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Tema (Pilar del Plan Mundial):

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RESUMEN:

On May 11, 2011, the UN decreed the Decade of Action for Traffic Safety, so the month of May became a worldwide benchmark for global stock-taking. Then in May 2014 the Yellow May Movement is born with a proposal: to draw the attention of society to the high rate of deaths and injuries in traffic around the world.

The objective of the Movement is a coordinated action between the Government and civil society, the intention is to raise the issue of road safety and mobilize the whole society, involving the agencies of governments, companies, class entities, associations and civil society to effectively discuss the issue, engage in actions and propagate knowledge, addressing the full extent that the issue of transit requires.

In order to address traffic safety, we understood that there was often no technical skills needed to address the issue and bring understanding to society. It was necessary to provide these materials so that agents (companies, entities and government) could reach people. Therefore, we decided to launch May Yellow in the month in which the Decade of Action for Traffic Safety was launched and to provide free advertising and publicity pieces, articles, audios and videos so that each one could work the theme locally.

In 2018 the Movement reached expressive numbers:



- 10,000 citations in newspaper and magazine articles
- R \$ 250 million in spontaneous media
- Repercussion video: <https://www.youtube.com/watch?v=X5n422bqREE>
- 2018 Year book: <https://www.flipsnack.com/observatorio/relat-rio-ma-2018.html>

The Yellow May is present in the 27 states of Brazil with 54 representatives (2 representing civil society and public power), and crossed borders, being in 27 countries.

Throughout the month of May all mobilize for the cause and the data available prove that this month there is an effective reduction in the number of accidents (<http://www.onsv.org.br/movimento-maio-amarelo-contribui-para-a-reducao-de-vitimas-fatais-do-transito/>)

Aim and objectives

The Yellow May was born in May 2014 to draw society's attention to the high rate of deaths and injuries in traffic and reduce them. It's objective is a coordinated action between the government agencies, private initiative and civil society. The intention is to raise the issue of road safety and mobilize the whole society, involving the most diverse segments: government agencies, companies, class entities, associations and organized civil society.

With its continental dimensions, Brazil now has a federalized transit, so the 27 states are the ones who manage their own traffic and often there is no synergy between them because each state has a different political party, which hampers joint actions. In this way, we created the Yellow May, "dribbling" the political and cultural aspects of each region of the country. With the involvement of the press we obtained a great publicity and, consequently, the society's adhesion.

Timescale

The Yellow May has an annual engagement. Its beginning in January of each year with the production of materials that are available to the public. The private initiative and NGOs unites their logo in the materials and carry out actions with their public. The Yellow May's coordination identifies the actions carried out and in June, in a closing event, it recognizes the best practices adopted. During that time, the Observatório encourages social media, companies, entities and government agencies with issues aimed at the stability of Yellow May. The intention is to discuss and practice safe traffic throughout the year.



Research base

It's already known that the May Yellow has been contributing to the reduction of the number of accidents over the years in which it is carried out. In addition to the analyzes made by institutes that compile the recorded accident data, the media has repercussions of this information, as it is possible to prove in the link: <http://www.onsv.org.br/movimento-maio-amarelo-contribui-para-a-reducao-de-vitimas-fatais-do-transito/>.

Cities that have invested in awareness actions since the first year of the May Yellow have already managed to achieve significant falls in the number of accidents computed.

Innovation

In order to address the issue of traffic safety, we understand that people often haven't the technical skills needed to address the issue and bring understanding to society. It was necessary to provide these materials so that the agents (companies, entities and government) reached the people.

Yellow May was so successful that in Brazil, was instituted SIPAT (Semana Interna de Prevenção de Acidentes - Internal Week of Accident Prevention) in which every company must develop activities related to the theme and that is when the Yellow May is always worked.

Today Yellow May is also working in driver training centers, institutions responsible for the training process of new drivers (mostly young people), bringing knowledge to the newly graduated, as well as helping and training the professionals who will train drivers.

REALIZAÇÃO

Achievement



The Yellow May has grown over its 5 years of existence. This is evidenced by the number of actions received through the official email (euapoi@maioamarelo.com) and the measurements made on the social networks and official website of the Yellow May. According to the history of the Yellow May, the number of people reached in social networks have grown: 2014: more than 500 thousand people hit; in 2015: more than 600 thousand; 2016: more than 1 million; 2017: more than 5 million; 2018: more than 7.5 million. In 2018 alone, more than 10,000 news were broadcast about the Yellow May.

