



Global Road Safety Education via a new generation



VIA COMMUNITY

July, 2020



Welcome to our first edition of 'VIA Community', a quarterly newsletter designed to increase knowledge sharing amongst all members of the VIA Global Community.

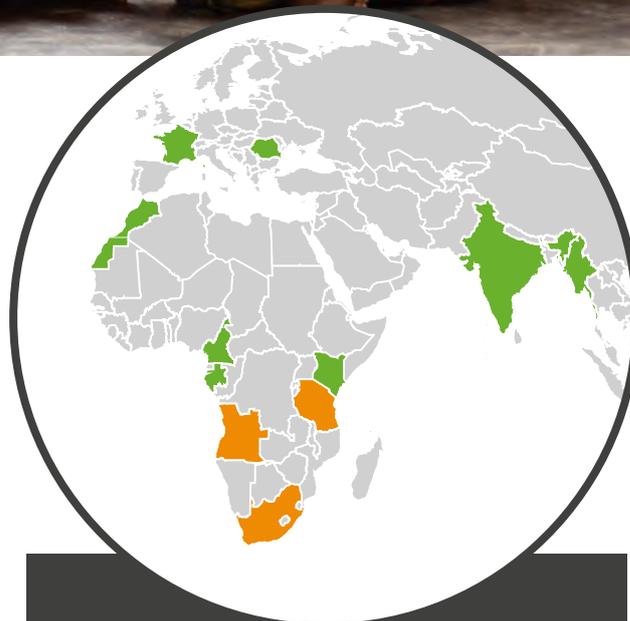
As we have often mentioned, VIA is not a standalone project in a given city or a country; every implementation is part of a global effort, and every implementation will contribute to the global knowledge base and help the programme evolve. This 'Community' approach is unique. The experiences of an implementor in one country will give ideas and help implementors tailor their activities in another country; whether nearby, or on the other side of the world.

Regular group communication between Implementing Partners, National Managers and the Global Managers will promote this feeling of 'Community' and encourage open sharing of ideas, successes and challenges. Moreover, as a 'Community', we can enjoy collective success at both local and global levels as the programme blossoms and grows.

We are so very proud to be a part of this exciting programme and wish to express our sincere appreciation for the remarkable work being undertaken by our dedicated Implementing Partners and congratulate once again our VIA founders and funders, the corporate foundations of Michelin and Total.

To members of the 'Community' old and new, *welcome to VIA.*

Michael Chippendale
VIA Project Manager, Global Road Safety Partnership.



VIA presence worldwide

11
Countries involved

194
Schools engaged

248
Classes taught

10,669
Children reached

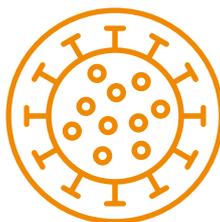
1,504
Modules implemented



COVID-19 and Education: Challenges and Opportunities

The COVID-19 pandemic is first and foremost a public health crisis. The large majority of countries on earth opted for the closure of schools in an attempt to curb the propagation of the virus—for more detail see the data collected by [UNESCO](#). This has been recognized as a sound public policy from a health standpoint, but it has created a cascade of challenges that are hard to overcome. Homeschooling has decreased parents' productivity and radically changed the parameters of learning and socializing of children; online lessons have exacerbated the digital divide between richer and poorer students; and the unclear timeline of the pandemic has left everyone involved in education in a state of limbo.

UNESCO, the United Nations Educational, Scientific and Cultural Organization, suggests to this regard that “decisions made today will have long-term consequences for the futures of education. Choices



must be based on a humanistic vision of education and development, and human rights”.

It goes further in its new report [Education in a post-COVID world: Nine ideas for public action](#) and articulates ideas for concrete actions today that will advance education tomorrow. These nine ideas focus on committing to strengthen education as a common good, to reinforce connectivity and access to knowledge and information, and protect schools as institutions whilst striving to end current levels of inequality.

COVID-19 has been, and still is, one of the greatest challenges that public health, and consequently education worldwide, has faced in the past century. But it is also an opportunity to rethink how knowledge is shared and passed on. It is the time to work together and shape the future of education for a better and more inclusive schooling system.

Interview with Kanchan Dahiya, Total India



1. What is VIA to you?

VIA is an evidence-based, student-friendly curriculum that helps simplify concepts around road safety. The curriculum equips students with important behaviours and skills to navigate themselves safely on the roads be it on a cycle or on foot. VIA is also a platform for various

organizations across the world to work in solidarity and bring about greater road safety measures for children going to school. The best aspect of VIA is that it can be scaled in many different ways: schools adopting the curriculum; increasing the corporate partners involved as well as increasing the implementing non-profit organization partners.

