

GRSP ASIA-PACIFIC ROAD SAFETY SEMINAR WORKSHOP 2: YOUTH PARTICIPATION AND MOBILITY



GLOBAL
ROAD SAFETY
PARTNERSHIP

CELEBRATING 20 YEARS

The Global Road Safety Partnership is hosted by:



100
1919-2019

WORKSHOP AGENDA



- Global Context
- Presentation by panel members
- Facilitated discussion
- Q&A
- Final reflections and close

PRESENTERS AND PANEL MEMBERS

- Ms Mirjam Sidik, Asia Injury Prevention Foundation
- Ms Ria Madan, Asian Development Bank
- Mr Saul Billingsley, FIA Foundation
- Ms Kolab Luy, Cambodian Red Cross

FACILITATOR

Mr Atsani Ariobowo, Global Road Safety Partnership

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YOUTH ENGAGEMENT

WHAT DOES IT MEAN TO YOU?

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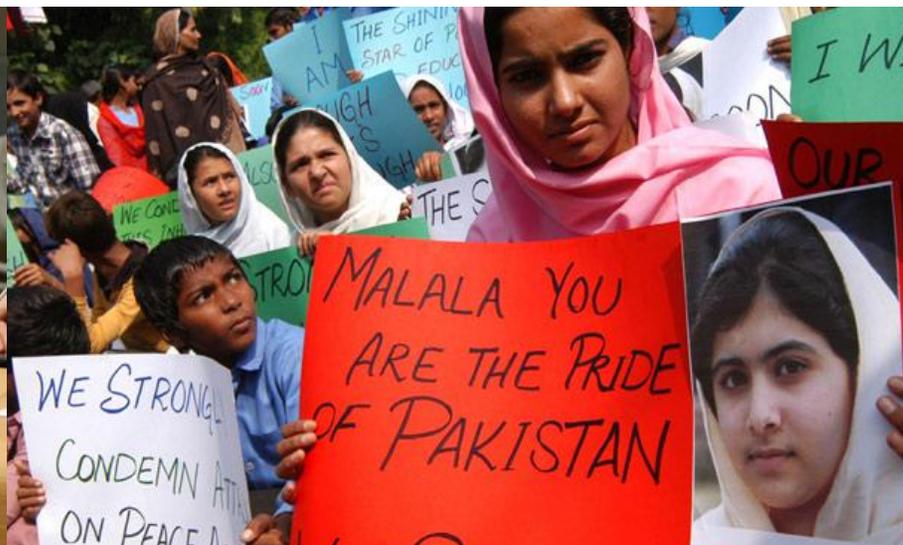
GLOBAL CONTEXT



GLOBAL CONTEXT



GLOBAL CONTEXT

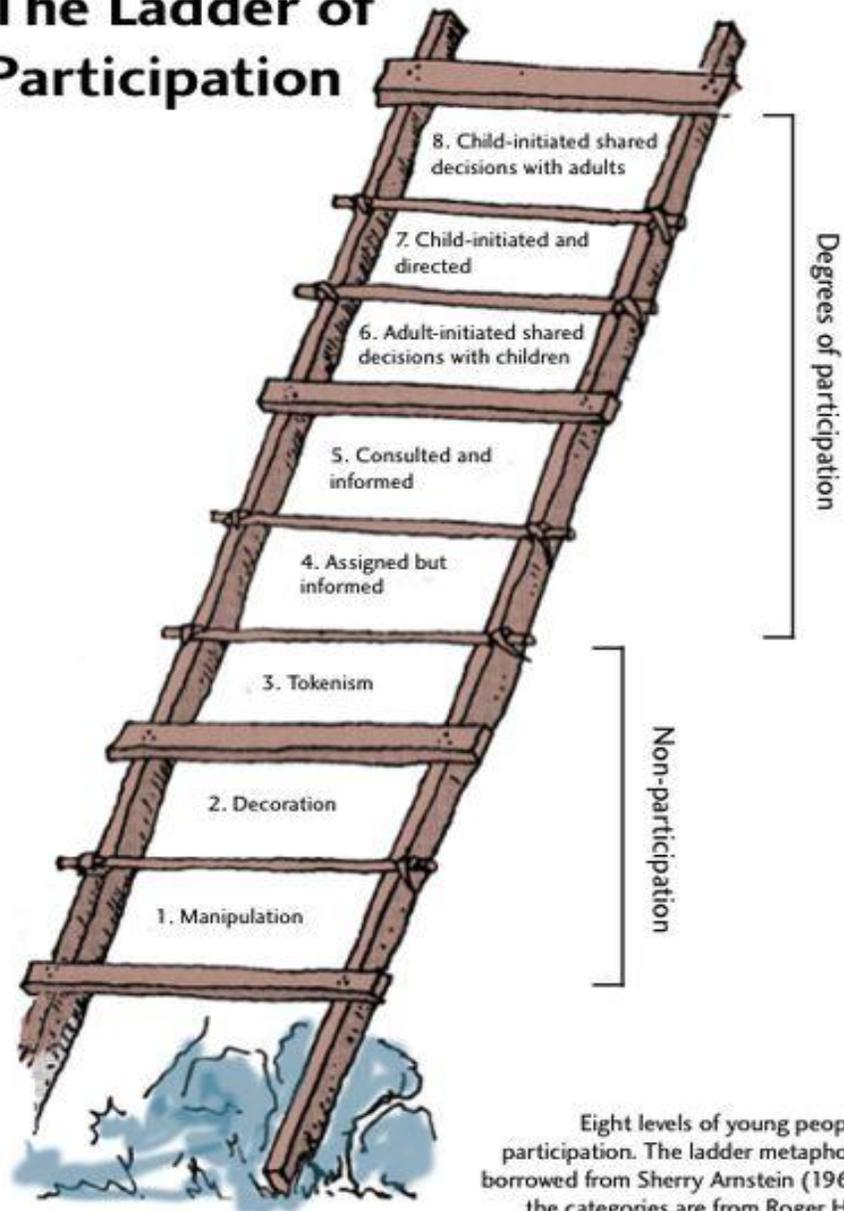


GLOBAL CONTEXT



GLOBAL CONTEXT

The Ladder of Participation



Eight levels of young people's participation. The ladder metaphor is borrowed from Sherry Arnstein (1969); the categories are from Roger Hart.



MOBILITY

WHAT DOES IT MEAN TO ROAD SAFETY?

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GLOBAL CONTEXT



GLOBAL CONTEXT





MIRJAM

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Youth mobility and participation: Empowering Young Motorcycle Drivers in Cambodia and Vietnam

Asia-Pacific Road Safety Seminar
October 29-30, 2019 | Kuala Lumpur, Malaysia
Presented by : Mirjam Sidik | AIP Foundation CEO

AIP Foundation



AIP FOUNDATION is a U.S. registered 501 (c)(3) non-profit organization with 20 years of expertise and success in equipping road users with the knowledge and skills to stay safe on the roads.



