



Global Road
Safety Education
via a new generation



VIA COMMUNITY

May, 2021



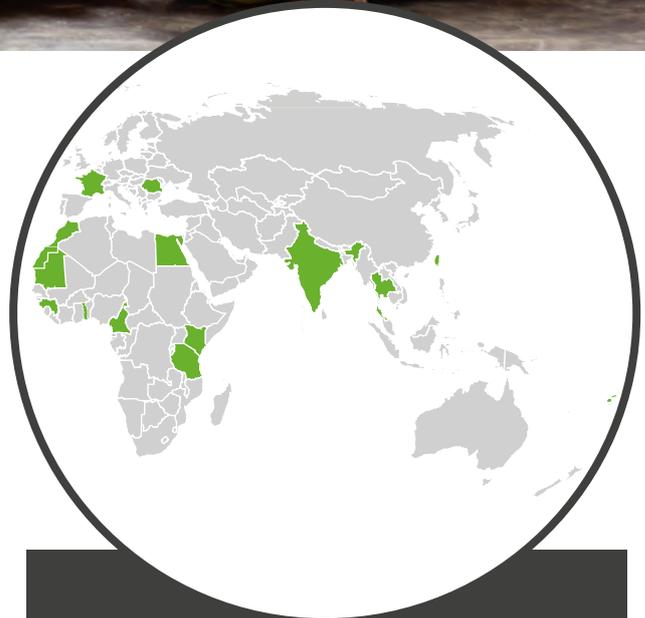
Welcome once again to VIA Community. With the year 2020 behind us, many had hoped that 2021 would bring a more positive outlook regards the COVID19 pandemic. Sadly, in most parts of the world, this is yet to be the case as the virus continues to impact lives and livelihoods. In saying this, as we have reported in previous editions, the VIA Community is a resilient group, committed to providing life skills to children helping them manage the complex traffic conditions they face; and this work continues in COVID-safe ways in a growing list of countries around the world.

In this edition, the spotlight is cast on the high-profile launch of VIA in Fiji, our first Pacific Island country. Together with Fiji, we are delighted to welcome Thailand and Egypt to the Community - welcome all involved! We also review the India Symposium conducted to engage government and other stakeholders looking to introduce VIA to curriculum.

This edition furthers our mission of sharing the experiences of our wonderful Implementing Partners from around the world through interviews with our partners in Thailand, Tanzania and Morocco. By building our Community we continue to build our global knowledge on the programme, how it adapts to local conditions and how it engages the children, teachers and parents. It is captivating to see how an adaptation used in India can apply and assist an implementation in Kenya. How a version of an activity in Morocco can inform an implementation in Thailand and beyond. Long may this sharing continue.

The growth and development of VIA is, of course, a tribute to our programme owners, the corporate foundations of Michelin and Total. To members of the 'Community' old and new, welcome to VIA, and please stay safe.

Michael Chippendale
VIA Project Manager
Global Road Safety Partnership



VIA presence worldwide

14 Countries active	292 Schools engaged
463 Classes taught	17,289 Children engaged
2,731 Modules implemented	
<i>As of April 2021</i>	



Covid-19 and School Closures: One Year of Education Disruption



More than one year has passed since early 2020, when the world saw the beginning of the Covid-19 pandemic and the extensive closure of schools globally. Implications from Covid-19 regulations and restrictions continue to widen and exacerbate the education gap that existed prior to the pandemic. In many countries, it has become increasingly difficult for children from low- and middle-income groups, especially in low- and middle-income countries, to access education.



Sadly, schools for more than [168 million children](#) globally have been completely closed for almost an entire year due to COVID-19 lockdowns, [according to data released by UNICEF](#). Furthermore, around 214 million children globally – or 1 in 7 – from pre-primary to upper secondary education in 23 countries have missed more than three-quarters of their in-person learning since March 2020.

From the beginning of the pandemic, countries in the Latin America and the Caribbean region were the most affected with 158 days of full school closures on average, with the [largest number of children still missing out on in-person classes](#), followed by countries in South Asia with 146 days. Countries in the Eastern and Southern Africa region were the third most affected with an average of 101 days.

