

# Partnership for Road Safety

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## Project “Seatbelt Promotion in Georgia” is Going On...

Partnership for Road Safety Foundation keeps carrying out the project Seatbelt Promotion in Georgia, within which various types of social campaigns and activities are being held. The key goal of the project is to raise awareness of people on using seatbelt, which is the best protective mechanism during road accidents. It is also planned to initiate legislative change which will make usage of seatbelts obligatory on all types of roads.

Annual statistics of our country shows that the majority of accidents take place on city roads, i.e. in urban zones and the seatbelt is the most effective protective mechanism in cases where the car is driving 80 km/h. In the legislative field, the Foundation has been permanently holding special meetings in the Parliament of Georgia.

## New Billboards in Tbilisi Streets and Public Transport

Partnership for Road Safety Foundation placed new billboards in Tbilisi streets and on public transport under the headline “Fasten Seatbelt, Insure Your Fate”, they were later replaced by other billboards “Fasten Seatbelts for Your Love”, which is also the name of this campaign. Various advertising products were created within the framework of the referred campaign. Headline on billboards will remind the population that use of seatbelt reduces mortality and the risk of

