



GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY BEST PRACTICE ABSTRACTS

**Global Meeting 2015
Marrakech, Morocco, March 2015**

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01

COUNTRY:

Algeria

NAME OF ORGANISATION:

"Les Amis de la Route" Road Safety Association of Algeria

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

"Les Amis de la Route" is a non-benefit road safety NGO of Algeria since 2005, its main purpose is achieving road safety awareness, information and education its main areas of activity are:

- Road safety educational activities destined to children in schools, leisure parks and summer camps.
- Road safety awareness activities destined to youths and road users
- Information and communication campaigns towards government institutions
- Research activities in the field of road safety

ABSTRACT:

Title: Road safety education for elementary school children

- Motivation:
 - The necessity to reduce the non-stopping rise of road crashes rate near elementary schools' environment.
 - The lack of a road safety textbook for elementary school children despite the existence of a law in the Algerian legislation that requires the introduction of road safety courses in elementary schools.
- Objectives:
 - Introducing road safety courses for elementary school children.
- Activities:
 - Achieving a road safety textbook for elementary school children.
 - Training of 24 road safety teachers appointed in the frame of the integration of new graduates by the social action institution.
 - Introducing theoretical and practical road safety courses for elementary school children.
- Partners:
 - National Security Committee, Social Action Institution, Education Institution.
- Results:
 - 120 elementary schools benefit from the activities of this project. Each school have two hours of road safety courses per a week which contain different educational and entertaining activities.

CONTACT PERSON:

Sofiane Tinkicht

02

COUNTRY:

Argentina

NAME OF ORGANISATION:

Asociacion Madres del Dolor

AREA OF WORK:

Law enforcement

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Our NGO accompanies relatives of those who lost their lives. We put up signs with yellow stars in their memory where the incident took place. We also work in Congress to change laws to help avoid these deaths and give talks to educate as regards road safety.

ABSTRACT:

We appear in the media very often to show our work and to report what is not being done and what should be changed

CONTACT PERSON:

Viviam Perrone

03

COUNTRY:

Argentina

NAME OF ORGANISATION:

Conduciendo a Conciencia

AREA OF WORK:

Advocacy and education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We are an NGO founded by the relatives and friends of the 10 young victims of a crash in Argentina in October 8, 2006. Since then, we have been active in advocacy, education, social awareness and aid to poor communities, always in relationship to road traffic security.

ABSTRACT:

We will present three projects we have been working on during the last three years.

- A rock music type magazine, which displays local music stars, their activities and their commitment with road traffic security. Topics such as drink or drug driving, speed, danger awareness are described in a manner that attracts the young.
- A book for schools called "Despertar Conciencia Vial" which was funded by a grant from the World Bank.
- A book for the Health Sector which was also funded by a grant from the World Bank.

CONTACT PERSON:

Héctor H. D'Agostino

04

COUNTRY:

Argentina

NAME OF ORGANISATION:

Luchemos por la Vida- Asociación Civil

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Luchemos por la Vida ("Let's fight for life") is a non-profit organization whose primary purpose is to help prevent traffic accidents in Argentina. These accidents are the cause of 22 deaths each day (nearly 8,000 a year), more than 120,000 injured people each year, and terrible material losses.

ABSTRACT:

Main Areas of Work:

1. MASS MEDIA. Ongoing campaign for public awareness and education on TV, radio, newspapers, etc., for more than fifteen years.
2. INSTITUTIONS. All school levels: pre-school, elementary, high, intermediate organizations, etc.)
3. GOVERNMENT. Bills of laws and regulations to be presented to the Executive and Legislative powers).
4. RESEARCH. Analysis of local and foreign situations; surveys, statistics, projects, etc.

2nd UN Global Road Safety Week

Luchemos por la Vida carried out different activities during this week, aimed at promoting pedestrians' safety. The Association invited the community to be part of a mobilization for this cause by creating a national network

for pedestrians' life. For this, we informed different authorities, institutions (schools, NGOs) and groups interested in the issue, etc. about the initiative in order to organize "The Long Short Walk".

At the same time, a lot of activities promoted by Luchemos por la Vida were carried out in different cities of the Interior of Argentina, with the participation of local NGOs and educators. The activities carried out by Luchemos por la Vida in the City of Buenos Aires and the other participants, included the exhibition of banners aimed at car drivers with the message: "Give priority to the pedestrian", the distribution of leaflets for pedestrians that included self-protection proposals, spreading information through press releases and interviews in radio and TV channels and activities with schools.

Info available in: <http://luchemos.org.ar/en/news-en/luchemos-por-la-vida-s-activities-for-the-2nd-un-global-road-safety-week>.

CONTACT PERSON:

Alberto José Silveira

05

COUNTRY:

Australia

NAME OF ORGANISATION:

Safer Australian Roads and Highways

AREA OF WORK:

Education.

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Safer Australian Roads and Highways (SARAH) Inc emphasizes our "duty of care" over those with whom we share the road.

We work in partnership:

1. Foster improved responsibility by drivers;
2. Ensure road policy focuses on harm elimination/minimisation;
3. Demonstrate solidarity and support for those affected by road tragedy.

ABSTRACT:

Safer Australian Roads and Highways (SARAH) is a not-for-profit incorporated association that aims to improve road safety by emphasizing our "duty of care" over those with whom we share the road. We work in partnership with road safety stakeholders to:

1. Foster improved road safety awareness and responsibility by drivers;
2. Advocate with decision makers to ensure road policy focuses on harm elimination/minimisation; and
3. Demonstrate solidarity and support for those affected by road tragedy.

In 2012 SARAH instituted Yellow Ribbon National Road Safety Week across Australia under the 'Drive So Others Survive' banner. The Week ask the community to:

- i) commit to safeguarding the lives of all vulnerable road users, and especially our children
- ii) give those who assist and protect us on our roads and highways the space they need to do their job safely;
- iii) honour those who have been killed or injured and stand in solidarity with their family and friends.

Participation requires two simple things.

- i) Undertaking a pledge; and/or
- ii) Attaching a yellow ribbon to their vehicle.

NB. Displaying of yellow ribbons has been extended to wearing ribbons at work, ribbons placed on buildings, and/or lighting of buildings and/or structures in yellow.

Commencing in 2012, Road Safety Week has become a national event achieving the support of the Commonwealth, State, Territory and Local Governments, road safety stakeholders (including Australian

Automobile Association and all State road clubs), emergency services unions and associations, Road Safety NGOs, businesses, unions, schools, religious and community organisations across the Australia.

CONTACT PERSON:

Peter Frazer

B

06 **COUNTRY:**
Belarus

NAME OF ORGANISATION:

Belarusian Auto MotoTouring Club (BKA)

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

BKA is a non-governmental organization providing roadside assistance, promoting road safety, and protecting the interests of drivers in the territory of the Republic of Belarus. BKA was founded in 1998. Since its foundation, BKA has become a member of the FIA, the FIA Foundation, EASST and Global Alliance of NGOs for Road Safety.

ABSTRACT:

BKA together with the Traffic Road Police held a lot of road safety projects and events with the support of FIA, FIA Foundation, EASST and Global Alliance of NGOs for Road Safety. Any time we tried to rise up different aspects of road safety: road user's behavior, safety road design and safety vehicle tools.

I would like to provide as an example the next three:

1. Pedestrian's drivers Road Safety Cooperation. Term: 6-12 May 2013
2. Long Short Walk (LSW) in Minsk, Belarus. Term: 6-12 May 2013
3. Road rules are rules of your life. Term: July 2013 –April 2014

CONTACT PERSON:

Rafail Musaev

07 **COUNTRY:**
Benin

NAME OF ORGANISATION:

Alinagnon

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The NGO ALINAGNON is an association working for road safety created in 2009. Its mission is to contribute to reducing traffic accidents through training, education, good governance, education, advocacy, enquiries and assistance to road accidents' victims.

ABSTRACT:

Our best practice for road safety education is the promotion of self-education by young people through the implementation of road safety clubs in institutions (schools and universities) and in public and private companies. The Road safety clubs are composed of groups of young people who want to educate themselves and educate their peers about road safety. They can:

- Better informing and to educate their peers about risky behavior on our roads through educational games (distract A match game with alcovision, etc.), production and dissemination of educational films for young people, drawings to focus the attention of the young;
- To build themselves and belong to a large network of road safety volunteers (brewing activities, exchanges through social networks);
- To detect and help solving problems related to road safety through advocacy and lobbying to local authorities;
- To live a concrete volunteer experience related to road safety through participation in activities initiated by ALINAGNON

All Road Safety Clubs are accompanied by one or more contacts in the development, planning and execution of their activities. Every years, an inter club competition is organized to reward the best clubs. The awards are for: better mobilization, better communication, better design, better slam and better poem.