“Each additional day without face-to-face schooling puts the most vulnerable children at risk of dropping out of school forever.” said Jean Gough, UNICEF Regional Director for Latin America and the Caribbean. It is estimated that more than 3 million children in the region may permanently drop out of school because of the pandemic. The longer children remain out of school, the less likely they are to return.

[According to latest data by UNESCO](#), more than 888 million children worldwide continue to face disruptions to their education due to full and partial school closures. Countries with the longest durations of school closures tend to have a low prevalence of school-age children

with a fixed internet connection at home. Although distance learning programmes should continue and be scaled up to reach more and more children, Jean Gough added that “they will never be a substitute to face-to-face schooling in the classroom with a teacher, especially for the most vulnerable children.”

Based on another [press release by UNICEF](#), a call for action has been made to only consider school closure as a measure of last resort, after exhausting all other options, and to prioritise the reopening of schools ([see #SchoolsFirstNotLast campaign](#)). School closures affected 90 per cent of students worldwide during the peak of pandemic lockdowns and left more than a third of school children without access to remote education. The number of out-of-school children is set to increase by 24 million, whose health, development, safety and well-being are at risk. Thus, no effort should be spared in keeping schools open or prioritise them in reopening plans, as cases continue to soar around the world during the second year of the pandemic.

2021 is a year of hope. We need to adopt a resilient approach by improving the way we manage risks and mitigate impacts from the pandemic, while the effects of Covid-19 remain evident in our daily lives. Moving forward, it will be crucial to ensure adequate education financing to build inclusive and responsive education systems that are resilient in the face of future disruptions. Reopening schools also gives us a unique opportunity to transform and reimagine education. The development and well-being of every student must be prioritised as schools reopen. Students’ learning losses must be monitored and mitigated, while teachers should be provided with sufficient training and support to transition to new modalities of teaching.

As the second year of the COVID-19 pandemic continues to impact our world, we shall remain united in our common goal to collectively build a resilient education system that nurtures and protects our future leaders for generations to come.



View the report



Download the report



Video Campaign [#SchoolFirstNotLast](#)

Key Stakeholders in Fiji Officially Launched the VIA Programme



The VIA Global Road Safety Education Programme is aimed at educating children between 10 to 18 years of age on the importance of road safety through four (4) structured learning modules. Its participatory approach and methodology can be applied universally, which encourages national adaptation to suit the local contexts and needs. To date, VIA is currently being implemented in 15 countries around the world; and the VIA Community will continue to expand.

In Asia Pacific, Total Fiji adopted the latest implementation of VIA in the country, with the initial goal to deploy VIA in 15 schools. In February 2021, officers from Land Transport Authority Fiji and Fiji Police Force attended the VIA Training of Trainers Workshop organized by Total Fiji and delivered digitally by GRSP, the global manager of VIA. On 17 March 2021, the VIA Programme was officially launched at Marist Brothers High School with support from the key stakeholders in Fiji.

The Ministry of Education, Heritage and Arts (MEHA) joined with the Land Transport Authority of Fiji (LTA), the Fiji Police Force and Total (Fiji) Pte Limited to embark on the VIA Programme, a new road safety education initiative in Fiji.

"Too many times, we have come across situations where our young ones have shown a blatant disregard for road rules," said Minister Akbar, adding that in recent years, Fiji has seen a steady increase in the number of vehicles on Fijian roads, which also increases the risk of crashes.

"This needs to change... Our children are our future, which means that it is our duty to take all the necessary steps to protect them. This is an important aspect of that duty, and I ask that you help us in keeping our children safe." said Minister Akbar, "The VIA programme is a flexible, cost-effective, easy to integrate and easy to access road safety education programme... We look forward to its success in Fiji with the help of our partners."

The Managing Director of Total Fiji, Kazi Rahman, was also present to officiate the launch of the VIA programme. He

expressed his gratitude to all the stakeholders involved, including principals and headteachers, for their vision and leadership towards making this programme impactful. "Without the wholehearted support and guidance of these stakeholders, all of whom are driven by the vision of creating safer roads for our children, we would not have been able to launch this programme successfully.". He also highlighted the approval from the Ministry of Education to roll out the programme in Fijian schools.

