

Hard to reach target groups – action approaches to new road safety work in Germany

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This review of literature provides a summary of (inter)national findings on the connection between the road accident risk and the economical, social and cultural background of road users. The focus here is on people that are hard to reach or are socially underprivileged. Such people can either be hard to reach for organisational reasons (identification; accessibility), or the road safety offers fail in the reaching of those they are trying to address (acceptance, cognitive level) or they are not behaviourally relevant (compliance; behavioural level). The socially underprivileged are distinguished from those in a better position as regards economical, social and cultural dimensions. Parallels in the reaching of target group and starting points for cooperation possibilities are explicitly seen as existing with regard to those involved in health promotion. Their strategy of linking behaviour-based preventive measures to environmental preventive measures is presented in a setting approach. Especially the urban district/quarter setting seems to be most promising. Health promotion programs which can be meaningfully linked to road safety work are presented here. The report shows the connecting factors in road safety work for a cooperation in the "Social City" program. Such an approach provides the road safety work with new potentials when it comes to accessing hard to reach or socially underprivileged target groups. Specific examples of behaviour-based preventive measures and environmental preventive measures within a school setting are personal communication approaches in a vocational school setting and a mobility management of schools which opens itself to the local environment. A pilot project which concerns itself with a cooperation with other partners which adopts a setting approach is recommended, as is the documentation of existing measure approaches for hard to reach target groups either in an online database or the use of the Internet in order to address the target groups.

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