



Global Road
Safety Education
via a new generation



VIA COMMUNITY

July, 2022



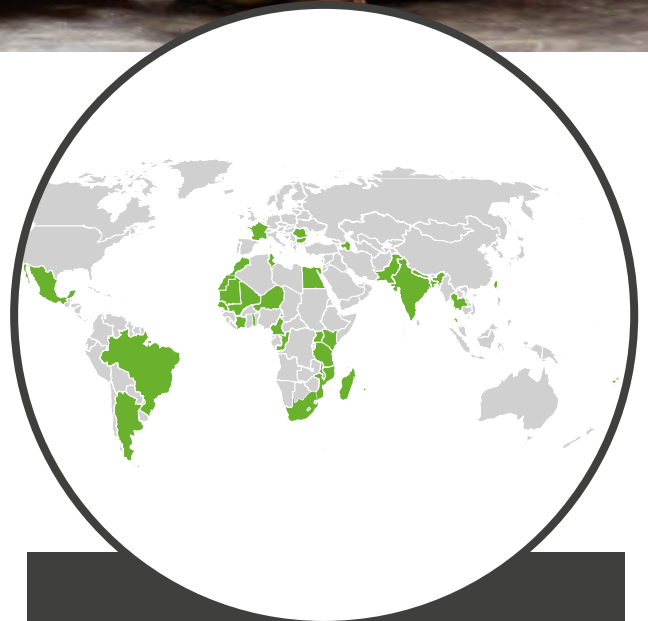
Welcome once again to VIA Community, our newsletter sharing the rich experiences of the VIA programme from all over the world.

The ability to share experiences, such as you will read in this edition, is indeed a unique and important component of the programme. Too often we see road safety and other public health initiatives operating somewhat in 'silos', thereby missing the benefits of understanding the successes and challenges of others implementing the same or similar programmes in other countries. This exchange process allows the programme to evolve organically, with fresh approaches to the VIA content and activities from one country being adopted and implemented in another.

In this edition you will read of the experiences from the viewpoint of the national office of the affiliate, you will hear from the implementing partners and from the children themselves. It is this multi-layered approach, together with local stakeholder engagement, that makes VIA such a community engaging programme, reaching well beyond the classroom.

All of this of course is made possible only with 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

34
Countries
involved

961
Schools
engaged

225,552
Children
reached

15,656
Teaching
hours

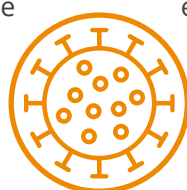
As of July 2022.



Covid-19 Worsens Global Learning Crisis: More Children in Learning and Literacy Poverty

Learning poverty has increased by a third in low- and middle-income countries, with an estimated 70 per cent of 10-year-olds unable to understand a simple written text, the measure of learning poverty, according to a report recently published by the World Bank, UNESCO, UNICEF, UK government Foreign Commonwealth and Development Office (FCDO), USAID, and the Bill & Melinda Gates Foundation. This rate was 57 per cent before the pandemic, higher than the 2015 estimation of 53 per cent before COVID-19. Now, the learning crisis has deepened.

[The State of Global Learning Poverty: 2022 Update](#) report shows that prolonged school closures, poor mitigation effectiveness, and household-income shocks had the biggest impact on learning poverty in Latin America and the Caribbean, with a predicted 80 per cent of children at the end-of-primary-school-age now struggling with literacy. The next-largest increase is in South



Asia, where predictions put at 78 per cent the share of children that lack minimum literacy proficiency. In sub-Saharan Africa, learning poverty stand now at an extremely high 89 per cent. Simulations in all other regions show increases in learning poverty.

Prolonged school closures and unequal mitigation strategies have worsened learning inequality among children. Hence, returning to the pre-COVID status quo will not secure the future of the world's children – a vigorous learning recovery and acceleration is needed. Appropriate interventions must be implemented as part of a national learning recovery program that also serves as a springboard to build more resilient education systems. This, alongside systemic strengthening, is critical to closing learning gaps as much as possible by 2030, ensuring that all children and youth can shape the bright futures they deserve.

Read the full article [here](#).

Mali and Tunisia, VIA's Latest Wins in Africa



Throughout the years, the VIA Global Road Safety Education Programme has had a remarkable journey across Africa. To this day, the project has been able to engage a variety of schools, professional implementing partners and road safety actors in multiple African countries.

In 2022, the programme was successfully implemented in Mali by the VIA implementing partner, the Association des Volontaires pour la Sécurité Routière, as well as TotalEnergies Marketing Mali-SA. Through regular and open communication, VIA was able to reach 180 students in three schools.

The students enjoyed a diverse assortment of educational road safety activities—namely, they learned

how to cross roads safely, created and shared road safety messages with their classmates and analyzed road safety risks in their surroundings.

After the two-month activity period, the Association des Volontaires pour la Sécurité Routière wrapped up the implementation phase on May 6th within TotalEnergies Marketing Mali's premises. The Director General of the National Agency for Road Safety (ANASER), the Director General of TotalEnergies Marketing Mali, together with students, school authorities and local road safety bodies attended the ceremony.

In Tunisia, TotalEnergies Tunisia, in partnership with the Association Tunisienne de Prévention Routière (ATPR) and the support of Tunisia's Ministry of Education, commenced the deployment of VIA on May 14th. The ceremony was attended by public authorities and media outlets.

VIA's reach within Tunisia is projected to engage up to 100 schools and is set to last from 2022 to 2024.

To progress the project, the GRSP trained representatives of TotalEnergies Tunisia and ATPR in VIA. Thereafter, ATPR educators were able to train an additional 50 teachers in different parts of the country.

Furthermore, employees of TotalEnergies and a selection of managers of TotalEnergies gas stations will be taking part in road safety awareness sessions in schools across the country.

VIA in Madagascar



In March 2022, the VIA Programme was launched in Madagascar with the support of the local TotalEnergies affiliate and ABCD, the local Implementing Partner. Since then, VIA was implemented in 4 schools engaging a total of 468 students between 15 and 23 years of age. The deployment was done in line with the VIA methodology and pedagogical approach which includes a minimum of six teaching hours over multiple sessions during which students have the time to learn, reflect and make the programme truly their own.

Activities such as “Distraction While Walking” and “The Interview” were instant hits. The former because it provided a first-hand example of how easy it is to be distracted in a noisy, busy, and concentration-demanding environment, and how dangerous it can truly be. The latter because it allowed for great discussion and analysis in partnership with the Land Transport Agency (Agence de transport Terrestre—ATT) who participated in the exercise.

The programme was also much appreciated by the TotalEnergies affiliates in-country.

“ We appreciated seeing the VIA programme develop in Antananarivo and engage several schools and many young people. In fact, the program has been so successful that local teachers have chosen it as a model for their own classroom activities. We look forward to repeating and hopefully expanding the VIA programme in coming years in Madagascar.

Heritiana Ramakavelo,
 Responsible for RSE & Country Security Officer at
 TotalEnergies Madagascar

In the next two years, we are likely to see the continuation of the programme in the targeted schools thanks to the commitment of principals who have provided access in line with school and students’ curricula.

Successful Completion of VIA for School Students in Bulgaria

The Pilot Programme of VIA was delivered in Bulgaria for the first time by the Bulgarian Red Cross Youth, in partnership with TotalEnergies EP Bulgaria BV. The programme was held in two coastal cities - Varna and Burgas, covering nearly 200 students in 4 schools and 8 classes. Within the programme, volunteers of the Bulgarian Red Cross Youth (BRCY) introduced students to the rules of the road through an innovative, creative approach using structured road safety modules. Programme activities and classroom exercises related to child road safety were carried out between January to June 2022.

The Bulgarian Red Cross aims/envisions/recommends that the Programme should move up to the national level.

“ The modules are available, interesting and very useful for students, the availability of worksheets for independent work and work in small groups predispose to creativity and exchange of views. Children have the opportunity to learn in the form of fun games in the classroom, to discuss and find possible solutions to existing problems related to Road Safety.

BRC volunteers and staff

Traffic Police officers attended specially organized events under the VIA Programme, with participants sharing the impacts of VIA on school children. The topic of road injuries is becoming more high profile and the statistics are alarming. Early childhood road safety training is essential for building good habits and proper road behaviour.

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 global road safety education programme is implemented in Bulgaria with the support of the Bulgarian branch of TotalEnergies, and depending on the perception and results achieved, there is a prospect for extending the campaign.



