



Global Road
Safety Education
via a new generation



VIA COMMUNITY

April, 2022



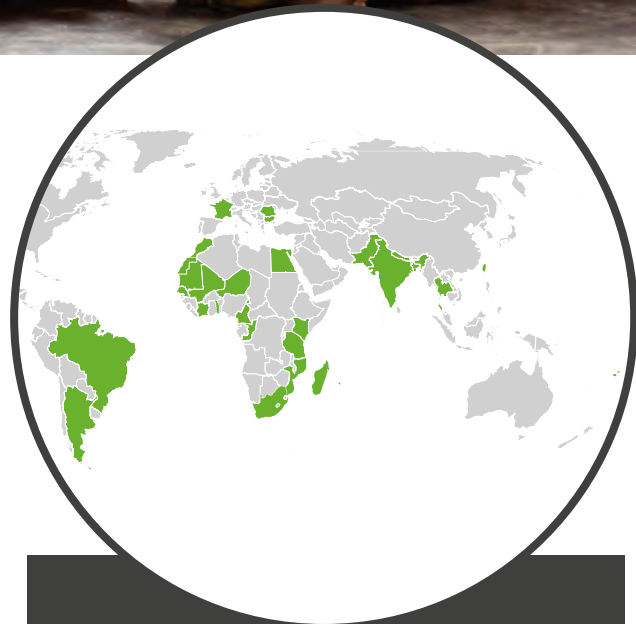
Welcome to another issue of VIA Community, one of the many ways we share the stories of VIA and the important role it plays in enhancing the safety of children right around the world. Happily, 2022 has seen schools largely return to classroom learning. We commend the outstanding and innovative work undertaken by our many implementors who were able to continue VIA programmes remotely, however we are delighted to see children back in the classroom and in the schoolgrounds learning in person through VIA's interactive and engaging methods.

The year 2022 also sees the kick-off of the six countries involved in our Acceleration Phase: Brazil, India, Kenya, Mexico, South Africa and Uganda. This phase takes the number of children participating in the VIA programme well over the 100,000 mark and will set a platform for further growth.

This issue of VIA Community will also share the latest from Thailand, where the opening of borders allowed for our first field visit since early 2020 with a representative from Michelin Corporate Foundation based in Paris, and a GRSP VIA team member based in Malaysia, visiting Thailand to witness the terrific progress being made.

As always, it is important to highlight the phenomenal support of the two VIA founders, the corporate foundations of Michelin and TotalEnergies. Their vision from day one, coupled with their steadfast support through an unprecedented global pandemic shows the commitment of these two organizations as both thought leaders, and action leaders in the implementation of community engaging, evidence-based road safety programmes.

Michael Chippendale
VIA Project Manager
Global Road Safety Partnership



VIA presence worldwide

28 Countries involved	875 Schools engaged
131,478 Children reached	
10,744 Teaching hours	
<i>As of April 2022</i>	



Education for Children Around the World in 2022 Beyond the Pandemic



Two years into the COVID-19 pandemic, education has been severely disrupted. After extensive periods of school closures that led to learning losses, a record rise in child poverty, setbacks to progress on routine vaccinations, and disruption to education for an entire generation, many wonder whether 2022 would bring more hope or further devastation to impacted families.

While these harms emerged as an unintended outcome of the world's efforts to manage the crisis, learning losses have been greatest among the poorest children, and job losses have been disproportionately borne by women and youth. Now, the question is not when will the virus be eradicated, but when can we mitigate its effects sufficiently that it will no longer disrupt lives? As we enter the pandemic's third year, we are not there yet, and losses for children accumulate.

Published by UNICEF, [Prospects for Children 2022](#) aims to help all of those working to support children to survive and thrive to better understand key trends that are expected to shape children's lives in the year ahead. In 2022, the global community needs to recast its COVID strategy to focus on mitigating its effect on children considering the mounting negative coping strategies and record humanitarian needs forecasted, including climate-related challenges that will drive instability and exacerbate existing vulnerabilities.

