



Global Road
Safety Education
via a new generation



VIA COMMUNITY

October, 2021



Welcome again to VIA Community, our regular newsletter that looks to share the rich experiences of VIA Implementing Partners and funders from all over the world. The role of fostering this global Community is an absolute honour for the team at GRSP; meeting new people with true passion and limitless energy

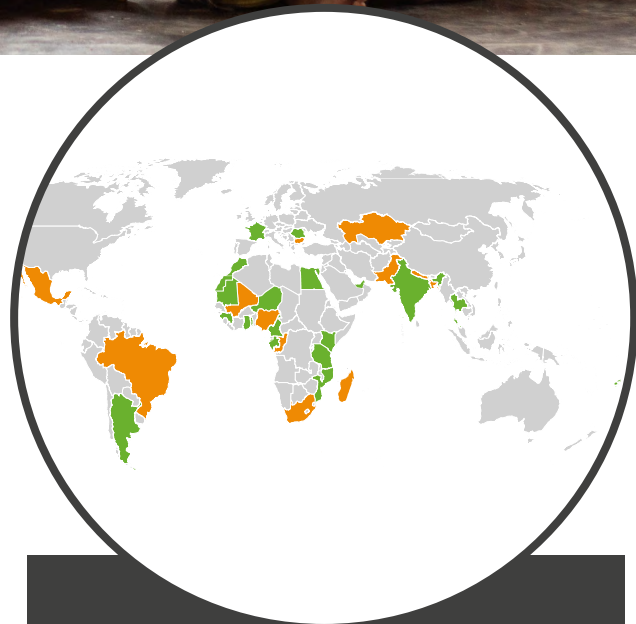
to help our most vulnerable, hearing new ideas that have been incorporated into VIA activities from so many different contexts, and most importantly, participating in the cross-sharing that makes VIA such a unique and ever-growing educational programme. We thank you all for making our Community the vibrant environment that it is.

As the world continues to work on limiting the damage of this COVID-19 pandemic, we wish to congratulate and thank all of you who have managed to keep VIA moving forward amidst school closures and vast inequities in digital access. Now 18 months into this pandemic, we are seeing more light; more and more countries are re-opening schools for the resumption of safe, face-to-face learning. We welcome these moves and highlight in this edition the importance of safe re-opening.

We also say hello to some new faces joining the VIA team, we cast the spotlight on the implementations in Thailand, we look at the interschool competition in India as it takes the Creative Module beyond the classroom walls, and we report on another of the truly unique aspects of VIA – embracing ‘third party funders’.

Lastly, as some may have already seen, together with the Corporate Foundations of Michelin and TotalEnergies, we have launched the public access side to the [VIA website](#).

Michael Chippendale
VIA Project Manager
Global Road Safety Partnership



VIA presence worldwide

31 Countries involved	376 Schools engaged
576 Classes taught	24,358 Children reached
4,584 Teaching hours	
<i>As of October 2021</i>	



The Safe Reopening of Schools Must Be Prioritised to Protect Children in Education



It has been over 18 months since the start of the COVID-19 outbreak, and education for millions of children remains disrupted. [As of 12 July 2021](#), primary and secondary schools are closed in 19 countries, affecting over 156 million students.

Across Eastern and Southern Africa, [UNICEF estimates](#) that 40 percent of all school-aged children are currently out of school due to COVID-19-induced closures and to pre-pandemic levels of non-enrolment. Considering the potential lifelong impacts of missing education, UNICEF urges governments against shutting school for extension periods in effort to limit transmission, which should be the final rather than first measure, although the opposite has been observed in many countries.

“This should not go on. Schools should be the last to close and the first to reopen,” [said UNICEF in a recent press release](#). UNICEF asserts that given that primary and secondary schools are not among the main drivers of transmission, the decision to open or close schools should be based on risk analysis and the epidemiological considerations in the communities where they are situated.

The most affected are often children in low-resource settings who do not have access to remote learning tools, and the youngest children who are at key developmental stages. The social, physical, mental and emotional and learning losses resulting from mental distress, exposure to violence and abuse, child marriage and pregnancy, missed nutritional meals or reduced social development are significant and

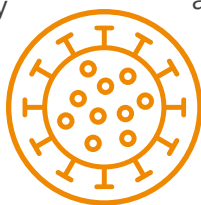
may never be recouped. Therefore, it is paramount that schools are kept open to protect all children, especially those most impacted by the pandemic.

