

The opinions expressed in the studies are those of the consultant and do not necessarily represent the position of the Commission.

HEROES

Health & ROad safety: volunteering heroes

Project details	
Domain	Training, education and campaigns
Duration	from 1/09/2008 until 31/08/2011
Website	http://www.ryd.eu/heroes
Other sources	Executive Agency for Health and Consumers

HEROES aims to bring together youth volunteer organizations in preventive health care and health promotion, particularly HIV/AIDS prevention, alcohol and drug prevention, road safety organizations, universities and other institutes working with young adult students and peer educators, to exchange working methods and share good practices on awareness raising for adolescents and young adults and addressing risk and protective factors with an impact on lifestyles and behaviors. The partners in the project, half of whom work in preventive health care or health promotion and the other half in road safety promotion, will create integrated best practice campaign materials, linking approaches from preventive health care and health promotion to those of road safety and integrating approaches across several health determinants.

A virtual network of volunteers, students and peer educators will be developed, will be informed about campaigns organized in other countries and in other domains, and will be trained to apply top quality cross-sectored activities. The use of the campaign materials developed in the project will give the activities of the volunteers, students and peer educators a high visibility and add to their cost effectiveness, as the volunteers will work for free. Attention will also be paid to wider socio-economic considerations and to the reduction of health inequalities. Synergies with other activities co-funded by the European Commission (DG TREN, Youth programs ...) and other institutions conveying risk and protective factors with an impact on lifestyles and behaviors will be taken into account.

Coordinator

- [Fondation Tanguy Moreau de Melen Responsible Young Drivers - Secura Forum](#) (BE)

Partners

- [Association Avenir Santé France](#) (FR)
- [Associação para a Promoção de uma Cultura de Segurança Rodoviária](#) (PT)
- [University of Nicosia](#) (CY)
- [Fundacja KRZYS](#) (PL)
- [Open Youth](#) (BG)
- [RSI Panos Mylonas](#) (GR)
- [Responsible Young Drivers](#) (LU)
- [SIDASTUDI](#) (ES)
- [Responsible Young Drivers Nederland](#) (NL)
- [LASER EUROPE](#) (FR)
- [VAD](#) (BE)