



Global Road  
Safety Education  
via a new generation



# VIA COMMUNITY

**October, 2022**



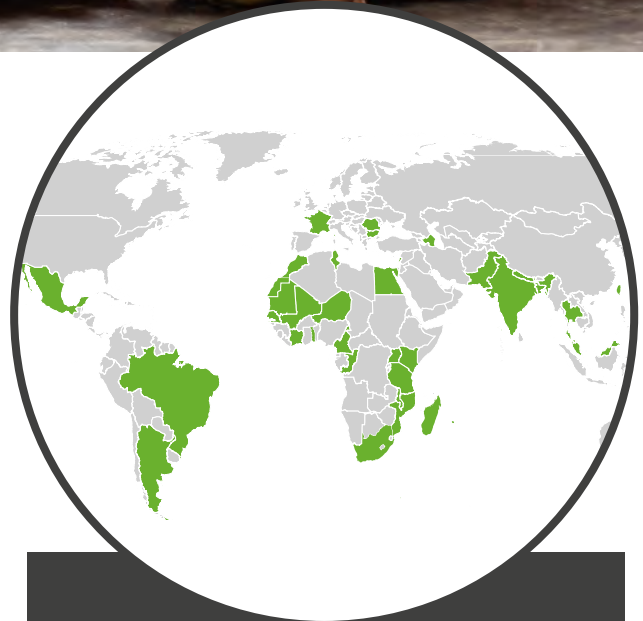
Welcome once again to VIA Community, our regular newsletter published to share the stories of the VIA programme from the perspectives of its implementors, managers and beneficiaries from all over the world.

Happily, the second half of 2022 has seen continued re-opening of schools and communities with reductions in COVID case numbers being reported from most parts of the world. This has allowed the VIA programme to expand into new countries and push forward with existing implementations to provide much needed life-skills to children who navigate often dangerous traffic systems on a daily basis.

In this edition of VIA Community, we look at the effect of the tragic floods in Pakistan, we share the experiences of implementations in Uganda and South Africa, we also give updates on the Acceleration Phase as it rapidly increases the reach of the programme to tens-of-thousands of children in priority countries.

VIA is of course only possible thanks to the long-term vision and support of the programme founders, the corporate foundations of Michelin and TotalEnergies. On behalf of the VIA Community, we thank you!

**Michael Chippendale**  
VIA Project Manager  
Global Road Safety Partnership



**VIA presence worldwide**

<b>35</b> Countries involved	<b>961</b> Schools engaged
<b>299,487</b> Children reached	
<b>15,656</b> Teaching hours	
<i>As of October 2022.</i>	



## Devastating Floods in Pakistan Puts Over Three Million Children At Risk

33 million people - including approximately 16 million children - have been affected by this year's heavy monsoon rains in Pakistan, which have brought devastating rains, floods and landslides. Over 1,100 people including more than 350 children have lost their lives, and a further 1,600 have been injured. Some major rivers have breached their banks and dams overflowed, destroying homes, farms and critical infrastructure. More than three million children are in need of humanitarian assistance and at increased risk of waterborne diseases, drowning and malnutrition due to the most severe flooding in Pakistan's recent history.

**“When disasters hit, children are always among the most vulnerable. These floods have already taken a devastating toll on children and families, and the situation could become even worse...”**

Abdullah Fadil, UNICEF Representative in Pakistan

In affected areas, 30 per cent of water systems are estimated to have been damaged, further increasing the risk of disease outbreaks with exposure to unsanitary environments and consumption of unsafe water.

Significant damage to education infrastructure in 17,566 schools has been reported, further jeopardizing the education of children. After two years of pandemic school closures, children once again risk further disruption to their learning, in areas where one-third of girls and boys were already out-of-school before the crisis.

Public health concerns from water-borne diseases, respiratory infection, and skin diseases are affecting populations which are very vulnerable - 40 per cent of children already suffered from stunting, caused by chronic undernutrition, before the floods hit. The perilous humanitarian situation is expected to continue to worsen as heavy rains continue in regions already underwater.