AIP Foundation has worked on road safety initiatives across Asia and Africa, and we currently implement programs in CAMBODIA, CHINA, MYANMAR, THAILAND, PHILIPPINES, and VIETNAM.



Our MISSION is to deliver effective interventions that improve road safety and prevent fatalities and injuries on behalf of road users in low and middle-income countries.



Our AFFILIATIONS with international organizations, national governments, multinational corporations, research institutions, and philanthropic foundations fuel our life-saving work.

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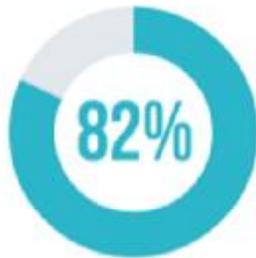
Youth & Road Safety

Motorcycles are the main mode of transportation for young people in our target countries



Drivers using a mobile phone while driving are four times more likely to be involved in a crash than those who are not.

The Problem



We found that **82%** of university students used a mobile phone while riding and



63% displayed high-risk distracted driving behavior.



What did we do?

Safety Delivered Program Overview

Safety Delivered works with young, inexperienced motorcycle drivers in Cambodia and Vietnam in 2017 and 2018:

Through:



Youth Ambassador for Road Safety Campaigns focused on student engagement and education related to the dangers of phone use while driving among other topics;



National Public Awareness Campaigns focused on mass education and awareness raising on *Safety Delivered* messaging and safe driving skills;

At 14 universities:

4 in **Phnom Penh**

4 in **Hanoi** and 6 in **Ho Chi Minh City**

In order to:

Improve youth distracted driving behaviors to ultimately reduce road crash injuries and fatalities.

Material Development & Training

- Conducted focus group discussions and baseline survey
- Recruited YARS
- Worked with YARS to create a road safety toolkit that covers major risk factors
- Developed a training guide for YARS
- Conducted ½-day to 2-day training for YARS



Peer-to-Peer Education

We trained university students to become **Youth Ambassadors for Road Safety (YARS)**, and used peer-to-peer education to address several risk factors.

A sustainable network of Youth Ambassadors for Road Safety (YARS) was established across **14** universities.

Educated
40,633 students



Conducted **96** peer-to-peer education campaigns

396
YARS

Used **social media** to reach their peers and communities



Presented a **policy recommendation** to the government

'Safe Style' Fashion Show

University students and YARS organized a 'Safe Style' Fashion Show in April 2018 with local Vietnamese designers who created collections that highlight common traffic rules and safe driving practices for motorcyclists.

The show was also **live streamed** and has over **50,000 views** today.

Before the event, nearly 30% surveyed said they used mobile phones when driving. After, **98% signed a commitment** to abstain from mobile phone use while driving.



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National Television Campaign



Informed by findings from third party **baseline research**, we worked with advertising agency Havas to **develop a concept** for the *Safety Delivered* mass media campaign. Our commercial "**The Road Killer**" was **aired 897 times** to television audiences across Vietnam and Cambodia.

The campaign's slogan was "leave your phone alone or you could be next!" and features a sinister, evil emoji character as its key visual.

The ad was also shown on televisions at hospitals.

Evaluation Method

Part D: Driving behavior and mobile phone use while driving behavior

* **D31. How often do you TALK ON A CELL PHONE while driving?**

- 1. Everyday
- 2. 5-6 times a week
- 3. 3-4 times a week
- 4. 1-2 times a week
- 5. Less often once a week
- 6. I have NOT done this in the past 6 months

We conducted **pre- and post-intervention** knowledge, attitude, and practice (KAP) **research** with YARS in order to analyze program effectiveness.

We used **systematic random technique** based on the given sampling frame of total population size of undergraduate students from year 1 to year 4.

A total of **1943 and 2095** students participated in the baseline and end-line survey, respectively

We measured knowledge, attitude and practice of students towards **12 distracted driving behaviors**.

Results

University students with high knowledge of mobile phone use laws:



60.3% of university students exposed to the campaign had high knowledge



Only **16.6%** of university students un-exposed to the campaign had high knowledge

LEAVE YOUR PHONE ALONE OR YOU COULD BE NEXT!

Motorcycle drivers using a cellphone without hands-free accessories will be fined **15,000 riels** (240,000 or 150,000)

YOU ARE 4 TIMES MORE LIKELY TO HAVE A CRASH IF YOU USE A MOBILE PHONE WHILE DRIVING.

This risk appears to be similar for both hand-held and hands-free phones, because it is the cognitive distraction that is an issue, not only the physical distraction associated with holding the phone.

Students showing high-risk distracted driving behavior reduced from



to



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Thank you!

CONTACT

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Ho Chi Minh City, Vietnam

Tel: (84-28) 6299 1409

For further information:

Visit: www.aip-foundation.org

Facebook: /aipfoundation

Twitter: @aipfoundation







RIA

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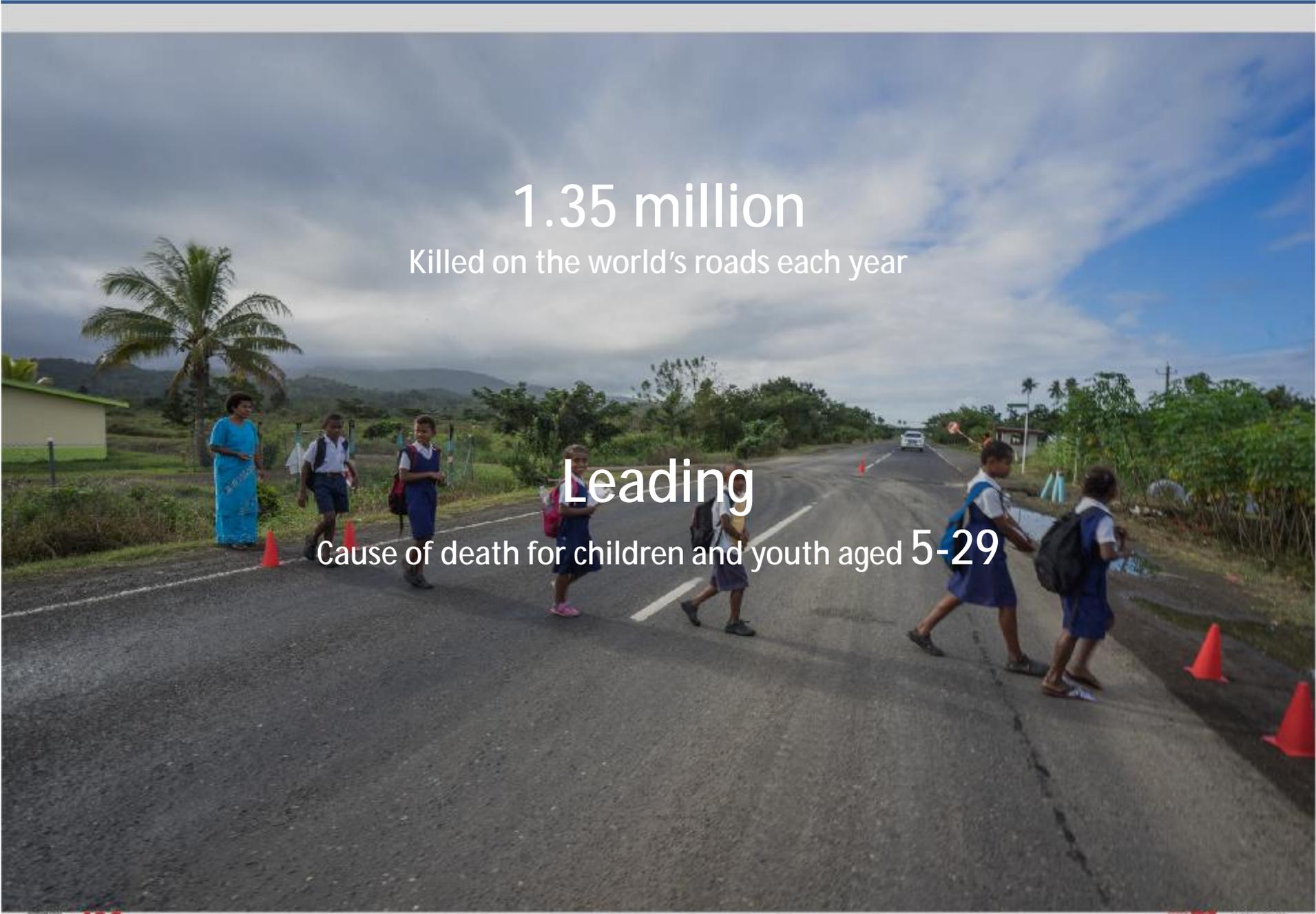
ADB YOUTH FOR ASIA

