



# Global Road Safety Partnership

## *An introduction to 'Safe to School – Safe to Home'*

*Presented by Michael Chippendale, GRSP Communications Manager & GRSI Programme Manager*



Together We can  
Save Millions  
of Lives.

The Global Road Safety Partnership is hosted by:



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GLOBAL  
**ROAD SAFETY**  
PARTNERSHIP



## About the programme

### **Motivation & Responsibility – The WHY**

- 500 children die on the roads every day. And for every death, 10 more children are seriously injured.
- In Africa, the roads kill more children aged 5-14 than diseases such as AIDS and malaria.
- In poorer countries with less accessible health care systems and no social welfare, caring for injured children can send families into poverty.
- The motivation for developing *Safe to School – Safe to Home* is self explanatory, it is about protecting the most vulnerable; our children. And responsibility lies with us.





## About the programme

### *The WHAT*

- It is an inclusionary or stand alone programme
- It builds on global knowledge
- It is culturally sensitive and locally owned
- It is designed to be:
  - Rapid
  - Realistic
  - Replicable
  - Sustainable
  - Effective





# About the programme

## *The HOW*

### **The Aim of the Programme**

To contribute to a reduction in death and injury from road crashes for children travelling to and from school.

### **The Programme Structure**

Complete with guide, toolkit, resources and materials looking at 6 main issues:

- Speed of vehicles around the school
- Children crossing roads
- Children walking along roads
- Children riding bicycles
- Parking and traffic around the school drop off and pick up areas
- Children being driven to and from school and not using a seat-belt or helmet






## *Step by Step*

### 1. Build the partnership - secure the WILL of the school community

- Teachers
- Parents
- Local community groups
- Traffic police
- Media
- Lead agency
- Relevant ministries



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# Step by Step

## 2. Conduct a training needs assessment, respecting what is in place

GLOBAL ROAD SAFETY PARTNERSHIP  
BAN QUAT NÀ NAM  
Global Road Safety Initiative  
Phase 2 (URS-2)

HA NAM "SAFE TO SCHOOL – SAFE TO HOME" PROJECT

NEEDS ASSESSMENT OF ROAD SAFETY TRAINING AND EDUCATION MATERIALS FOR TARGET SCHOOLS

S2S-S2H  
Hà Nam, 4/2012

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Global Road Safety Initiative  
Phase 2 (URS-2)

Needs Assessment of Road Safety Training and Education Materials for Target Schools

- Parents: Many parents do not set a good example in implementing the Traffic Laws, parents do not always knock their children when they break traffic rules.

5. KNOWLEDGE AND AWARENESS OF TEACHERS AND STUDENTS

Teacher:

Through the survey at 01 schools, teachers did a self-assessment of their knowledge about road safety subject on a scale from 1 to 5 (1 is the lowest score and 5 is the highest). The basic knowledge of teachers at teaching the topics such as safe walking, safe cycling, safe motorcycle passengers... is relatively high (at 4.65- 5 score). Planning and organizing in extra-curriculum activities for students have difficulties in collecting information and knowledge related to the lesson content or-curriculum activities for students, and do not have enough equipment to support extra-curriculum activities. In addition, teachers are confused, limited to use teaching aids such as projects, especially models. Besides, teachers have difficulties in understanding the information and knowledge related to the lesson and extra-curriculum activities for students. The detailed results are shown in the following diagram:

Figure 6. Assessment of knowledge and skill of road safety on extra-curriculum teaching:

Category	Score
Basic knowledge	4.65
Planning and organizing	3.80
Understanding information	3.80

Students:

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Needs Assessment of Road Safety Training and Education Materials for Target Schools

Grade	2012-2013		2013-2014	
	Number of classes	Number of students	Number of classes	Number of students
1 <sup>st</sup> grade	3	90	4	120
2 <sup>nd</sup> grade	3	90	3	90
3 <sup>rd</sup> grade	3	90	3	90
4 <sup>th</sup> grade	3	90	3	90
Total	12	360	13	390

3. ROAD ACCIDENT SITUATION

3.1 Existing situation of road accident in Hà Nam

From 2008 to 2012 in Hà Nam province, 549 traffic accidents occurred, resulting in 520 fatalities and 190 injuries. Most of traffic accidents were road accidents with 392 cases (89.5% of total cases), 412 fatalities (88.9% of total fatalities) and 136 injuries (100% of the total number).

