

EDUCAÇÃO PARA MOBILIDADE URBANA SUSTENTÁVEL

*Departamento de Estradas de
Rodagem do Estado de Minas Gerais -
DER/MG*

Rosely Fantoni



cidadani

facilidade de

inclusão

acesso

Pedestre



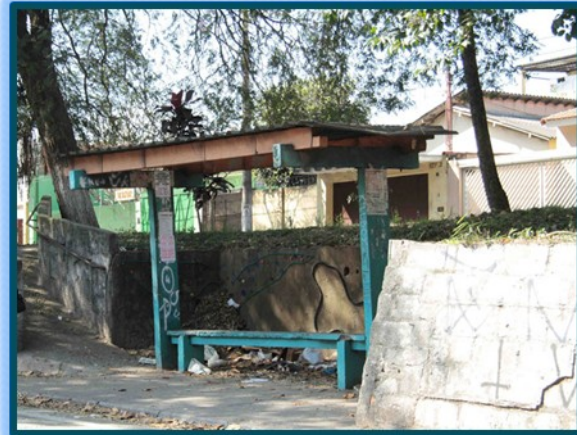
P e d e s t r e



Transporte coletivo



Transporte coletivo



Transporte de massa



Ciclista



22 May 2013 Last updated at 10:59 GMT



Why the war between drivers and cyclists?

By Duncan Walker & Tom de Castella
BBC News Magazine



A motorist's tweet boasting about hitting a cyclist created uproar when it went viral. What does it reveal about the battle on the UK's roads?

Toby Hockley was on the 100-mile Boudicca Sportive ride in Norfolk when he says he was struck by a car and flung into a hedge. The driver didn't stop. Hockley emerged from the hedge, sore but intact.

It sounds like a run-of-the-mill depressing incident from the UK's roads. But the shocking part came later.

A young woman tweeted: "Definitely knocked a cyclist off his bike earlier. I have right of way - he doesn't even pay road tax! #Bloodycyclists."

The post was retweeted hundreds of times and took on a life of its own.

Soon cyclists had informed the police, identified the woman, tracked down where she worked and told her employer.

Norwich Police tweeted the woman back and told her to report the collision at a police station. "We have had tweets ref an RTC with a bike. We suggest you report it at a police station ASAP if not done already & then dm us".

**In today's
Magazine**

**The 'comfort women'
for whom WWII
never stopped**

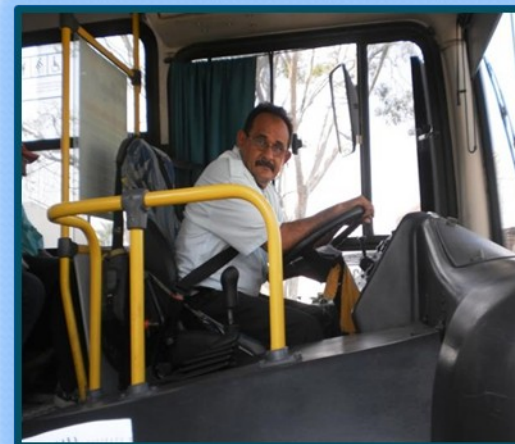
**Did The Rite of
Spring really spark a
riot?**

**Global flight paths:
Five interpretations**

**7 questions on
spring and summer
traditions**

DER
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Mototaxi



Motociclista

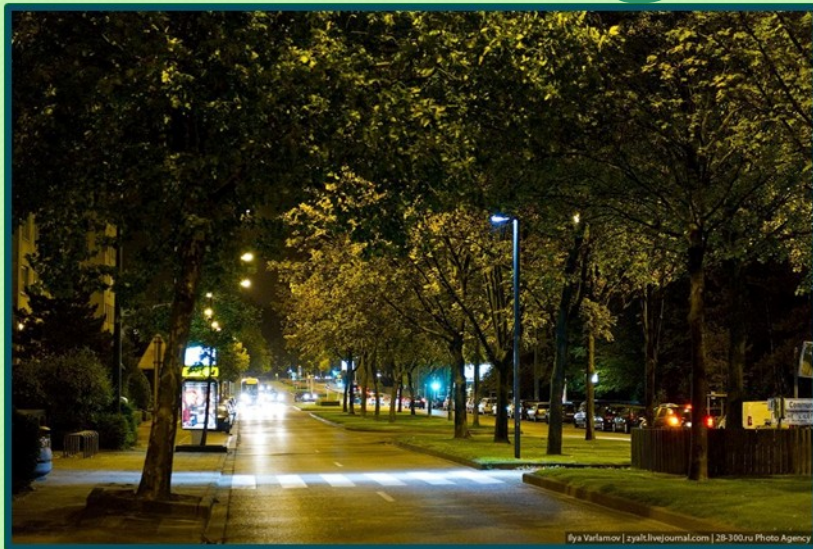


DER
MG

Outras formas de transporte



Segurança



Segurança



Estacionamento



Engarrafamento e cruzamento



O que fazer?





