

- No. 79
- **Introducing HEROES - A European project aimed to exchange of best-practice examples around Europe in the field of Health and Road Safety and to develop cross-fertilised campaigns by connecting both fields**

- Name: **Stegelitz**
- First Name: **Thomas**
- E-Mail: **mistel@sgw.hs-magdeburg.de**
- Organisation: **An-Insitut MISTEL der HS Magdeburg-Stendal**

- **Abstract / Poster Description:**

- Road traffic injuries are one of the leading causes for disability adjusted life-years, especially for young people and adolescents. Alcohol and drug consumption and sexual transmitted infections are also leading risk factors for the health of young people. HEROES – Health and Road Safety – volunteering HEROES aimed to bring together 13 institutions active in the domains of road safety and/or preventive health care/promotion from 11 European countries in order to exchange and share good practice examples around Europe in the domains prevention of alcohol consumption, prevention of drug consumption, prevention of STI and road safety awareness raising with special focus on young people and adolescents. 47 best practice examples have been chosen by the partners. In a second step, each partner was commissioned to cross-fertilise an own campaign with another prevention domain, e.g. road safety with alcohol prevention, road safety with prevention of HIV/AIDS, with the aim to survey, whether synergies from one domain may be useful for other health domains. A great variety of ideas and unexpected actions have had a home in the HEROES framework, e.g. the focus on girls and young women and their responsibility and lead in risk reduction with regard to the fact that most of the risks (drug use, risky driving, unsafe sex) are taken or initiated by young men or the broadening of the alcohol and road safety subject into a general discussion about „respect“. In order to use the peer-to-peer approach for the cross-fertilised campaigns, the most important factor for a successful implementation was to win young people to be engaged as volunteering HEROES. Therefore the evaluation of the project aimed to ask for contact strategies and routes of recruitment to attract young people for voluntary work as well as for the quality of training and the satisfaction of the volunteers. The results of the evaluation show that young people are highly motivated to do voluntary work in health promotion, even if the motives to do voluntary work can be varying. An absolutely majority of the volunteers was satisfied (89,6%) with the implementation of cross-fertilised campaigns, linking at least two health promotion domains. The project HEROES – Health and Road Safety – volunteering HEROES (2008-2011) was funded by the European Commission, Executive Agency for Health and Consumers. Responsible Young Drivers, Belgium was the main partner, MISTEL/SPI Forschung as an associated partner was responsible for the evaluation of the project.