According to UNICEF's Children's Climate Risk Index (CCRI), Pakistan is a known 'climate hotspot' and country where children are considered to be 'extremely high risk' to the impacts of climate change, ranking 14th out of 163 countries. Children in 'Extremely high risk' countries face a deadly combination of exposure to multiple climate and environmental shocks combined with high levels of underlying child vulnerability, due to inadequate essential services, such as water and sanitation, healthcare and education.

▶ Read the full UNICEF press release [here](#).



**16 MILLION CHILDREN**  
AFFECTED BY THE MONSOON RAINS

**350 CHILDREN**  
HAVE LOST THEIR LIVES

**1,600 CHILDREN**  
HAVE BEEN INJURED

**17,566 SCHOOLS**  
SIGNIFICANTLY DAMAGED

**ONE-THIRD**  
OF CHILDREN  
WERE OUT-OF-SCHOOL  
BEFORE THE FLOODING

**MORE THAN 3 MILLION CHILDREN**  
ARE IN NEED OF HUMANITARIAN ASSISTANCE

**40% OF CHILDREN**  
SUFFERED FROM STUNTING

**30% OF WATER SYSTEMS**  
HAVE BEEN DAMAGED

CAUSED BY **CHRONIC UNDERNUTRITION**

INCREASING THE RISK OF **DISEASE OUTBREAKS**

## Acceleration Countries: VIA a Resounding Success

In late 2021, as the worse phase of the Pandemic was slowly receding, the Corporate Foundations of Michelin and TotalEnergies decided to strengthen their commitment to VIA by increasing investment in:

### Six key "Acceleration Countries"



The Global Road Safety Partnership (GRSP), the VIA Global Manager, leveraged its network of road safety partners to identify and propose six exceptional implementing partners able to perform to the standards and speed requested by Michelin and TotalEnergies.

For a total of over 100,000 students engaged, and an average of eight hours of in-classes student engagement, the Acceleration Countries are the flagships of the VIA programme globally. This has been possible thanks to the clustering of operations in areas with high population density. In this way, it has been possible to use an implementation model maximizing the school visits for a multiplier effect.

With this phase of implementation soon drawing to a close, the progress made has been impressive with most of the six countries performing above expectations. This speaks volumes about the ability, network and professionalism of the local partners engaged, but also to the quality of the programme itself. VIA, when properly delivered, is engaging, modular, tailored to the local environment and relatively easy to implement. Students, as well as teachers, have provided positive feedback to the point of showcasing it to their peers who requested direct engagement in their schools.



## VIA in Uganda

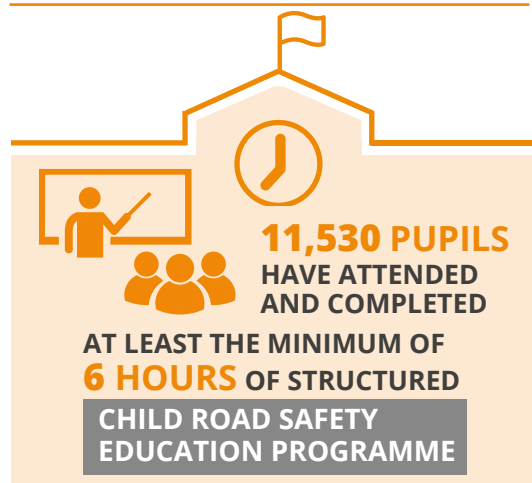


In March 2022, Safe Way Right Way (SWRW) in partnership with TotalEnergies Uganda and Michelin Uganda, officially launched the VIA programme in the country. VIA was highly welcomed by the district officials and head teachers of the targeted high-risk primary and secondary schools, who acknowledged that the programme was a timely initiative to contribute to the safety of children on Ugandan roads.

SWRW adopted a Train the Trainer model and trained Ugandan schoolteachers as VIA educators. The selected teachers were upskilled on the VIA pedagogical approach, techniques and offerings using the VIA manuals and were thus empowered to deliver the VIA road safety programme within their respective schools.

### THE PROGRAMME HAS BEEN ROLLED OUT IN 3 DISTRICTS ENGAGING

**92 SCHOOLS & 178 TEACHERS**



SWRW also worked with a road safety engineering team and a team of certified iRAP Star Rating experts to conduct assessments at 21 identified schools. The report from this exercise will detail the specific road safety issues around the selected schools and provide recommendations that can reduce risks for students and other road users.