“ Enabling
GOVERNMENTS
to collaborate with
YOUNG MINDS to
develop the Asia and the
Pacific of their dreams ”

Youth Mobility and Participation

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1.35 million

Killed on the world's roads each year

Leading

Cause of death for children and youth aged 5-29



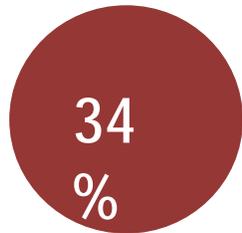
Youth speak

POWERED BY **AIESEC**

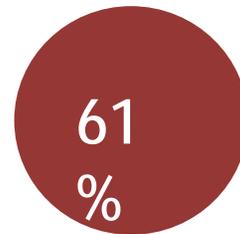
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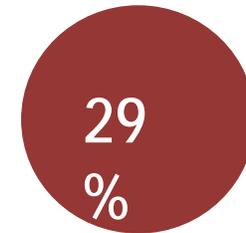
185,000 + responses from young people



Motivated by
purpose



Digital
Natives



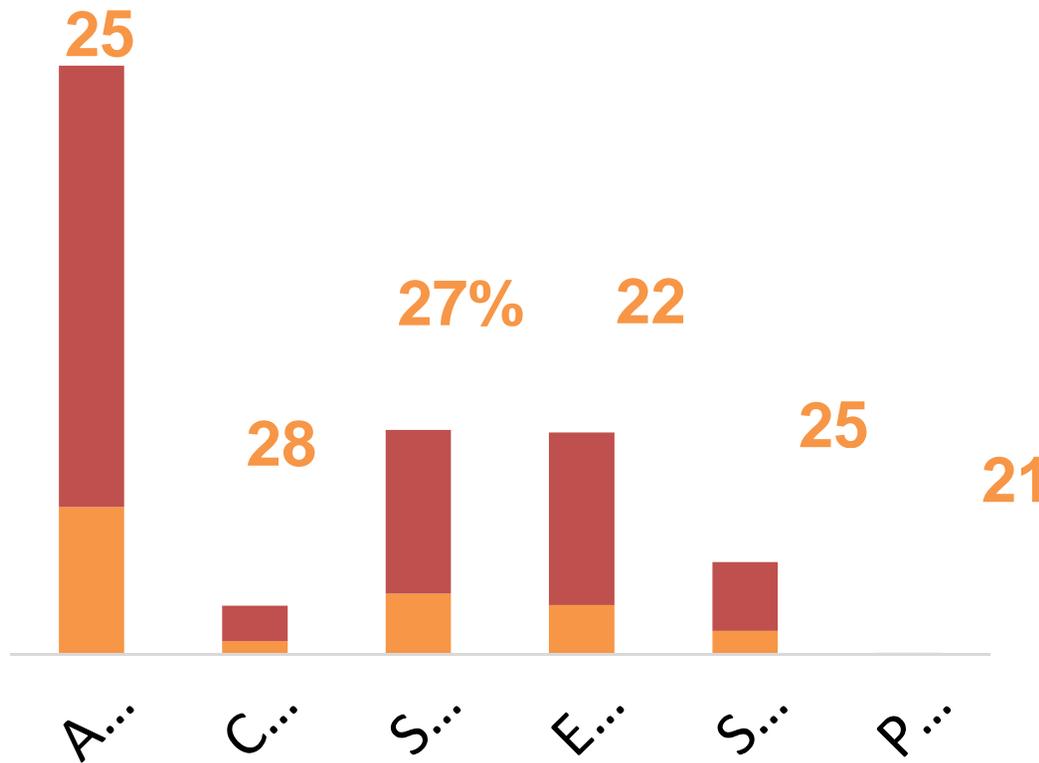
Good Health
and Well
Being

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Youth population in Asia and Pacific

(DMCs, age 15 – 29)



There are over **2 billion** individuals under the age of 30 living in Asia and the Pacific, representing **54%** of the global youth population.