CONTACT PERSON:

Migan Casimir

08

COUNTRY:

Botswana

NAME OF ORGANISATION:

Society of Road-Safety Ambassadors

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Society of Road Safety Ambassadors (SORSA) is a unique, national non-profit making and non-governmental youth-led organization that acts to keep young people safe on Botswana's roads. It comprises of active youths who are cognizant of the profound responsibility to reduce road crashes and who appreciates the moral and patriotic mission to educate the society on road safety issues, especially in this era where Botswana is among the countries hardest hit by road crashes

ABSTRACT:

TOO YOUNG TO DIE - the existence of SORSA is based on its motto "Grooming a roadwise generation". Our activities revolves around children and their safety. We have a school program dubbed Too young to die whose aim is to raise awareness about road safety issues for children. This is through educational campaigns in schools teaching them about safer road use and good pedestrian and passenger behaviour. We also have scholar patrols especially in schools that are near busy roads. We have also formed and are continuing to form road safety clubs in schools. All these activities are aimed at reducing road crashes, injuries and deaths involving children, especially those commuting to and from schools.

CONTACT PERSON:

Maatla Otsogile

09

COUNTRY:

Brazil

NAME OF ORGANISATION:

Observatório Nacional de Segurança Viária

AREA OF WORK:

Victims, education, research and infrastructure

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The Observatório Nacional de Segurança Viária is a nonprofit organization that works to develop all kinds of searches, studies, education program, data and advocacy to improve road safety in Brazil. All our actions are based on the five pillars of the Decade of Action for Road Safety determined by United Nations.

ABSTRACT:

One of the most important action that OBSERVATÓRIO develop have been created the Yellow May Movement. It is created to the society. We stimulate the citizen, institute, government companies to develop actions that aware everyone about road safety. Inspired by the Pink October and Blue November this Movement brings the theme and invite each one to make roads safer. We reach millions of people North through South in Brazil and several countries in its first year. We pretend to pint the world of yellow to bring the attention to the road safety. The Yellow May is mine, it's yours and it's for everyone. Joy us!

CONTACT PERSON:

Jose Aurelio Ramalho

C**10** **COUNTRY:**
Cambodia**NAME OF ORGANISATION:**

AIP Foundation

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. AIP Foundation advocates for swift enactment and enforcement of legislation mandating passenger helmet use and promotes child helmet wearing in Cambodia.

ABSTRACT:

With 14,227 injuries and almost 2,000 fatalities in 2013 due to motorcycle crashes along with economic costs reaching a staggering US\$ 337 million, road traffic crashes are a serious and increasingly concerning public health problem in Cambodia.

AIP Foundation is leveraging the government's commitment to reduce road traffic crash fatalities through its two-year "Head Safe. Helmet On." project. This innovative intervention to promote life-saving traffic safety knowledge and skills to vulnerable road users is funded by the United States Agency for International Development and cost-share partners. The project strives to prevent road traffic fatalities and injuries through three mutually-reinforcing components: providing helmets and road safety education to primary school students, improving passenger helmet use behavior through mass media and street- and commune-based campaigns, and supporting the government in passing and enforcing a helmet passenger law.

Initial results from the project's 18 target schools indicate helmet use rates increased amongst students (0.4% to 89%) compared to control schools (0.5% to 2%). Additionally, a passenger helmet law was approved on January 9, 2015, mandating that all motorcycle riders—including passengers and children—wear helmets on motorcycles. AIP Foundation advocated for the passage of this law by presenting a study to the government that demonstrated 561 fatalities could be prevented, 10,574 head injuries avoided, and US\$ 98,618,422 saved by 2020 if the law passed in 2014.

CONTACT PERSON:

Mirjam Sidik

11

COUNTRY:

Cameroon

NAME OF ORGANISATION:

Cameroon association for the defense of victims of accidents

AREA OF WORK:

Campaigning and sensitization

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Cameroon association for the defense of victims of accident, is a non-governmental organization in Cameroon that advocates for the wellbeing of victims of accidents and adequate road safety policy making

ABSTRACT:

Offering immediate rescue and trauma care support to accident victims is a an important factor in saving a road victims lives

CONTACT PERSON:

Ngochia Fidelis

12

COUNTRY:

Cameroon

NAME OF ORGANISATION:

Association des Familles de Victimes des Accidents de la Circulation (AFVAC - CAMROUN)

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The AFVAC CAMEROON partnerships with travel agencies, which are to be so unexpected blow to Ethylotests drivers before their departure for a safe trip. We chose this activity because the alcohol industries officials will be present.

ABSTRACT:

Our mission is not limited to Road Safety. But the reunification of families of victims (or victims) of traffic accidents to best defend and form a solid block to stop the massacres on our roads as well as respect for their rights and the moral and material interests (answers to phone or mail) presence at court hearings, a civil action. Conduct awareness campaigns and youth road safety to influence user behavior.

CONTACT PERSON:

Fabrice Pascal FOKOUE

13

COUNTRY:

Cameroon

NAME OF ORGANISATION:

Securoute Africa

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

SECURROUTE is an association created in 1992 by the victims of accidents in Cameroon. Its main objective is to contribute to the reduction of the number of killed and injured on the roads. The education, awareness, training, and communication channels support are used to get road users to change their behaviour. Its action extends to the collection of safety data router the playgoer, and lobbying for good decision is taken to the improvement from the bus security. We organized activities to mark the campaigns launched on the international plane.

Makes roads safe , Long shorts walk , Im walking for ... music concert, seminar , workshop, awareness walk , emission radio and television , and playgoer lobbying are organized regularly to achieve the targets. SECURROUTE is present in Congo, Chad, Central African Republic and Gabon and recently Burundi.

ABSTRACT:

WHO has devoted five risk factors for the road accident. But the practice of overcharging by people and luggage to introduce ourselves as a major risk in third world countries. This practice alters the quality of the security organs. Tire, headlight, brake pad are originally road trips or collision. In an accident, there is more killed and injured as seats. The seatbelt is insufficient when there is overloading. This new risk factor must be include to the main factors among seatbelt, speed, alcohol. Finally Children speech to us.

CONTACT PERSON:

Missimikim Martial Manfred

14 COUNTRY:

Cote d'Ivoire

NAME OF ORGANISATION:

Ojiser

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The Ivorian Youth Organization for Road Safety, OJISER is a Non-Governmental Organization which promotes road safety and prevents road accidents in Côte d'Ivoire. Created in October 2009, OJISER has organized many sensitization activities namely the National week for road safety and the world remembrance day for road accident victims. OJISER is member of YOURS et RAJSER (African Youth Network for road safety)

ABSTRACT:

Road accidents are majoritarily caused by alcohol consumption that is why, we have undertaken the sensitization of pubs clients to more responsibility and encourage drivers to be lucid before taking the wheel in order to preserve not only their own live but also others people's life as well. We extend our sensitization campaigns in stations in order to draw attention about road safety. In addition, we organize live concert with driver's music fan to attract them and subtly, we sensitize them. Religious leaders also play an important role since in Africa people pay a great attention to their recommendations (in delivering the message to their fellowship. At last, we organize radio and TV programs where people are invited to debate about the damages caused by road accidents.

CONTACT PERSON:

Kone Maferima

15 COUNTRY:

Canada

NAME OF ORGANISATION:

MADD Canada

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

- Provide multifaceted approach to issue of impaired driving involving drugs or alcohol.
- Provide victim support, education, legislative and research best practices. Volunteer Chapters throughout Canada provide local awareness and support to address specific needs of communities.

ABSTRACT:

MADD Canada is a leader in the area of Impaired Driving involving alcohol and drugs. Our mission is to Stop Impaired Driving and Support Victims of this crime. This is achieved by awareness campaigns to the general public, as well as to youth through School Assembly Shows. Volunteers are also heavily involved at the local level.

MADD Canada is active in research in identifying the problem throughout the country, and in impacting legislative changes. Support of victims/survivors, a key area of our mission, is provided by direct contact as well as a variety of available resources and literature. An annual Conference is held specifically for Victims/Survivors.

CONTACT PERSON:

Angeliki Souranis

16 **COUNTRY:**

Canada

NAME OF ORGANISATION:

Canadian Association of Road Safety Professionals

AREA OF WORK:

Advocacy

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The Canadian Association of Road Safety Professionals (CARSP) is a national organization dedicated to enhancing road safety at home and globally. Established in 1985, CARSP is a volunteer-led, multidisciplinary organization. Our three key service objectives are providing road safety news, knowledge sharing opportunities, and networking opportunities.

ABSTRACT:

The annual CARSP Conference brings together road safety practitioners, academics and students from across Canada and internationally. Delegates represent diverse disciplines: from consultants to collision investigators; from lawyers to law enforcement personnel. Our road safety philosophy is that it is only from studying and understanding the various parts, that one truly understands the whole. The key components of the CARSP conference include:

- (1) Promoting both national and international innovative research, policy and practice;
- (2) Multidisciplinary and focused on issues rather than disciplines;
- (3) Developing the next generation of road safety professionals through our partner, the Canadian Road Safety Youth Committee; and
- (4) Addressing current road safety needs and proactively helping prepare for the future.

Our measures of success include:

- (1) Longevity - 2015 marks the 25th anniversary of the CARSP Conference;
- (2) Participation - from 18 abstract submissions and less than 40 delegates in 1982, to about 100 abstract submissions and 200 delegates in recent years; and
- (3) Feedback surveys - high quality of speakers and authors, excellent opportunities to increase or update knowledge on road safety, great venue to connect with other road safety professionals.