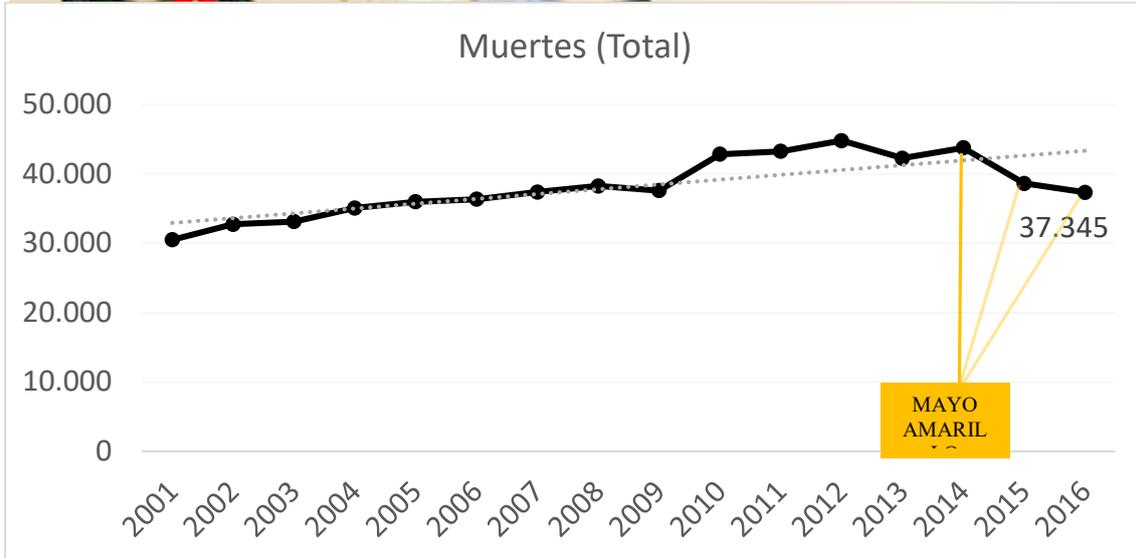
From the 27 states of Brazil:

- 9 states have specific law regarding Yellow May;
- 2 states are with the draft law in process.
- For the 2nd. In a consecutive year, the Federal Government, through the National Traffic Council, decreed through a resolution that the Yellow May should be predicted as the month of actions in favor of a safe traffic throughout the country.

Evaluation

Health System Data

In addition to contributing to a greater awareness of drivers, the May Yellow reflects in reducing the number of traffic accidents in the country. Data compiled by the Observatory, made available by the Datasus System of the Ministry of Health, show the reduction of deaths in Brazil, totaled and divided by type of modal.



Commitment

This year, the Yellow May has reached its fifth edition and the theme proposed for the campaign was "We are the traffic" as a way to humanize the statistics and propose to each one of us the reflection that in the next vehicle there is one person.

The Yellow May became a routine action, being held not only during the month of May, but throughout the year.

This result was achieved nationally because the Yellow May counts on the work done through the appointment of volunteer representatives in each of the states of the federation, making them "ambassadors of the Yellow May". Participation in the Yellow May occurs voluntarily through ordinary citizens who engage in their communities. Yellow May also has 54 volunteer representatives (2/state, one from the government and another from the private sector) who promote and carry out actions in their localities.

To achieve international reach, Yellow May led the theme to the Global Alliance of NGO's for Road Safety, which brings together more than 70 countries and 200 NGOs.



Replicability

In 5 years of Yellow May we have been able to prove the replicability of the project, since it's developed annually in 27 states of Brazil, which is the whole country is engaged, and we also count on the support of 27 countries, such as Argentina, Austria, Colombia, Spain, the United States, Netherlands, Morocco, Mexico, Portugal, Uruguay, among others (see our list of supporters: <https://www.maioamarelo.com/apoiadores/>), all with low investment.

All materials developed to support the Project can be translated, as they were often done.

A great example of replicability of the project was the support the actions that the Sarah Group (supporter in Australia: <https://www.sarahgroup.org/gallery/>) held in support:

Ações:

2015: <http://bit.ly/2KUgx4X>;

2016: <http://bit.ly/2Ny2raS> / <http://bit.ly/2u9X2yd> / <http://bit.ly/2IWARYv>;

2017: <http://bit.ly/2IUGYwm> / <http://bit.ly/2KFyAin> / <https://youtu.be/QZCusScRwos>.

2018: <http://bit.ly/2KB5qSq> / <http://bit.ly/2zbQgxs> / <http://bit.ly/2KDp00b>.



PALABRAS CLAVE (5):

Segurança; viária; trânsito; Educação; sociedade.