

Fit to Drive

6th International Traffic Expert Congress

Barcelona from 26th – 27th April 2012



Welcome

The role of a Road Safety publishing house

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Editorial Tráfico Vial S.A.





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Publishing houses



Aldus Manutius
Founder of the first successful
PH “Aldina di Venecia”



Since the XV century until today, publishing houses have evolved in many different ways without losing their essence.

If we consider the etymology of “**publishing house - editorial**” comes from of the Latin “editor”, in turn from the verb “edere” (produce and publish) with the suffix “-tor” (who makes the action), so we understand that the essence of a PH is relative to publish contents.

*“The role of a publisher is to provide the **necessary readings.**”*
Jason Epstein (co-founder of the New York Review of Books)

The task of the publisher could be understood as a simple intermediary but if we focus on Road Safety field, his function goes much further than that.

Road Safety publishing houses

- ✓ The **essence** of a RS publishing house is to publish adapted legislative contents with a pedagogical approach in order to make the method teaching – learning much easier for the specific targets during the different life stages, which are children (**education**), pre-drivers (**training**) and retraining of drivers (**retraining**).
- ✓ A second line, likewise important, is the edition of scientific research works, studies and projects about Road Safety coming from the academic world which could be used as reference for the general public and decision makers of the Administration.

The role of the PH as a company

Publishing houses, as business companies, provide **comprehensive solutions** to their customers by creating educational systems to cover the needs of all the agents that take active part during the different stages of the training. We can consider three specific steps:

1.- Education: Promoting RS **education** during childhood and adolescence will produce a correct road behaviour in the adult stage, reducing the probability of traffic accidents. In this stage, PH provide the necessary material and works closely with schools and local authorities (police, town hall) to improve this education. In those countries where there is no compulsory subject for road education at schools and there isn't a clear policy for this subject, the student is forced to make a bigger effort on the next step.

The role of the PH as a company



*Fernando
Alonso*

2.- Training: The result of the work of managing road safety contents and adapting them to different formats is mainly seen at this stage when a **pre-driver** first enters into the Driving School. Not only students receive all kind of material provided by the PH (books, test exams, etc), but the **teachers - trainers** also find a help in the PH to give their lessons with the teaching programs for the different driving licenses.

The PH plays also a role of consultancy for the driving school **managers** when new challenges come up, as it recently happened with CAP (Directive 2003/59/EC). The needs of the customers can be so particular, that PH turn into advisors, creating in their catalogues a wide range of products which are not directly related to publish, as for example, management software or classroom accesories.



The role of the PH as a company

3.- Retraining: When a student obtains his driving licence the PH continues offering material that promote the education and training in Road Safety.

Along with the demerit point system, the PH gets a new chance to make drivers aware of the responsibility of driving according to safe behaviours.

The role of PH regarding professional transport drivers, with the implementation of directive 2003/59/EC which involves a compulsory periodic training of around 25/35 hours, is to spread updated useful contents to develop improvements in their daily tasks.



The role of the PH as a Road Safety expert.

Publishing houses, with their essence, have acquired the know-how to manage the contents and adapt them from an academic context in order to make them accesible and useful to the reader interested in these topics.

In this sense Etrasa launched a new line of books named **Etrasa Publications** that provides coverage to the work of RS experts, as our particular contribution to reduce road traffic injuries. **Securitas Vialis** is an international online scientific publication about *Traffic, Transport and Road Safety*, released every four months and offers holistic coverage by bringing its articles together in the four main areas of Road Safety: **Human Factor, Legislation, Roads and Vehicles.**



www.securitasvialis.com



Road Safety PH corporate social responsibility



The main aim of the corporate social responsibility of any Road Safety PH is to share the knowlegde, from any information, news, research advances or legislative changes, in order to achieve a safer mobility as a right for all of us.

This public communication used to be in paper products, but nowadays with the advanced technology, there are many new platforms to spread this novelties.

Which Road Safety PH hasn't got yet a website, or takes part of a social media network?





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Thank you very much for your attention



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