



Global Road Safety Education via a new generation



VIA COMMUNITY

December, 2020



Welcome again to VIA Community!

Sadly, COVID continues to dominate our lives in ways we never imagined. Yet, in this edition, we would like to cast a positive spotlight on the work being undertaken by members of the VIA Community right around the globe.

From developing digital training options to reach students and trainers in India, to conducting COVID-safe, in-person training of trainers in Kenya, the VIA Community is showing its resilience, its innovation and moreover, its commitment to continuing our important work.

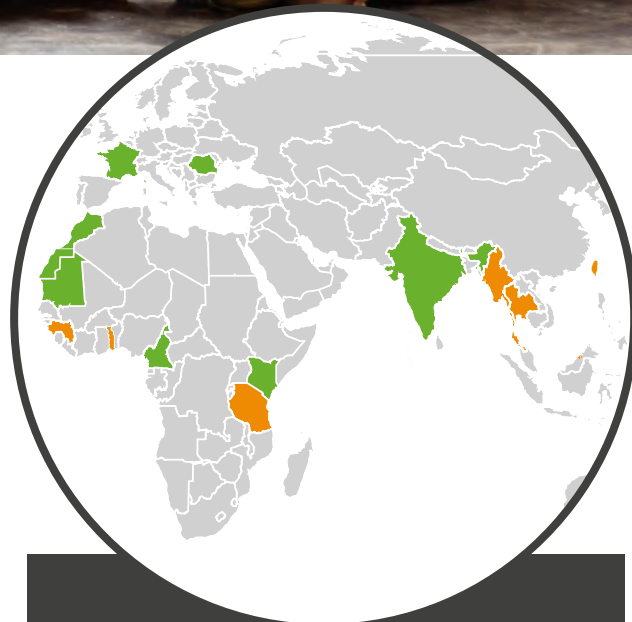
In news from Paris, we welcome to the Community new lead focal points within both VIA owners, Ms Nora Guitet from Michelin, and Mr Abdoul Wahab from Total. A very warm welcome to both and we look forward to your contributions to the programme as we expand.

Together with these welcomes, it is exciting in this edition to also be welcoming new countries and new Implementing Partners to the Community, with Morocco and Mauritania on-board and preparing for launch, with Thailand to follow very soon.

To have new partners joining in times of COVID pays special recognition to our VIA founders and funders, the corporate foundations of Michelin and Total, and to the commitment to VIA of their in-country affiliates.

To members of the 'Community' old and new, welcome to VIA, stay safe, and in these trying times, 'let's all keep our eyes on the road'.

Michael Chippendale
VIA Project Manager
Global Road Safety Partnership



VIA presence worldwide

14 Countries involved	237 Schools engaged
313 Classes taught	13,099 Children reached
2,134 Modules implemented	





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Welcoming Abdoul Wahab

Abdoul Wahab is the new head of the Road Safety axis at Total Foundation. Having been with Total for 22 years, he had previously been the Managing Director of three Total subsidiaries: Mauritania, Central-Africa and Total Red Sea (Somaliland).

Passionate about road safety, Abdoul led a Road Safety audit programme for Total’s road transporters, called Inspection of Conformity of Transporters, for 6 years. This programme aims to inspect more than 400 transporters with approximately 12,000 heavy trucks. Its purpose is to control the respect of the Total Standard in transport operations and to reduce road crashes among the transporters under PATROM (Road Transport Improvement Program) contract with Total Affiliates.

“ I am thrilled to be part of the VIA adventure. Educating young people about road safety is essential, not only because they are the main victims of road crashes, but also because they are the future road users. Aside my enthusiasm, I will bring my expertise in road safety to achieve the objectives of the Total Foundation.



Welcoming Nora Guitet

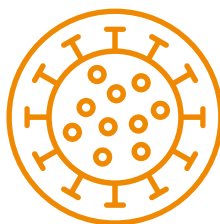
Nora Guitet joined Michelin Indonesia 10 years ago as the Head of Public Affairs and Communication. Through time, her scope of work extended to include other countries in Southeast Asia.

In early 2019, Nora moved to the team of Public Affairs at the head office of the Michelin Group in France. One of her current responsibilities is to promote the topic of Safe Mobility as a worldwide corporate focus. Within that portfolio, Nora oversees the VIA Road Safety Education Programme, one of the global projects, jointly funded by the Michelin Corporate Foundation and the Total Foundation. The aim of this programme is to raise awareness on safe mobility and provide road safety education to children and young adults in focus countries.

