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ALPHA Centre activities in the traffic safety sector

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General information

- The traffic safety sector of AC was established in 2007
- ALPHA Center is one of the few NGOs in Montenegro that is actively dealing with this topic
- Over two hundred projects have been completed so far, as well as fifty citizens initiatives that have been successfully resolved
- Long-term cooperation with the Police Department, Fire Service as well as other non-governmental organizations and relevant stakeholders.

Some of the most important projects and campaigns

- Project „SLOW DOWN“
- „SAFE STEP“ project
- Campaign „LET IT RING“
- Citizens initiatives
- Children`s patrol
- International Day of Remembrance for Victims of Traffic Accidents
- „TRAFSAF“ project



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Project „SLOW DOWN“

- This project is addressed to all traffic participants and aims to reduce the number of drivers driving at an improper or unadjusted speed on our roads.
- As part of the project, Uspori.me was established, the first page dedicated to traffic safety in Montenegro, which aims to inform and educate the Montenegrin public about traffic safety, providing citizens with the opportunity to participate in the work of the site by giving suggestions, comments and advices in order to achieve common goal.
- During the project, flyers were distributed to drivers with warning messages, and billboards with the message SLOW DOWN at the national level were also set up.
- Members of the Police Administration and volunteers of the ALFA Center Volunteer Club participated in the project activities



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Project „SAFE STEP“

This project includes the implementation of educational workshops on traffic safety with the aim of getting acquainted with the basic traffic rules and regulations in primary and secondary schools.

We consider the education of young generations a key element in creating responsible behavior of future drivers and that the level of traffic safety can be maintained by existing repressive measures, but better results in achieving the general level of safety are achieved only by engaging society as a whole.

Therefore, for many years we have been actively approaching prevention by educating these categories.

In the realization of the workshop, together with the representative of the ALFA Center, representatives of the Police Administration and the Fire Service are also participating

We implement them at the level of the entire country, in all secondary and primary schools.



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Campaign „LET IT RING“

The campaign aims to warn all road users of the dangers of using a mobile phone while driving.

The campaign includes broadcasting videos on television and social networks, billboards with a warning message on the regional roads of Montenegro, sharing educational material, as one of the ways to reduce the percentage of drivers who use a mobile phone.

The campaign also included a large number of celebrities from the region, who warned about this dangerous and frequent habit with a video message.

It is one of the most famous campaigns in the country, when it comes to this topic.

Representatives of the Police Administration also took part in this campaign with us.





International Day of Remembrance for Victims of Traffic Accidents

Every year, in November, the ALFA Center marks the International Day of Remembrance for the Victims of Traffic Accidents.

By simulating a traffic accident, ALFA Center aims to draw public attention to traffic accidents, the consequences of traffic accidents as well as measures that can be taken to prevent them.

These simulations should show us what happens after a traffic accident, as well as raise the awareness of all traffic participants.

With the ALFA Center, members of the Police Administration, Fire Service, Ambulance and the media participated in this activities.



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Signing a declaration on compliance with traffic regulations



Numerous other projects, such as "LET'S RETURN THE SIDEWALKS TO PEDESTRIANS", which aimed to ensure safe participation in traffic for all citizens of Niksic, to increase the vigilance of all traffic participants, and affect their awareness of compliance with traffic regulations and measures. contribute to increasing the level of traffic culture, significantly reducing traffic jams in the city and traffic accidents.

Also the project "CHALLENGES OF SOLVING TRAFFIC DILEMMAS" which aimed to form focus groups in different parts of the city, which involved, in addition to media representatives, authorized persons from: Secretariat for Communal Affairs of the Municipality of Niksic, Police Administration, Communal Police and representatives NGO sector, driving school, taxi driver, associations of persons with disabilities, experts (legal and natural persons) and all others who are directly interested in solving problems on this topic.

As well as many more projects which have been realized over the decade and more dealing with this topic.



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