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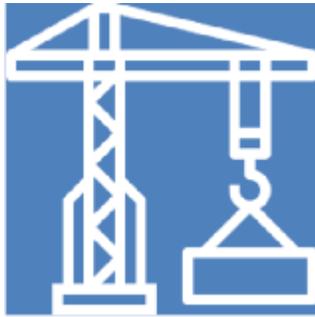
Evidence Base

- Personal development through enhanced skills, self-efficacy, and understanding of the importance of sustainable development
- Higher engagement in policy, political and government planning processes - enhance youth's voice and influencing capabilities
- Wider development outcomes such as changed public attitude, knowledge and behavior, community development and livelihood outcomes, and policy change

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Challenges to Youth Participation



limited opportunities for youth to
LEAD AND SHAPE DEVELOPMENT



limited opportunities to ACTIVELY
PARTICIPATE AS CITIZENS



limited **GOVERNMENT ASSETS**

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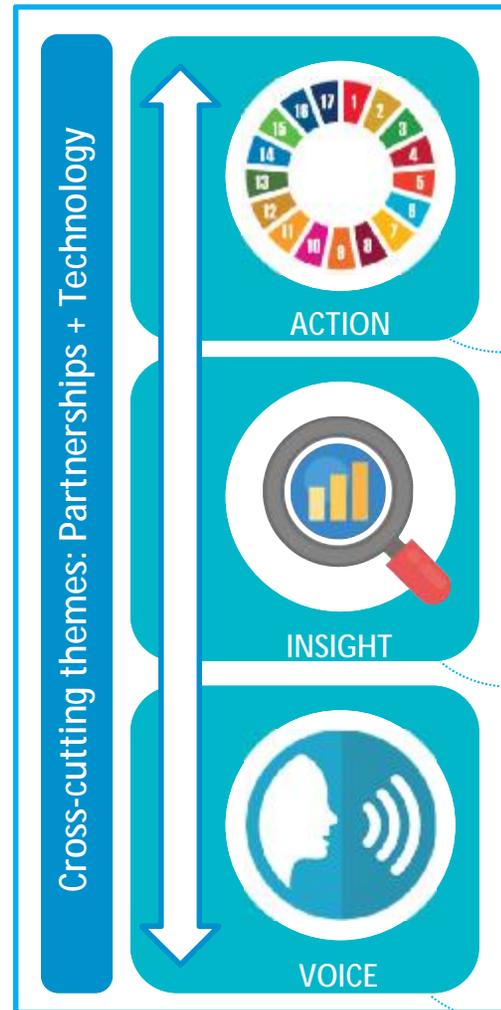


**SDGs AS
THE BASELINE**

**VISIONARY
APPROACH**

**DESIGN
THINKING
THROUGH DMF**

YOUTH FOR ASIA OPERATION MODEL



Young people *leading or co-leading design, implementation and evaluation* of ADB projects in line with ADB S2030 to support achieving a Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific

Young people *co-leading research that deepens insight and experiments in innovative methodologies* to contribute to ADB knowledge base and thought leadership.

Young people *mobilized as advocates of change, co-leaders of development campaigns and influencers* of youth-led development practices.

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TA 8804 - REG: Enhancing Road Safety for Central Asia Regional Economic Cooperation Member Countries

OUTCOME

Improve the safety management and operations to enhance quality of life and to support sustainable socioeconomic development in Mongolia

YOUTH PARTNER



YOUTH OUTPUTS

1. Bottom up and Youth inclusive approach to Road Safety contributing to National Enforcement of Child Seat regulation
2. Youth voice represented in the National Road Safety Committee



3.591.667+ Estimated Reach



346.967+ Estimated Reach

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Youth and Road Safety – How do young people think they can contribute?

Advocacy

Awareness in
Communities

Multi-
stakeholder
approach

Use of
Technology

Collecting
and
providing
data



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SAUL

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THIS IS MY STREET

YOUTH-FOCUSED
CAMPAIGNING FOR SAFE
STREETS & ADOLESCENT
HEALTH

SAUL BILLINGSLEY
FIA FOUNDATION

GRSP ASIA
KUALA LUMPUR
29 OCT 2019



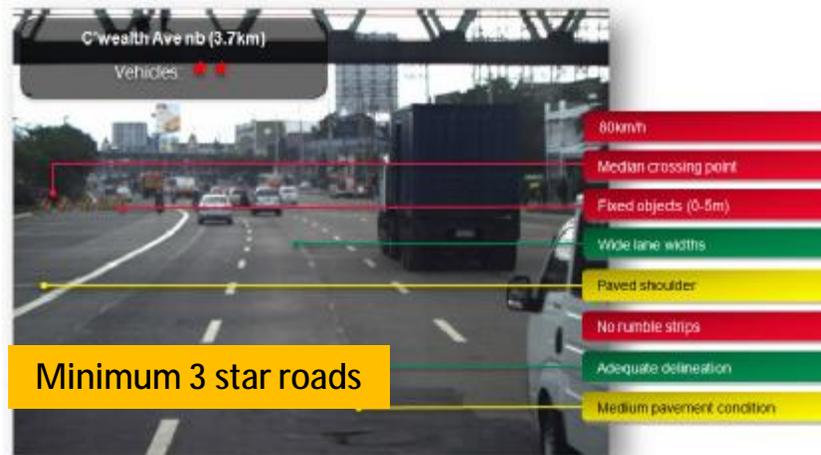
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FIA Foundation: working to make the 'Safe System' a reality



No 'zero star' cars



Minimum 3 star roads



Safe & healthy journeys to school



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**CHILD HEALTH
INITIATIVE**

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'THIS IS MY STREET' CAMPAIGN

- Focus on speed: technology, design and enforcement to deliver the 'speed vaccine'
- Action by cities, with health & climate funds, to deliver healthy streets
- Global Summit on Adolescents by 2022 to deliver high level political commitment



The Global Road Safety Partnership is hosted by:



'THIS IS MY STREET' CAMPAIGN

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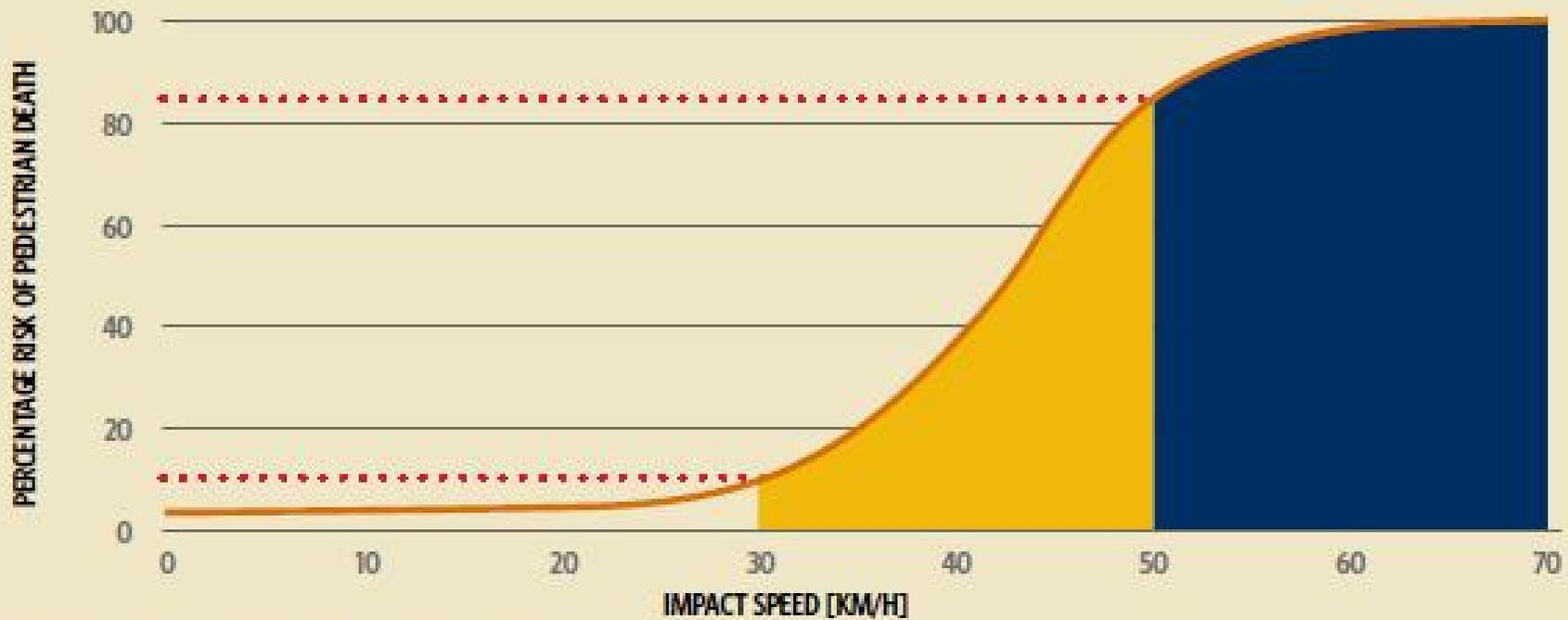