Children are some of the world's most vulnerable road users and we know that preventable road crashes are the leading cause of death for those aged from five to 29 years. The number of children and young adults killed and seriously injured every day remains a catastrophe in every country. The VIA programme uses state of the art learning programmes to explain road safety concepts and we at the Global Road Safety Partnership are thrilled at the high level of senior government, police and partner support for the programme in Fiji.

David Cliff, CEO of GRSP

The event was covered by all national media and Fiji Government media personnel and was published on press, air and digital. More than 930 students attended the event which was held at Marist Brothers High school. Please refer to below links for more details on the launch event.

News article

- > [Fiji Times, VIA Programme Targets Safe Road User Behaviour among Children](#)
- > [Fiji Times, Too Many Children Involved in Accidents](#)

Social Media

- > [Fiji Police Force](#)
- > [Land Transport Authority Fiji](#)
- > [Ministry of Education Fiji](#)
- > [GRSP](#)

VIA Morocco – Interview with Foundation Sanady



Dalila Berrada, Executive Director

1. What does VIA mean to you?

We see VIA as an innovative learning programme that supports creativity for educational purposes.

The Sanady Foundation has chosen to roll out VIA in French through teachers in state schools. Therefore, thanks to its flexibility, this programme provides an opportunity for young people to be made aware of road safety while improving their performance in reading, writing and speaking.

2. What are your hopes for VIA?

The current project involves working in **14 schools**, covering a total of around **1200 pupils** over 3 years. Over time, we hope to involve a larger number of state schools so as to have an impact on as many young people as possible, and provide them with the necessary knowledge to behave more responsibly on the roads. This is all the more important as our country's infrastructure is developing very quickly: rural areas are becoming urbanised, new roads, etc.

3. What are the challenges of implementing VIA during the COVID-19 pandemic?

The pandemic situation in Morocco has been under

control for several months, and schools have more or less reopened normally. The VIA programme has thus been rolled out as intended in classes, fully respecting sanitary measures and with no adverse effects on its implementation.

4. How has your experience of working in schools throughout Morocco helped you to implement VIA?

Thanks to our partnership with the Ministry of National Education, we have privileged access to a large network of state schools and, consequently, to a larger number of young pupils whom VIA is aimed at.

Additionally, we have a well-established and experienced educational and operational structure and organisation for this type of programme and action.

5. How do you see the role of teachers in reinforcing the impacts and results of VIA in the future?

There's no denying that the role of teachers is paramount. It's through them that the values and principles of VIA are passed on to pupils.

The longevity of the programme is guaranteed, thanks to the training our teachers go through. They are well-equipped to be able to reach, each year, a significant proportion of young pupils in the various schools where they work.

6. What does belonging to the VIA community imply?

We are very proud to be part of the global effort to teach young people about road safety and to belong to this large international network made up of partners from different cultures.

A programme rolled out at the same time across the world, for young people from different cultures and backgrounds, is a great opportunity to bring young minds closer together while minimising the differences and lack of understanding between young people across the world.



VIA in Thailand



With support from Total and Michelin country offices in Thailand, GRSP is working with Asia Injury Prevention Foundation (AIPF) to engage a total of 50 schools in Thailand to implement the VIA Programme. The VIA Training of Trainers (ToT) was held in February 2021 for AIP Foundation, who proceeded to train 15 teachers in Phra Pradaeng District during the first workshop conducted for the VIA Programme.

The initial pilot phase of VIA Thailand involves 5 schools and aims to influence road safety behaviours of over 500 children who will learn road safety knowledge and skills through this global programme. Based on the WHO Global Status Report, Thailand has the second highest number of road fatalities per capita in the world, at a reported figure of 21,745 in 2016.

