



**ZAVD  
VOZIM**

**DAVID RAZBORŠEK, SLOVENIA**

**INCLUSION DISABLED  
& PUBLIC HEALTH**



**“HOW TO ESTABLISH AWARD-  
WINNING PROGRAM ON PUBLIC  
HEALTH (ROAD SAFETY)?”**



**HOW ARE WE DEALING WITH  
SOCIAL CHANGE”**





# HOW TO MAKE PREVENTIVE WORK WORK”







# HOW TO MAKE PREVENTIVE WORK WORK”



ZA VOZ  
VOZIM

VOZIM,  
VENDAR  
NE HODIM  
GIBANJE ZA PROMETNO VARNOST







0,5 do 0,8

Zmanjšana kontrola

Izguba zavor, ki se jo pogosto zamenjuje s simulacijo. Poveča se pripravljenost za tveganje, lahko tudi agresivnost in zanesljivo ni mogoče več varno voziti.

- 3-4 meric/1 h
- 5 meric/2 h
- 6 meric/3 h

0,9 do 1,5

Nekonzistentnost

Zastrupitev, sposobnost koncentracije in koordinacije je bistveno zmanjšana, posebej za vožnjo in delo s stroji

- 5-6 meric/1 h
- 7 meric/2 h
- 8 meric/3 h



SE VO VO NE

triglav

ODA

Super

&

TOY



ZVEZA PARAPLEGIKOV  
SLOVENIJE

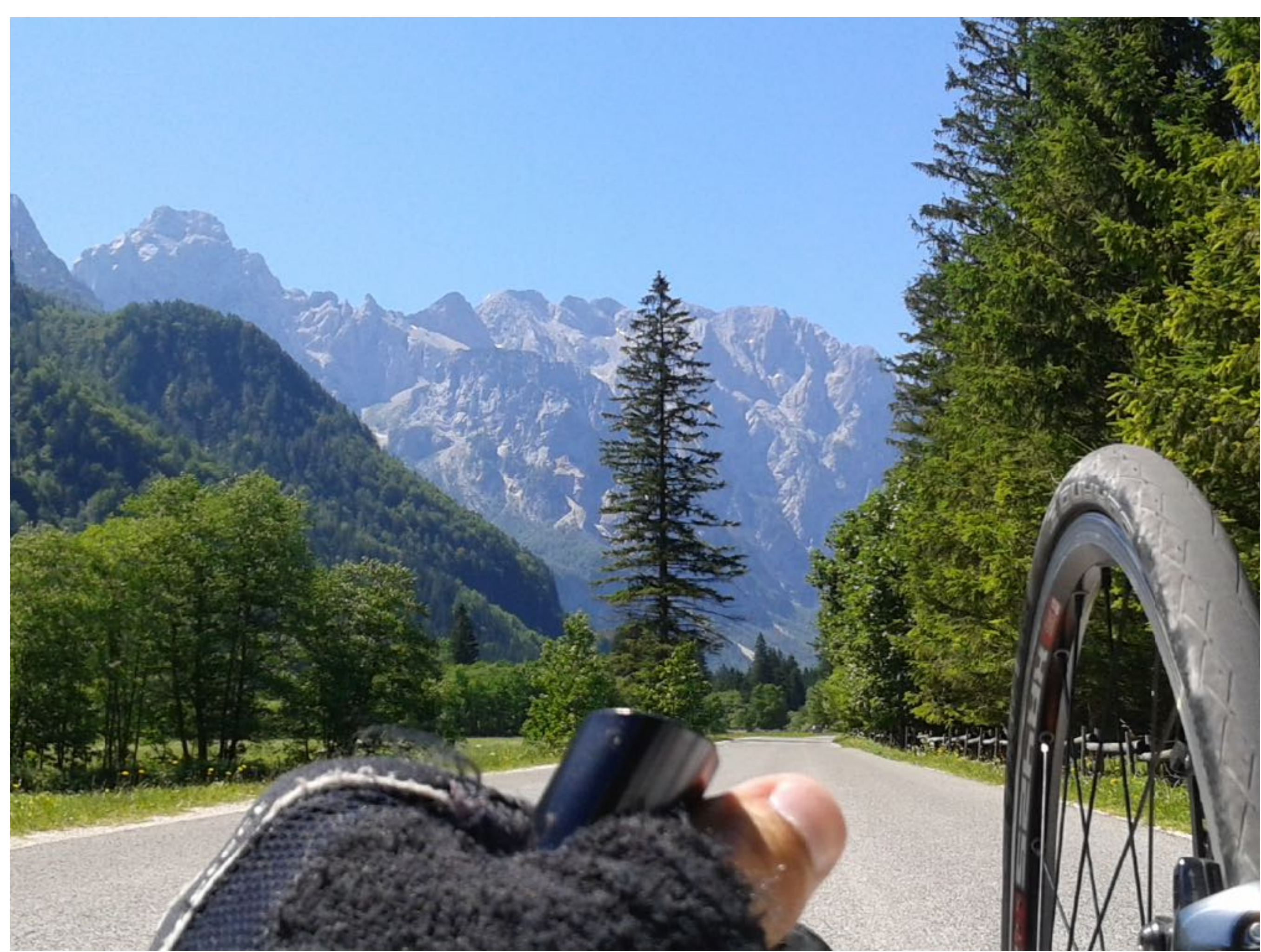


DRUŠTVO PARAPLEGIKOV JUGOZAHODNE ŠTAJERSKE













**WE ARE PUSHING  
FOR POSITIVE SOCIAL  
CHANGE**

**INCLUSION &  
CREATIVITY**

**PERSONAL EXPERINCES**



# Changing Citizen Behaviors

Education • Marketing • Law



**16%  
Show Me**

**EDUCATION** is enough  
for this group to change  
their behavior.

**68%  
Help Me**

**SOCIAL MARKETING** is often  
the best return on investment  
for behavior change.

**16%  
Make Me**

This group needs  
a **LAW** to drive  
behavior change.

Adapted from Everett Rogers, Jay Messner, Mike Ruffolo, Dave Ward, Kristen Coulter

**ZAVD  
VZIM**

**OUR MODEL**

**AWARENESS &  
BEHAVIOUR CHANGE**



**HER  
OJI**  
FORAJE V PIŽAMAH

**BE A  
HERO**

ŠE VEDNO  
VOZIM -  
VENDAR  
NE HODIM

ALKOHOL=SPREMEMBA  
ŽIVLJENJA

**ZAVSE**

**itm**

IZOBRAŽEVANJE  
ZA TRAJNOSTNO  
MOBILNOST

**n excuse**  
**akademija**  
**akademija**  
**akademija**

**ROAD SAFETY**  
**ALCOHOL HARM REDUCTION**  
**SUSTAINABLE MOBILITY**  
**MENTAL HEALTH**



# ROAD SAFETY

**1,35 mio DEATH/ YEAR  
YOUTH N01 CAUSE OF DEATH  
