

Award for Costa Rican Seatbelt Campaign



The award was presented to Carlos Macaya, President of the Costa Rican Automobile Club and FIA Foundation Trustee.

A Costa Rican seatbelt campaign, carried out with the support from the FIA Foundation, has won the prestigious Institute of Road Traffic Education (IRTE) and Prince Michael International Road Safety Award 2005.

From Autumn 2003 until Summer of 2004, the FIA Foundation supported the nationwide campaign to promote seat belt wearing in Costa Rica in conjunction with the Costa Rican Ministry for Transport, the National Road Safety Council, the National Insurance Institute and the Costa Rican Automobile Club. This campaign was a pilot project based on the principles of 'best practice' developed in the FIA Foundation seat belt toolkit, which identifies the best methods to raise levels of seat belt use.

The central human and emotional message of the campaign was based around the concept of love and responsibility, with a campaign icon featuring a traffic sign with a heart secured by a seat belt. The campaign slogan "Por Amor Use el Cinturón" (For love use your seat belt) deliberately did not demand that Costa Ricans obey an order, something which had proved so disastrous in the past, but asked them to make the choice to wear a seat belt for the sake of family and friends.

In his letter of congratulations, IRTE President, Rohit Baluja, said the award pays tribute to the dedication and hard work of those involved in the campaign in Costa Rica.

He said: "Through the generous promotional support of the FIA Foundation, [the campaign] is motivating governments and non-governmental organisations across the world to follow suit."

The award was presented to Carlos Macaya, President of the Costa Rican Automobile Club and FIA Foundation Trustee at the official award ceremony which took place in Delhi, India on January 6.