In response to this education crisis, the global priority remains to ensure every child is supported so they can return to school and catch up on lost learning. Recognizing the need to accelerate [education recovery with urgent action](#), this joint report by UNICEF in partnership with UNESCO and the World Bank highlights staggering levels of learning loss globally and mitigation measures for schools to address these challenges based on the RAPID framework.

As schools switched to distance learning, a distinct focus on teaching and catching up on

core subjects was observed, resulting in less children receiving traffic safety and mobility education. [According to a report by the European Transport Safety Council \(ETSC\)](#), children across Europe missed out on road safety lessons and tests for cycling and walking safely amid Covid-19 lockdowns and school closures.

However, one positive development is the increasing digitalisation of educational materials on traffic safety and mobility in response to the unprecedented situation. It was found that lockdown boosted innovation in delivery methods, tools and working practices which could lead to improved outcomes in the future. Since some aspects of road safety education cannot be effectively delivered online given the difficulties to establish or maintain content engagement, such as bicycle training, remote learning should not replace physical activities that are important for child development. Road safety education should also evolve to reflect changes in mobility preferences or practices that have been accelerated by the pandemic.

Notwithstanding these challenges, children and young people [express optimism](#) for the future and 2022 will present opportunities to prove them right. For instance, technology and infrastructure developed for the pandemic take us a few steps closer to mRNA vaccinations crucial for child survival from various diseases. With green investments emerging as a growth engine, electric vehicle sales and new power generation dominated by renewable energy will drive climate mitigation and provide countless new jobs for young people. In addition, the expansions of childcare and mental health services, integrated with more generous and universal social protection, provide a chance to institutionalize stronger child protections and support.

There is, after all, hope for our children. But we need to do all we can now, in order to sustain this hope for our future generation.



VIA Reaches Over 100,000 Children



After establishing itself in over 25 countries across the globe and strengthening its offer by including the contributions of colleagues and partners in the field, the VIA Programme entered a new phase focused on reaching the stated target of 100,000 children receiving an average of eight hours of structured education by the end of 2022.

Thanks to the support of VIA founders Michelin Corporate Foundation and TotalEnergies Foundation, GRSP has developed an acceleration model for engagement for six focus countries: India, Kenya, South Africa, Mexico, Brazil and Uganda. This resulted in exceeding the set target well in advance of the deadline of December 2022.

This approach entailed larger than average investments and the clustering of operations in slightly more circumscribed urban areas with high population density. In this way, it has been possible to use an implementation model maximizing the school visits—a *de facto* multiplier effect. This model is based on the simple concept of targeting all classes at all levels in a given school, rather than targeting only one class. This seems logical and quite straight forward, but the complexities involved in securing teaching hours are substantially more than they seem from the outset.

Fortunately, VIA has a great network of local implementing partners, carefully selected by GRSP and the in-country affiliates of Michelin and TotalEnergies. They play a pivotal role in making this approach possible by negotiating school access and advocating for public health programmes geared around road safety education. Their pleas did not fall on deaf ears. Local educational authorities proved very receptive providing teaching hours in their busy schedules centred on recuperating the time lost during the long months of COVID lockdown.

Seeing the recognition of road safety as a necessary element of child education, as a public good that can mitigate risks and provide the knowledge and behaviours to avoid trauma, should make everyone involved in VIA proud and strengthen the resolve to go further.

> [Learn more about VIA here](#)

VIA in France

Last November, the VIA Programme was launched in Clermont-Ferrand, a city situated in central France famous for its black lava-stone gothic cathedral and for being the birthplace of the Michelin brothers, the founders of Michelin.

This pilot implementation, supported by the Michelin Corporate Foundation, is currently implemented in three local schools for a total of nearly 500 students.