2007- N01 CAUSE S.C. ACCIDENTS  
in SLO**





**OUR MISSION:**

**REDUCE ACCIDENTS**

**YOUTH AS MOTIVE FOR CHANGE**

ZA VEDNO  
VOZIM



## BECAUSE I SAID NOTHING AT THE TIME, I WILL TELL EVERYTHING NOW.

I spent Saturday night at a party at my friend's place. After we've had a few drinks, I decided to leave and go to my boyfriend's. An acquaintance offered to take me. I got in the car, but failed to notice that he was a bit drunk. As we were driving and chatting, I looked out of the car, saw tail lights, and ended up in the hospital with a severe injury... After a long and difficult rehabilitation, I am now able to walk on crutches.

Verona Novak



Send an **SMS** with the keyword  
**VOZIM** to **1919** to donate **EUR 1**  
and contribute to the organization  
of lectures to raise awareness for  
safe driving among the young.

TRR SI 56 0600 0036 4837 087 Abanka d.d.

Users of Mobitel, Simobil and Telenor services may participate.  
Telekom Slovenija, Si.mobil and Telenor waive their fees associated  
with SMS messages addressed in the above manner. Terms and  
conditions relating to participation in SMS donations have been  
published on the website [www.vozim.si](http://www.vozim.si)

ZA VEDNO  
VOZIM



ŠE VEDNO  
VOZIM -  
VENDAR  
NE HODIM

INVOLUCIJA ZA VEČJO PROMETNO VARNOST



ZA VEDNO  
VOZIM



## NOT MANY WORDS CAN FIT HERE, BUT I MUST TELL YOU EVERYTHING.

I got a job, and decided to have a few drinks with my friends to celebrate. One round, two rounds, three... I've had my driver's license for a few months, and I didn't feel like leaving my car in front of the bar, so I said to myself: "Well, I didn't have all that much to drink, I'll surely be able to drive for a few yards." But those few yards turned out to be crucial. I ride in a wheelchair now, living with the consequences of my careless drunk driving at all times.