## Implementor's Interview



**Susan Tumuhairwe,**  
**Programmes Coordinator for Safe Way Right Way**  
**Uganda**

### What is VIA to you?

VIA is the solution to the numerous road safety risks and crashes that we have involving children in Uganda. Road crashes have often been referred to as a silent epidemic due to the number of lives that are lost each year as a result. According to the Uganda Traffic Police, the youth are the most vulnerable road users. As they are mostly pedestrians, they comprise the largest number of road crash victims. VIA has come to the country at the right time to empower young people to take charge of their own safety on the road, but also to advocate for better service delivery and road infrastructure.

### What are your hopes for VIA?

VIA has been well-received by the district and school leadership where it has been introduced so far. The heads of school, teachers and children have all been extremely receptive to the programme, almost as

though they had been waiting for it. My hope is to see VIA acknowledged and approved at a national level and fully integrated into the school curricula and programmes. This is how we can assure its sustainability.

### How can VIA impact children in road safety in Uganda?

Young people in Uganda make up the largest number of road crash victims. I believe VIA will change this. The VIA programme is unique, simple and highly effective due to its child-friendly approach. VIA provides a safe platform for children and young people to express themselves, share their experiences, concerns, as well as suggestions on how to improve their own safety. I believe that we are soon going to see changes in young people's attitude and decisions grounded in a more holistic understanding of how to reduce risk when using the road environment.

### Moving forward, how can Implementors strengthen the outcomes of VIA?

Behavioural change is attained only after extended, consistent and sustained engagements with communities. Therefore, I believe that if we are to see lasting change, we must stick to the programme until we attain the desired road safety culture among our young people.

### What does it mean to be part of the VIA Community?

They say a problem shared is a problem halved. The VIA community allows us to celebrate each other's win, but also provides a platform to seek peer support across the globe. Road safety is a global problem and, more often than not, the solutions are cross-cutting. The opportunities to learn from each other are immense!

## The South African Road Safety Partnership's Implementation of VIA



**18,000**  
STUDENTS



**60**  
SCHOOLS

The VIA Programme has been deployed in South Africa in the provinces of Gauteng (Soweto and Vaal) and Eastern Cape (Port Elizabeth) and is set to engage about 18,000 students in 60 schools. The project's implementation is the result of a multi-pronged partnership: from the donors, TotalEnergies South Africa and Michelin South Africa, to the global managers, the GRSP, to the local implementers, **the South African Road Safety Partnership**, the South African Red Cross Society, to the strategic partner, South Africa's Department of Education.

Currently, 30 schools in the Gauteng province are engaged reaching approximately 9,000 students. Further activities will commence in the Eastern Cape province with 20 identified schools at the beginning of November 2022.



## Implementor's Interview



**Mavis Nkgweng,**  
**VIA Educator**

### What is VIA to you?

To us, VIA means hope. It means saving lives, it represents a flexible, adaptable road safety programme that suits our South African schools' conditions. The programme is fun, educational and stimulates children's minds while developing a positive attitude towards road safety education.

### What are your hopes for VIA?

To promote road safety education in schools and within communities at large. We hope that VIA will be part of the solution to road safety in general. Additionally, we hope that other corporate organizations will join in to support VIA in South Africa.

### How can VIA impact children in road safety in South Africa?

VIA is a unique road safety programme that is changing children's attitude toward road safety. Children are the most vulnerable road users due to their size and maturity; in that sense, the programme can assist them in understanding road safety in terms they can comprehend.

### Moving forward, how can Implementors strengthen the outcomes of VIA?

As implementors we should build and maintain a strong partnership with stakeholders such as the Department of Education, the Department of Transport, schools, communities, funders, traffic police etc.

### What does it mean to be part of the VIA Community?

One of the priceless benefits is that we have an opportunity to see what other countries are doing in terms of VIA implementation. We can network with colleagues across the world who are perhaps facing our same challenges and discuss with them the most appropriate solutions. This community of practice and intent is the most invaluable part of the VIA Programme experience for implementors.