As a road safety education programme, VIA aims to contribute to the reduction of the risk of road crash trauma for children. The VIA implementation in Clermont-Ferrand is also investing beyond its natural injury prevention focus to ensure students' safety in case a crash does happen. To this end, additional First Aid trainings were organized in partnership with the French Red Cross.

This pioneering approach to VIA—working on both injury prevention and post-crash care—will be regarded as a template for other countries.

“ This pilot in Clermont Ferrand for Michelin is only the beginning. We expect VIA to grow in the city and beyond, engaging more schools and students. VIA starts small, but it aims big. ”

Nora Guitet,
VIA Coordinator of the Michelin Corporate Foundation

VIA Phase 2 Successfully Implemented Despite School Closures in Thailand

VIA Global Road Safety Education, implemented by AIP Foundation in Thailand, supported by Michelin and TotalEnergies offices based in Thailand, as well as the corporate foundations, has been completed in March 2022. It empowers teachers to educate children between 10 to 18 years old on road safety through four learning modules across 5 schools in Phra Pradaeng District, Samut Prakan Province and 45 schools in Bangkok.

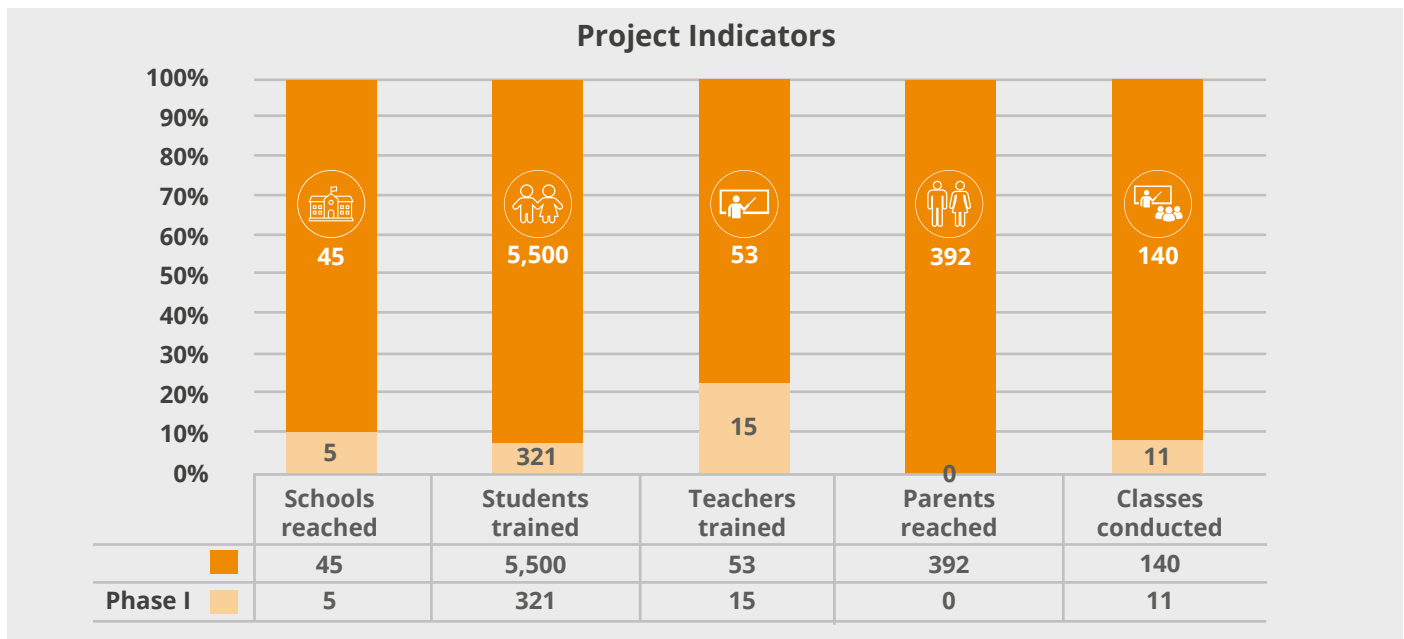
VIA has benefitted over 5,500 students, 68 teachers who provided 145 classes across 50 schools with active engagement from Michelin and TotalEnergies representatives in Thailand. As a direct result of the programme, students in Thailand are now better equipped to act as road safety leaders for the next generation.