Borut Pervanja



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ZA VEDNO  
VOZIM

POSREDOVANJE  
POSREDOVANJE



ŠE VEDNO  
VOZIM -  
VENDAR  
NE HODIM  
INVALIDIZA VEČJO PROMOTIVNO VARNOST



ZAVD  
VOZIM

VOZIM,  
VENDAR  
NE HODIM

GIBANJE ZA PROMETNO VARNOST







# ROAD SAFETY

## 60% OF SLOVENIAN YOUTH







**AWARNESS RAISING CAMPAIGNS**  
**PREVENTIVE WORK**  
**ADVOCACY**  
**YOUTH ACTIVATION**  
**EVALUTUION**





**DON'T TEXT AND DRIVE!**

[www.vozim.si](http://www.vozim.si)



# HER BOJI

FURAJO V PIŽAMAH



inicijativa za manj voženj pod vplivom alkohola



# ALCOHOL DEATHS in ROAD SAFETY

## 1/3



# YOUNG DRIVERS (18-25 yrs)

## 1/3



ZAVID  
VOZIM

2 LEVELS

NATIONAL → AWARENESS

LOCAL → PREVENTIVE WORK

ZAVID  
VOZIM





<https://www.youtube.com/watch?v=2CtmmMr5Fr0&t=84s>



IT'S EASIER TO GET  
OVER YOUR MOM IN  
HER PAJAMAS IN FRONT  
OF THE CLUB, THAN  
TO GET OVER A DRUNK  
DRIVING ACCIDENT.

Make sure you get home safely.

**HER  
OES**  
DRIVE IN PAJAMAS

ZA VOZ  
VZIM

BDF.



THE PROJECT CO-ORDINATOR  
AVP  
JAVNA AGENCIJA  
REPUBLIKE SLOVENIJE  
ZA VARNOST PROMETA

Luna \TBWA

THE PROJECT CO-ORDINATOR  
REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA ZDRAVJE

[vozim.si/heroji](http://vozim.si/heroji)



**WOMEN DRIVE  
BETTER THAN MEN.**

**Media campaign 2019**

Women drive better than men

<https://www.youtube.com/watch?v=n6-eGDvEYcw&t=1s>





www.adidas.com

HEROES by Red Bull Content Agency



Janja Garnbret: rock and sport climber

**“AWESOME! WE ARE DOING  
GREAT BEHIND THE WHEEL!”**

Young people are causing fewer traffic incidents, but we  
have not reached our goals yet. Let's stay responsible.

In the last five years, the number of fatal traffic incidents  
caused by young drunk drivers has dropped by 60%.