In North Macedonia, [a new joint research](#) highlights that children who attended school in person during the 2020/2021 school year experienced less difficulties despite shorter instruction time, and that most teachers and students were able to follow COVID-19 safety protocols. [These findings](#) together with other data on the [“Experience and Attitudes towards Distance Learning introduced during the COVID-19 pandemic”](#) support the importance of preparing and prioritising to reopen schools safely for all children.

“School closures have devastating consequences for children’s learning and wellbeing with the most marginalized paying the heaviest price [...] We cannot afford another year of disrupted education. All efforts need to be made to reopen schools for all children including efforts to remedy any learning gaps left by distance learning and renewed support for children’s emotional wellbeing,” [said Patrizia Di Giovanni, UNICEF Representative](#). While innovative digital platforms and tools have opened new opportunities to improve education, distance learning should only be optimised to complement, but not replace, in-person learning.

“Children are not the face of this pandemic, but they are among its biggest victims. With over a year of lockdowns, empty classrooms, disrupted services, losses to family livelihoods, children’s lives have changed in profound ways. All children, of all ages, are affected, but for the most vulnerable the pandemic and its socio-economic consequences have exacerbated pre-existing vulnerabilities and adversity. Without additional investment in measures to restore access to vital services in protection, education and health, the pandemic can have a lifelong impact on children,” said Di Giovanni.

The UNICEF press release proposes that the risk of COVID-19 transmission in schools can be managed with appropriate mitigation strategies in most settings, along with the support and cooperation from relevant stakeholders to prioritise school reopening and curb the prolonged effects of school closures on the most vulnerable children. UNICEF calls for decisionmakers and governments to prioritize the safe reopening of schools to avoid a generational catastrophe. “Closing schools mortgages our future for unclear benefits to our present. We must prioritize better. We can reopen schools safely, and we must.”.



Welcoming Océane from TotalEnergies Foundation



“ Born and raised in France, I have a Bachelor’s degree in Intercultural Communication and a Master’s degree in International Strategies. I have a passion for cultures and traditions; therefore, I always wanted my career to allow me to interact with the entire world. That is also the reason I learned four languages (French, English, Spanish and Chinese) and I would like to learn even more of them!

Joining the wonderful team of TotalEnergies Foundation while working on global programmes is a dream opportunity for me. VIA has the potential to continue expanding across the world ensuring that more children can benefit from its structured pedagogical approach to road safety. This will result in safer behaviours on the roads and, ultimately, in more lives saved.

Océane Eugénie
VIA Programme Manager, Civil Society Engagement

A Unique Aspect of VIA: 3rd Party Funders

Unique to VIA, together with its flexible approach and structured methodology that can be tailored to any local context, the VIA programme is open for expansion by parties other than Michelin or TotalEnergies. For instance, VIA has been implemented by Fondation Botnar in Romania as part of a larger school-based programme addressing school road safety and infrastructure, as well as by private multinational corporations in India.

If you are a like-minded private sector organisation, foundation, development bank, international organization or other potential funder willing to contribute to the expansion of the programme’s reach and provide life-saving road safety education to children in need all over the world, please do not hesitate to contact us.

The prerequisites for deploying the programme:

1. Determine a deployment coordinator within your organization.
2. Find an Implementing Partner (NGO, Red Cross/Red Crescent National Society, police force, volunteers, etc.) to intervene in schools.
3. Determine the scope and geography of the project.

Pilot Implementation of VIA Programme in Thailand

The VIA Global Road Safety Education Programme, supported by Michelin Foundation, TotalEnergies Foundation and managed by the GRSP, is currently being implemented by AIP Foundation in Thailand. It empowers teachers to educate children between 10 to 18 years old on road safety in 50 schools in Phra Pradaeng District, Samut Prakan Province and Bangkok.

In Thailand VIA is divided into 2 phases: Phase 1 (January – April 2021) and Phase 2 (May – February 2022). During Phase 1 implementation, VIA has benefitted over 321 students, 15 teachers and 11 classes across five different schools in Phra Pradaeng District with active engagement from Michelin and TotalEnergies representatives in Thailand.

“One of the key successes was highlighted when the school directors reinforced their support for the project implementation. This encouraged the trained teachers to confidently implement VIA in their classes,” shared Mrs. Sumalee Pratoomnun, Senior Project Officer in AIP Foundation Thailand.