INFORMAÇÃO

ORIENTAÇÃO

SENSIBILIZAÇÃO

conscientização

MOBILIZAÇÃO

Como
fazer



**Sensibilização
dos gestores
públicos,
formadores de
opinião e
técnicos do
sistema trânsito
para um novo
olhar sobre o
tema**

**Conscientizar
a sociedade
através de
fóruns de
discussão**

**Aproximar
os gestores
da
população**



**Treinar
educadores
e
professores**

**Fortalecer
parcerias**

**Capacitação
dos
profissionais
do trânsito**

**Debater o
tema nas
universidades**





**Envolver
a mídia**

**Desenvolv
er
campanhas
educativas**

**Atuar
junto a
redes
sociais**

Campanhas



BEBEU E ESTÁ DIRIGINDO?
DESCULPE A INTIMIDADE,
MAS A VIÚVA É BONITA?

... e suicídio. Não brinque no trânsito.



APOIE ESSA RELAÇÃO.



CICLISTA LEGAL



A Vida
vale
muito mais

Chega de Imprudência!

«Participe desta Campanha»
de 23 de Abril a 22 de Setembro de 2012



T R Â N S I T O
**RESPEITO
OU MORTE**
VOCÊ ESCOLHE O CAMINHO.



**CONTRA BEBIDA
NO TRÂNSITO**

DANÇA DA GARRAFA?



**EVITE O ENGARRAFAMENTO:
ESCAPE DOS HORÁRIOS DE PICO**



HONDA
**EU APÓIO
A HARMONIA
NO TRÂNSITO.**



... faça do CARRO uma **ARMA**

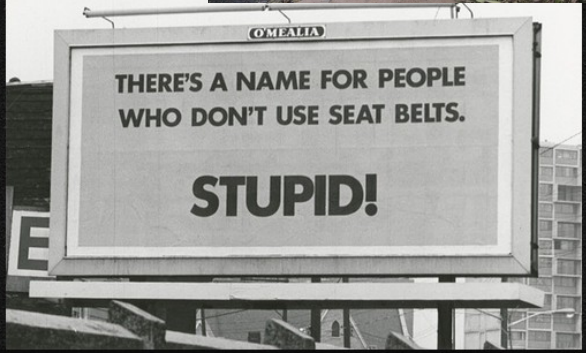
EU DIRIJO PELA VIDA!

Foto: Jornal O Estado
Apoio: CREAS, CRAS e Ordem DeMolay



Segunda semana Mundial de la ONU para la Seguridad vial

Pedestrian and Cyclist Safety Kyiv, 2013



California, 1970s

al 12 de Mayo 2013

Instituto de Seguridad y Educación Vial www.isev.com.ar





WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

BRAHMA KUMARIS

TIME RECORD BY ACT



Deuxième Semaine mondiale des Nations Unies pour la sécurité routière
« Pour la sécurité des piétons »

1500 piétons tués et blessés chaque année sur nos routes

C'EST TROP



World Telecommunication and Information Society Day
WTISD
17 May 2013
www.itu.int/wtisd

ICTs AND IMPROVING ROAD SAFETY

DO THE RIGHT MIX



N'ÉCRASONS PAS LES DROITS DES PIÉTONS



save your life wear one
Always wear a helmet when riding

DER MG

Distraction kills! Stay Aware. Stay Alive!

7 May 2013

ILCAD International Level Crossing Awareness Day 2013

Act safely at level crossings

In partnership with the International Union of Railways



Сигурността на пешеходците

Важно предупреждение за пешеходците на пътищата. Винаги носете колан за безопасност, когато се движите по улиците. Не пиете алкохол, когато се движите по улиците. Не използвайте мобилни телефони, когато се движите по улиците. Не използвайте електронни устройства, когато се движите по улиците.

ΠΡΟΣΟΧΗ ΠΕΣΗΧΟΔΩΤΩΝ

Σημαντικό μήνυμα για τους πεζοπόρους. Πάντα φοράτε ζώνη ασφαλείας, όταν κινείστε στους δρόμους. Μην πίνετε αλκοόλ, όταν κινείστε στους δρόμους. Μην χρησιμοποιείτε κινητά τηλέφωνα, όταν κινείστε στους δρόμους. Μην χρησιμοποιείτε ηλεκτρονικά устройства, όταν κινείστε στους δρόμους.

Sejamos bons exemplos no trânsito

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