**HER  
OES**  
DRIVE IN PAJAMAS

**zavd  
vzim**



Lund\TBWA

Granatnik

DALE

AGSA

<https://www.youtube.com/watch?v=jOZsU4hoEJg>



## MEDIJSKA POJAVNOST 2018-2022



**2.702**

OBJAV V  
MEDIJIH

**3.199.649 €**

SKUPNA BRUTO  
VREDNOST OBJAV

ROJJI FURAJO V PIŽAMAH 2018

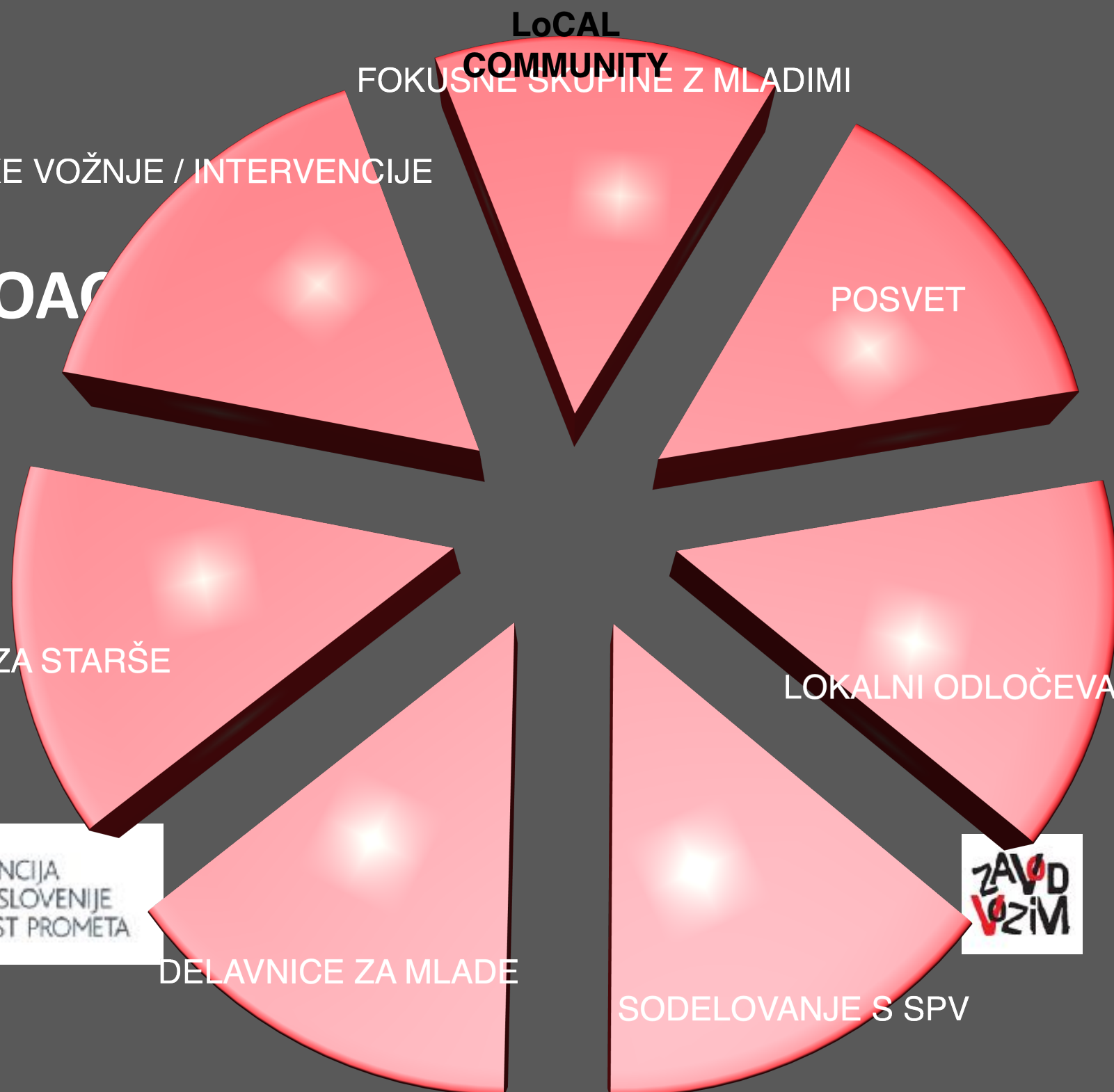