“ We hope to use skills and lessons learned from this phase to effectively expand to many more schools in the next school semester – particularly, to illustrate that VIA can easily be incorporated in class programs with full pedagogical values... VIA Programme will surely enhance the capacity of Thai teachers in Thailand to undertake road safety training for theirs in schools with students.

Mrs. Ratana Winther, Chairperson of AIP Foundation Thailand and AIP Foundation Denmark.



> [Read more about Thailand VIA](#)



> [View photos from the VIA Teacher's Training](#)

VIA Thailand - Interview with AIP Foundation



Ratanawadee H. Winther,
Chairperson of AIP Foundation Thailand

1. What is VIA to you?

Road crashes remain a challenge for children and young people in Thailand. There is already a global education gap between countries. Emphasis on rote learning in the present Thai education system has put children at a disadvantage, particularly in raising road safety awareness and safe behaviour. VIA is a well-thought-out learning package encompassing a variety of learning approaches that promote effective internalization of knowledge and critical thinking. Therefore, VIA is an important tool to help students improve their own learning and quality of life as a whole.

2. What are your hopes for VIA?

We are implementing the first phase of VIA in Thailand collaborating closely with Michelin, Total and GRSP and with strong support from education authorities, school management and teachers in the target province. Everyone involved in implementing VIA is enthusiastic about it and plans to finish the first phase in the next two months. We hope to use skills and lessons learned from this phase to effectively expand to many more schools in Bangkok in the next school semester – particularly, to illustrate that VIA can easily be incorporated in class programmes with full pedagogical values. Advocacy and stakeholder engagement will also be focused on and intensified with the hope to get VIA into school curriculum in Thailand.

3. What can VIA do for children in Thailand?

VIA provides opportunities for school children in Thailand to experience a learner-centred approach

nurturing their critical thinking and problem-solving skills. With these skills, they will be able to help address enormous problems from road crashes in Thailand.

From a wider perspective, we need to engage our young people if we want to make a difference. The world has rapidly changed, and inequality gaps have worsened. Road safety programmes like VIA give younger generations the support they need to build a more prosperous and socially equitable future, while encouraging them to be road safety advocates and leaders for future generations.

4. What are the challenges of delivering VIA during the Covid-19 pandemic in Thailand?

Covid-19 has posed a real challenge to our VIA implementation in Thailand. To control the spread of the virus, the Thai Government has imposed strict rules and regulations in population movements. During the VIA starting period, the target province (Sumut Prakan located in the vicinity of Bangkok) was considered one of the riskiest areas in the country. Travelling in and out of the province could only be done for the most essential purposes. This caused some delay in initial project activities such as meetings with education authorities and school selection. Finally overcoming that hurdle, we have officially launched VIA. However, the time to implement VIA in the target schools has been shortened by the previous school closure. Despite challenges caused by Covid-19, with stakeholder cooperation, we expect positive results and look forward to expanding VIA to many more schools in the 2nd phase, starting in the middle of the year.

5. Moving forward, how can Implementors strengthen the impacts and outcomes of VIA?

Our team has learned a lot from a few months of VIA implementation. The Covid-19 pandemic, though a big challenge, has made us become innovative, particularly in communication. Digital chat rooms and online meeting platforms has made communication within our diverse VIA Community fast and effective. VIA Implementors should be able to utilize these digital tools to help maximize the project outputs and outcomes. Furthermore, to achieve the VIA ambitious goal (to incorporate VIA into an already dense school curriculum in Thailand), it is vital that implementors engage policy level stakeholders in the wider community in our advocacy work.

Virtual Symposium on Road Safety Education in India

An initiative of **United Way** Mumbai

SYMPOSIUM OF KEY STAKEHOLDERS ON ROAD SAFETY EDUCATION FOR SCHOOL CHILDREN

Under the aegis of **UNITED FOR ROAD SAFETY**

So far United Way Mumbai has shared this road safety education across:

- 140 SCHOOLS
- 6 CITIES IN INDIA
- 1,867 TEACHERS
- 20,000 CHILDREN

Symposium was attended by various experts, partners and participants.