The main challenge faced was the time constraint resulting from COVID-19 pandemic. From December

2020 to March 2022, the project target area, Bangkok and Samut Prakan Province were announced as high controlled areas for the COVID-19 pandemic. All schools were closed for in-school education and moved to online learning from time to time. The focus was shifted to equipping teachers with skills and knowledge to deliver the VIA programme in classrooms. Thus, VIA was successfully delivered the moment schools reopened in December 2021 despite being under challenging circumstances.

“To achieve the target set out as part of the Second Decade of Action for Road Safety 2021 – 2030, we must not only work together, but also bring together different stakeholders to solve the common road safety crisis challenge.

Nora Guitet, Director of Public Affairs and Corporate Communication, Michelin Group, France



“We implemented VIA to our students and found that it was practical and useful for their safety. They learned about risky behavior on the road and learned how to avoid any crashes and aware of the connection between safe behavior on roads and protecting their lives

Nattapol Nakate
Teacher, Watthongsam School, Samut Prakan Province

Watch what educators in Thailand have to say about VIA [here](#) and how it impacted students [here](#) in their own words.



Teachers in Thailand Take Center Stage to Safeguard Their Students Through VIA



An Educational Sharing Forum was hosted as part of Phase II of the VIA Road Safety Education Programme in Thailand. The goal of the forum was to promote dialogue and experience sharing on the practical implementation of the VIA Programme. The VIA Programme is supported by TotalEnergies Foundation and The Michelin Foundation and managed by the Global Road Safety Partnership (GRSP).

During the forum, VIA-trained teachers had an opportunity to share their experiences and successes of implementing the VIA Programme. The focus was on

how the VIA program is taught in the classroom as well as on how the programme can be extended into the national education system. As a direct result of Phase I and Phase II of the program, students in Thailand are now better equipped to act as road safety leaders for the next generation.

“ It is a great pleasure that Michelin and TotalEnergies pushing for the implementation of the VIA Road Safety Education project in Thailand and support teaching and learning management of VIA in 36 schools under the Office of the Basic Education Commission, Ministry of Education and nine schools under the Education Department, of the Bangkok Metropolitan Administrator.

Ratanawadee H. Winther
AIP Foundation Chairperson for Thailand

Together, we can save lives on the road.

To achieve the target set out as part of the Second Decade of Action for Road Safety 2021 – 2030, we must not only work together, but also bring together different stakeholders to solve the common road safety crisis

challenge. The importance of road safety education was highlighted by the gathering of these stakeholders are the educational sharing forum:

- The Thai Red Cross
- The International Federation of Red Cross and Red Crescent Societies (IFRC) Thailand
- The Injury Prevention Division, the Ministry of Public Health
- The National Directing Center for Road Safety-DDPM
- The Education Department-BMA,
- The Ministry of Education
- The Road Safety Policy Foundation



Useful links:

To view more photos from the VIA Road Safety Education Sharing Forum, please click [here](#).

To read more about Phase I of the program, please click [here](#).

To read more about the launch of Phase II, please click [here](#).

To read the original article, please click [here](#).

Spotlight on National Manager



Name: Jerry Rawlings Mbabali

Position: Sustainability and Mobility Manager for Michelin (Africa, India & Middle East)

Location: Nairobi, Kenya

What is VIA to you?

VIA represents the values I stand for as an individual, a right to safe mobility should not be a luxury but rather a human right in all corners of the world. VIA stands to provide an equal learning opportunity for school kids from all walks of life with road safety education.

What are your hopes for VIA in Africa?