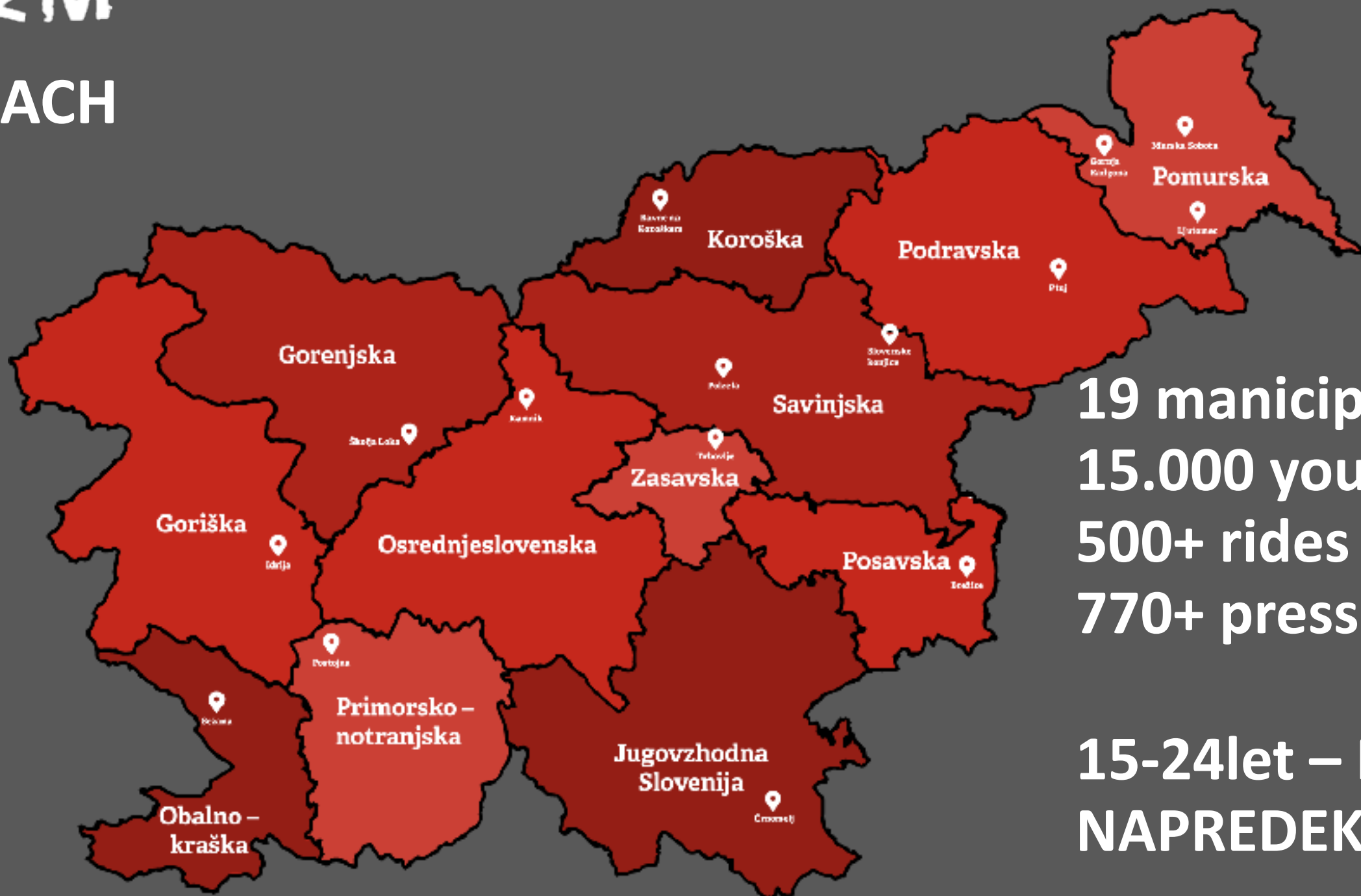




HEROJSKE VOŽNJE / INTERVENCIJE

# MODEL HOLISTIC APPROACH





19 municipality  
15.000 youth  
500+ rides  
770+ press release

15-24let – NAJVEČJI  
NAPREDEK







sreční - trenutky





**HER  
OJI**  
FURAJB V PIŽAMAH

INICIATIVA ZA  
MANJ VOŽENJ  
POD VPLIVOM  
ALKOHOLA.