2. What has VIA done for students in road safety?

VIA has helped develop fun, interactive ways of learning for students that will ensure that they not only increase their knowledge around road safety and prevention of accidents; but are also able to learn the required

skills and change behaviours. This is possible through the hands-on exercises as well as innovative activities designed within the curriculum.

3. What are your hopes for VIA?

I hope that VIA can be scaled so as to reach out to children going to school in the remotest parts of the country and living in difficult terrains. Further, that VIA be recognized and incorporated by state governments in school curriculums. It would really impact safety of children who are so vulnerable to road crashes.

4. How can other National Managers or in-country affiliates strengthen the outcomes and impacts of VIA?

Firstly, the more partnerships the more this programme can be scaled. Reaching out to the right partners, government authorities, corporates and civil society will increase the visibility and reach of the programme. I feel even the buy-in of parents as ambassadors of the programme could be a good way to scale it. However, we must plan long term interventions that sustain impact over a period of time.

Interview with Ajay Govale, United Way Mumbai, India



1. What is VIA to you?

VIA is a very systematic, age appropriate and a very flexible strategy to impart road safety knowledge among school children.

2. What can VIA do for students in road safety?

Apart from education and awareness among school

children, under VIA we also need to sensitise and educate the people around them, the people the children look up to, admire & follow in safe road usage practices. The modules are designed to actively engage the children in a variety of exercises and activities as individuals and in groups; in the process these activities provoke a thought process in the childrens' minds. They begin to think about road safety and begin to understand that they can take charge of the situation of road safety in their day-to-day life.

3. What are your hopes for VIA?

We hope that through VIA we will able to cover schools and reach more children year on year. We are also hopeful that, with the successful implementation of the programme in schools, we are able to advocate with the school management and/or the education department to adopt road safety education as part of the regular curriculum.

4. How can Implementers strengthen the outcomes and impacts of VIA?

It is important to create more advocates of VIA at the school level. This could be achieved by way of training the teachers as the VIA trainers. It is also important to sensitize the school management, teachers and the parents about the importance of road safety education. In order to ensure sustained impact among the children, we are exploring opportunities for formation of road safety clubs at the school level with the help of the children who have completed the VIA trainings. These clubs will be encouraged to take up activities in a sustained manner in the school. Also, there is need for organizing brief refresher trainings for the children year after year with the help of trained teachers.

5. Share one personal, memorable VIA story in class or with your students.

While organizing the 'Interview' exercise in one of the schools, we had invited an official from Regional Transport Office (RTO) which is a regional office of Motor Vehicle Department of Govt. of Maharashtra which issues official driving licenses. We all were astonished to hear the students question the official; "Why don't we have dedicated cycle lanes on all the roads of Mumbai? Why haven't you made it mandatory for cyclists to wear a helmet?"

These questions were a clear exhibition of that important thought process which has been provoked in the minds of these children as a result of the various activities and exercises we organized for them as part of VIA.

VIA in Cameroon



In the first half of 2019, the VIA Programme was piloted in two Cameroonian cities, Yaoundé and Douala. With the local offices of both Michelin and Total briefed and engaged, the Cameroonian Red Cross (CRC) was selected and appointed to act as local Implementing Partner for the school interventions. VIA Global Manager, the Global Road Safety Partnership (GRSP), provided in-country Training of Trainers for the CRC teams gathered in Douala. In consultation with the

Michelin and Total offices, a rigorous process for selecting pilot schools commenced. The CRC selected 1 school in each city where there was both real need for road safety training, and a strong interest from the school faculty to embrace the VIA programme. The selected schools were exposed to heavy traffic due to nearby large avenues, served poorer communities, and had no road safety education within their curriculum.

Once the Pilot was completed, an evaluation workshop was held with the CRC teams who were able to provide constructive feedback to help fine-tune the materials ahead of taking the programme to scale.

With the support of the local Michelin office, VIA in Cameroon is set to scale up to be implemented in 10 schools across 2 cities reaching more than 1,000 students. Discussions on an additional scale up are currently underway with the local Total offices.

VIA in Romania

In Romania, Asociatia REACT (“REACT”) is implementing the ZEBRA project in the municipality of Ploiesti (about 60km north of Bucharest). ZEBRA, a pilot project funded through the Botnar Child Road Safety Challenge, aims to improve the safety of students on their travel to and from school, with a particular focus on pedestrian safety in school zones. REACT will combine traditional in-classroom road safety education activities (through the implementation of VIA’s pedestrian education modules), simulated experiential pedestrian safety training (through the development of a road safety themed escape room), and infrastructure modifications in 8 school zones in the city. The target age of participating students is 12-13 years old.