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THE SPEED VACCINE

THE RELATIONSHIP BETWEEN PEDESTRIAN SAFETY AND THE IMPACT SPEED OF VEHICLES



Based on crash data results, Tingvall and Haworth, 1999

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Child Health Initiative partners are demonstrating that change is possible

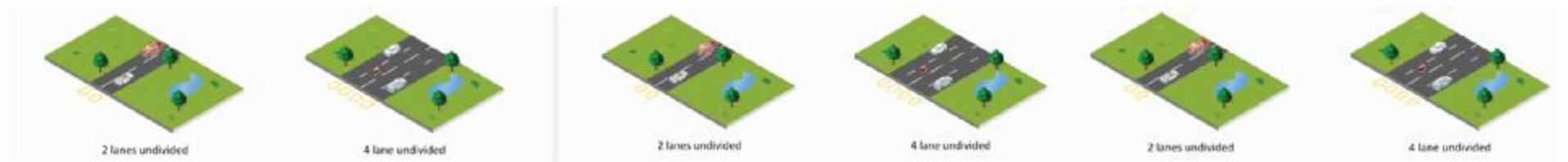


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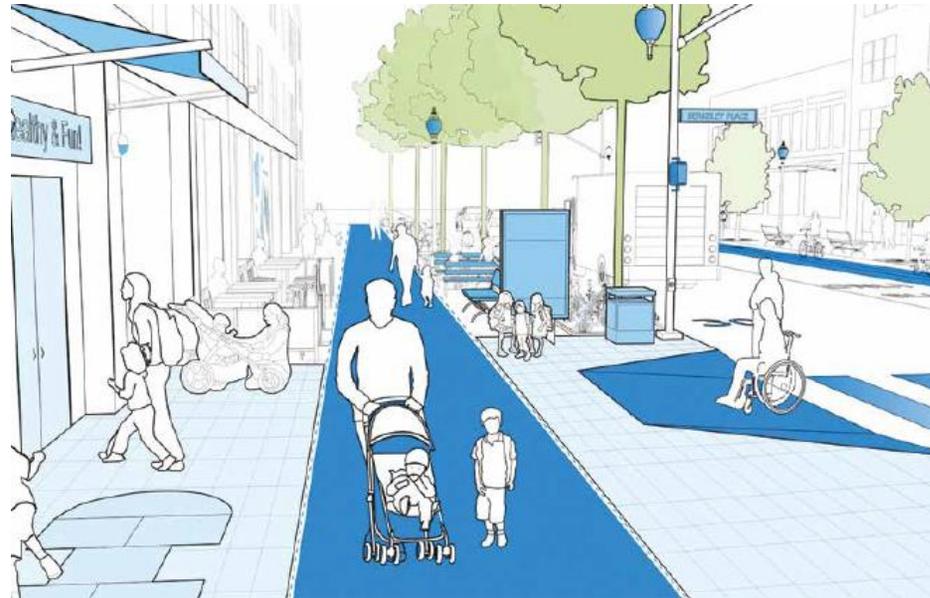
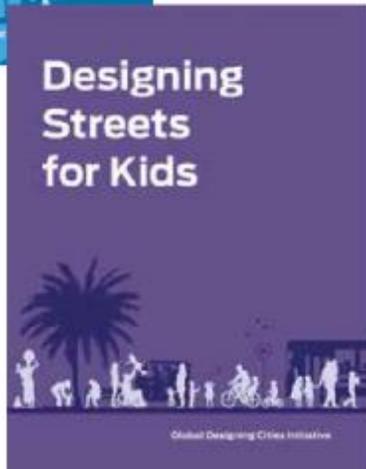
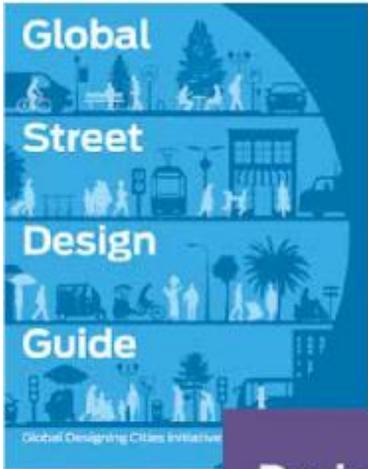


STAR RATING FOR SCHOOLS



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**Bloomberg
Philanthropies**



fondation
BOTNAR

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GLOBAL TOOLKIT

SOLUTIONS FOR SAFE & HEALTHY JOURNEYS TO SCHOOL



The Child Health Initiative, with its global network of partners, is working to provide children with a safe and healthy journey to school. Hosted on the CHI website, the toolkit provides step-by-step guidance for implementing the solutions to protect children from the harmful effects of road traffic. Visit: www.childhealthinitiative.org/toolkit

Road traffic injury is the leading global killer of older school-age children and adolescents worldwide. It is on the journey to and from school where millions of children come into contact with their wider surroundings every single day. Yet far too often, they are exposed to the dangers of road traffic without even the most basic protection.

We know that the school journey is when children are often at their most vulnerable. However, children should be protected from health threats so that they can grow, explore the world and access education without fear or danger.

The first phase of the toolkit provides guidance on combatting road traffic injury and making the school journey safe. The toolkit is a live resource with guidance added on an ongoing basis. In a second phase, guidance will be added on protecting children from toxic air, particularly on the school journey.

