



Global Road
Safety Education
via a new generation



VIA PROGRAMME

Pilot Phase in India February to April 2019



2

CITIES
INVOLVED

(Mumbai & Chennai)



9

TRAINERS
TRAINED



4

SCHOOLS
ENGAGED

(8 classes)



400

SAFER
CHILDREN

In early 2019, the VIA Programme was piloted in two Indian cities, **Mumbai and Chennai**.

With the local offices of both Michelin and Total briefed and engaged, experienced local NGOs, **United Way Mumbai (UWM) and United Way Chennai (UWC)**, were selected and appointed to act as local Implementing Partners for the school interventions. VIA Global Manager, the Global Road Safety Partnership (GRSP), provided in-country **Training of Trainers** for the UWM and UWC teams and a rigorous process for selecting pilot schools commenced. In consultation with the Michelin and Total offices, UWM and UWC selected 2 schools in each city where there was **both real need for road safety training**, and an appetite from the school faculty to embrace the VIA programme. Schools were selected which were exposed to heavy traffic, which **served poorer communities** and which presently had no road safety education within their curriculum.

In line with the programme design, the in-school interventions took an **innovative approach** to engaging with students and teachers alike to help increase understanding of children's exposure to road risk. The programme first engaged on an emotional level, then set to identify and focus on key skills such as walking in traffic and cycling safety. Employing a **mix of activities**, videos and classroom sessions, the pilots included **involvement from the Michelin and**



Total offices through interactive sessions such as 'The Interview', where children prepared road safety questions then interviewed an expert. The Indian pilots were also able to experiment with the Creative Module, where students devised and shared their own road safety messages.

Post-implementation surveys of teachers and students indicated a **near 100% satisfaction** in the programme. The children highlighted their appreciation of the creative methods used and **demonstrated an increased understanding of the relevance of road safety in their daily life**. Students, in their assessment of the programme, also underlined their newly acquired knowledge focusing on the **importance of understanding vehicles' blind spots, and on the need to wear bright and reflective clothes to be more visible on (often poorly illuminated) roads**.

Once complete, an evaluation workshop was held with the UWM and UWC teams who were able to provide **constructive feedback** to help refine the materials ahead of taking the programme to scale, as well as valuable insight into how to run the programme for classes with more than 50 students.

With the buy-in from Michelin and Total local offices, **VIA in India is immediately scaling up to be implemented in 100 schools across 3 cities reaching more than 10,000 students**.