Challenge the status quo by expanding the reach to low-income urban school students, left out in most road safety campaigns offered by other entities that focus only on the middle and high-income urban schools. The majority of these students are fetched from school by their parents unlike students from low-class schools who need road safety education most since they walk or use public transport to reach school and back home.

More than 85,000 African children are killed or injured on the roads every year, an average child's school run is a truly terrifying experience with the risk of death at any moment. (Source: The Mirror)

How can VIA impact child road safety within your region?

I believe the inclusion of modules that take these children physically to the road with a guide from authorities would provide a safe testing scenario for them other than having a majority of lessons in the classrooms. I understand this kind of module would require more resources, but it's worth it since most kids are experiential learners. "Taking the lessons to the road"

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

In my view, collective intelligence and teamwork are crucial for the success of any project.

For the case of VIA, both national and regional managers should engage physically in some VIA activities and not only wait for reports from the ground implementors but be seen in action.

The Impact of VIA in Kenya



Children are at risk of road traffic injuries as they are limited by their physical, cognitive and social development, making them more vulnerable in road traffic than adults. Younger children may have difficulties interpreting various sights and sounds, which may impact on their judgement regarding the proximity, speed and direction of moving vehicles.

When the VIA Programme was set to pilot in Kenya in early 2020, no one predicted that schools would be closed for over 7 months in the same year due to the COVID-19 pandemic. This was after the VIA Training of Trainers (ToT), facilitators and recruitment of VIA schools. The government-imposed restrictions led to the review of the implementation methodologies including digital implementation of the programme. This was however met with a couple of challenges including the lack of digital capacity by schools and students, further exacerbated by the increased cost of living and the economic status of parents during the period. This, however, did not hinder the implementation of the programme as some of the schools used available resources to allow students to access road safety resources.

The VIA facilitators conducted road safety education sessions in a total of 16 schools, reaching over 3,000 students in Nairobi County. The students were trained in road safety education and advocacy. The modular sessions allowed students to identify road safety related problems within their community and design solutions for them while presenting the solutions in the form of art. Kenya Red Cross Youth worked with local authority and other stakeholders in implementing the 1st phase of the VIA project and other road safety related programmes.

VIA Phase 2 aims at engaging 12,000 students in Murang'a, Nakuru and Nairobi. The expansion is geared towards contributing to the Decade of Action for Road Safety.



Testimonials from teachers, students and VIA facilitators

Name: Bernard Ombonya

School: Mathare North Primary School

Designation: Teacher

“ Road safety education in the school was and still is necessary since Mathare North primary school is adjacent to a very busy road. There has been an increase in the number of accidents on the roads and it is important for the students to be educated in road safety.

The VIA road safety programme has had a positive impact on the pupils as it has shaped their attitude, behavior and made them responsible road users. They have developed a habit of obeying traffic rules.

Due to the programme demand in the school, I recommend an increase in the number of facilitators due to the large numbers of students engaged and maximum impact of the programme. Students learn better through observations and therefore having more road safety related signage would be of great benefit to the students.

Name: Jolly Josphine

School: Mathare North Primary School

Designation: Grade 7 Student

“ The VIA road safety programme was very important to us because we learnt how to be safe on the road to avoid accidents, the main steps to follow when walking on the road e.g., use of traffic lights, safe crossing points like the flyovers and zebra crossing. We have also learnt also to be responsible citizens in future when using the road.

In the next programme, I humbly request for more engagements on road safety education, road safety pictures and first aid training for my classmates and I.

Name: Barklay M. Okero

Designation: VIA facilitator

“ VIA road safety programme has been instrumental in my journey as a peer educator and road safety advocate. Through the facilitator training, I acquired knowledge and skills on road safety which I cascaded down to my colleagues at the Kabete National Polytechnic. This then gave birth to the ILAAAS I-International L-Leave A-Alive A-Arrive A-Alive A-And S-safe road safety club. The club supports road safety education for students in the institution and adolescents in the adjacent primary and high schools. Facilitating a session on road safety in schools gave me an opportunity to interact with the students and promote road safety education in schools contributing to Goal 3 and 4 of the Sustainable Development Goals (SDGs).