3.2 Road accident situation in Duy Tân and Thanh Liêm districts

From 2008 to 2012 in Thanh Liêm district, 130 road accidents occurred, resulting in 129 fatalities and 43 injuries. Among road accidents, 22 cases involved children of 6-15 years old, killed 12 children and injured other 10 children.

In Duy Tân district, 143 road accidents occurred, 141 fatalities and 57 injuries among them 7 cases involved children of 6-15 years old.

Major cause of children-involved road accidents was children lacked of attention to the traffic while walking. The following figure shows main cause road accidents.

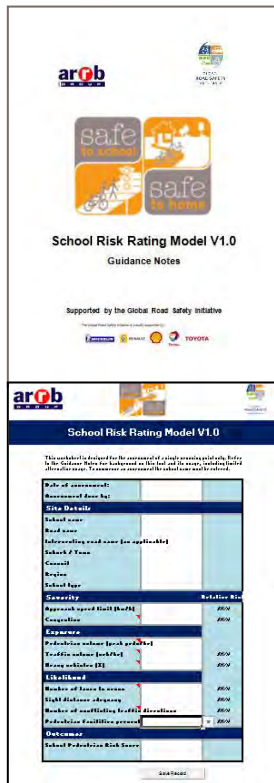
Figure 3. Road accident in Duy Tân and Thanh Liêm districts (2008-2012)

Category	Percentage
Child-involved	10.0%
Other	90.0%



# Step by Step

## 3. Collect data and investigate issues around the schools

**arob**

safe for schools safe for students

**School Risk Rating Model V1.0**  
Guidance Notes

Supported by the Global Road Safety Initiative

**arob**

**School Risk Rating Model V1.0**

This workbook is designed for the assessment of a single road or school route. Before its use, please refer to the document available at [www.roadtozero.org](http://www.roadtozero.org) for the full version. This document is a translation of the assessment tool available in English.

Category	Item	Score	Weight
Rate of assessment	Assessment of Road Use	2000	100%
	Site Details	2000	100%
	Local Area	2000	100%
	Local Area	2000	100%
Severity	Approach speed limit (km/h)	2000	100%
	Concentration	2000	100%
	Exposure	2000	100%
	Prohibition of motor vehicles	2000	100%
Likelihood	Number of lanes in use	2000	100%
	Light fixtures absence	2000	100%
	Number of conflicting traffic	2000	100%
	Prohibition of facilities present	2000	100%
<b>Total Score</b>			
<b>School Pedestrian Risk Score</b>			




# Step by Step

## 4. Tailor training materials and conduct workshops for teachers



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# Step by Step

## 5. We provide materials for in-school theoretical and practical education





## Step by Step

### 6. We hold sessions with parents and community groups



**In Ha Nam Province we held briefings and events** attracting about 700 participants from the local Farmers Union, 400 participants from Womens Union, 60 participants from Veterans Union, 150 participants from Youth Union.



