of the themes and objectives of safe mobility to kindergarten or primary school students**
- **Schools, parents, and other community members**
- **Safe routes to school**
- **The responsibilities of the school management team regarding the transport of students, student behaviour on roads, and the administration of the cycling proficiency test**
- **The role and responsibilities of parents in relation to schools and safe mobility**

TARGET GROUP:

management and education staff in kindergartens and primary schools, community groups, companies, organizations, governmental bodies

EVENT

ORGANISERS:

experts in the fields of safe mobility, education, psychology, as well as other experts

FORMAT:

workshop, round table discussion, debate, a presentation

🎯 OBJECTIVES:

To raise awareness of the elements of safe mobility. To create a positive attitude to the objectives of VISION ZERO. To clearly convey the importance of raising awareness in order to reduce the negative consequences or road crashes on individuals, families, institutions and society. To empower management and professional staff to use constructive approaches in the dissemination of information and training in the field of safe mobility.

Fédération Européenne des **Victimes** de la Route
European Federation of Road Traffic **Victims**

FEVR

since
1991



we live
**VISION
ZERO**

**VIZIJA
NIC**
— — —
Slovenija



→ **Mobility these days is no longer a choice. It is a part of our everyday lives. Without it, we cannot live our lives. Yet, we must live in the here and now. We can choose to create a safer road transport system that supports safe mobility.**

Safe mobility is our choice. We can show tolerance and respect towards the health and lives of others and ourselves consider the environment, our modern lifestyles, show kindness ...

Each one of us can assist in the realization of VISION ZERO by taking the pledge or answering the following:

” **What will I do to support the principles of safe mobility as an individual, a family member, an employee, NGO member, a member of my community, and as a citizen?**

The VISION ZERO approach began in Sweden in 1994. Slovenia officially adopted the VISION ZERO in 2013, and began to carry out the program We Live VISION ZERO at the event commemorating the World Day of Remembrance for Road Traffic Victims, held in Ljubljana in 2017.

**Learn more about VISION ZERO
at www.vizijanic.si**





4,9

THE AVERAGE
SATISFACTION RATING
FOR OUR PROGRAM
(ON A SCALE OF 1-5)

→ WE LIVE VISION ZERO PRESENTATION/ WORKSHOP



TARGET GROUP:

companies,
educational
Institutions, non-
governmental
organizations,
local communities
and governmental
institutions

EVENT ORGANISERS:

experts in the field
of safe mobility

FORMAT:

workshop, round
table discussion,
debate, a
presentation

🎯 OBJECTIVES:

To raise awareness of the elements of safe mobility. To support a culture of responsible behaviour among individuals and various community groups. To increase awareness among individuals that they can do much to protect their health and lives, thereby increasing the standard and quality of life within our society. To reduce injuries and sick leave, as well as to protect the health and wellbeing of all members. VISION ZERO–Slovenia Certification Obtaining a We Live VISION ZERO–Slovenia Certification.



→ MOBILE AND SAFER TOGETHER (teambuilding)

Mobility is an important part of our lives. As drivers, pedestrians, and cyclists, we spend a large part of our lives on the road. Just as we are in our workplace, we are part of a larger group when we are on the road, and therefore we need to be respectful and communicate with each other in order to reach our destinations safely.

TARGET GROUP:

adults of all ages

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

LOCATION:

various locations
throughout
Slovenia as agreed
upon

🎯 OBJECTIVES:

To inform participants of the elements of safe mobility in an innovative way (skills, principles, behaviours and alertness). To encourage awareness of the interplay of road users in various traffic situations. To encourage bonding and a deepening of interpersonal relations within the group at an informal level. To reinforce a positive attitude to road rules. To support a culture of safe mobility.

FORMAT:

role play,
collaborative
games, work in
small groups





→ CLEAR ZERO, CLEAR CONSCIENCE



CLEAR ZERO
CLEAR CONSCIENCE



TARGET GROUP:

(young) drivers

TIME OF OPERATION:

during events,
at night where
alcohol is available

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

FORMAT:

various locations,
awareness raising,
alcohol testing,
awards for drivers
with zero blood
alcohol readings

OBJECTIVES:

To reduce the numbers of young drivers getting behind the wheel while under the influence of alcohol. To change societal attitudes to driving under the influence of alcohol. To reinforce the concept among drivers that alcohol and driving do not go together.



→ KNOWLEDGE LEADS TO SAFER MOBILITY



TARGET GROUP:

children,
teenagers, adults

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

FORMAT:

activity stations,
training tracks,
demonstrations

🎯 OBJECTIVES:

To provide experience in a variety of roles and circumstances related to safe mobility. To empower participants to successfully navigate the challenges faced in common traffic situations. To address elements of safe mobility that participants may feel they already know in a different way, and thus have an opportunity to clarify and respond to any of their doubts, thoughts, or arguments.