CONTACT PERSON:

Rebecca Peterniak

17 **COUNTRY:**

Colombia

NAME OF ORGANISATION:

Liga Contra La Violencia Vial

AREA OF WORK:

Publics Politics

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

To transform road safety culture to save innocents lives

ABSTRACT:

To create de road safety agency and the law drinking and driving

CONTACT PERSON:

Bottagisio Mary

D

18 **COUNTRY:**
Dominican Republic

NAME OF ORGANISATION:

Asociacion de Conductores Dominicanos, Inc. (ACODOM)

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

ACODOM, INC., is a nonprofit organization founded in the purpose of help to improve driving safety in the Dominican Republic. Those works will be done through public advertising on radio and television, seminars, workshop, conferences, brochures, etc.

ABSTRACT:

In 2014, we had started our Community Strategy Plan for road safety 2014-2020. This project had been design for senior high school students and it is being implemented in Paraiso High School. Each year we are willing to include new school to this project, having two news school that will be in the program for next coming school year, starting on August and ending on June.

The program that we had been developing in the participating school is very interesting because students have the opportunity for the first time in their life, of participating in an open discussion about how important is to drive safety everywhere. As part of the program, each student is responsible to teach what they learned to five people from their community. Also, during the program, students participate with us during public campaign against reckless driving. This program starts with the school years and end with it. At the end of the program students are grade for their work and participation and finally those whom had meet program requirements get ACODOM, INC. certification for accomplishing program goal

Our today experience working with young boys and girl about how import is to be awake about driving safety, had been just great. Something that we can share is the happiness and emotions coming from students when their try to explain how far from reality they were.

CONTACT PERSON:

Victor Carrasco

E

19 **COUNTRY:**
Egypt

NAME OF ORGANISATION:

ESRS Egyptian Society for Road Safety

AREA OF WORK:

Advocacy Education Infrastructure Victim Support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

ESRS was formed in 2004, by a group of local citizens who were extremely concerned about the staggering number of fatalities and injuries related to road crashes. ESRS aims to make roads in Egypt safer for its citizens and visitors

The Story Behind

A tragic death of a young Lady on road was the catalyst motivated the group to take action when she was hit and killed by a speeding bus with no headlights along on Maadi Corniche. ESRS aims to make roads in Egypt safer for its citizens and visitors

Our activities

- *Awareness Campaigns
- *Pedestrian Crossing Infrastructure

We focus on

- The pedestrian crossing is our top priority in ESRS
- Pedestrian crossing facilities, ie., Stop signs, Pedestrian crossing Sign, and Pedestrian crossing Tunnel / or Pedestrian crossing bridge

ABSTRACT:

Our Featured project:

- Build infrastructure such as pedestrian bridges to facilitate safe crossings for all citizens
- Educational programs and campaigns that increase driver and pedestrian awareness of safe road practices
- Support public and private sector-led initiatives which will improve road and traffic conditions. Traffic sign TOT for kids age 7-14 years old.
- ESRS future plans concentrate on AWARENESS. When people know more & behave right, they will have better chance to protect their lives

CONTACT PERSON:

Ebtehal Shawky

G

20 COUNTRY:
Georgia

NAME OF ORGANISATION:

Foundation Partnership for Road Safety

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The Partnership for Road Safety is Georgia's road safety organisation and strives to make Georgia's roads safe for all road users and to drastically reduce Georgia's high number of road casualties and injuries. Its mission to mobilize the joint efforts of the state, private and NGO sectors in order to reduce traffic accidents, to advocate and inform society and the media about road safety issues of importance, to promote road safety culture and support youth road safety education. The Partnership shares internationally recognized successful best practice and experience in the field of road safety and to involve Georgian road safety in the global road safety movement and cross border cooperation.

ABSTRACT:

In the past 10 years, it has carried out several high-profile projects. One of its most successful projects was the two- three year project Increasing the Seat Belt Use in Georgia and Youth Road Safety Education projects, which was started in 2007 and was funded by USAID, BP, the FIA Foundation for Automobile and Society and Toyota Caucasus. Other successful activities which have been conducted by the Partnership include the introduction of a nationwide road safety education programme in Georgia, the establishment of the first Road Safety Centre for children in the region, and implementation of the project "Initiation of an Auto Fuel Efficiency Program

in Georgia & Development of the Caucasus Fuel Economy Initiative” to address auto fuel economy in the South Caucasus region.

Since 2009, the foundation is the official representative of EASST in Georgia. In 2012 the partnership has been awarded a prestigious Prince Michael International Road Safety award in recognition of its significant impact on the road safety. Since, 2006 the organization has managed to build a network of supporting government, NGOs, media and private sector organizations as well as high-profile individuals.

Social media/web-portal of the organization:

<https://www.facebook.com/SafedriveGeorgia>

https://www.facebook.com/FriendlyRoads?ref=br_tf

<https://www.facebook.com/AirQualityCivilMonitoring>

<https://www.facebook.com/usaprtxomodzraobaSafedrive>

Media portal:

http://www.myvideo.ge/c/search?srch_str=safedrive - 139 000 views

Kids road safety education portal:

http://kodala.ge/index.php?option=com_content&view=article&id=28&Itemid=17

CONTACT PERSON:

Gela Kvashilava

21 COUNTRY:

Greece

NAME OF ORGANISATION:

EFTHITA (Hellenic Association for Road Traffic Victims)

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

EFTHITA (ΕΥΘΥΤΤΑ) is a Greek NGO, a group of volunteers aiming to offer medical and legal advice and psychological support to road accident victims, but also to prevent further road accidents from happening mainly by informing and motivating the general public of all ages. It has been established in Rhodes in 2004, after the death of the 19 year's old son of Eleni Karidi, the current president of EFTHITA in a road accident. EFTHITA currently has enlisted 100 volunteers.

ABSTRACT:

In EFTHITA we believe a lot in school education. Our program of school education at all levels from kindergarten to high school continues with more and more schools requests to participate every year, with lectures and experiential exercises, training in traffic laws and helmet use. The EFTHITA partnered with EDUCARTOON and internationally renowned Greek cartoonist Michael Koundouris adopting notebooks with drawings of the cartoonist, as well as the creation of TV spot for the use of the helmet with historical and cultural information.

CONTACT PERSON:

Eleni Karidi

22 COUNTRY:

Greece

NAME OF ORGANISATION:

YOU ARE WHAT U DO - KOSTAS KOUVIDIS

AREA OF WORK:

Research

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The main target is to build a united organization in national level. Without the sensitivity and the mobilization of the victims no change will come. Two years ago "SOS Road Crimes" an organization with members from more than 70 families of road crashes victims started working in 10 cities of Greece.

ABSTRACT:

Car Crash Victims: Need for reliable data. The different criteria and different sources used by different countries in order to estimate road victims and deaths leads to a big confusion and may underestimate the number of the victims. In Europe, road victims' deaths are recorded as such only when death occurs within a 30 days period after the crash. The main data source for the European countries is police records. In our approach the most appropriate and reliable source for this work is the Ministry of Health. In parallel there is no reason to use only a limited time period in order to register road crash as the underlying cause of death. There is no such a "limited time period" for any other cause of death in the public health data. As Greece keeps the worst position between the European countries in car crashes and their victims, starting saying the whole truth about this issue is the first step if we really want to adopt a road safety policy. For this purpose we try to mobilize a great number of people working in the public health sector, individuals as well scientific and social organizations to demand from the new Health Minister of Greece to adopt this vision and to introduce this issue in EC authorities in order to make possible a change in European level.

CONTACT PERSON:

George Kouvidis

I

23 **COUNTRY:**
Indonesia

NAME OF ORGANISATION:

Road Safety Association

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Road Safety Association-Indonesia (Indonesian RSA) is a Non Governmental Organization (NGO) which was conceived and born in Jakarta on December 15, 2007. The RSA Indonesia rolling by carrying a "Segitga RSA". This approach offers a way of driving that obey the rules (Rules), a qualified driving skills (Skill) and driving behavior concerned with fellow road users (Attitude).

ABSTRACT:

The strategy employed includes three lines, namely socialization, education, and advocacy. Containers used range from meetings to campaign on the internet networking through social media.

Born on concerns on the condition of road traffic accidents in Indonesia, Indonesian RSA socialization pushed into pockets of society for the dissemination of road safety through ground coffee activities circumference (kopdarling) periodically.

While the line pushed into the public education, school, college, until the workers.

CONTACT PERSON:

Ivan Virnanda

24 **COUNTRY:**
India

NAME OF ORGANISATION:

Avoid Accident

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

"To contribute to road safety by highlighting the road danger and the causes of crashes by fostering awareness that includes the change in behavioral characteristics of road users towards safe movement on roads."

ABSTRACT:

"When a cyclist is hit a family is hit" as mostly cyclists being the low income group is the sole bread earner of a family on which a family's livelihood depends completely and when he met with crash either survived or injured family's economic condition is badly hit. Moreover being mostly illiterate they are not knowing the insurance concept and claim procedures. And in all over India out of 443001 accidents 74411 accidents were occurred during 18:00 hours to 21:00 hours .This is the time when most workers/labor left for home after their daily wages in urban and rural areas.