The toolkit in phase one provides:

- Stop-by-step guidance for protecting children on the school journey
- Material on how to reduce road traffic injury using global best practices
- Support on using data to manage and evaluate programming
- Case studies on successful solutions from around the world

VIEW THE TOOLKIT ON YOUR SMARTPHONE OR TABLET





The screenshot shows the website interface for the Global Toolkit. At the top, there are navigation menus for 'Home', 'Our Work', 'Engage', 'Blog', 'Contact', and 'Media'. Below the navigation is a search bar and a 'Tools' dropdown menu. The main content area features a large image of a child walking past a mural of chickens. Below this image is a section titled 'TOOLKIT IN ACTION' and another titled 'WHY THIS TOOLKIT?'. The 'WHY THIS TOOLKIT?' section contains text explaining the toolkit's purpose and the global burden of road traffic injury. Below this is another section titled 'WHY THE JOURNEY TO SCHOOL?' which includes a small video player and text about the school journey as a focus for programming. At the bottom, there is a 'TOOLKIT IN ACTION WORLDWIDE' section with a list of countries and a 'Sign up and Contact' button.

childhealthinitiative.org/toolkit

 The George Institute for Global Health

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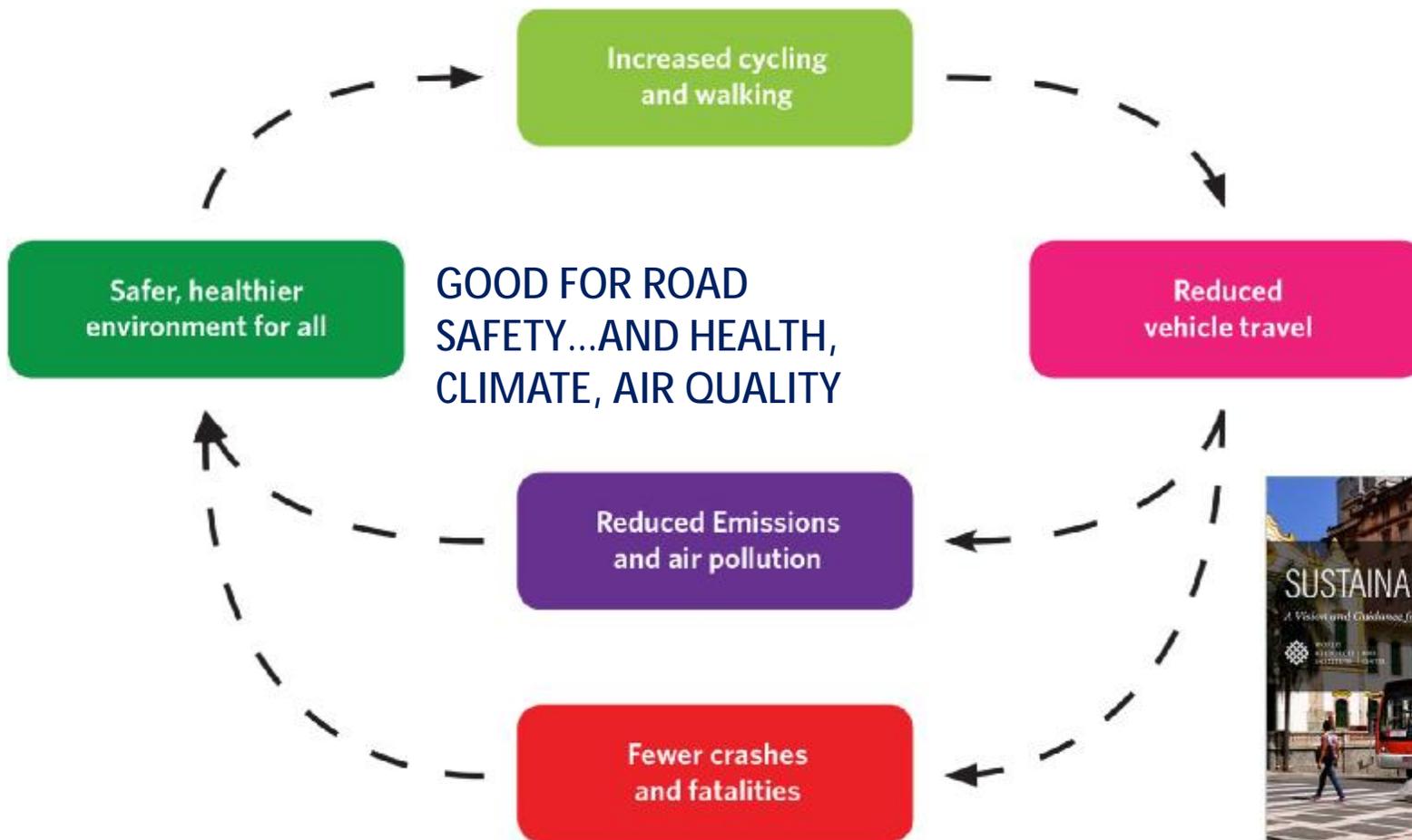
'THIS IS MY STREET' CAMPAIGN

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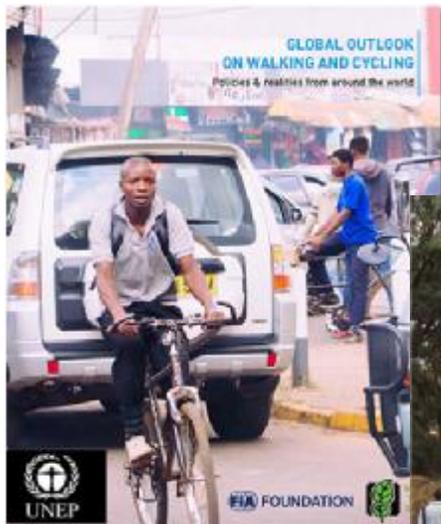
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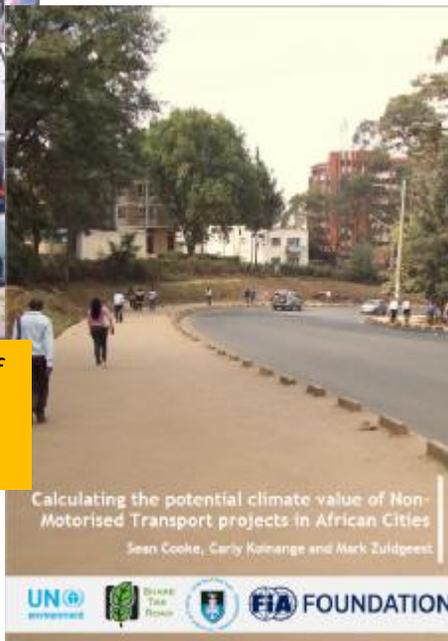


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Climate & safety benefits of walking & cycling investment



Calculating the potential climate value of Non-Motorised Transport projects in African Cities
Sean Cooke, Carly Koinange and Mark Zuidgeest