→ CUSTOMIZED SAFE MOBILITY EVENTS



In conjunction with you, we design different activity stations, skill tests, and safe mobility training tracks for different age groups and for different abilities.

We provide a program suitable to different types of events, venues and age of visitors in line with your expectations.

WE OFFER:

- a variety of traffic training tracks for children, teenagers, youth and adults (with obstacles, bikes, go-karts),
- impairment simulation goggles (these simulate the affects alcohol, drugs or tiredness have on visual perception),
- presentation on vehicle handling and inertia,
- demonstration of the correct use of seat belts and child safety seats,
- exhibit demonstrating how a helmet protects a head,
- alcohol testing,
- testing reaction time,
- creativity centre for younger children,
- activity facilitators for younger children etc.



→ A HELMET ON EVERY HEAD!



TARGET GROUP:

cyclists

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

OBJECTIVES:

To raise awareness in cyclists of the importance of wearing a helmet on every bike ride. To reinforce the concept that a helmet is the only protective gear that can protect a head in the event of a crash.

FORMAT:

various locations,
awareness raising,
bicycle patrol,
awards for cyclists
wearing helmets





→ FASTENING SEAT BELTS IS A MUST!



A seat belt protects my body from harm.

TARGET GROUP:

children, adults

EVENT ORGANISERS:

Safe Journey
Institute
moderators/
facilitators

FORMAT:

various locations,
demonstrations
of the correct
use of seat belts
and safety seats,
awareness raising

🎯 OBJECTIVES:

To increase the percentage of vehicle passengers who fasten their seat belts (front seats and back) on all trips. To raise awareness that it is important that all passengers correctly fasten their seat belts, and the negative consequences that may result if this is not done. To inform parents and grandparents of the correct use of child safety seats and the importance of ensuring seat belts are always fastened on children.

→ WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS



WHEN:

the third Sunday in
November

WHERE:

homes,
community
buildings

WHO:

individuals, road
crash victims,
governmental and
non-governmental
organizations

ORGANIZING BODIES:

United Nations,
World Health
Organization,
European
Federation of Road
Traffic Victims,
Safe Journey
Institute

PARTNERS:

various
governmental
bodies, the
Slovenian Traffic
Safety Agency, the
Police, educational
institutions,
companies, non-
governmental
organizations



IT IS IMPORTANT BECAUSE IT:

- links road crash victims around the world and at home,
- sends a clear message to society that the damage caused by road crashes is unacceptable,
- publicises information about the existence of road crash victims and prevents others from acting indifferently or ignoring their existence,
- creates a unified force for road safety using public discussions and events.

Supporting our activities means you understand our mission, which Ms Marjana Kračun summed up in a single sentence (World Day of Remembrance for Road Traffic Victims, Ljubljana, 2009):

„Yesterday the road crash happened to them,
today to us, and we don't want that one
happens to you tomorrow.



» TOGETHER IN NEED«

We're here to help you.

We offer support to grieving individuals and families, the severely injured, their loved ones, as well as people responsible for causing road crashes. We offer assistance upon the loss of a loved one and with the grieving process.

In association with experts we offer:

- individual psychotherapy,
- group therapy,
- self-help and support groups,
- telephone and face-to-face counselling.

” Group meetings were of great help to me in overcoming my grief. I was among people who understood my pain, as they had survived similar experiences. Sometimes no words needed to be spoken, only a glance exchanged and a hug given, this eased some of the pain.

Zdenka Vrečko

It feels as if everything before the road crash is no longer of any importance, and that there is no future. You ask yourself whether you will ever feel better. Many of us recognize these feelings and understand the pain you feel in these circumstances. We understand you are searching for your own way forward in circumstances you were unprepared for.



→ THE SAFE JOURNEY INSTITUTE



FOUNDED:

2007

STATUS:

a non-profit and
non-political NGO

MEMBERS:

road crash victims
and our families
and friends,
experts, advocates,
supporters

OBJECTIVE:

VISION ZERO

OUR MISSION:

- to provide assistance to road crash victims,
- to carry out educational programs on safe mobility and crash prevention,
- to advocate on behalf of road crash victim rights and legislative changes,
- Certified by FEVR to carry out We Live VISION ZERO activities

Our contact details:

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See more at:
www.varna-pot.si
www.nazdravi.si
www.vizijanic.si



Our programs and projects are co-financed by:



Mestna občina Ljubljana



DARS

PORSCHE
SLOVENIJA



Demonstration equipment is provided by:



WHEEL BEE®

We are members of the following international organizations and support their programs:

