



LEAD ORGANISATION
React Association

CONSORTIUM PARTNER ORGANISATIONS
Ploiesti municipality

GRANT
CHF
350,220

DURATION
July 2018 -
June 2020

THEMES
Infrastructure;
Road user
behaviour

BACKGROUND

Due to poor pedestrian infrastructure, children and teenagers in Ploiesti are exposed to increased traffic risks. 2018 Ploiesti county data shows that one of the leading causes of traffic crashes is **improper pedestrian crossing**. We know that pedestrians are more likely to cross improperly where safe pedestrian infrastructure (sidewalks, pedestrian crossings, etc) is non-existent.



Even though general road safety education appears in the curriculum for grades 1 to 4, this is an optional course, without a strong practical component to attract children, and not regularly implemented.

GOAL

The project “Zebra” aims to improve **child pedestrian safety** in order to reduce road casualties in Ploiesti. Through road safety and first aid education, as well as infrastructure improvements, the project will reduce crash exposure and the severity of injuries in the event of a crash or in post collision care.

OBJECTIVES

- 1** Improve student knowledge, attitudes, and practices in road user behaviour (through a combination of in-classroom and experiential/escape room components).
- 2** Improve pedestrian infrastructure in up to 10 schools in the city of Ploiesti.

PROJECT SUMMARY

“Zebra” is a project aiming to reduce the number of crashes involving children through the implementation of traditional in-class room road safety and first aid education offered to students (12-14 years old) 10-18 years old) in Ploiesti. The project will have a secondary educational component through the development and pilot testing of an educational space, the Zebra space - an “escape room” on road safety that uses interactive labyrinth simulation, projections and virtual reality techniques for the users to better understand the road rules and improve behaviour. Additionally, the project will seek to improve infrastructure and signaling systems in up to 10 schools in the city of Ploiesti.