



Global Road
Safety Education
via a new generation



VIA PROGRAMME

Pilot Phase in Cameroon

February to April 2019



2

CITIES
INVOLVED

(Yaoundé & Douala)



10

TRAINERS
TRAINED



2

SCHOOLS
ENGAGED



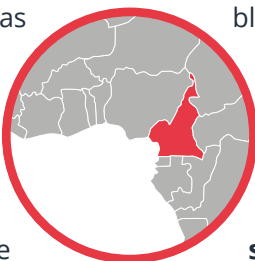
200

SAFER
CHILDREN

In the first half of 2019, the VIA Programme was piloted in two Cameroonian cities, **Yaoundé and Douala**.

With the local offices of both Michelin and Total briefed and engaged, the **Cameroonian Red Cross (CRC)** was selected and appointed to act as local **Implementing Partner** for the school interventions. VIA Global Manager, the Global Road Safety Partnership (GRSP), provided **in-country Training of Trainers** for the CRC teams gathered in Douala. In consultation with the Michelin and Total offices, a rigorous process for selecting pilot schools commenced. The CRC selected 1 school in each city where there was both **real need for road safety training**, and a strong interest from the school faculty to embrace the VIA programme. The selected schools were exposed to heavy traffic due to nearby large avenues, **served poorer communities**, and had no road safety education within their curriculum.

In line with the programme design, the in-school interventions took an **innovative approach** to engaging with students and teachers alike to help increase understanding of children's exposure to road risk. The programme first engaged on an emotional level, then set to identify and focus on key skills such as walking in traffic, cycling and motorbiking safety. Employing a **mix of activities**, videos and classroom sessions, the pilots included **involvement from the Michelin and Total offices** through interactive sessions such as 'The Blind Spot', where children are made aware of the danger of



blind spots around vehicles of different sizes.

Post-implementation surveys indicated **great satisfaction in the programme among teachers and students**. The creative and innovative methods were particularly appreciated by the children, to the point that **school representatives and CRC staff had to organize weekly road safety messages/reflections addressing the whole school during the flag-raising ceremony**. Teachers noted how student quickly became road safety spokespersons, correcting the road behaviour of their peers. Students indicated as one of the highlights of the programme **"The Interview" activity, where they had the opportunity of discussing with Michelin's representatives about, among other things, the role of tyres in road safety**.

Once the Pilot was completed, an evaluation workshop was held with the CRC teams who were able to provide **constructive feedback** to help fine-tune the materials ahead of taking the programme to scale. During the evaluation workshop, the CRC was also able to provide valuable insight into how to run the programme for classes with more than 50 students.

With the support of the local Michelin office, **VIA in Cameroon is set to scale up to be implemented in 10 schools across 2 cities reaching more than 1,000 students**. Discussions on an additional scale up are currently underway with the local Total offices.