Name: Linet Outa

Designation: VIA facilitator

“ The impact of VIA in schools is big especially in Nairobi since the students acquired road safety knowledge and are junior champions. VIA allows adolescents and youth to advocate and design solutions for problems in their community.



Doing More
Doing Better
Reaching Further

VIA in Mali

On February 24, 2022, VIA has been officially launched in Mali through a ceremony organized by the VIA Implementing Partner, the Association des Volontaires pour la sécurité Routière, and the local affiliate of TotalEnergies, TotalEnergies Marketing Mali-SA.

In addition to local and school authorities, this launch saw the presence of the Chief of Staff of the Transport and Infrastructure Ministry, M Traoré Aminata, the Director General of the National Agency for Road Safety (ANASER), the Director General of the National Center for the Promotion of Volunteering representing the Minister (Ministry of Youth and Sports), the President of the National Youth Council, the Civil Protection Commander of the Sotuba Rescue Center, and other representatives of the local civil society.

This first phase of VIA in Mali, which started on March 14, has engaged 180 students across 3 schools in the age range 10 to 18 years old.

“ We have received great feedback from both students and teachers, and we are very happy of how the programme is working in Mali. We hope to have more contact hours with students in the future and to have the opportunity of expanding VIA to more schools.

Makan Dramé, the VIA project manager of the l'Association des Volontaires pour la sécurité

“ VIA has proven to be an easy to implement and effective road safety structured education programme. We are very happy to be engaged in it and look forward to what the future of the programme will look like.

Gaoussou Doumbia, of TotalEnergies Mali and VIA National coordinator

A Child Road Safety Pilot Programme Launched for School Students in Bulgaria

The Pilot Programme of VIA is now delivered in Bulgaria by the Bulgarian Red Cross Youth in partnership with TotalEnergies EP Bulgaria BV, and will be realized for the first time in Bulgaria.

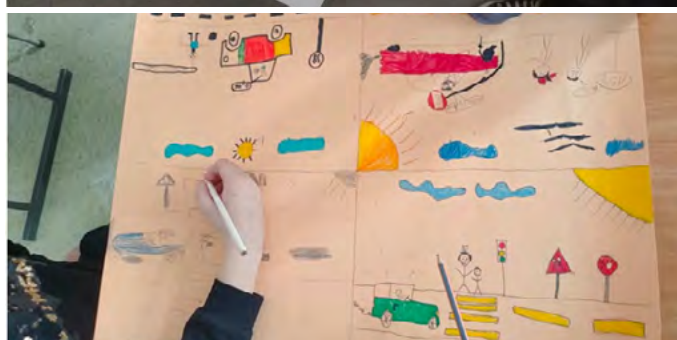
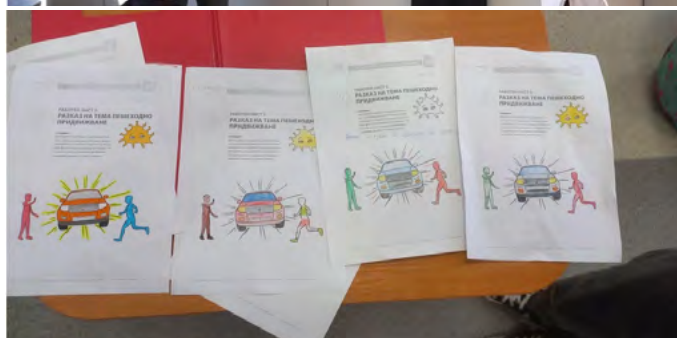
The program is implemented in two coastal cities - Varna and Burgas in 4 schools. Within the programme, volunteers of the Bulgarian Red Cross Youth (BRCY) introduce students to the rules of the road through an innovative educational approach.