See VIA Bulgaria in action

VIA Creative

A SCHOOL COMPETITION:

As part of its international "VIA" programme, TotalEnergies Foundation offers the possibility to young people from schools around the world to raise their awareness and educate themselves about road safety and mobility.

The "VIA Creative" international competition allows young people to express their ideas and send safety messages to their entourage. The 2022 edition of the VIA Creative competition is on the theme of pedestrian safety:



"On the way to school, let's walk safely"

Every year, more than 270,000 pedestrians lose their lives on roads around the world.

Millions of people are injured in traffic-related crashes while walking. The largest number of collisions occur when pedestrians cross the road, and indeed many of these preventable crashes involve children on the way to or from school.

Since a first successful experience in India in 2020, the competition has become a key part of the VIA programme.

▶ HOW DOES IT WORK?

It builds on existing VIA modules. The competition is based on VIA's third module which is focused on creativity. Pupils will work in small groups (between 2 and 5 maximum) to create posters and encourage youths and adults to respect pedestrians and to demonstrate responsible behaviour on the road. It can be done in two sessions: one being a condensed version of module 1 (opening) and module 2 (knowledge) and the second being the module 3 itself (creativity).

▶ HOW IS IT ORGANIZED?

National competitions are organized in each participating country. The selection is made by a local jury (composed of representatives of TotalEnergies affiliates, and external stakeholders). All winning groups will then participate in the international final organized by TotalEnergies Foundation. The overall winning group will be invited to a ceremony in Paris and will be named "Road Safety Ambassadors".

▶ COUNTRY IMPLEMENTATIONS

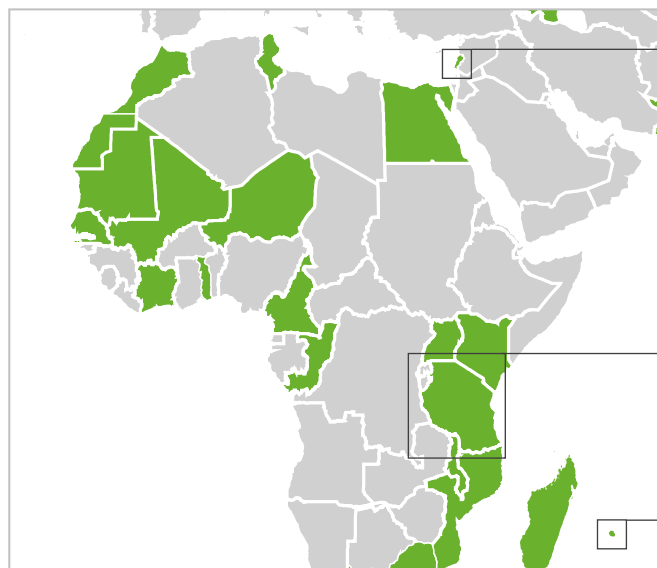


33 COUNTRIES are deploying the VIA programme including the "VIA Creative" competition



Around **118,000 PARTICIPANTS** all around the world

Examples:



Lebanon:

Partnership with educators from a master's degree specialized in Road Safety, from Saint Joseph College (Antoura, Lebanon).

Tanzania:

Partnership with an institute of Art.

La Reunion Island:

Dedicated partnership for VIA Creative with the Academy of La Reunion Island (thus with the French Ministry of Education) gathering 750 participating students.

“The “Via Creative” competition was actively implemented in two Azerbaijani schools: LFB and MTK international.

As the coordinator of this programme at TotalEnergies Azerbaijan, I found the entire programme a truly beneficial experience giving students the opportunity to apply road safety instructions through learning a number of different activities. The programme was delivered in a very clear way which gave time to reflect on how we apply the main elements to practical life. By the end of the planned period, the courses had given the students a stronger framework to develop and measure future road safety initiatives in which they engage. It is retained that all students, without exception, received a lot of practical and useful information from the different sessions and spoke quickly to their teachers, their family and their friends about what they had experienced. I would highly recommend the continuity of these sessions to all schools around the world in order to adopt safer behavior as a matter of habits or, in general, to increase awareness of road safety issues.

