

**The Whole History of Shefa Research Center's Activities on Road Safety During
the Last Year**

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Abstract

Iran and neighboring countries have a very high rate of road accidents with thousands of victims per year. In last 20 years, more than half million Iranian were killed in road accidents; millions suffering from injuries. As you know unintentional inures are a leading cause of death among children and young adult. "Shefa" Neuroscience Research Center is working on different scientific researches on neuroscience as well as working on the treatment of the related diseases. Furthermore, it is planned to have a comprehensive program on the prevention of road accidents and neurotrauma. Road safety publicity can be used to achieve various aims and objectives. In general, the aims of such publicity are to change the road user's behavior, attitude or knowledge in order to increase road safety. Mass media campaigns can achieve the following: increase awareness of a behavior, raise the level of information about a topic or issue, help form beliefs, especially where they are not firmly held, make a topic more salient and sensitize the audience to other forms of communication, stimulate interpersonal influences via conversations with others (e.g. Police, teachers, or parents), generate information seeking by individuals, and reinforce existing beliefs and behaviors.

Keywords: Road Safety, Shefa Neuroscience Research Center, Car Accident.

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