The programme (VIA) is built to work in different contexts, adapting to the local needs and environment, based on internationally recognised best practices of child road safety. The educational program is implemented in Bulgaria with the support of the Bulgarian branch of the global company "TotalEnergies", and depending on the perception and results achieved, there is a prospect for extending the campaign.

The topic of road injuries is becoming more and more actual, and the statistics are alarming. Early childhood road safety training is essential for building good habits and proper road behavior.

“ We are glad to start the global programme of VIA in Bulgaria in cooperation with the Bulgarian Red Cross Youth. The modules are stimulating the children to discuss the possible risks on the road for the pedestrians, cyclists, scooter-riders, or the passengers in cars and to think how to avoid them. And we are sure that raising children’s awareness on road hazards is saving lives.

Vassia Nikolovska, Head of Legal and corporate affairs, TotalEnergies EP Bulgaria



VIA Programme in Chennai, India

In February 2022, United Way Mumbai successfully concluded VIA Global Road Safety Programme in Chennai, India, supported by Michelin Corporate Foundation. VIA in Chennai covered 2522 students, 156 teachers from 10 schools, and 22 youth clubs. The implementation of the programme was complex due to the Covid-19 pandemic related restrictions.

The execution of the programme was started in January 2020 by reaching out to schools. Despite getting permission from 20 schools to conduct the programme, it could not continue due to the pandemic condition and lockdowns imposed by the Government of India. Even though the Teacher training for all the teachers in the 20 schools was completed, the programme could not progress due to the restrictions imposed on schools in India.

United Way Mumbai, with the help of the Joint Commissioner of Police, Chennai city, tried to reach out to the youth clubs in their jurisdiction. Through him, UWM was able to engage with 22 clubs. Because of the pandemic it was very difficult to get permission from the youth clubs as well. By December 2021, UWM started approaching the Tamilnadu School Education Department, and with the help of Ms. Snega IAS (in charge), was given permission to start the virtual training in all the government schools in Chennai city.

By February 2022 we were able to successfully implement the programme in 10 schools with 2104 children and 30 teachers with sessions conducted both virtually and physically.

Some Glimpses



Children Showcasing the Creativity Module Worksheets



Presenting 3D Model and Creativity Module Activity



Newspaper Articles on VIA Implementation in Chennai



Dooring Demonstration Activity



Training of Teachers in 10 Schools

VIA Programme in Pune, India

Supported by Michelin Corporate Foundation, United Way Mumbai (UWM) successfully concluded the VIA Global Road Safety Programme in Pune and Chennai, India by December 2021. For Pune, VIA covered a total of 2033 students, 126 teachers from 16 schools, and 6 Community Learning Centres. The implementation of the programme was close to being a mission impossible due to the Covid-19 restrictions in place throughout 2021, however, the resilience of the community and persistence of UWM propelled VIA forward despite challenging circumstances.

The execution of the programme started in January 2020 by reaching out to schools in and around the Pune city of Maharashtra. School permissions were received to conduct the programme, which was also inaugurated in Pune International school with 263 students. The Regional Transport Officer, Mr. Chavan, was the Chief Guest at the Inauguration Event and there was an interactive session arranged for the students, where they could clarify their doubts regarding road safety directly from the Officer.

United Way Mumbai had initially delivered VIA in only 16 out of 20 schools due to the pandemic outbreak, which led to government restrictions and caused difficulties to further implement the programme in Pune. But by the end of July 2021, UWM started reaching out to children from Community Learning Centers (CLCs) to physically conduct the VIA programme where children were still able to attend in person classes. With the help of the Regional Transport Officers, UWM connected with 6 CLCs and carried out physical sessions to achieve programme targets and impacts.

By December 2021, UWM was able to successfully implement the VIA programme in 16 schools and 6 CLCs with a total of 2033 children and 126 training sessions in both virtual and physical modes.



Physical Training of Teachers (ToT)



Cycling Demonstration in Community Learning Centers



VIA Session in Community Learning Centers



Blind Spot Activity Demonstration