STARŠE V PIŽAMI  
PRED KLUBOM JE  
AZ PREŽI  
KDO



















# EVALVACIJA

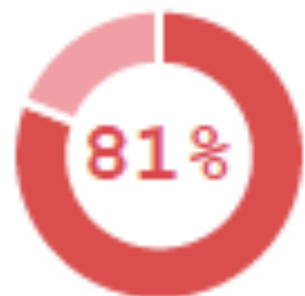
## Vidnost iniciative



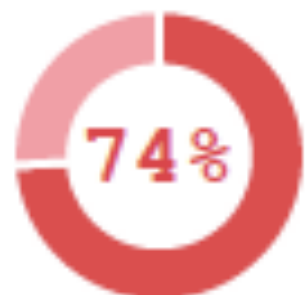
je slišalo za Heroje



vsaj deloma pozna  
iniciativo



je iniciativa všeč



se zdi pomembna za vse  
voznike, 93 % za mlade



LISA-SDM  
agencijska agencija

## HEROJI FURAJO V PIŽAMAH: USPEŠNOST AKCIJE

Poročilo Komisije za mlade

Ljubljana, 19. januar 2012

MEDIA  
STUDIO



Univerza v Mariboru

Fakulteta za logistiko

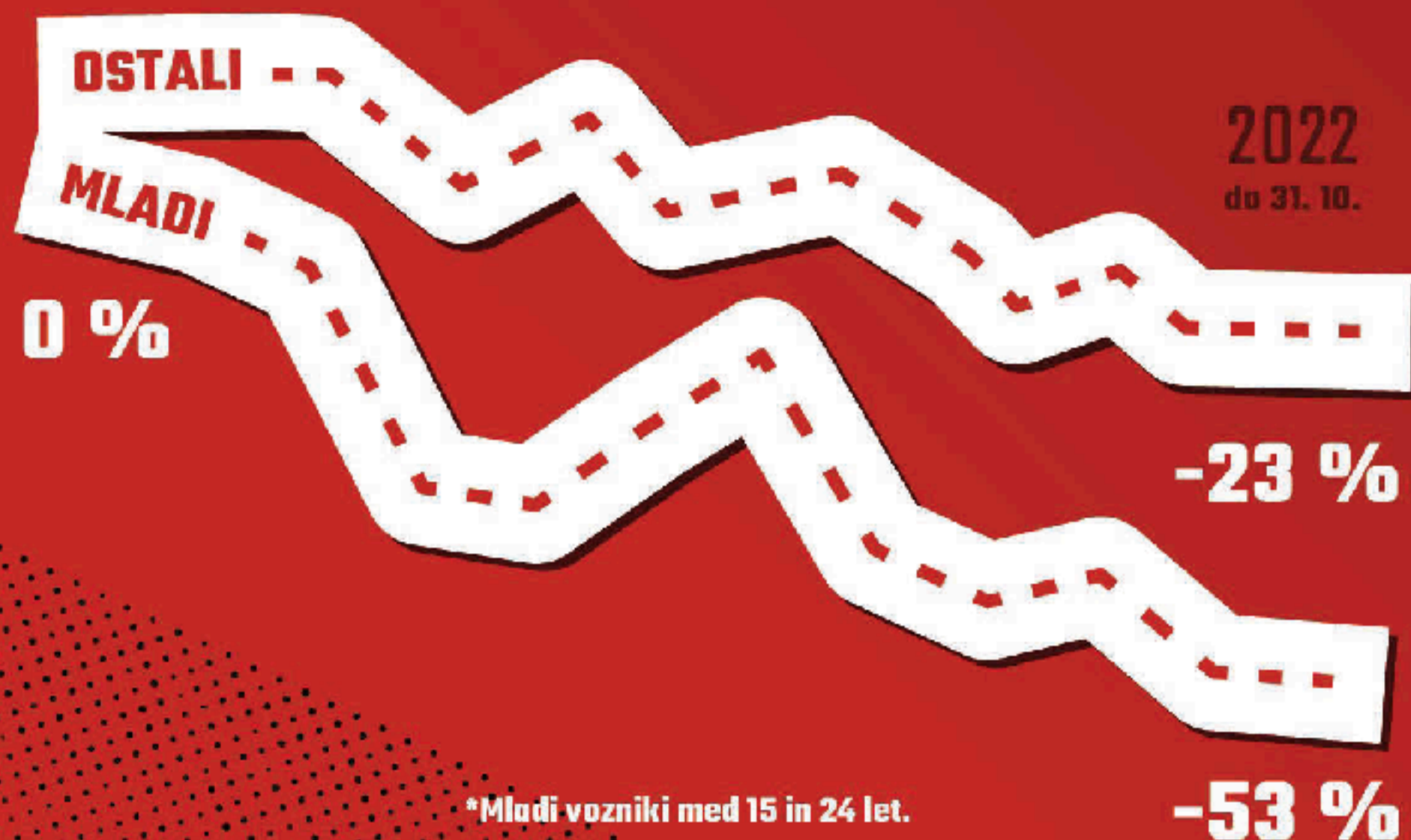
**Poročilo drugega kroga Intervencij In  
evalvacija posodobljene strukture  
vprašalnikov za delavnice  
»Heroji furajo v pižamah«**



# ZMANJŠANJE ŠTEVILA PROMETNIH NESREČ POD VPLIVOM ALKOHOLA

OD 2010 DO 2022 DO 31.10.