The VIA component of the project launched in February 2020. However, because of the COVID-19 related safety restrictions put in place, and the subsequent closure of

in-person classroom activities, the project was put on hold in March 2020. Activities are expected to resume once students return to the classroom in the 2020-2021 school year.



VIA in Kenya



In February, GRSP travelled to Nairobi, Kenya, to train 20 senior trainers of the Kenya Red Cross (KRC) on VIA, the global road safety education programme present on three continents and funded by the Total Foundation and the Michelin Corporate Foundation.

The professionalism and capacity of the KRC emerged immediately during the training as the trainers began proposing tweaks and adjustments to various training modules to best fit the Kenyan school environment.

Unfortunately, however, the implementation of VIA in pilot schools in Nairobi was halted by the closure of schools due to COVID-19.

Our local Implementing Partners of the Kenya Red Cross, in addition to the impressive work that they are carrying out in response to the pandemic, have managed to progress in the preparation of VIA so to

be ready, as soon as the schools re-open, to implement the programme.

To this end, in the last week of May, the KRC organized and carried out a training for junior trainers, where they were exposed for the first time to the VIA Programme and educational tools.

“It was incredible to see the drive and passion that once again our volunteers have shown in this moment of crisis,” says Alex Ayub, the KRC National Youth Programme Coordinator, and VIA Project Manager in Nairobi. “Despite the difficulties that this pandemic poses to us all, our volunteer trainers continue to show their incredible commitment to public health issues that impact us all.”

The training was carried out in person, though paying particular attention to social distancing as recommended in WHO’s guidelines to minimize potential risks of contagion. Sixteen participants coming from across Nairobi’s urban area participated in VIA simulations as well as presentations on the pedagogical background to the VIA Programme.

“We look forward to seeing this project truly coming alive through implementation,” said Michael Chippendale, Manager, Communications, Membership and Project Support at GRSP and VIA Global Project Manager. “We have great expectations of the Kenya Red Cross, and we are sure that this will quickly become one of our flagship projects”.

VIA in India



Following a successful pilot project with 4 schools last year, the VIA Programme continues to expand in the cities of India. Total India is currently supporting the delivery of road safety education for 40 schools in Mumbai and 30 schools in Delhi. Similarly, the Michelin Foundation is supporting 20 schools in Pune and 20 in Chennai. India has become the global flagship of the VIA Programme due to the receptiveness of the local Total and Michelin affiliates, to the professionalism of the Implementing Partner, and to the highest (compared with other interventions) number of schools (over 110) and students (over 9,000) involved. Implementations have begun in all schools.

During the COVID-related national lockdown, United Way Mumbai (UWM), the VIA Implementing Partner in India, successfully held digital road safety trainings and collection of evaluation data for school teachers. Online

Training of Trainers (ToT) sessions were also conducted for a local NGO on how to carry out VIA modules in classrooms.

“The module is designed to actively engage the children in a variety of exercises and activities,” said Ajay Govale, Director of Community Impact from UWM. “These activities provoke a thought process in the children’s minds. They begin to think about road safety and empower themselves in various road situations in their day-to-day life.”.

Going forward in times of Covid-19, UWM is preparing an interim strategy plan with digital interventions to offer remote learning of VIA and more online trainings for school teachers, depending on the digital capacity of each school, in the hope to instil a deeper understanding and knowledge on safe walking and cycling practices.



We wish to welcome to the GRSP family our new colleague Sabrina Hoong. Sabrina is currently based in Kuala Lumpur, the Asia Pacific Regional Office of IFRC. Experienced in project management, Sabrina has coordinated local programmes in community development and youth empowerment. Inspired to create sustainable impacts among marginalised communities, she worked with various stakeholders to overcome the lack of access to clean water and to deliver WaSH trainings to indigenous groups in Malaysia. In addition to volunteer management, her past efforts in youth empowerment include the implementation of a play-based learning programme aimed to curb social-emotional challenges faced by children from low income families.

Sabrina has also gained broad insights and skills concerning case management during her time in UNHCR KL as a Refugee Status Determination (RSD) Officer, as well as from handling claims and legal-related matters in the insurance industry.

“My hope”, she says, “is that with my prior ground experience, I will add breath and dynamic to GRSP, the global manager of VIA Programme, as well as contribute positively to the VIA Community”.