Supported by: **VIA** (Global Road Safety Education via a new generation), **TOTAL FOUNDATION**, **MICHELIN**

In collaboration with: **Education Department, MCGM**

Managed by: **GLOBAL ROAD SAFETY PARTNERSHIP**

On 25th November 2020, a virtual symposium for key stakeholders in road safety education was organized by United Way Mumbai (UWM) as part the VIA Global Road Safety Education Programme in India. VIA was jointly created by the Total Foundation and the Michelin Corporate Foundation and is managed by GRSP.

The symposium focused on the importance of road safety education for school children and its inclusion in the daily education system. UWM shared local experiences in implementing road safety education and unveiled an educational video created on ‘Safe Walking for Children’ at the symposium. Ajay Govale, Community Director of Community Impact in UMW, explained the methodology behind VIA modules, and presented the impacts of VIA in 140 schools and 20,000 students across 6 cities in India since 2019. “We want to empower young minds [...] and their ability to take charge of the future and improve their own safety”, Ajay said.

Observing that some school children are now more conscious of displaying safer behaviours on the road, several educators from participating schools in Mumbai enthusiastically contributed their personal encounters

and interactions with children during the road safety activities delivered by UWM. Anup Sarwade, principal of Shiv Secondary School (Sion MPS) said, “we have 650 students, who are learning something practical without textbooks... our school is next to a highway, and students come alone as parents are working. When the [VIA] project was introduced, teachers and students were happy. I hope that the [VIA] project can continue for a very long period of time.”.

In virtual attendance were officers and field experts from Municipal Corporation of Greater Mumbai (MCGM), Regional Transport Office (RTO) of Mumbai East and Pune, as well as programme managers from Total Foundation, Michelin, Global Road Safety Partnership, along with representatives of UWM’s NGO partners - United Way Delhi NCR, United Way Chennai and Nirmaan Organization. They each warmly expressed their insights and aspirations for VIA.

Prakesh Jadhav, Deputy Regional Transport Officer in the Regional Transport Office of Mumbai East, “The Road Safety Cell is the primary body established by the Government of Maharashtra for the sole purpose of reaching out to the public.[...] Road safety education is

important for children because they are a vulnerable group." He further commented, "the strategy of Training of Trainers by United Way Mumbai is effective because the outreach is extended to many children across India."

Expressing support for VIA, Mahesh Palker, Education Officer of Education Department in Municipal Corporation of Greater Mumbai, highlighted that the fruitful cooperation between GRSP, UWM and private sector was key to making VIA a success. In the symposium, he declared that the Education Department of MCGM will continue to "support the programme and expand it in all schools for all children".

Apart from highlighting the key impacts of VIA, the symposium gathered a stream of common sentiments from the attendees towards a sustainable approach moving forward, particularly the inclusion of road safety education in national curriculum. Kanchan Dahiya from Total Oil India Limited and Nora Guitet

from the Michelin Group eagerly encouraged external collaborations with new partners to broaden the outreach of VIA, emphasising that each stakeholder has an essential role to play in VIA, which leads to a greater collective impact.

"We launched VIA in India in February 2019 starting small: only 4 schools. Less than a year later, it has become the programme's flagship country with over 150 schools participating. It is remarkable, but we know this is just a drop in the ocean. We need to on-board more corporates and, especially, governments to further widen this VIA Community and really have a long-lasting impact in the life of young people across the country" said Michael Chippendale, Manager, Communications, Membership and Project Support at GRSP and VIA Global Manager. He concluded, "With the established vision and drive of VIA partners, India truly has been the flagship for the programme and will remain a model for expansion in other countries."



YOURS | YOUTH FOR ROAD SAFETY

We recently hosted a VIA Webinar in collaboration with **YOURS**, connecting and engaging with youth organisations from across the world to share about VIA.

> [View our Twitter post.](#)

VIA Tanzania – Interview with Amend



Edna Nortey, Programme Officer

1. What is VIA to you?

VIA is a creative and comprehensive road safety programme targeted towards adolescents through a participatory approach in its delivery. It employs the use of artistic work in communicating road safety challenges and solutions.

