



Project Summary

CLUB: **Automobile Club d'Italia (ACI)** COUNTRY: **Italy**

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PROJECT MANAGER:

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IN PARTNERSHIP WITH OTHER CLUBS? :

YES ☐ NO ☒

PROJECT LEADER? :

☒ YES ☐ NO

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PROJECT TITLE: **NO DROWSY DRIVING**

ABSTRACT: WHICH ROAD SAFETY PROBLEM(S) DOES YOUR PROJECT ADDRESS? HOW WILL YOUR PROJECT POSITIVELY IMPACT ON THE PROBLEM? **PLEASE BRIEFLY DESCRIBE YOUR PROJECT, ITS AIM AND ITS DELIVERABLES** (MAX. 1200 CHARACTERS)

According to international data drowsy driving acts as a concurrent cause of 1/5 of road crashes. The main pathology causing drowsiness is the so-called Obstructive Sleep Apnea Syndrome (OSAS). For people suffering from OSAS the risk of road accidents is 12 times higher in comparison with the risk of motorists in general and more than twice higher than the one connected with alcohol abuse and/or use of medicines (tranquilizers, cannabis, opiates). OSAS can be diagnosed and treated: drowsiness reduction allows the risk of road crashes to be cut down up to the same level as the risk for motorists in general.

In line with such objectives ACI, in cooperation with experts from the organisations participating in the project on "Drowsiness and Safety in OSAS Patients" aims at:

- 1) Making users aware on effects deriving from failed diagnosis and treatment of OSAS in terms of road crashes and social costs
- 2) Informing on correct screenings, diagnoses and therapies
- 3) Publicising and promoting activities to combat this phenomenon
- 4) Drafting appropriate law proposals

Public awareness actions, information and knowledge dissemination are addressed to all the mobility "players": users, managers, decision makers, control agencies concerned.

DELIVERABLES: WHAT CONCRETE OUTPUTS DO YOU WISH TO ACHIEVE? HOW DO YOU INTEND TO MEASURE THEM? PLEASE **BRIEFLY ENLIST** THE PARTIAL AND FINAL ACHIEVEMENTS YOUR PROJECT WISHES TO REALIZE (MAX. 800 CHARACTERS)

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Producing multimedia documents (brochures and videos) to be disseminated through all possible channels (house-organs, internet, social networks) of all involved organisations. Documents will be prepared in Italian & English. 2 national events are planned: the first one to launch the initiative and a final one to present the main results achieved. 6 local events will also be organised by the main Provincial Automobile Clubs of the ACI Federation to inform the public and make it aware on the OSAS issue. Results will be measured through: people taking part in the events, documents delivered, contacts on social networks, articles on newspapers and magazines, radio and TV programmes. The project set up by ACI for Italy should be considered as a pilot project to be put forward at European level.

TOTAL PROJECT COST: 89,500.00 Euros (eighty-nine thousand five hundred Euros)

TOTAL FUNDS REQUESTED: 30,000.00 Euros (thirty thousand Euros)

PARTNER CONTRIBUTIONS: 59,500.00 Euros (fifty-nine thousand five hundred Euros)