

Campaigns/ Publicity				
2012	Target (s)	Activity	Campaign	Press Release
Jan				
Feb	Speed	Pre Driver Event	✓	✓
Mar			✓	✓
Apr				
May		✓	✓	✓
Jun	Drink - Euro 2012	Cycle Helmets	✓	✓
Jul				
Aug	Olympics	Pre Driver Event	✓	✓
Sep	Peds / Cyclists Target 11-18yrs		✓	✓
Oct		Pre Driver Event		
Nov	Drivers/Pax		✓	✓
Dec			✓	✓

	All
	Pedestrians
	P/Cs
	Driver/ Passenger
	M/C

Road Safety Education/ Training							2012
0 - 5	6 - 10	11 - 15	16-20	21-25	26+	60+	
							Jan
							Feb
							Mar
							Apr
	JRSO Maintenance						May
							Jun
	Level 2+						Jul
							Aug
	Cycle Training						Aug
	JRSO Challenge Peds	Choices	Freshers Fayres				Sep
							Oct
				Winter Driving clinics			Nov
				Drink Awareness Clinics			Dec

Campaigns & Publicity					
2013	Target (s)		Activity	Campaign	Press Release
Jan	Driver / Pax		✓	✓	✓
Feb					
Mar	Pre Driver Event	Adult Cyclists			
Apr	Driver, P/Cs, Peds Failed to look		✓	✓	✓
May					
Jun					
Jul	Seatbelts		✓	✓	✓
Aug					
Sep					
Oct					
Nov					
Dec					

	All
	Pedestrians
	P/Cs
	Driver/ Passenger
	M/C

Road Safety Education / Training							
0 - 5	6 - 10	11 - 15	16-20	21-25	26+	60+	2013
				Vision / Eyesight Clinics			Jan
							Feb
							Mar
		R U Payin Attention					Apr
		Choices					May
	JRSO Challenge In car safety						Jun
							Jul
							Aug
							Sep
							Oct
							Nov
							Dec