Non Motor Vehicles are hard to be seen on roads especially in hazy weather and during fog rain and snow or at night. This poor visibility of them leads to accidents. To avoid these accidents and save precious lives on roads we are working on making them visible on roads.

CONTACT PERSON:

Harpreet Singh

25 **COUNTRY:**

India

NAME OF ORGANISATION:

ArriveSAFE

AREA OF WORK:

Advocacy, Awareness, Education, Research, Capacity Building

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Get road safety the priority it deserves amongst policy makers, so they implement the policies in a sustainable manner. Develop education content; spread awareness. Implement systems for assisting Engineering and Enforcement Agencies. Research and Data Analysis to highlight the issue and do advocacy to get the issue addressed.

ABSTRACT:

Wheelchair bound Harman Singh Sidhu single handily took on the might of Liquor Mafia, well supported by the State and Politicians, to seek removal of liquor shops dotting the Indian Highways. Right out of a movie, facing threats to life, being chased by the goons while out to get photographs as evidence, he carried on supported by a core team of his NGO, ArriveSAFE.

He fought for more than two and a half years and finally got Orders from the High Courts for removal of Liquor Shops from Highways of three States, Punjab, Haryana and Rajasthan. Now, we are fighting the case in the Supreme Court so Highways all over the country are free of liquor shops.

Now, ArriveSAFE is working on getting enforcement stepped up. Sample this; half of Punjab's (A State in North India) districts (counties) have not issued a single challan (ticket) for drunken driving in the past two years.

CONTACT PERSON:

Harman Singh Sidhu

26 **COUNTRY:**

India

NAME OF ORGANISATION:

Trax Sports Society

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We are a Road Safety NGO with 7 years proven track record in the concerned field. Acknowledging our work in the field of Road Safety, Govt. Of Uttar Pradesh (The largest populous state of India) has appointed us as a consultant to 'Uttar Pradesh Road Safety Council'. To promote Road Safety as a 'Culture' amongst Road Users, we work with all Concerned Stakeholders i.e. State Transport Departments, Traffic Police, Local Development Authorities, Schools PSU's and corporate bodies. 'WALK SAFE' is a Pedestrian Safety intervention and 'HELMET INDIA' is Helmet intervention programme, both are our ongoing campaigns.

ABSTRACT:

As per India's National Crime Record Bureau and Ministry of Road Transport and Highways data, 78% accidents happen in India are due to 'Drivers Fault' which establish the fact that there is a severe lack of understanding amongst Indian Road Users about Correct Road Traffic Sense. Through our programs, we practice 'Corrective Measures' in our approach under which we try to inculcate right Road Traffic Sense in the Road User's mindset. For this our prime target group is School going kids as we see them as a better change agent and influencing factor for other society members including their parents.

CONTACT PERSON:

Anurag Kulshrestha

27

COUNTRY:
India**NAME OF ORGANISATION:**

Forum for Prevention of Road Accidents

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Forum for Prevention of Road Accidents (FPRA) is a non-profit making voluntary organization, working to save human lives and reduce injuries by leading effective and integrated programs ensuring prevention of road accidents in India. Besides education, it also promote advocacy on relevant road safety issues in influencing, informing and assisting decision and policy makers.

ABSTRACT:

My Life in My Hands – A Traffic Safety Project in Baleshwar Kharagpur Expressway of India

Baleshwar Kharagpur Expressway is the lifeline of Odisha (India). Daily around 5000 heavy, medium and light vehicles and around 3000 motor cycles travel on this road. The highway has witnessed exponential increase in accidents and casualties over the years. As per data, there had been 691 accidents on the stretch from January 2013 to September 2014. The accidents had resulted in 68 deaths on the spot while 378 were grievously injured. The most disconcerting fact is that survival rate of the grievously injured patients was less than five per cent. This has been mainly due to lack of road sense and delay in making first aid or treatment available to them. Providing first aid and proper handling of victims while rushing them to the hospital within the first (golden) hour of the accident can save a substantial number of lives.

In order to make Baleshwar Kharagpur Expressway as one of the safest highways in India, Forum for Prevention of Road Accidents has launched a unique initiative "My Life in My Hands" in association with IL & FS Transportation Limited. The goal is to create empowered communities along the highways, who being the major road users are also first ones to be affected or respond to accidents. The organization is giving training on road safety issues and accident response measures to different stakeholders. Villages, petrol pumps, business establishments, hotels and eateries along the highway are being sensitized on the issue. Special program are being organized for school children, college students and local villagers.

CONTACT PERSON:

Bikash Mohapatra

28 COUNTRY:
Ireland

NAME OF ORGANISATION:

Irish Road Victims' Association

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We are a charitable NGO, run by volunteers only. We provide information and support free of charge to road traffic victims and to their bereaved families. Together with other road safety stakeholders we work tirelessly to reduce road dangers and to improve victim services. We remember victims of road traffic collisions, the injured, the bereaved, and the emergency services, at a special event to mark WDOR every year in the 3rd Sunday of November.

ABSTRACT:

Through our website, scrolls, and social media we continuously highlight the human impact of road traffic collisions - the real people behind the statistics and the devastation left behind. The sad, stark reality of a moments' carelessness or inattention on our roads. Too many victims - most, so young & many through no fault of their own. We mark the WDOR for Road Victims with a special event in November each year & work hard to publicize and spread awareness of this World Day.

Road deaths and injuries are sudden, violent, traumatic events, the impact of which is long-lasting, often permanent. Each year, millions of newly injured and bereaved people from every corner of the world are added to the countless millions already suffering as the result of a road crash.

The burden of grief and distress experienced by this huge number of people is all the greater because many of the victims are young, because many of the crashes could and should have been prevented and because the response to road death and injury and to victims and families is often inadequate, unsympathetic, and inappropriate to the loss of life or quality of life.

The World Day of Remembrance for Road Traffic Victims (WDOR) is commemorated on the third Sunday of November each year – to remember the many millions killed and injured on the world's roads, together with their families and many others also affected, as well as reflect on the tremendous burden and cost of this daily continuing disaster.

CONTACT PERSON:

Donna Price

29 COUNTRY:
Italy

NAME OF ORGANISATION:

Italian Association of Road Safety Professionals -AIPSS

AREA OF WORK:

Research

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The mission of AIPSS is to promote road safety best practices and to disseminate research; due to the relevant skills of its associates (Road Managers, Universities, Research Centers, Engineering companies and several professionals), AIPSS is successfully involved in many research activities, as well as in dissemination and training ones. AIPSS is currently partner of a New H2020 road safety project

ABSTRACT:

Several AIPSS associates participated at the Pilot4Safety project, financed by the European Commission, who delivered an international training course for road safety auditor and inspectors, complying with the European Directive 2008/96/CE on Road Infrastructure safety management. The course and the training tools has been specifically targeted to the secondary and local roads, having these networks the highest fatality rates and 10 actual road safety operations have been delivered by international teams composed by trained experts coming from 5 different European Countries: this was achieved through an international agreement prepared by AIPSS and signed by the 5 concerned Road Authorities.

A common standardized certification method for road safety experts has been issued and accepted during the project lifetime: further recommendation for a wider permanent acceptance have been issued and all the deliverables are available for free at <http://pilot4safety.fehrl.org>.

A "Safety prevention manual for secondary roads" has been produced and translated in 6 European Languages, available for free at www.aipss.it/manual-en.html.

The project experience has shown the noticeable importance of performing common operations with expert coming from different Countries, enhancing the exchange of best practice and fostering a common agreement on the approach to the road safety operations.

The poster shows the several phases of the project , as well as the conclusions: it is to be underlined that AIPSS is now partner of a new road safety project (including tunnels and open roads) financed by the European Commission under the new Horizon 2020 research program as a follow up of the previous one.

CONTACT PERSON:

Carlo Polidori

K

30 COUNTRY:
Kenya

NAME OF ORGANISATION:

Pamoja Road Safety Initiative

AREA OF WORK:

Research and Advocacy

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We started working in road safety in 2009. Our main focus was educating and lobbying for better policies. We are now focused on education and behavior change interventions. Pamoja Road Safety Initiative was founded to work in reducing the number of deaths and injury in Kenya roads. We work in education and research to achieve our goals and vision.

ABSTRACT:

Innovative strategies of Behaviour change communication in Road Safety

Why we do what we do

At Pamoja, we understand that traditional strategies of Behaviour Change Communication (such as fear induction, education, threats, and directive methods) create:

Reaction and resistance: The more I push in one direction the more you push back in the opposite direction - confrontational methods promote verbalization of reasons to not change. Evidence shows that behaviour change is not a linear process, but one that moves through a series of stages and, there are different tasks at different stages there are also different levels of motivation at each stage

What we do

As behavior change agent, Pamoja adopts BCC strategies in road safety that

1. Are client-centered, with client active participation
2. Focus more on benefits of safe behavior
3. Relate with all clients in flexible ways
4. Are sensitive to the local conditions

How we do it (Best practices)

In line with above BCC strategies, Pamoja continues to research, develop and produce Information, Education and Communication (IEC) materials in road safety, which have the following characteristics

- Adapted in language and graphics to appeal to various age groups and education levels
- Emphasize the support structures already in place to promote road user behaviour rather than highlighting system deficiencies
- Brings out and respects the views of stakeholders
- Promotes , build confidence and establishes rapport with road users
- Monitors the readiness to change and measures change when it occurs

CONTACT PERSON:

Lucas Munene Gachuru

31 COUNTRY:

Kenya

NAME OF ORGANISATION:

ASIRT Kenya

AREA OF WORK:

Education, Advocacy and awareness creation

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

ASIRT Kenya promotes road safety through education, awareness creation and advocacy. ASIRT-Kenya has earned its place as the link between NGOs and the government through its consistent advocacy and coalition building activities. ASIRT -Kenya works with various partners with the recognition that road safety efforts can yield much fruit through collaborations.

ABSTRACT:

ASIRT Kenya's main area of focus is Advocacy, awareness creation and education. In advocacy, ASIRT Kenya works in identification of gaps in policy and legislation and advocates for change and implementation. ASIRT-Kenya realizes that fact that road safety intervention needs to not only aligned to best practice but also entrenched in law. ASIRT Kenya has advocated for introduction of a helmet law, helmet standards, and adoption by government of the World Day of Remembrance for Road Crash Victims. The organization is currently working on collaboration with other partners to advocate for legislation that promotes the safety of Children. The main focus of the Bill being to regulate the speed around schools and to ensure that vehicles transporting children to and from school conform to prescribed safety standards. ASIRT Kenya has been recognized for forming working groups and helping other organizations to collaborate in their different activities has helped save on resources. ASIRT-Kenya also plays the role of being the link between NGOs and government. This is due to the fact that ASIRT-Kenya has sat and continues to sit in different government boards thus facilitating information sharing.

ASIRT- Kenya's programs also include public awareness and media engagement. The organization has built a pool of media personalities that support their work in dissemination of information and in education. ASIRT-Kenya also works in the area of school safety where visibility and environmental modification are the key focus. Sensitization of the school children and teachers is also part of the organization's activities.

CONTACT PERSON:

Bright Oywaya

32

COUNTRY:
Kyrgyzstan

NAME OF ORGANISATION:
Public Association "Road Safety"

AREA OF WORK:
Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

PA «Road Safety» has been created in May 2012. It is an independent, non-commercial organization, specializing on Road Safety. The main tasks of organization are: education, awareness, advocacy, informational campaigns. For this period implemented 4 projects, all of them in the sphere of increasing awareness, education, informational campaigns, propaganda of Road Safety in Kyrgyzstan.

From 2014 - member of Governmental Commission on Road Safety.

From 2014 - Director of PA "Road Safety" - is the National Coordinator of TRACEKA Project on Road Safety.

ABSTRACT:

One of our best results:

- Producing video music promo dedicated to youth- "Adam bol" - received a very good feedback from the youth: <https://www.youtube.com/watch?v=zSZniKpq6yY>
- Producing video-course for young drivers - 30 min in local (Kyrgyz) and Russian languages for driving schools; has been accepted by the Education Ministry to recommend for schools - 2014 - member of Governmental Commission on Road Safety

CONTACT PERSON:
Chinara Kasmambetova

L

33

COUNTRY:
Lebanon

NAME OF ORGANISATION:
Roads for Life

AREA OF WORK:
Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Roads For Life is a non-profit organization established in 2011 in the memory Talal Kassem, a 17-year-old boy who was killed by a raging driver while crossing the road on his way to school.

Our mission statement is: "To improve Post Trauma Care in Lebanon, and promote road safety policies".

ABSTRACT:

Who Are We?

"Roads for Life – the Talal Kassem Fund for Post Accident Care" is a non-for profit organization established in 2011 in memory of Talal Kassem, a young 17-year-old boy who was killed by a ranging driver while crossing the road on his way to school.

What Do We Strive For?

We strive to help save as many lives as possible across Lebanon and to increase the victims' chances of survival within the first 60 minutes following an accident, known as "The Golden Hour of Trauma".

What Do We Hope to Achieve?

- Spread the most advances Post Trauma Care techniques and train the largest number of medical, nursing, and paramedical emergency personnel.
- Advocate for properly implementing the traffic law in Lebanon.

We strongly believe that a swift and efficient intervention by the emergency teams on the scene of the accident helps save up to 40% of unnecessary death.

CONTACT PERSON:

Zeina Kassem

34 COUNTRY:

Lebanon

NAME OF ORGANISATION:

Kunhadi

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Kunhadi's work focuses on 3 main fields:

- Awareness: Minimum of 2 main nation-wide campaigns about the 6 main causes of fatal crashes in Lebanon per year
- Conference: Minimum of 3 road safety conferences in schools, universities & companies
- Events: mainly Kunhadi's Taxi Night, which is a party concept created by Kunhadi where no cars are allowed, only two-ways Taxis offered to guests for free by Kunhadi
- Infrastructure: safe crossings in front of schools & retro-reflective markings on under-lit roads
- Victims support: planning on establishing the first Traffic Victims Support Center in Lebanon

ABSTRACT:

As its target audience belongs to the 15 – 29 years old age range, Kunhadi strives to create innovative ways to get its message across.

To curb the widespread practice of drunk driving, Kunhadi came up with Taxi Night: A new party concept Kunhadi created in 2007 that takes place in the most prestigious nightclubs in Lebanon, whereby no cars are allowed. Guests arrive and leave the venue by Taxis offered for free by Kunhadi.

What makes this awareness method more influential than other more classic ones is the experience, rather than preaching, it offers the youth i.e. it speaks their language and allows them to experience first-hand the benefits of using a taxi car for transportation.

Although Kunhadi offers free and mandatory Taxi rides, guests are encouraged to drink moderately- Kunhadi only includes two drinks in the ticket - avoid excessive alcohol consumption, and drinking water - open water (for free) is always available during this event to keep guests hydrated all through the night.

What started with as little as 100 attendees in 2007 grew to become a party that joins over 1000 young and older Lebanese guests in 2014.

The success of Taxi Night inspired many event organizers to include taxi fares in their tickets and successfully initiated the culture of using taxis when going out at night.

Proceeds collected from Taxi Night fund road safety projects by Kunhadi: installation of retro-reflective markings, installation of safe crossings, etc.

CONTACT PERSON: May Abdouny

35 COUNTRY:

Malaysia

NAME OF ORGANISATION:

Safe Kids Malaysia

AREA OF WORK:

Research

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Associate Professor Dr. Kulanthayan KC Mani is the Executive Director of Safe Kids Malaysia which was established at the Faculty of Medicine and Health Sciences, Universiti Putra Malaysia in year 2011. Since then the organisation has been activity carrying out research on unintentional injuries among children in Malaysia

ABSTRACT:

Safe driving requires a wide range of skills and abilities, of which visual status is the most essential, for avoiding road traffic crashes. The objective of this study is to assess the correlation between visual status, socio-demographic factors and driving behavior. The assessment of the drivers' visual status involves their visual acuity, contrast sensitivity and color vision. Study methodology was a cross sectional study of 100 bus drivers was conducted in 2009. They were evaluated on their driving behavior using the Driving Behavior Questionnaire (DBQ) followed by an assessment of their visual function. The parameters investigated under the visual function included their visual acuity, color vision and contrast sensitivity in the better of both eyes. Study results showed all the respondents were male, between the age of 24 and 58 years. There was a significant negative correlation between the age of the respondents and contrast sensitivity (-0.283, $p < 0.005$). There was also a negative correlation between driving behavior and visual acuity while a positive correlation was noted with contrast sensitivity. However, there was no significant relationship between color blindness and driving behavior. In conclusion, this study suggests that it is crucial for bus drivers to undergo regular visual assessment to reduce their risk of road traffic crashes.

CONTACT PERSON:

Associate Professor Dr. Kulanthayan KC Mani

36 COUNTRY:

Mexico

NAME OF ORGANISATION:

Movilidad y Desarrollo Mexico

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We work along with governments and companies providing technical advice from social perspective, and encourage more and better road safety actions through the Rombo Amarillo (Yellow Rhombus) award ceremony being held yearly.

ABSTRACT:

Rombo Amarillo (Yellow Rhombus) award ceremony is done every year since 2007 to acknowledge regional positive impact initiatives on road risks prevention, as well as encouraging more and better road safety actions. Its methodology has been known as neutral, fair, inclusive and equal. It is based on a strict application format where measurable evidence is needed. The jury is a blend of road safety experts, journalists, and those involved on car companies, insurance and sustainable mobility. They vote in secret and individually. There is no communication between judges, and results remain secret until ceremony's date.

On seven fancy ceremonies, Rombo Amarillo has delivered 58 awards to government offices, companies and

NGOs. On recent years, the ceremony has been held as a dinner with common beverages as any social event, but at the exit of the ceremony we ask police to install a DUI checkpoint for attendees.

Rombo Amarillo award receives initiatives on 10 categories:

1. Advertising campaigns and content management.
2. Events, programs and training materials.
3. Events, programs and awareness materials.
4. Checkpoints, enforcement and preventive legal action.
5. Conferences, forums and seminars.
6. Infrastructure.
7. Technology development.
8. Research.
9. Pre-hospital care.
10. Transport services

We accept sponsors related to traffic and its risks but do not accept support from political candidates, religion organizations, tobacco or syndicates.

CONTACT PERSON:

Paco de Anda

N

37 **COUNTRY:**
Nepal

NAME OF ORGANISATION:

Swatantrata Abhiyan

AREA OF WORK

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We do empower people for right of mobility without fear for a better and safer mobility on road, educate them on safer road behaviors and advocate with policy

ABSTRACT:

We will present the model of road safety interventions that includes a better social mobilization and policy advocacy along with promoting peoples' engagement and media action. The presentation will also highlight the gaps and strength of interventions in Nepal

CONTACT PERSON:

Writu Bhatta

38 **COUNTRY:**
New Zealand

NAME OF ORGANISATION:

New Zealand Sleep Safety Ltd

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The AKILLA drowsy driving educational campaign was launched to educate drivers about the dangers of 'drowsy driving' on the roads.

Our organization has developed a number of educational products - including 'The Drowsy Driving Handbook' and 'The Drowsy Driving DVD', which have proved invaluable educational tools for both educators and drivers around the World.

ABSTRACT:

THE DROWSY DRIVING HANDBOOK'

The World's first ever drowsy driving educational handbook has now been written in plain and simple everyday English. Furthermore, the handbook is available in Chinese.

Young or old, we all know what it's like to be sleep deprived. What we may not know is that drowsy driving is a potentially deadly condition that impairs driving skills and causes crashes that can kill or injure the driver or other road users unfortunate enough to be in the way.

In addition to dispelling some drowsy driving myths and revealing what won't revive you when you feel drowsy behind the wheel, the book chronicles the "must knows" about the dangers of drowsy driving, including:

- The causes of drowsy driving, including where, when, and why you are most at risk.
- The warning signs of drowsy driving. The steps to take to minimize your risk of being a drowsy driver.
- What to do if you feel drowsy to stay alive and keep other road users alive

CONTACT PERSON:

Martin S. Jenkins

39 **COUNTRY:**

Nigeria

NAME OF ORGANISATION:

Safety Beyond Borders

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Safety Beyond Borders is one of the foremost Road Safety Ngos in West Africa. Headquartered in Nigeria, Safety Beyond Borders drives road safety reforms in its area of operations through a strong advocacy program that focuses on improvement in road safety education, roads infrastructure and law reforms. We work closely with road safety lead agencies, the private sector and other stakeholders in our countries of operations to pursue the attainment of the Decade of Action program.

ABSTRACT:

The Road Safety reflectivity Campaign is an initiative commenced by Safety Beyond Borders to address the high incidences of road traffic crashes, fatal injuries and deaths that occur in the nights across Nigeria and West Africa because of poor visibility at night made worse by lack of streets lights and road signs on most town roads and highways; and the poor state of the rear lights of most articulated vehicles and commercial buses.

PROJECT FOCUS.

The objective of the campaign was to drastically reduce crashes that occur during the hours of 7pm in the evening and – 6am at dawn by mobilizing vehicle owners to use the retro-reflective tapes to promote the visibility of their vehicles in the night.

The campaign urged car owners to stick a pair of reflective tapes at the back of their cars and become an angel of safety for other road users.

The campaign urged trucks, petrol tankers, trailers and owners of other articulated vehicles to stick reflective tapes at the rear and both sides of their vehicles to be seen from a good distance by other road users and prevent other vehicles from crashing into their vehicles in case of break down on the road.

CONTACT PERSON:

Olanrewaju Osho

P

40 **COUNTRY:**
Philippines

NAME OF ORGANISATION:

PROJECT C.A.R.E.S. (Community Activities Reaching to Everyone thru Services) INC.

AREA OF WORK:

Research, Trainings, Volunteer Development & Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Project CARES, despite non-funded, has remained committed to advocating for safer roads, transport & mobility/accessibility and injury prevention--- in partnership with multi-sectorial stakeholders from governments, academe and PWDs/youths/senior citizens' groups since 2000.

WE CANNOT personally afford to fund this trip and lose chances of added learning, enhancing global NGO ties.

ABSTRACT:

Despite the absence of governmental funding support, Project CARES has for 15 years sustained outstanding road traffic safety and injury prevention campaign programs involving multi-stakeholders from both government and nongovernmental partners (Departments of Transport, Education; high-risk road users such as associations of Persons with Disabilities and Special Children; Police, the academe, youth leaders groups, and the various local governments, among others).

Our (self-liquidating) projects generally start from concept, entails survey/research/documentation, module designing, and collaboration with concerned stakeholder groups, implementation and engaging in tri-media networks. The most challenging is sustaining the annual celebration of World Day of Remembrance for nine (9) consecutive years that has finally earned adoption on the national level this year, involving the principal stakeholders as partners on a consistent participation with the provincial government dedicating a Road Safety Memorial & Tree Park for the celebration.

Our major program revolves around "Project C.A.R.E.S RS10P (Coalition of Advocates for Roads & Environment Safety-Road Safety Decade Program)" that involves "Transport Mobility and Accessibility Safety" for all peoples especially the physically handicapped, elderly and young children. Most recently, we have designed a comprehensive Road Traffic Safety & Injury Prevention (RTSIP) campaign which is a youth-led program that will address transport and mobility safety and "SAFE S6X" to be endorsed as a police-led program at the national level. We will soon have our own TV and radio program.

We wish to do more – work with victims' families and the emergency responders but the lack of resources curtail our enthusiasm at the moment.

CONTACT PERSON:

Anna May Altarejos-Cueva

41 **COUNTRY:**
Philippines

NAME OF ORGANISATION:

Safe Kids Worldwide Philippines

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Safe Kids Worldwide Philippines works for the prevention of unintentional injuries to children 14 years old and below. Our activities now center on the FedEx Walk this Way - mainly an Education schoolchildren pedestrian safety program with engineering and enforcement components. I direct planning, project implementation and evaluation.

ABSTRACT:

A "peer to peer" approach was developed last year to further improve the efficacy of teaching public elementary schoolchildren the essentials to pedestrian safety. Outstanding senior students are selected and trained and become the Young Road Safety Advocates who perform the primary teaching to the younger students using the complete Walk this Way teaching module but in conjunction with their more attuned style and manner of presentation to the younger peers. The comprehensive coverage includes road signs and car signals identification, pedestrian safety tips, and even background info on Safe Kids Worldwide Phils. and FedEx,

To further bolster the Advocates effectively, they teach in mini-teams and are partnered with coach-teachers who assist them improve their teaching skills and performance and later evaluate them.

To maximize the results, the combined talents of the school administration headed by the Principal, the classroom teachers plus the parent association officers are harnessed. With proper briefing and coordination by SKWP, this Young Road Safety Advocate approach has tremendously increased the reach of the program by mobilizing 600 student teacher Advocates able to teach 78,000 children! Furthermore, evaluation results show a marked improvement on the acquired knowledge of students on pedestrian safety.

With the significant improved results, we are increasing further the support to this more potent method of child safety education as our SKWP-FedEx proactive response to the Decade of Action for Road Safety 2011-2020!

CONTACT PERSON:

Jesus J. de la Fuente

42

COUNTRY:
Portugal**NAME OF ORGANISATION:**

ACA-M - Association of Self-Mobilized Citizens

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

ACA-M is a non-profit association with more than 15 years of experience in the promotion of road safety campaigns against road violence and risk behaviors; promotion of soft modes of mobility, defense of pedestrians' rights and the protection of all vulnerable road users, and road victims' support and advocacy.

ACA-M is also dedicated to research, publication, training and education in road safety and citizenship, and does consultant work for governmental organizations.

ACA-M is a founding member and coordinator of the Estrada Viva - League Against Trauma (www.estradaviva.org), is a member of FEVR, FICVI, IFP, and Global Alliance of NGOs for Road Safety. It is also the National Focal Point of the Traffic Snake Game Network.

ABSTRACT:

ACA-M wants to present the most important of its current projects: Regarding its work with / for Estrada Viva, it will present the Road Survival free online training course (roadsurvival.org); the Estrada Viva Radio, and the WDoR campaigns.

ACA-M will present their education projects involving schools and teachers: the Traffic Snake Game campaign and "We want to go to school safely" project. We'll also present the most recent ACA-M's project: Certified Driver.

All of these are an example of national networking in the pursuit of shared purposes, between NGOs and also governmental organizations.