The holistic nature of the VIA programme provides knowledge on all the basic modes of road transport for adolescents in their journeys to and from school.

2. What are your hopes for VIA?

I hope VIA gains acceptance by the government and other relevant road safety stakeholders for the programme to be implemented in more schools.

The bigger picture is to see VIA included in the school curriculum so as to groom young people to be good ambassadors of road safety in society.

3. What can VIA do for children in Tanzania?

VIA can help reduce child mortality and injury rates associated with road crashes through the behavioural changes and knowledge acquired in road safety.

Children in Tanzania can be provided the platform to play a role in curbing the road safety menace. Through the VIA modules, young people are given the opportunity to identify the road safety challenges, solutions, and the medium for communicating these challenges and

solutions to relevant authorities and stakeholders.

4. Tell us about the Implementation of VIA in Tanzania.

The government fully supported the implementation of VIA as a pilot through a road safety club of 20 students in two schools. The programme was successfully done through the cooperation of the Municipal Authority and School Administrators.

During the time of implementation, schools were fully in session and activities were run in normal procedure without hindrance. The VIA participants went through 4 weeks of training after school hours, covering the Opening Module, the Knowledge Modules (Walking, Cycling and Motorcycling), the Creative Module and the Implementation Module.

Participants were recognised and awarded certificates as road safety ambassadors at the end of the training and were also given the opportunity to showcase their artistic works in a creative form of poem, rap, drama and music to road safety stakeholders.

It was very exciting to be involved in delivering the training to the students. My favourite part was the creative and implementation module.

5. Moving forward, how can implementors strengthen the impacts and outcomes of VIA?

One way to strengthen the impact of VIA is to deliver the programme over a longer period of time like the academic year or a full term's activity for the road safety club rather than a shorter period. This way, participants are engaged constantly and gradually in the training process.

Engaging teachers as educators to carry out the learning modules of VIA ensures sustainability of the programme in the schools. However, the challenging aspect is the availability of teachers to be trained as educators.

Another way of strengthening the outcome of VIA is to scale up the programme to accommodate more students for the training.

VIA in Egypt

Egypt is the latest country of implementation for VIA. On 6th April 2021, VIA Training of Trainers (ToT) was digitally delivered to Nada Foundation for Safer Egyptian Roads (Nada Foundation), the local implementing partner for VIA Egypt and a new addition to the VIA Community.

In close collaboration with Total Egypt, Nada Foundation will carry out VIA learning exercises in 2 schools from April 2021 in the capital city of Cairo, involving a total of 60 children.

[> Read more in our Twitter.](#)

The VIA Community is growing in 2021. Where will VIA go next?



Spotlight on National Manager



Ragini Parekh, Total Fiji

1. What is VIA to you?

According to Fiji Police Force, the number of young children involved in road crashes is alarming. It is sad to learn that in Fiji, 382 victims of road crashes from 2010 to 2019 were under the age of 20. This includes 58 victims from the ages of 6 to 10 years, 73 victims from the age of 11 to 15, and 251 victims from the age of 16 to 20. It is hard to imagine what a parent or guardian goes through when they see their son or daughter leave for school or college but never return home, or come back with serious injuries. As a parent, we will always try to wrap our children in our arms and take them away from all risky situations. By providing proper road safety education, we will be able to protect our child from dangers caused by road traffic crashes.

2. What are your hopes for VIA?

One of the three E's of road safety undertaken all over the world, including Fiji, is Education, with the other two being Enforcement and Engineering. We hope that with the VIA programme, we will build a collaborative effort to empower children through road safety education. We hope that from this programme, children and young people will learn about risky behaviour on the road and understand the positive connection between safe behaviour including knowledge of traffic rules and situations, development of skills through training and experience, risk awareness, strengthening and changing attitudes on personal security and security of other users on the road. We also hope that schools will discover an efficient method to bring road safety education into the classroom, promoting synergies and combinations of young minds to learn about ROAD SAFETY through the VIA Programme.



■ ■ 280 students from Nakaikogo Primary School, Fiji, participated in the VIA Programme supported by Total Fiji.