An introduction to ‘Safe to School – Safe to Home’

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

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

3. Collect data and investigate issues around the schools
Step by Step

4. Tailor training materials and conduct workshops for teachers
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
<table>
<thead>
<tr>
<th>Project KPIs</th>
<th>No.</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td># of children receiving direct educational programming</td>
<td>2116</td>
<td>1469 primary, 647 secondary</td>
</tr>
<tr>
<td># of community improvements made (crosswalks, signs)</td>
<td>23</td>
<td>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.</td>
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<tr>
<td>% increase in students using safer routes</td>
<td>100%</td>
<td>Engineering measures at each school ensure that students observe safer routes</td>
</tr>
<tr>
<td>% increase in awareness of parents regarding use of helmets, speed in school zones and safer practices in drop off and pick up zones</td>
<td>27.80%</td>
<td>Parents wearing helmets dropping off/picking up increased from 70.5% to 90% (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).</td>
</tr>
<tr>
<td>% increase in students wearing helmets</td>
<td>Ave +237%</td>
<td>28.5% to 87.3% in primary schools, and from 21% to 88% in secondary schools.</td>
</tr>
<tr>
<td># of members of local population reached with educational programming</td>
<td>3410 (direct)</td>
<td>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.</td>
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<td>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)</td>
<td></td>
<td>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.</td>
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<td>% reduction in road crashes resulting in injury or death in target areas</td>
<td></td>
<td>Jan-Nov 2014 on 2013 data on accidents leading to death or serious show: 5.1% decrease in Ha Nam province; 18.5% decrease in target areas (Duy Tien and Thanh Liem). 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.*</td>
</tr>
</tbody>
</table>
| # 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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