Anar Rasulov,
Head of Corporate Services (Azerbaijan)

(...) I would like to thank the United Way Mumbai and TotalEnergies Foundation for organizing the Road Safety Session. It was excellent and very informative (...) Thanks for giving us opportunity to express our thoughts and posters. Me and my group enjoyed it so much. We will be happy if these sessions will be organized in the future also.

Arun from India,
Student testimony

The session was very informative. It created awareness among everyone regarding the road safety. Nowadays, road accidents contribute to a huge number of deaths. Hence this road safety initiative is of great importance. Everyone travels on road so it will benefit the teachers and students equally. These sessions will help us understand all the road safety rules which will ensure safe travelling. Similar sessions have never been conducted in our school before. All the students actively indulged in the session, and it was a fun activity.

Pooja Khasa from India,
Teachers’ testimony

Video testimony from a student and teachers from India about the ‘VIA Creative’ competition:



Student testimony



Teachers' testimony



Teachers' testimony

Some images of the initiative of VIA Creative all around the world:



Interview with Junior Achievement Brazil



Amanda Cornélio,
Operations Analyst at Junior Achievement Brazil

What is VIA to you?

VIA for me and for JA Brazil is a great opportunity for us to contribute to one of the main problems of our country. Talking about road safety, beyond talking about the life risk, is talking about what kind of education our people are receiving to live in an orderly society, respecting the limits of what we can and cannot do while living with other people, and considering that our needs are not the only ones in the world. It is an opportunity for us to talk about ethics, rules, and conscience with a different point of view that JA is not used to giving when giving entrepreneurial courses.

What are your hopes for VIA?

We hope that VIA's way of communication with our public is going to be so simply understandable and we can create great connection with their daily lives so we can inspire our students to have deep reflections about their safety when on the road and it inspires them to

influence their close ones. We hope that we can make them relate in such an easy way that what we are teaching them stays with them, and that they can still talk about safety beyond the life of the programme.

Tell us about the implementation of VIA in Brazil.

In 2022, VIA in Brazil is going to impact more than 11,000 students from five cities, in different regions of the country. Counting on Junior Achievement's expertise in gathering schools and communities to achieve the common goal of providing Brazilian children a greater education, students from 13 to 18 years old will enjoy six hours of VIA activities while in their schools to be inspired to improve their beliefs and behaviours regarding their own safety, mainly when walking, using public transportation and when riding a motorcycle.

How can VIA impact child road safety in Brazil?

VIA can impact child road safety in Brazil teaching the schools' communities that it is a simpler matter than it seems, that we all can adopt simple habits and follow simple rules that will preserve everyone's safety. Since education in the same baseline in such a huge and diverse country is not a simple task to be successfully given, we need to be as simple and inspirational as we can so our people can connect the learnings with their routines and don't think about it as something distant or difficult.

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

The implementors team in Brazil is focusing on strengthening the outcomes of VIA with the kind of connection built while doing the activities in the classroom. Adapting the content previewed in the manuals to daily life situations and local examples is the best way to make our hopes about VIA become true.

In Mexico, 2022 will be the year of VIA!



This year, Mexico has been selected as one of the six acceleration countries in which the VIA child road safety programme will be implemented, alongside Brazil, India, Kenya, South Africa and Uganda.

The VIA acceleration programme was launched by the corporate foundations of Michelin and TotalEnergies, in partnership with the GRSP, in late 2021 to engage a small number of focus countries to maximise the number of students engaged.

The Mexican implementation will see the concerted engagement of the local affiliates of Michelin and TotalEnergies as well as the implementing partner, the Mexican Red Cross Society (MRCS). VIA will reach schools in three of the main capitals of the country: Mexico City, Guadalajara, and Monterrey, where 80 schools will receive the programme and around 16,000 students will benefit from the structured training.

The programme was officially launched on May 31 at the MRCS premises in an event that featured high-level representatives of Michelin, TotalEnergies and the Red Cross.

“ The new normality in the world requires us to reinvent ourselves in order to successfully achieve real changes for the benefit of society. Road safety is a priority issue for Michelin as well as for the Red Cross, GRSP and TotalEnergies. We are sure that together we will be able to change the statistics for the new generations.

Louis Dubourdeau,
President of Michelin Mexico and Central America

“ It is an honour that a programme of such global relevance as VIA is considered today in Mexico. We are convinced that investing in education and consolidation of issues related to road safety for the new generations is a great success that commits us to continue participating collaboratively in the transformation of safety as a fundamental value in the world.