Despite the loss of time –the main challenge to the project, resulting from two months of school closures due to the COVID-19 pandemic– AIP Foundation Thailand has conducted activities across five schools in Phra Pradaeng District, an industrial area with high-density traffic in the morning and evening during rush hours. They have conducted school surveys, organized meetings with school directors, delivered teachers training and implemented the core modules in the classroom. AIP Foundation Thailand has been an active contributor in the VIA Community along with Implementing Partners in other countries and is now preparing for Phase 2 of the VIA Programme in Thailand.

From 2013 to 2017 more than 17,000 children and teenagers were killed in road traffic crashes throughout Thailand. These are not merely numbers or statistics but real lives, real families, and members of the community that we tragically lost. These deaths are preventable. Road safety education is one of the key solutions to end this tragedy.

AIP Foundation CEO Mrs. Mirjam Sidik

UNDER PHASE I, VIA HAS MADE PROGRESS TOWARDS THE FOLLOWING:



5 SCHOOLS REACHED



321 STUDENTS TRAINED



15 TEACHERS TRAINED



11 CLASSES CONDUCTED





Words from VIA National Managers

“ Globally managed by GRSP and with the support of Michelin Corporate Foundation and TotalEnergies Foundation, VIA came to Thailand where roads are the deadliest in Southeast Asia and among the worst in the world. Michelin & TotalEnergies in Thailand teamed up with AIP Foundation and brought VIA to the first five schools in Prapadaeng area.

It was not easy to launch VIA under the Covid-19 pandemic at the beginning of 2021. Being in the good hands and keen experiences of AIP Foundation Thailand, VIA shows its significant & wonderful programme to the Head of communities, the schools Headmasters and the enthusiastic teachers who are joining the VIA training session. Through the end, young Thai students have been joyfully trained to ameliorate their awareness and behaviors on how to use the road safely. Students learn and remember more when they're happy.

TotalEnergies in Thailand is proud of the VIA programme and of our contribution to society helping protect children's lives and collaborating with the Global Road Safety Partnership.

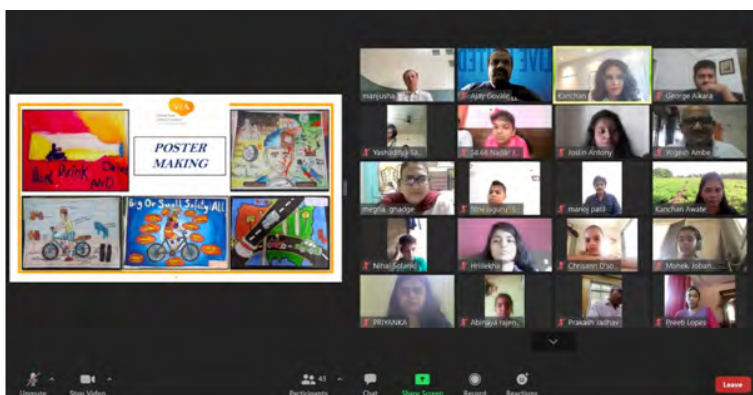
TotalEnergies Thailand


“ Road crashes are one of the major problems in Thailand. It causes not only death, but it also damages the society and the country's economy. Teenagers are most effected by road crashes. Michelin Thailand is very pleased and honoured to take part in the implementation of the VIA programme Phase 1 to help encourage road safety awareness among Thai students. Lastly, we would like to thank all stakeholders who contributed to this programme such as TotalEnergies in Thailand, AIP Thailand, the Government agencies, the teachers, and the school Head teachers. We hope that the VIA programme will be a starting point to create better and safer mobility in Thailand.

Michelin Thailand


Key Highlights of VIA India

1. VIA INTERSCHOOL ROAD SAFETY COMPETITION IN MUMBAI – VIRTUAL PRIZE DISTRIBUTION CEREMONY





A TOTAL OF
452
PARTICIPANTS



FROM
80
SCHOOLS

VIA Implementing Partner in India, United Way Mumbai (UWM), organised an Inter-School Online Competition on the theme of ‘Road Safety’ for students between the ages of 10 to 16 in collaboration with the Education Department of MCGM (Municipal Corporation of Greater Mumbai), Traffic Control Branch of Mumbai Police, Motor Vehicle Department on “The 32nd Road Safety Month 2021”. This campaign was specially designed to enhance the knowledge of school children on road safety by engaging them in various competitions voluntarily through creative and innovative methods.