CONTACT PERSON:

Marta.carvalho@aca-m.org

S

43 COUNTRY:
Senegal

NAME OF ORGANISATION:

LASER International

AREA OF WORK:

Various themes

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

LASER International, membre du Groupe des nations Unies pour la sécurité routière, s'emploie, depuis 1998, à mettre en œuvre des programmes de sécurité routière, pour faire reculer ce « nouveau fléau de santé publique » qu'est la mortalité sur les routes du monde, plus particulièrement dans les pays en développement, et au Sénégal. Il collabore au réseau associatif de la Fondation LASER International qui regroupe:

- LASER EUROPE
- LASER International
- LASER International Amérique Latine
- LASER Méditerranée
- LASER Antilles Guyane

ABSTRACT:

1. les Universités européennes d'été de la sécurité routière avec LASER EUROPE (L'Action de Sécurité Routière en Europe) : éditions 2004, 2005, 2006, 2007
2. Festivals International du film de Sécurité Routière : Lille 1998, Aubagne 2000, Paris UNESCO 2003
3. 1er Festival mondial du film de sécurité routière qui s'est déroulé à Genève le 23 mars 2006. 2ème Edition le 14 Octobre 2008 à Paris, en coordination avec la Journée Européenne de la sécurité Routière
4. Trophée Mondial du Film de Sécurité Routière pour les jeunes 23 au 24 avril 2007 à Genève, en coproduction avec la Commission Economique pour l'Europe des Nations Unies, La Prévention Routière Internationale et l'OMS
5. Trophée Mondial du Film de Sécurité Routière en 2008, à l'Automobile Club de Paris
5. Le Festival Mondiaux du Film de Sécurité Routière à Marrakech du 18 au 20 février 2010 au Maroc, à l'UNESCO à Paris du 23 au 24 avril 2013 et Casablanca en 2015
6. Les Tours de France des Séniors de la Route
7. les Tours de France des Jeunes Conducteurs depuis 1999
8. Rallyes de l'Europe des Jeunes Conducteurs
9. Les Tours du Sénégal des jeunes Conducteurs 2000 et 2001 avec le Ministère des Transports
10. La Semaine Sous Régionale de la Sécurité Routière à Dakar du 2 au 4 décembre 2007 avec l'UNECE, l'UE, le Ministère des Transports Terrestres et des Transports Aériens et le Ministère de la Santé et de la Prévention Médicale et 6 pays africains
11. l'Université Européenne d'été de la sécurité routière Septembre en France en 2010
12. La 2nde Semaine Sous Régionale de la Sécurité Routière à Dakar du 19 au 20 mai 2009 avec l'UEMOA, l'UNECE, l'OMS, l'UE, le Ministère des Transports Terrestres et des Transports Aériens et le Ministère de la Santé et de la Prévention Médicale
13. Les Forum Régionaux Sécurité Routière à Dakar du 4 au 5 mai 2010, et du 20 au 21 juin 2012 avec la Fleet Forum, le Ministère des Télécommunications, des Tics, des Transports Terrestres et des Transports Ferroviaires, l'UNECA, l'UNECE, l'OMS, le CDC (USA) et le Ministère de la Santé et de la Prévention et le Ministère de la Famille, TOTAL, Orange, SGS, SICTA, CCVA, VERITAS...
14. Les Journées du Souvenir des Victimes de la Route en Novembre de chaque année pour le Sénégal

15. Le Forum Francophone de la Sécurité Routière en novembre 2014 à Dakar avec la Délégation Interministérielle Française à la sécurité routière, le Gouvernement du Sénégal et 10 pays francophones et francophiles
16. Le Programme Global Helmet Vaccine Initiative pour le Sénégal et l’Afrique de l’Ouest avec AIP Foundation, FIA Foundation : » le Casque de Sécurité, un PLUS pour la Vie »
17. Le Programme Safe Routes to School lancé en 2010 à Dakar : aménagements des environnements scolaires en dispositifs de sécurité routière et formation des enseignants (écoles les plus exposées au risque routier sur l’ensemble des communes du Sénégal).
18. LASER Media, centre de ressources multimédia des vidéos les plus récentes
19. LASER Pro, programme de sensibilisation et de formation en milieu professionnel

CONTACT PERSON:

laserinternational@hotmail.com

44 COUNTRY:

Spain

NAME OF ORGANISATION:

P(A)T

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

P(A)T works in:

- Prevention and education
- Post crash response
- Raising awareness to prevent crashes

ABSTRACT:

P(A)T was founded in 1968. Since then it works to achieve a better and fairer treatment to victims of road crash and fights for the recognition of their social and legal rights. P(A)T also works in helping and supporting victims of road crash, their family and friends. And P(A)T promotes initiatives that benefit road safety by raising awareness among citizens and public and private entities to prevent accidents.

CONTACT PERSON:

Yolanda Domenech

45 COUNTRY:

South Africa

NAME OF ORGANISATION:

Childsafe South Africa

AREA OF WORK:

Education and Infrastructure

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Childsafe South Africa’s vision is to “Create a safer world for children”. The main aim is to reduce and prevent intentional and unintentional injuries of all severity through Research, Education, Advocacy (environmental change and recommendations for legislation). To achieve this, Childsafe works closely with government, NGOs, community-based organizations and individuals.

ABSTRACT:

Across the globe, road crashes represent the leading cause of injury-related fatalities accounting nearly 1.3 million deaths and approximately 50 million non-fatal injuries per year. A large proportion of these injuries and deaths occur in low- and middle-income countries, including South Africa. Furthermore, a large proportion is

children, particularly child pedestrians. Child pedestrians are particularly vulnerable to road crashes due to their physical and cognitive limitations.

In South Africa, data shows that child pedestrians are vulnerability to road crashes. For instance, data from 2003 indicate that child pedestrians between 6-12 years accounted for 17% of pedestrian road crash casualties in Cape Town. More recent data for the Western Cape Province indicate that in 2007, 31% of pedestrian road crash fatalities were children aged 17 years or less, and 16% children aged 10 years or less. International literature suggests that most crashes occur within 2km from the home of the victim and are caused by speeding. It means most crashes occur within residential neighborhoods which are amenable for interventions like traffic calming. This involves measures to reduce speed/volume of traffic where appropriate.

The Safe Schools Project aims to reduce child pedestrian injuries and deaths in South Africa by introducing the International Road Assessment Program (iRAP) star-rating of schools concept to guide both interim small infrastructure improvements and encourage long term sustainable investment in safety by government. Infrastructure assessment and improvement will be combined with high quality road safety education, designed by Sesame Workshop, community and policy engagement.

CONTACT PERSON:

Chiedza-Adelaide Mavengere

46 COUNTRY:

South Africa

NAME OF ORGANISATION:

SADD

AREA OF WORK:

Advocacy, Awareness, Education, Research, Capacity Building

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Mission Statement:

- To stop drink driving
- To protect families from needless deaths
- To make a difference

SADD support victims and their families with Grief Pamphlets and where possible assist with Court cases/information. Developed specialized Manuals and give education about drink driving. Engage with Media and Transport Officials

ABSTRACT:

SADD acknowledges that education plays a very small part in preventing injuries and deaths and that enforcement is the most important element of best practice rules. Caro Smit, Director and Founder of SADD, is however one of the most knowledgeable and experienced alcohol and road safety expert and educator in SA, so education plays a large role in SADDs work.

Road safety is not seen as a priority in SA, correct statistics are not kept, nor is there political will to deal with our carnage. SADD attempts to educate, through the media or directly, the policy makers and officials about drink driving and road safety issues, about the importance of research, enforcement, and swift prosecutions, and encourages them to follow the Best Practice methods as taught to us at the Global Alliance Meetings.

SADDs Manuals including those on "Alcohol Abuse", "Drink Driving" and "Seat belts and Child Restraints" have been developed using information from these WHO Manuals. There were no user-friendly, bright and colorful comprehensive manuals available on any of these topics previously in SA. This is especially true about accurate units of alcohol, and as this relates to blood and breath concentrations, the effect of the different amounts of alcohol on driving skills and the elimination rates of alcohol.

These have been incorporated into projects that are run at schools, Emergency Units and Universities and are extensively shared with Government departments like Health, Transport, Education and Justice.

CONTACT PERSON:

Caro Smit

T

47 **COUNTRY:**

Tanzania

NAME OF ORGANISATION:

AIP Foundation

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. AIP Foundation is providing technical assistance to the Government of Tanzania to develop a helmet factory.

ABSTRACT:

Access to affordable, high-quality helmets that meet safety standards is a crucial element of making helmet initiatives successful. Recognizing this, AIP Foundation established Protec, the first social enterprise helmet factory, in Hanoi, Vietnam. Protec provides motorcycle helmets—including child helmets—to the Vietnamese market, and all profits from helmets sales are reinvested into AIP Foundation's educational programs and road safety initiatives. Protec seeks to provide a safe and comfortable work environment for its 200 employees, including 110 factory workers. The helmet assembly line at the factory is modified to accommodate disabled workers, who make up approximately 30% of the factory's workforce.

AIP Foundation has engaged in advanced discussions with the Tanzanian government to replicate the successful Protec factory model in Dar es Salaam. AIP Foundation provides technical assistance for the development and operations of the helmet factory, to be established under Tanzania Prisons Service, a division of the Tanzania Ministry of Home Affairs. AIP Foundation has secured the support of high-level government officials, including the Prime Minister's Office.