“ VIA is a structured education programme for road safety. My hope is for VIA to be adopted in many countries across regions, to reduce the number of road accidents among young people, and advocate for its integration into national school curriculums.

COVID-19: Impact on Schools and Education

The COVID-19 pandemic continues to shake our world today. It has certainly changed the way we live and, even more so, the way children learn. In efforts to contain the spread of COVID-19, many countries in all regions have imposed school closures. [According to Unicef](#), around 1.5 billion schoolchildren were interrupted from learning at the peak of local and national lockdowns. One third of them – 461 million school children globally – could not access remote learning. [Figures from UNESCO](#) show that, as of 21 September 2020, 52% of the world's student population is affected by school closures and 850 million learners are out of school.



In recent months, schools across the world have begun to gradually reopen their classrooms with precautionary measures. In this respect, UNICEF's [Framework for Reopening Schools](#) offers practical advice for national and local authorities. The guidelines focus on policy reform, safe operations, compensatory learning, and outreach to marginalised children.

New measures for school reopening in response to the COVID-19 pandemic must not only help keep students safe on school premises, but also on the journeys to and from school, addressing other preventable safety issues such as road traffic crashes. The [Guidance for Safe and Healthy Journeys to School: During the COVID-19 Pandemic and Beyond](#) published by UNICEF recommends that creating space for physical distancing and practicing good hygiene enables healthy and safe walking, cycling and scootering, as well as outdoor drop-off and pick-up at schools. More space reduces traffic congestion and lowering speed also helps to improve air quality and road safety. Other suggestions include reducing the use of private vehicles and promoting safety and hygiene on public and shared transport. The guidance is completed with a set of checklists for stakeholders to support safe and healthy journeys to school.

However, many schools remain partially closed to limit the number of students in classrooms or have been forced to close again in response to increasing local COVID-19 cases. While school teachers across the world continue to rely on alternative learning to carry out curricular lessons, the [COVID-19 Remote Learning Factsheet](#) published by UNICEF reports that at least 463 million – or 31 per cent – of schoolchildren worldwide cannot be reached by digital and broadcast remote learning programmes enacted to counter school closures. Globally, three out of four students who cannot be reached by remote learning opportunities come from rural areas and/or poor households.

One key action called upon by UNICEF is for remote learning policies to address the needs of all households and accommodate situations where families do not have the necessary technological assets for children to learn at home. While it is clear that remote learning will continue to be an essential education platform for the foreseeable future, democratizing safe access to remote learning is key to providing quality education during the pandemic and beyond.

As school closures widen learning inequalities, we need to match on-the-ground needs with local and global solutions, providing distance education by leveraging hi-, low-, and no-tech approaches. This could be achieved by mobilising actors and resources to develop an effective and unified response, as well as coordinating action between education stakeholders to maximise impact. In addition, integrating key actions into school reopening plans will help prevent the spread of COVID-19 during school journeys while also addressing the risks of road traffic injury and air pollution. Education systems must now be adapted to withstand future crises, because only a resilient school system will build a resilient future for our children.

VIA in Kenya



[As higher learning institutions begin a phased reopening in Kenya](#), President Uhuru Kenyatta said, in late September, that the reopening of primary and secondary schools will remain on hold until the safety of students is guaranteed. It is reported that the education calendar will be reviewed in consultation with relevant stakeholders in the country. When the VIA Programme was set to pilot in Kenya in early 2020, nobody predicted that schools would be closed for over 6 months in the very same year due to the COVID-19 pandemic. Children have been interrupted from learning, among many other activities that are essential to their growth and development.

Back in March and May 2020, the Youth Division under Kenyan Red Cross (KRC) organised two training sessions for VIA trainers. However, schools have not reopened since. During the COVID-19 national restriction in Kenya, KRC volunteers successfully recruited youths through individual mapping for other programmes that were not school-based. Extrapolating from this experience, KRC plans to apply the same strategy for the digital implementation of VIA, as schools remain closed until today.