Given the Covid-19 restrictions, the competition was held entirely online in efforts to expand its reach amongst students in a safe manner. Participants joined the competition remotely and submitted their entries digitally to UWM for four categories, namely poster making, slogan making, song or poem writing and 3D models of safe road infrastructure. These art activities are part of the Creativity Module in the VIA programme. The evaluation juries for the inter-school entries were made up of representatives from GRSP, Education Department, Motor Vehicle Department and road safety experts.

To congratulate the winners, a virtual **Inter-School Award Ceremony** was conducted on the 14th of May 2021. Among the stakeholders present were representatives from the relevant government bodies, Total Oil India, UWM, parents, school principals, teachers and winners themselves.

“ I feel I could not be at any better place than here today. All the entries were equally good and it should not discourage others who did not receive a prize. Road safety is a civil behaviour and traffic rules must be followed to protect vulnerable road users.

Satish Sahastrabuddhe, Road Safety Advisor from the Motor Vehicle Department

“ In cities like Mumbai it is very important for the young generation to know about road safety while being on the road and UWM is doing a great job educating them at a young age. I appreciate the road safety training conducted for officers from the Education Department and teachers of MCGM.

Mahesh Palkar, Education Officer of MCGM

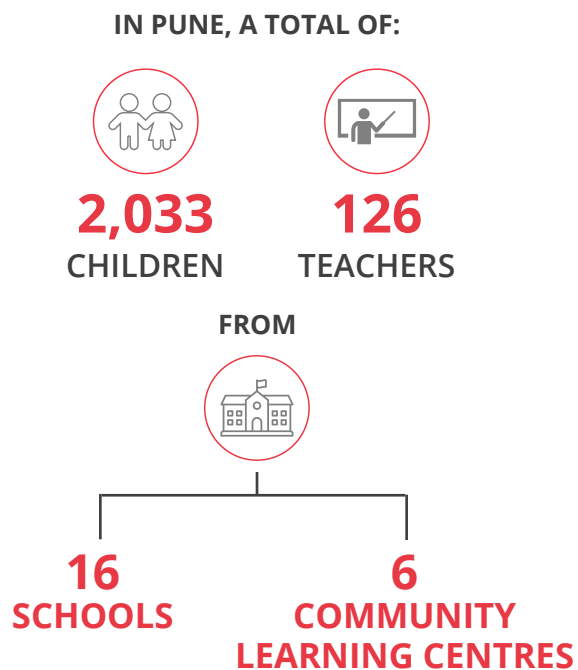
“ Thank you for engaging our school in the global road safety programme...children can be moulded at a very young age and at this age if you are rooting the seeds of road safety, I feel we will be successful in reducing crashes that take place on the road.

School principal of N. E. S. High School, Megha Dhade

“ I am happy to see the VIA programme shaping up. We want to create road safety ambassadors. We want children to go home and teach their parents, friends and their social network about road safety.....The kind of participation, involvement, ideas and ownership the children have taken in this competition is really outstanding. We have just started, and it is going to be a long and safe journey.

Kanchan Dahiya from Total Oil India

2. VIA REACHES OUT TO COMMUNITY LEARNING CENTRES IN PUNE



WERE TRAINED ON SAFE WALKING AND CYLING THROUGH VIA MODULES.

The outreach intervention in local community learning centres was a result of extensive school closures due to Covid-19 lockdowns in India and lack of digital capacity among school children.

Being one of the pioneer interventions in the VIA Community, UWM shared that catering to a floating population was a challenge and to keep their participation consistent throughout the 13-hour long engagement was a crucial task. It took several weeks to plan a strategy for implementation and the outcome was a phenomenal success. Apart from executing and monitoring the programme activities, preparations included teachers' consent to attend and mobilise children, gamification of the exercises to increase and retain engagement, ensuring compliance with government Covid-19 guidelines, and communication with relevant stakeholders.

Activities like the cycle demonstration and blind spot were the core exercises for the implementation plan in Pune, while the interview session was an additional exercise successfully carried out in the community learning centres for children, imparting road safety

knowledge and instilling exemplary behaviours in safe walking and safe cycling by emotionally connecting with the value of life.

VIA is currently implemented in eight other cities in India and is also expanding to more schools through the 3rd party funding model.