Marie Djordjian,
Country Chair TotalEnergies in Mexico

“ I invite you to commit to crash prevention and help us improve the world. Become heralders and promoters of road safety. When you see your father, mother or perhaps a relative driving without a seat belt, invite them to put it on. If you see friends and family using the cell phone whilst driving, make them aware of the risk in which they put their life and that of others. Prevention saves lives. Help us reduce the death, injury, disability and human suffering caused by road trauma.

Fernando Suinaga,
National president of the Mexican Red Cross Society

National Manager of VIA program Uganda



Name: Caroline NAMYALO

Position: Corporate Social Responsibility Coordinator TotalEnergies EP Uganda

Location: Kampala, Uganda

What is VIA to you?

VIA is a road safety programme geared towards creating awareness and equipping children and youth with road safety information that can and will save their lives. VIA is the much-needed solution that can help us establish

and instil a good road safety culture in the young generation. Curiosity drove me to download and review all the VIA programme training materials and even played the interesting game, I was reminded of key road safety behaviours like ‘avoiding distractions’ and picked up some lessons of my own that I have adopted and changed my own behaviour on the road.

What are your hopes for VIA?

I believe VIA will have lasting impact on our students in schools, we are moulding the current and future generations through establishing a robust road safety culture. The approach adopted in Uganda of training

teachers to engage their students has proven successful. Teachers naturally are seen as legitimate information sources and role models in the communities, they are believed, respected and their instructions taken and implemented by students. I hope we can implement VIA in majority of schools in Uganda as almost every child uses road transport to and from school daily.

How can VIA impact child road safety in your country?

In Uganda, we have been depending on traffic police officers to train the students and youth in schools on road safety matters, however with VIA, our very own teachers have been trained, empowered and equipped with information and resources to teach road safety. Our school curriculums have some aspects on road safety but not in the detail as VIA does through its four modules. VIA is the solution we have always been waiting for to enable us to establish a road safety culture starting with the children to the youth who later go home and engage their parents on road safety and provide us with feedback.

The road sector is the most important mode of passenger transportation, with 99% of passengers using road transport. Road crashes are among the top three causes of death and approximately 20% of road crash fatalities are under the age of 18 years, that is about two people under 18 years killed in road crashes daily (Source- Uganda Police Report 2021). We need to stop these statistics and the VIA programme is one of the arrows in our quiver.

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

I encourage all national managers to get ‘their hands dirty’ and be involved in all VIA programme activities especially in the schools, it’s a rewarding experience. Get started with reviewing some of the VIA programme training materials, get acquainted with VIA and then participate accordingly as this will give you first-hand experience and opportunity to interact with others. You will be able to see VIA share knowledge and transform behaviours; we have feedback from the children on how they are now able to advise their parents on road safety matters after the training.

Higher Road Traffic Fatalities in Kenya for 2021 Calls For An Urgent Change: Trained Facilitators to Engage 12,000 Students in VIA Road Safety Education

In December 2021, the number of road traffic fatalities in Kenya had increased by 15.9 percent as compared to the previous year 2020, despite the COVID-19 pandemic. According to statistics from the National Transport and Safety Authority (NTSA), the number of road traffic fatalities increased from 3,975 in 2020 to 4,579 by December 2021. Nairobi, Nakuru and Murang’a counties were among the top 10 counties which recorded the highest number of fatalities in the country i.e. 521, 368 and 162 fatalities respectively. Hence, there is an urgent need to increase road safety awareness in Kenya.

As the Implementing Partner of VIA In Kenya, Kenya Red Cross (KRCS) Youth trained 51 VIA facilitators and 3 VIA focal persons in Nairobi, Nakuru and Murang’a Counties. The team of trainers will be implementing the program in 60 schools to reach 12,000 students by December 2022.

Kenya Red Cross (KRCS) Youth has been implementing the VIA program in schools within Nairobi County since 2020 with the support of trained VIA facilitators, reaching at least 3,252 students in the previous phase. The implementation of the pilot programme in Nairobi realized the need to scale up road safety education in Nakuru and Murang’a Counties, in order to ultimately reduce the number of road traffic related deaths in the country.