2010



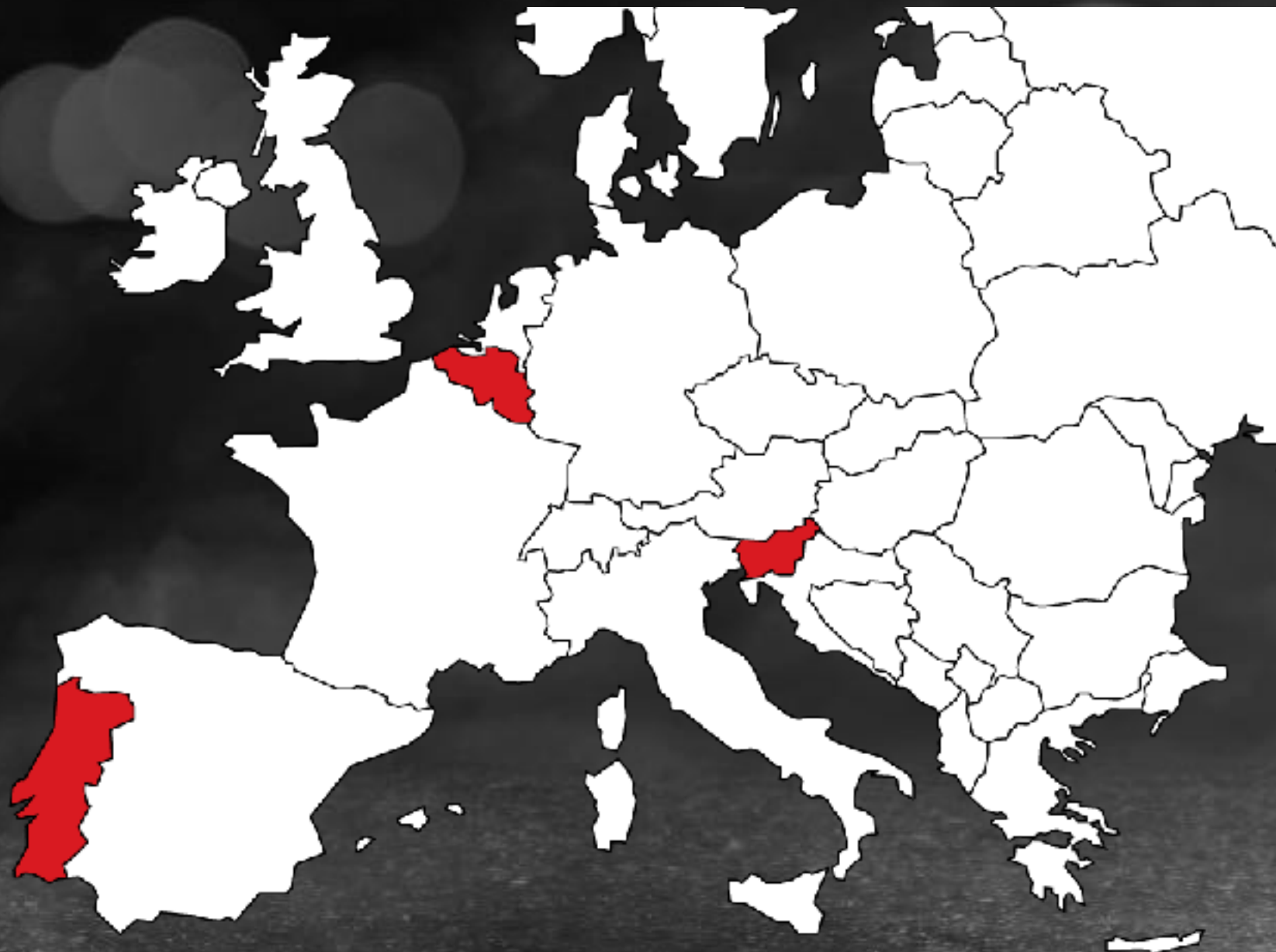


ZAVD  
VZIM



ZAVD  
VZIM

## WHERE TO





# NAJDISE



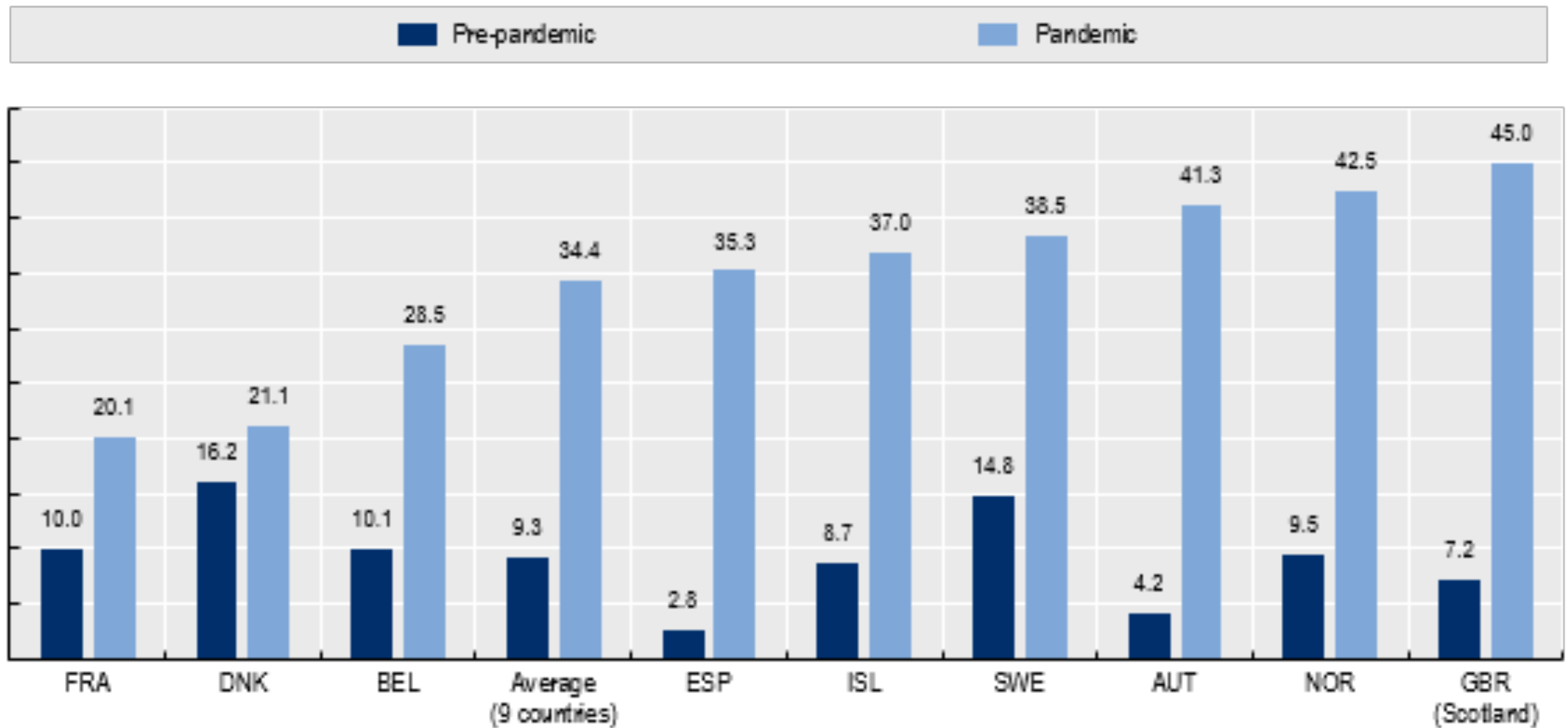
**NIJZ** Nacionalni inštitut  
za javno zdravje



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA JAVNO UPRAVO

Projekt sofinancira Ministrstvo za  
javno upravo iz Sklada za NVO.

## Share of young people with depression or symptoms of depression (%)





Iz SVETA: Najdi.se za pomoč mladim v stiski



[Video](#)









# SE ŠE VEDNO IŠČEŠ?

Ne skrbi, veliko mladih  
se počuti kot ti.

Skoči na [najdi.se](#) in se poišči  
v izpovedih svojih vrstnikov!  
Tam te čaka virtualni pomočnik  
**Samo Iskalnik**, ki je poln uporabnih  
nasvetov.

Sledi profilu [@dusozlom](#)  
in deli svoje izkušnje in občutke.  
Tukaj smo zate.



**NAJD!SE**

[@dusozlom](#)

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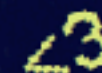
[@dusozlom](#)

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**NAJD!SE**