Blind spot

The aim of the Blind Spot Activity is to raise awareness and highlight the vulnerability that road users can encounter when they are on the road performing routine activities. This is demonstrated by children taking turns to sit in a driver's seat whilst other children hold numbered cards around the vehicle, discovering the blind spots around the vehicle from identifying the cards that are hidden from sight.



Interview

The interview session was mentored by Mr. C.S Chavan Retired Asst. Regional Transport Officer. Children prepared a list of interview questions for the RTO officer during a virtual interview session organised by CLC teachers under the guidance of the VIA team.



Cycling

A professional cyclist who participated in solo cycling expedition for "Global Climate Change Awareness" from Pune to Kanyakumari was invited to educate students about bicycle components, the importance of wearing protective equipment, managing distraction in traffic, and how cycling helps the environment, which is a part of the VIA programme. Children were also invited to recite a pledge to practice safer behaviours and protect lives on the road.



Interview with AZUL, An Implementing Partner in Mozambique



1. What is VIA to you?

For us, VIA represents a playful programme and education channel about road safety, with methodologies and strategies which help to positively contribute, in the long-term, to a safer and better society.

2. What are your expectations for the programme?

We believe that working with children and youth is promising because they are open and keen to learn and are excellent transmitters of information to other community members. We will start small with this project, and hope to extend it one day to include more schools and communities. We also hope that the programme will one day act as a support to local government institutions in solving the many other challenges that influence road safety so to create a strong and efficiently collaborating and coordinating network.

3. Tell us about your implementation of VIA in Mozambique.

We are implementing VIA only in the capital of the northern province of Cabo Delgado. This province is in a deep and complex conflict at this moment with around half a million refugees from other districts living now in the provincial capita, most of whom do not consider road safety as a priority.

On the other hand, the risks relating to traffic crashes grew exponentially as most of the refugees coming from the countryside don't have experience with urban traffic. We are convinced that we will be able to alert the kids regarding potential risks on the roads and help them to change their behaviour through the playful,

colourful and participatory educational approach of VIA.

We will start working with approximately 300 students of 6 primary and secondary schools in Pemba during the first phase of the project.

4. What impact can VIA have on children regarding Road Safety?

Through the specific and very ludic educational approach, VIA will contribute to alert consciousness and to change behaviour towards how to safely use the road. Kids will learn and experience quickly and transfer their new acquired knowledge to other members of their families and communities.

In our context, the VIA pedagogical approach, coupled with the extensive experience of our team in interacting with youths, will not only make this programme enjoyable, but will also contribute to social cohesion as the sessions go far beyond road safety; they work on teambuilding, tolerance and saving lives in general.

5. How can Implementors reinforce the results of VIA?

We intend to reinforce the results of VIA mainly through the adaptation of the well designed and rich programme. This will be based on extensive experience in implementing projects on road safety and on youth leadership, work integration and life skills training or training for young people and children in general. We will readjust some of the exercises, games and dynamics to our specific circumstances and reality, sometimes using local languages and local conditions. Furthermore, we will reach out to students not directly involved in the sessions through theatre, presentations and information material.

6. What does it mean to be part of the VIA Global Community?

We were working for the last 7 years in collaboration with TotalEnergies on road safety awareness Campaigns in Northern Mozambique. But now, sharing our experiences, learning from all the others and working with this wonderful programme, will strengthen our work and motivation. It is just so reinforcing being part of such powerful global network and we are so looking forward to learning and growing together.

**The above responses are based on a group discussion with the entire VIA team from AZUL for VIA in Pemba, Mozambique.*



Spotlight on National Manager



Laila Chemane-Chilemba
 (Socio-Economic Development
 (SED) Manager from
 TotalEnergies Mozambique
 LNG)

What is VIA to you?

TotalEnergies E&P Mozambique (Area1 - Cabo Delgado Province) has adhered to the VIA Road Safety Programme because we believe in this programme's philosophy and approach. After all, it approaches road safety from the point of view of the right to life.

As Mozambique becomes industrialized, there is an increase in the number of cars and trucks circulating in the country, and roads are constructed through areas where people used to circulate freely. In response, TotalEnergies E&P Mozambique Area1 implemented a Road Safety project in the north of the country. This project yielded positive results. By joining the VIA community, we recognize the opportunity to implement a much more forward-looking and structured programme that will deliver significant and lasting results for stakeholders and society in general.

What are your hopes for VIA?