Joint action with other philanthropies to tackle air pollution



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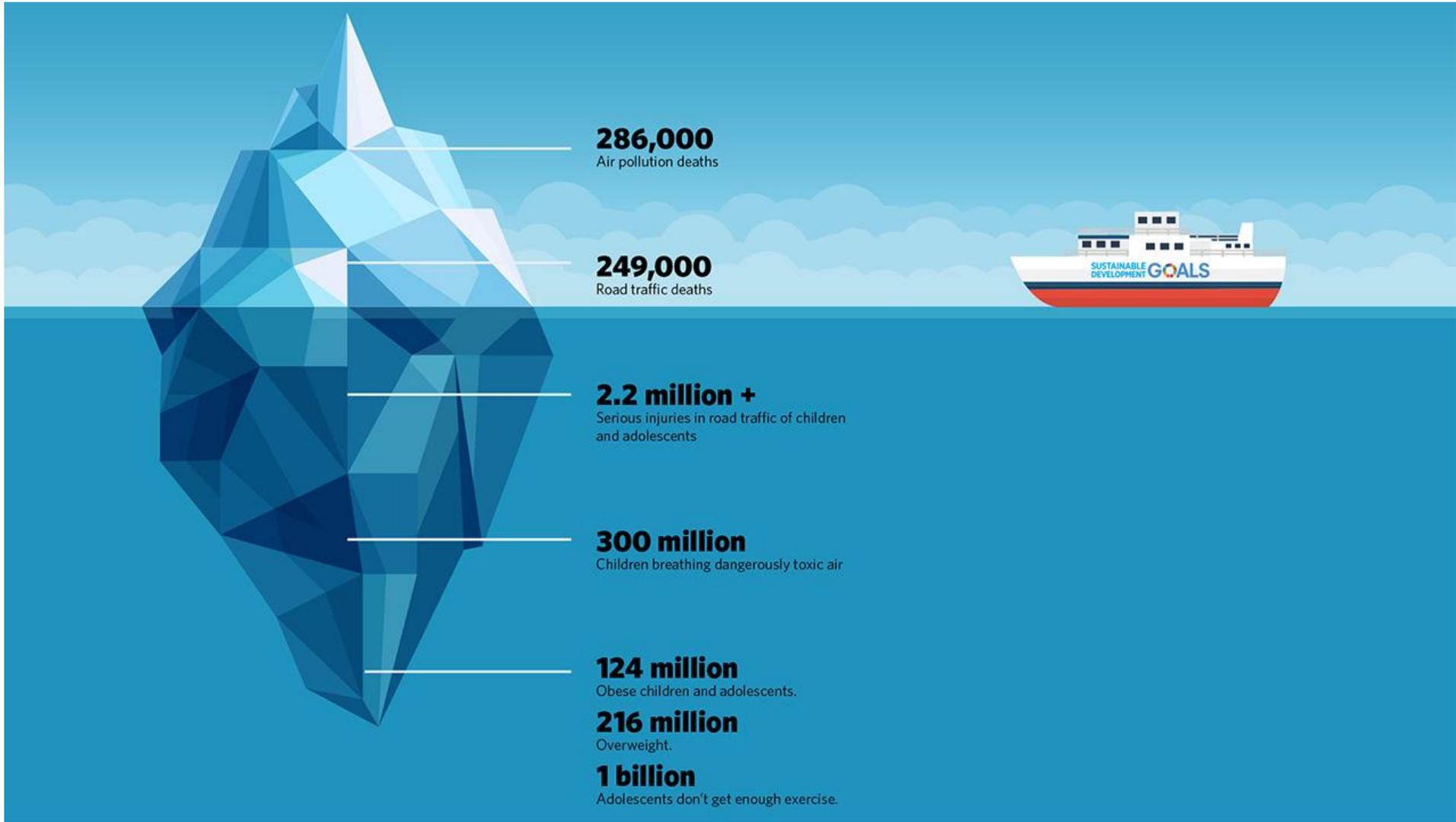
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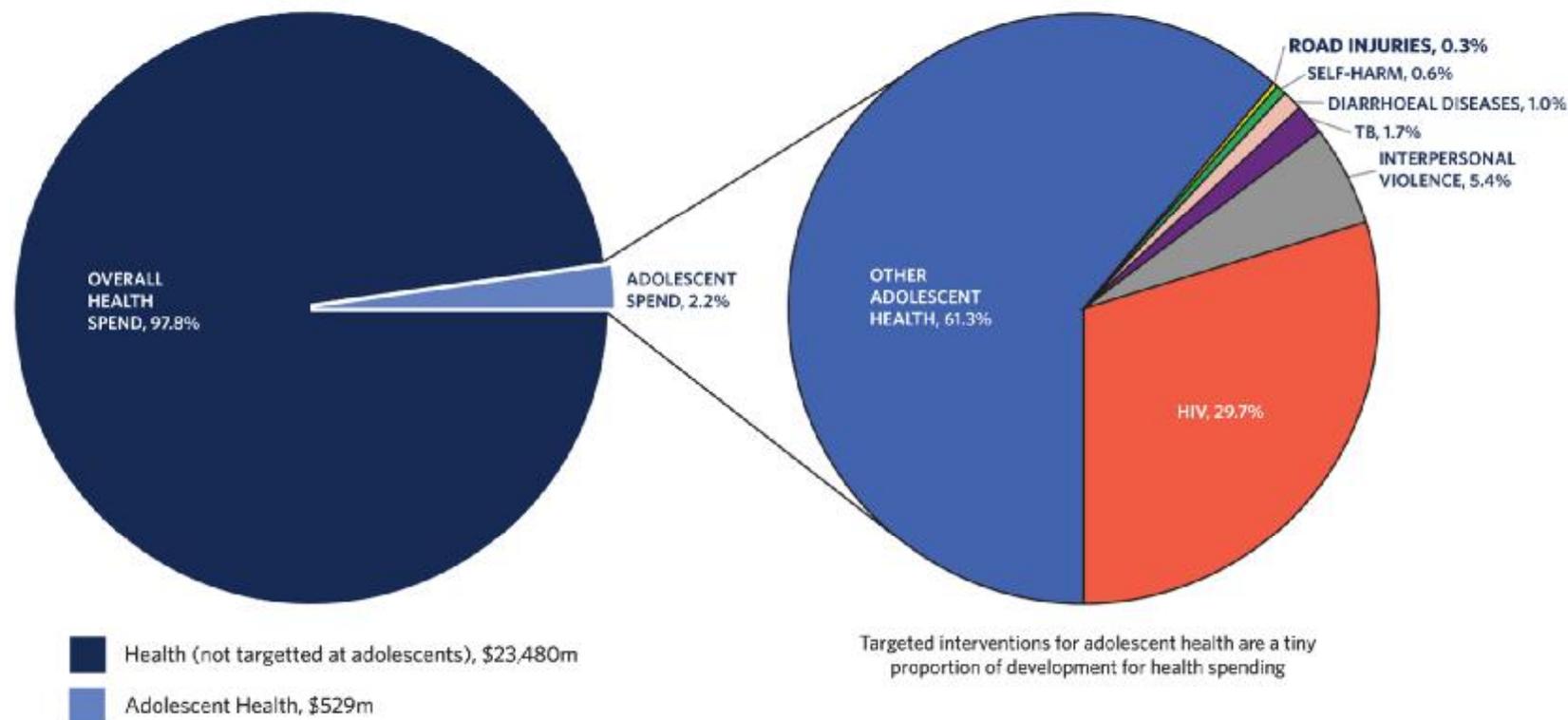