[@dusozlom](#)



ZAVD  
VZIM

Kevin Spacey

Helen Hunt

Haley Joel Osment

# PAY IT FORWARD



WARNER BROS. PICTURES PRESENTS  
IN ASSOCIATION WITH BEL-AIR ENTERTAINMENT, A TAPESTRY FILMS PRODUCTION, A FILM BY MIMI FEE, KEVIN SPACEY HELEN HUNT HALEY JOEL OSMENT "PAY IT FORWARD"  
JAY MOHR JAMES CAWIEZEL ON BEN JOM AND ANGIE DICKINSON CASTING BY JAMES W. WILSON MUSIC BY THOMAS NEWMAN EXECUTIVE PRODUCERS MARY McLAGLEN JONATHAN HERSHMAN BASED ON THE NOVEL BY CATHERINE RYAN HYDE SCREENPLAY BY LESLIE DIXON  
PG-13 PARENTS STRONGLY CAUTIONED  
www.payitforward.com www.warnerbros.com



PG-13 PARENTS STRONGLY CAUTIONED

PRODUCED BY STEVEN SODERBERGH, PETER ADAMS, AND ROBERT F. LEVY DIRECTED BY MIMI FEE



Soundtrack Album on Varese Saboteur CDs

Read the paperback from Pocket Books



# PAY IT FORWARD



#1 It has to be something that really helps people.

#2 Something they can't do by themselves.

#3 I do it for them, they do it for three other people.

These are the rules when you pay it forward.