Quantitatively, we expect that, through this intervention, we will be able to reach about 750 students in 15 schools distributed in three regions of the country. Qualitatively, we hope to appreciate changes amongst the children and in the communities from where they come from. We expect increased accountability from authorities regarding placing traffic signs and creating added awareness amongst drivers about the right to life of everyone impacted by their driving.

How can VIA impact children in road safety/your country?

In TotalEnergies E&P Mozambique Area1, we understand that it is everyone's responsibility to care for road safety. Intervening in schools has a far reach into the communities.

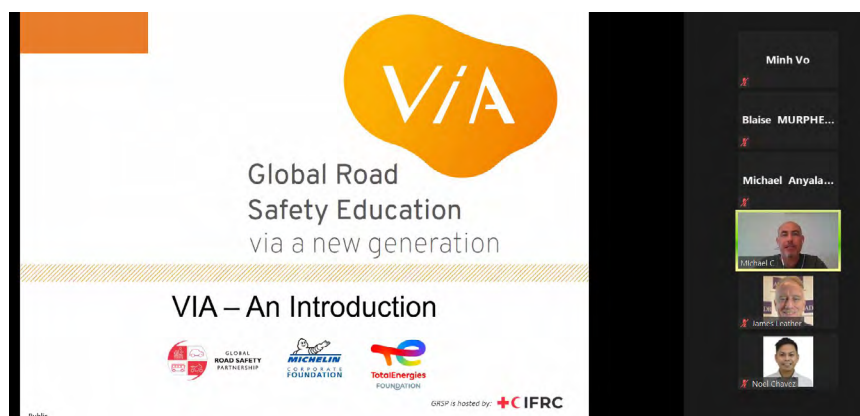
First, we ensure that children are aware and have the necessary information and tools to address the road safety issues/risks. These risks are notably higher close to schools where there are no appropriate traffic signs. Secondly, by intervening in the school, we will affect teachers. As instructors and parents, teachers reach goes beyond the school. Hence, we hope that teaching today's children about the value of their lives on the roads will affect their overall belief about theirs and everyone's right to life. Finally, other actors, including local government and families, will be reached through students' interventions.

How can National Managers help to strengthen the outcomes and impacts of VIA?

We acknowledge that our engagement in this programme goes beyond financing, and it requires us to demonstrate leadership and hold the high torch so that all stakeholders understand the seriousness of the issue. Our role as national managers is to galvanize the implementation of field activities by continuously and consistently supporting our implementors.

To materialize this, we have regular meetings and an open-door policy for partners to request support or advice on matters that they cannot solve. In addition, through our Employee Volunteer Programme, the staff of TotalEnergies E&P Mozambique Area1 will contribute to the implementation of VIA by participating in the different activities of the project, either as presenters, facilitators, or audiences.

APRSO and ADB Webinar on School Road Safety



On 15 June 2021, an insightful webinar was hosted by the Asia Pacific Road Safety Observatory (APRSO) and the Asian Development Bank (ADB) Transport on innovative approaches to address road safety for children in schools. The webinar aimed to build a deeper understanding of the importance of starting road safety education at a young age and expose participants to a comprehensive design of a road safety programme using internationally tried and tested approaches.

Featuring Star Ratings for Schools (SR4S), iRAP's evidence-based tool used for measuring, managing and communicating the risks that children are exposed to on a journey to school, the Asia Injury Prevention (AIP)

Foundation presented their key practices and outcomes of integrating this tool around schools in Vietnam by addressing these risks with quick interventions.

GRSP was also invited to share about the key aspects of road safety education, highlighting VIA - Road Safety Education for the Next Generation Programme (VIA) as a global example of road safety education using a structured methodology and modular approach to protect the safety of children on roads. It demonstrated VIA as a modular, accessible, and easily replicable programme for children's road safety education built on internationally recognized best practices.

Read more about the event [here](#).

GRSP Virtually Delivers VIA Training of Trainers

Between June and September 2021, GRSP has delivered multiple virtual sessions on VIA Training of Trainers (ToT) for the representatives of Implementing Partners based in Nigeria, Mozambique, Congo, Egypt, France, and United Arab Emirates, who will collaborate with in-country affiliates of TotalEnergies and Michelin to deploy VIA.

Many country offices of the founding organisations are in collective efforts to expand the reach of the VIA Programme as schools across the world begin to reopen in the 4th quarter of 2021, with the aim to carry out VIA activities and exercises until 2022 to impact children in road safety knowledge and displaying safer road behaviours.