KRC will identify 2000 students from 20 schools in Nairobi, Kenya, to remotely participate in the VIA Programme. For schools without digital capacity, KRC will conduct student mapping in local neighbourhoods and provide digital devices in groups during online lessons, so that students are able to learn about road safety despite the lack of internet access. Consequently, KRC anticipates a potentially wider outreach beyond school compounds, considering that such a move may, hopefully, attract and reach other children from these local communities who would otherwise have no access to road safety education.

To prepare for the digital implementation of VIA Kenya, KRC organised a refresher training on September 30, 2020 for 20 VIA trainers. United Way Mumbai (UWM), the local implementor for VIA in India, was invited to lead a session on digital modules. India, being the flagship country of VIA, has over 140 schools, and more than 10,000 students engaged in the VIA Programme. With prior experience delivering online trainings to educators and trainers, UWM has revised a set of digital modules for VIA activities and exercises. The digital implementation of VIA India is expected to begin in late 2020.

During the refresher, VIA trainers were eager to discover the warm reception and positive responses from children who participated in the VIA Programme across the cities of India. The digital modules, in their final refinement phase, were also shared by UWM. Inspired by VIA India, KRC plans to integrate their own online activities and exercises that are tailored to the local community in Kenya. This was demonstrated in another session during the training, which facilitated VIA trainers to co-design and develop their version of digital modules for VIA Kenya.

Combining the approach of student mapping, which has proven to work for KRC, with UWM's shared expertise and knowledge in the VIA modules yielding positive responses, VIA Kenya will provide children with opportunities and access to road safety education despite the new challenges faced during COVID-19 times. VIA aims to keep children safe on the roads, including children who have fallen behind the digital divide exacerbated by the impacts of this pandemic.

This is the VIA Community.

Interview with Alex Ayub, Kenya Red Cross Society



1. What is VIA to you?

Sadly, Kenyan children are most likely to lose their lives on the roads when travelling to and from school. Clearly, a child should not lose their life while in the process of trying to make it better by attending school. Kenya also does not enjoy the best of safe roads, safe users and safe vehicles. Child-friendly, tailored, cognitive road safety education can help reduce the number of road traffic incidences affecting our children on a daily basis. That is what VIA is to us!

2. What are your hopes for VIA?

We all know that without an all-inclusive approach to the safe system model, we may never eliminate road traffic injuries on our roads. But with education and awareness creation on road safety, a few lives can be saved since knowledge is power, and students can use this power to protect themselves and others on the road. This is my hope for VIA – to bring knowledge and skills to our children in schools and help save lives. Give power to our children!

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

VIA is designed to be delivered in person within the schools. With schools closed and learning institutions shut down, and limited digital capacity within most schools in Kenya, the pandemic has literally made

it almost impossible to deliver VIA. Furthermore, COVID19 has de-prioritised other health risks, including school road safety. This will definitely require VIA implementors to do a little bit more to ensure the safety of our children on the roads and we trust that road safety will be prioritised again soon.

4. How has your experience from Kenya Red Cross Youth helped to deliver VIA?

Kenya Red Cross is a volunteer-based organization with 85% of the volunteers being young people below the age of 30 years. The digital capacity of this age group is higher with access to internet and digitally enabled devices. In addition, our volunteers are community-based, meaning they come from the communities we work in and with. This has helped us design a programme that can be delivered digitally, using the volunteer capacities. With internet data support, the volunteers are able to deliver sessions remotely with students using their devices to learn.

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

Beyond COVID19, on site learning and follow-up will be done to refresh the learning of the students and deliver some practical modules. Furthermore, a big investment on modules designed specifically for digital delivery could be considered, with offline delivery enabled, which will make delivery without the need for internet possible.

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

VIA Community is broad, diverse, differently experienced with a blend of various cultural and country specific contexts on road safety. This is indeed where we want to be if progressive learning and experience sharing is to be achieved. For instance, India, having tested a digital module on VIA delivery, agreed to share this in Kenya. This is what a community is about, and this is what VIA is.

VIA in Morocco

Morocco will be one of the new countries where VIA will be implemented in early 2021 with the support of Total Morocco and in partnership with Foundation Sanady. The project is structured around interventions in 14 schools, 7 in Casablanca and 7 in Agadir, for a total of approximately 600 students.

One of the peculiarities of the implementation of VIA in Morocco is that it will, from its very start, involve local school teachers, who will be trained on VIA and who will participate in the delivery of the programme in their respective schools. This will provide, as the project continues in years two and three, sustainability and continuity to a programme that can change lives.