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Adolescent health spending as a proportion of development assistance for health, & breakdown of spend on specific adolescent burdens



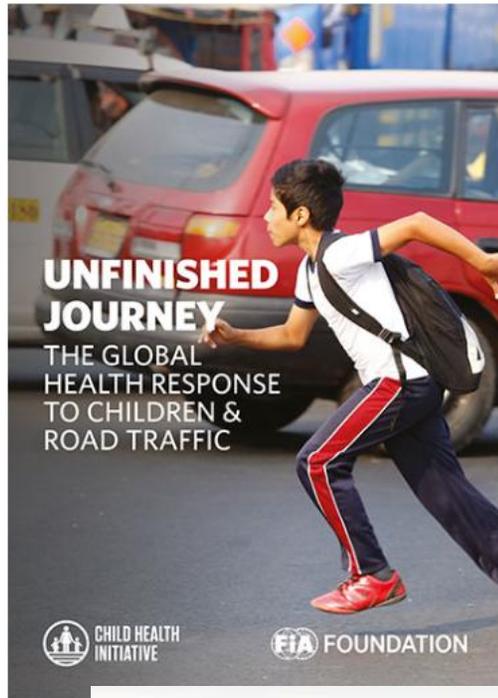
Source: Li et al (2018) Global Development Assistance for Adolescent Health From 2003 to 2015 JAMA Network Open. 2018;1(4)
This chart is based on the JAMA analysis of 132 countries.



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ADVOCATING FOR - AND WITH - YOUTH



- A high-level UN Special Summit to address emerging child & adolescent health issues and provide political endorsement for fast-track action; including the specific objective, as prioritised by governments in the New Urban Agenda, to tackle road traffic injury and air pollution, and ensure that every child has a safe and healthy journey to school by 2030.

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MAKE ADOLESCENT HEALTH & WELLBEING A PRIORITY
AN URGENT CALL TO ACTION
 Draft For Consultation

THE GLOBAL GOALS
For Sustainable Development

WE SUPPORT
EVERY WOMAN
EVERY CHILD



- 1** Deliver on their commitments to adolescents in Universal Health Coverage as agreed at the **UN High Level Meeting on Universal Health Coverage**
- 2** Commit to prioritise **Adolescent Health and Wellbeing**, in resolutions submitted at the **World Health Assembly in 2020**
- 3** Mobilise efforts towards a **first ever global summit on Adolescents in 2022**, aiming to increase significantly the levels of commitment and global funding for adolescents and accelerating action through to 2030

The Global Road Safety Partnership is hosted by:





- Ms Kolab Luy, Cambodian Red Cross

THIS IS MY STREET

www.childhealthinitiative.org
@childhealth01 @everylife
CHILD HEALTH INITIATIVE
EVERY JOURNEY. EVERY CHILD.

fiafoundation.org
mystreet.org



KOLAB

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CRC

Youth Mobility and Participation in the Field of Road Safety

October 2019 – Kuala Lumpur, Malaysia

Asia-Pacific Road Safety Seminar, Workshop 2

Cambodian Red Cross

Presented by: Ms. LUY Kolab

luy.kolab@redcross.org.kh



CRC

CONTENT

- ✓ Road Crash Overview in Cambodia
- ✓ Youth Participation /Mobility in Road Safety
- ✓ Youth Goal
- ✓ Sustainable Inclusion in Road Safety Programme

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Overview RS in Cambodia

- ✓ 6 people died and 18 had serious injury-disability on average each day
- ✓ High rate of fatalities by age categories:
15-34 (54%)
- ✓ 387 of 1033 fatalities were motor drivers and 300 died without wearing helmet.
- ✓ Causes of road crashes are over-speeding, not respect other, no helmet, drink and drive and others.

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Traffic Police, Mid 2019





CRC's Strategy 2011-2020

C O R E A R E A S

1. Disaster Management: Natural & Man-Made Disaster

2. Health and Health Care in Community

3. Promotion of Fundamental Principles and Humanitarian Values

4. Organizational Development and Resource Development



Youth Action in RS CRC

To response with road crash issues



Youth participation/*mobility*



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Youth Action in RS CRC

R.S./First Aid provider



Peer Educator





Youth Action in RS CRC

Delivery



Advertisers





Youth Action in RS CRC



Consult and support friend /road crash victim



Connect road crash victim with CRC's leaders

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Role Model

- ✓ Respect Road Traffic law
 - ✓ Good citizen
 - ✓ Development source
- ✓ Young volunteer model
- ✓ Resource and mobility road safety person





Youth Goal CRC

- Youth become a resourceful person who has ability, sufficient experience, and spirit of humanity to contribute to developing the nation.
- Youth participate more actively in road safety events and awareness.
- Youth take role as agents of behavioural change, change of driver's mindset, attitude, and behaviour in using the road.

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Sustainable Inclusion in RS

CRC

- Road crash is cross-cutting issue. All people must think and contribute to promote road safety.
- Mainstreaming road safety in education curriculum and class regulation
- Integrating road safety in Commune Investment Plan
- Collaborating with private sectors to corporate road safety rules in the internal regulation

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Sustainable Inclusion in RS

CRC

- Establish road safety donation box for youth to implement work
- Mainstreaming road safety through religions
- Capacity building: cascade approach (pass-on)
- Resource and Mobilization Workshop

The Global Road Safety Partnership is hosted by:





CRC



Thank You



FACILITATED DISCUSSION

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QUESTION 1

YOUTH ENGAGEMENT



“What is the current state-of-play for *meaningful* youth engagement, particularly in the Asia Pacific? Why do you think this important to road safety?”

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QUESTION 2

MOBILITY



“What are the main *challenges* faced by youth in relation to their safety and mobility options in the urban context?”

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QUESTION 3

YOUTH ENGAGEMENT & MOBILITY



“What are the *considerations* and *investments* – as donors, managers and implementors – that we need to be mindful of in ensuring the sustainable inclusion of these two concepts in road safety programmes?”

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QUESTION 4

MOBILITY

“How will be the future landscape for global mobility look like in the years to come? I.e. will there be further *interconnectedness* with road safety, health, land-use policies, network planning, public transport programmes?”



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Q&A FROM THE FLOOR

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CLOSING

TERIMA KASIH

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GLOBAL ROAD SAFETY PARTNERSHIP SECRETARIAT



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