

SLOW ZONES, SAFE ZONES - PLEIKU CITY, GIA LAI PROVINCE, VIETNAM



LEAD ORGANISATION

AIP Foundation

CONSORTIUM PARTNER ORGANISATIONS

* Gia Lai Traffic Safety Committee
* KOVA

GRANT

CHF
399,426

DURATION

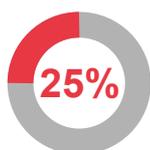
April 2018 -
March 2020

THEMES

Road safety management;
Infrastructure;
Road user behaviour

BACKGROUND

Road injuries account for the second highest number of deaths in Vietnam for children aged 5-14, who are particularly at risk on their commutes to school. There are many contributing factors to Vietnam's road safety crisis but one in particular stands out:



of road crashes were caused by



In Vietnam



of drivers surveyed in 2011 felt it was understandable to drive at speeds above the legal limit.

GOAL

The overall purpose of the **Slow Zones, Safe Zones** program is to reduce road crash injuries and fatalities in school zones in Pleiku City, Gia Lai by improving the road safety environment and culture for students commuting to and from school through a comprehensive set of interventions to limit speed in school zones.

OBJECTIVES

- 1 Improve school zones safety in Pleiku City by installing road modifications and conducting a public awareness campaign.
- 2 Develop and pilot a nationally-applicable road safety e-curriculum.
- 3 Support provincial government to develop a decision to enforce reduced speed in school zones in Gia Lai province.

PROJECT SUMMARY

AIP Foundation and the Gia Lai Traffic Safety Committee (GLTSC) propose **Slow Zones, Safe Zones** - a two-year, city-wide road safety program focused on reducing speed in school zones in Pleiku City, Gia Lai province, Vietnam.

The road environment will be made safer for students commuting to and from school through a comprehensive set of interventions to improve road user behaviour in school zones – with a focus on speed – by enhancing road infrastructure, increasing public awareness, delivering education, and implementing & enforcing speed limits.

The program uses a multi-pronged approach to reduce speed and make school zones safer by:

constructing tailored school-zone modifications, like speed bumps, road markings, speed reduction signs, and sidewalks; designing and implementing a road safety public awareness campaign to promote positive road user behaviours, paired with increased law enforcement; developing and testing a nationally-applicable road safety e-curriculum; and advocating provincial government to support and scale program activities throughout Pleiku City and Gia Lai province.

Innovations include the use of the iRAP Star Ratings for Schools App for assessing road safety environments, high-end road marking paint and an e-curriculum.