## Step by Step

### 7. We work with local enterprise and government to implement engineering improvements



# Step by Step





## Step by Step

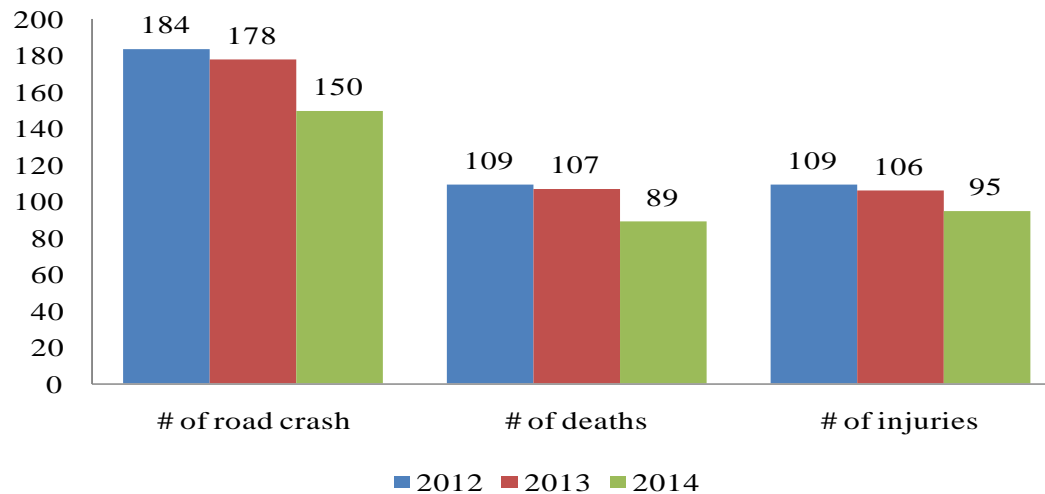
8. Then we collect data again, observing behaviour change, speeds, helmet use, congestion etc





## Step by Step

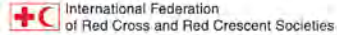
### 8a. We work with police and lead agencies to analyse traffic data



*Road crashes in the Ha Nam intervention sites 2012-2014*



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Project KPIs	No.	Comment
# of children receiving direct educational programming	2116	1469 primary, 647 secondary
# of community improvements made (crosswalks, signs)	<b>23</b>	Together with 20k/h signage, rumble strips, handrails and fencing, significant engineering works have been undertaken to widen and pave sidewalks and move back man gate to allow pick up and drop off.
% increase in students using safer routes	100%	Engineering measures at each school ensure that students observe safer routes
% increase in awareness of parents regarding use of helmets, speed in school zones and safer practices in drop off and pick up zones	27.80%	Parents wearing helmets dropping off/picking up increased from <b>70.5% to 90%</b> (27.8% increase). Signage and rumble strips to reduce speed has had some effect (observationally, no hard data). Creation, marking and education about safer pick up/drop off zones generated high usage (from zero).
% increase in students wearing helmets	Ave +237%	<b>28.5% to 87.3% in primary schools, and from 21% to 88% in secondary schools.</b>
# of members of local population reached with educational programming	3410 (direct)	Approx 2100 parents received direct safety briefings. Associated events provided project data to Farmers Union (700), Women's Union (400), Veteran's Organization (60) and Ho Chi Minh Youth Union (150). Plus support of media through newspaper and electronic media broadcasts and articles.
Observational improvements in road user behaviour around school zone (#km/h speed reduction) and in pick up and drop off areas (reduced congestion/ higher incidence of observed safer practices)		Observationally, the installation of signs (20kmh and School Zone), together with rumble strips, resulted in vehicles slowing down in school zones. Improvements and expansion of waiting areas for parents led to the decrease in traffic congestion, and moved stationery vehicles and pedestrian off the road.
% reduction in road crashes resulting in injury or death in target areas		Jan-Nov 2014 on 2013 data on accidents leading to death or serious show: 5.1% decrease in Ha Nam province; <b>18.5% decrease in target areas (Duy Tien and Thanh Liem)</b> . Notably, data from target districts from 2008-2012 showed an annual average for children 5-15 of 3.4 deaths and 2.4 serious injuries. In the period of the S2S-S2H intervention 2013-2014, there have been no fatalities and no injuries.*
# no of local project partners / local \$ leveraged towards project	USD46,000	6 local project partners have invested USD46,000 in infrastructure works and communication events. Local private enterprise has invested a further USD50,000 to replicate the programme in Dong Nai.

\*Data Ha Nam Provincial Traffic Safety Committee.



## Going forward

- The programme methodology has been replicated in new provinces in Vietnam through inter-province workshops and local funding
- S2S S2H is also being implemented in China, Nigeria, Zambia and Morocco
- The methodology has been shared with relevant authorities through training workshops in Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan with pilot projects in each country scheduled to commence this year.
- We are in various stages of development in a rapidly growing number of countries throughout south-east asia such as Thailand, Indonesia, Malaysia, Philippines and others.





# *Working for a world free of road crash death and injury.*

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