“We are very happy and excited to be working on the VIA Programme in Morocco”, says Rim Zouhry, Foundation Sanady’s project manager in charge of VIA. “We look forward to starting the implementation in the first 14 schools with a vision to increase the number of schools involved as the programme progresses.”

VIA in India

VIA is currently implemented in several countries across three continents by local GRSP partners. In addition to educating young people to practise safer behaviours on the road, the programme aims to raise awareness on the importance of road safety education through stakeholder engagement. The long-term goal is to integrate road safety education into school curricula, and in this area promising development has been observed in VIA’s flagship country, India.

Since 2019, **United Way Mumbai (UWM)**, GRSP’s local Implementing Partner in India, has worked closely with over 100 schools and 8,000 children across several cities to deliver VIA. A total of 832 teachers from 74 schools participated in their road safety awareness sessions. Last year, as part of the VIA Programme, UWM engaged 25 schools in the **Municipal Corporation of Greater Mumbai (MCGM)** to run road safety trainings for 271 teachers and deliver VIA activities for approximately 2500 students. One of these sessions was attended by an Education Officer from the Education Department of the MCGM.

“We at United Way Mumbai firmly believe in collective community impact,” said Ajay Govale, Director of Community Impact. He continued, “While implementing VIA in India, we have been actively engaging various stakeholders including the Motor Vehicle Department, the Traffic Control Branch, the Mumbai Police, and the Education Department of the Municipal Corporation of Greater Mumbai”.

On 2 November 2020, the Motor Vehicle Department of the Government of Maharashtra issued a circular for Education Departments and Institutes to conduct road safety education sessions for school students. “Impressed with the quality of our trainings,” said Ajay, “the Education Department of Municipal Corporation invited United Way Mumbai to organize a training on the topic of road safety for children. This was delivered to a total of 2,000 officers from the education department and to selected teachers from all the municipal schools in Mumbai.”. The selected schoolteachers were then tasked to upskill their colleagues from their respective schools on how to conduct road safety sessions with students. These trainings would be monitored and reported to the Ward Supervisor of Education.

“This is a good development in our journey to make road safety integral to the school curriculum in Mumbai,” added Ajay, who also shared his belief that the collaborative engagement embedded within the VIA Programme will help UWM strengthen their partnerships with local education and road safety stakeholders.

The initiative and ability of UWM to engage in stakeholder relations has been inspiring for the whole VIA Community. It has also been an important step forward towards the vision of VIA, a vision whereby every child receives quality road safety education.



VIA in Mauritania

Although the pandemic has disrupted the work in schools across the globe this year, there are a few pockets of good news that reach us. The imminent implementation of the VIA Programme in Mauritania is one of those.

In early November, together with the Total local affiliate, the Global Road Safety Partnership (GRSP) delivered a Training of Trainers (ToT) workshop for three senior educators from the Mauritanian Red Crescent. This 2-day workshop commenced the VIA pilot project in Mauritania, which will directly engage three schools in the country's capital Nouakchott starting from the end of November 2020. In the following 5 weeks, the Mauritanian Red Crescent will help children and young adults learn more about road safety and understand its implication in their daily life, making VIA really theirs.

"At Total E&P Mauritania, we look forward to the implementation of the VIA program in the three

selected schools.", said Abdellahi Hourmatalla, Director of Public Relations & Sustainable Development at Total E&P Mauritania. "This will be a first pilot that will allow us to refine the programme to Mauritanian realities to maximize its impact - which will consequently help ensure the safety of our young people on the road."

الهلال الأحمر الموريتاني



CROISSANT ROUGE MAURITANIEN

Spotlight on National Manager



Children and youth are identified by the World Health Organization as the most at-risk road users worldwide. Indeed, road traffic crashes are the main killer of people aged 5 to 29 years old. We expect that the VIA programme will help inculcate a safer road user culture among children who, in Kenya, risk their lives every day navigating unsafe roads as they move to and from school where they seek knowledge. This programme should also lead to an improvement of road infrastructure in school zones.

This Programme is timely as it supports the Sustainable Development Goal targets on road safety at a time when the United Nations General Assembly has declared a second Decade of Action for road safety.

Vincent Wandera
 Programmes Manager
 Safe Way Right Way, Kenya