CONTACT PERSON:

Alpherio Moris Nchimbi

48 **COUNTRY:**

Thailand

NAME OF ORGANISATION:

AIP Foundation

AREA OF WORK

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. AIP Foundation carries out education interventions and public awareness raising campaigns, aiming to increase child helmet use rate in Thailand.

ABSTRACT:

Thailand has the 2nd deadliest roads in the world. Traffic collisions kill more than 7 children every day. Another 200 children are injured or disabled every day – many of them as a result of head injury. Unfortunately, only

7% of children in Thailand wear helmets when riding on motorcycles. In response, AIP Foundation and Save the Children have launched a nationwide campaign, "The 7% Project," to decrease motorcycle death and injury among children by increasing helmet use.

"The 7% Project" is a three-year initiative focusing on education, behavior influence strategies, and enforcement to increase helmet use and helmet-wearing awareness among children, ultimately decreasing the number of road traffic injuries and fatalities across Thailand. The project incorporates a media campaign that aims to find creative ways to make helmet-wearing the norm. The project began in Bangkok, focusing attention in schools, and will expand beyond schools and to other provinces while engaging the greater community around the cause.

Since the project's launch in November 2014, nearly 10,000 supporters have pledged to wear helmets on motorcycles. These petitions will be presented to the Thai government to advocate for stricter enforcement of the child helmet law.

CONTACT PERSON:

Ratana Winther

49 **COUNTRY:**

The Gambia

NAME OF ORGANISATION:

National Youth Parliament - The Gambia

AREA OF WORK:

Advocacy

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The National Youth Parliament - The Gambia is a advocacy network of young people who all over the country. It is decentralized in the form of seven regional parliaments. The NYP has five main area of intervention and road Safety is key among these.

ABSTRACT:

The NYP focuses mainly on Advocacy and Awareness Creation. We advocate for Policies and laws that would enhance safety on our roads and we also create awareness amongst young people on the Road Safety Issues.

How do we do this:

1. National Stakeholder forums: We organize stakeholder forums where we have all parties involved on Road Safety. we discuss and come out with suggestion to government on road safety issues. These suggestions are mainly in the form of Resolutions that we send to the National Assembly. We succeeded in having some of these resolutions made laws through our continuous lobbying and advocacy with these officials.
2. Community Outreaches
3. Painting Zebra crossing and Road Traffic Signs
4. Social Media Campaigns

CONTACT PERSON:

Samba Bah

50 **COUNTRY:**

Togo

NAME OF ORGANISATION:

AVA-TOGO

AREA OF WORK:

Victim support

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

AVA-TOGO Association of accident victims in Togo is a non-governmental organization by Togolese law. The presidency is assured by Mr. Koffi ALADJI-WEKA, accident victim on March 24, 2011. Mr. Gaetan Ahoomey-ZUNU general secretary lost his sight after an accident; Mr. Kossi KITI Treasurer has lost "use of his foot and his left arm after doing barrels with his car. Our association raises awareness in matters of security and comes in aid to accident victims through the assistance and support for victims in administrative, legal and social demarches for compensation claims.

ABSTRACT:

AVA-TOGO in 2014 following the recrudescence of school accidents; our association has taken it upon herself to educate the schoolchildren of school establishments that are located at the edge of the busy roads of the Togolese capital. As a result of awareness we made to school donations of safety gilet high visibility to schools to allow children to cross the road in complete safety

CONTACT PERSON:

ALADJI-WEKA Koffi Nuseto

51 **COUNTRY:**

Tunisia

NAME OF ORGANISATION:

Association ambassadeurs de la Sécurité Routière

AREA OF WORK:

Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

We are a homogeneous team of people from various fields: legal, journalism, communication, and engineering. Each of us is investing in its own way in community project: solidarity awards were an opportunity for us to build a motivated to contribute to a joint commitment in favor of this noble cause to save lives on our roads and to struggle against insecurity on the roads by implicating road users and helping them to become responsible on the roads.

ABSTRACT:

Our last project: whole year prevention campaign for road safety around Tunisia to decrease car accident's rate.

- Target: 05 millions
- Scale: People
- Procedure: co working organization: ASR/Alpha Hyundai motor

CONTACT PERSON:

Afef Ben Ghenia

U

52 **COUNTRY:**

United Kingdom

NAME OF ORGANISATION:

Eastern Alliance for Safe and Sustainable Transport (EASST)

AREA OF WORK:

Capacity building, education, small grants programme

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

EASST is an independent UK-registered charity working in Eastern Europe and South Caucasus to facilitate cross-border projects on sustainable transport and road safety. EASST has a network of local road safety partners operating in Armenia, Azerbaijan, Belarus, Georgia, Moldova, Russia, Ukraine, Kazakhstan, Kyrgyzstan

and Tajikistan. EASST Partners cooperate to promote road safety, sharing expertise and resources.

ABSTRACT:

EASST work through local partner organisations to make their efforts more effective by sharing know-how and resources. We cooperate in regional and cross-border projects, leveraging support and expertise from around the world to save lives and prevent injuries on the roads.

An important area of EASST work has been road policing and road safety enforcement.

EASST has teamed up with Cranfield University to develop a short diploma course in Occupational Road Safety Management aimed at developing countries.

CONTACT PERSON:

Dmitry Sambuk, Director for Development and Education

53 **COUNTRY:** United Kingdom

NAME OF ORGANISATION:

RoadPeace

AREA OF WORK:

Justice

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

RoadPeace is the national charity for road crash victims in Britain. In addition to providing support services, we also campaign for justice. This means improved investigations, appropriate prosecution and sentencing and for investigation to feed back into prevention programs.

ABSTRACT:

Campaigning for Victims' rights.

Victims of crashes, including those involving criminal prosecutions, do not have the same rights to support and information as do other victims of crime. Note--this is not unique to Britain but a common occurrence in most countries.

We care campaigning to get driving offences that cause injury included in the government's definition of crime. This will mean those who have been injured by drink/drug drivers or in hit and run collisions will qualify as victims of crime (they don't at present). The police will then have to keep them informed of the investigation and also signpost them to support services.

Until this happens, we do not believe our government will take driving offences (road crime) seriously and our justice system will not contribute to reducing road deaths, injuries and intimidation.

CONTACT PERSON:

Amy Aeron-Thomas

54 **COUNTRY:** United Kingdom

NAME OF ORGANISATION:

RoadSafe

AREA OF WORK:

Management and Recognition

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

RoadSafe is a leading high level forum. Our mission is to reduce road deaths and injuries by supporting and encouraging partnerships between the private sector and road safety professionals to promote the safe design and use of vehicles and roads by sharing knowledge, encouraging innovation and recognising achievement.

ABSTRACT:

We recognise achievement and encourage innovation through The Prince Michael International Road Safety Awards scheme, which we run on The Prince's behalf.

Since 1987 The Prince's Awards have given public recognition organisations and businesses which have improved road safety world-wide. Each year the most outstanding examples of international road safety initiatives are given public recognition through these awards. Many winners have been NGOs.

Nominations are being sought. www.roadsafetyawards.com

CONTACT PERSON:

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55 **COUNTRY:**
United Kingdom

NAME OF ORGANISATION:

Road Safety Analysis

AREA OF WORK:

Road Safety Management

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Road Safety Analysis exists to provide high quality analysis, data services, training and campaign development to road safety practitioners on a not-for-profit basis. Our aim is to ensure that rigorously evaluated evidence based practice becomes the norm for road safety interventions.

ABSTRACT:

Safer Roads is a shared road safety management service covering six local government areas in southern England, provided by a NGO specialists Road Safety Analysis (RSA).

RSA have developed the project on the basis of evidenced based practice with a focus on evaluation, investment in partnership and strong delivery through digital channels. This has resulted in a wider portfolio of road safety interventions being delivered for a significantly reduced budget.

There is a strong foundation for evidence based practice working through the health sector in the UK. Safer Roads campaign development draws on leading work in the fields of behavioural science and social marketing to make an impact on target road user groups using the academic research as a foundation.

Using new technologies has been vital to the success of Safer Roads and the ability to deliver a more efficient service. Developing powerful web applications to drive analysis and reporting puts more information in the hands of service managers whilst delivering lower overheads in terms of staff time.

The Safer Roads team have set a high priority on evaluating outcomes, working closely with academics and other external evaluation experts to validate findings and ensure knowledge is up-to-date with regards to models and methodologies.

CONTACT PERSON:

Dan Campsall

56

COUNTRY:
United Kingdom

NAME OF ORGANISATION:
Safe Kids Worldwide

AREA OF WORK:
Education, Research and Infrastructure

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

Safe Kids Worldwide is a nonprofit organization working to prevent childhood injury, the number one killer of children in the United States. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Safe Kids works with an extensive network of more than 500 coalitions in the U.S. and with partners in more than 25 countries to reduce traffic injuries, drowning, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 60 percent.

ABSTRACT:

Background: From 2008-2012, Safe Kids Worldwide implemented a community-based participatory research photojournalism project entitled, PHOTOVOICE: Children's Perspectives on Road Traffic Safety, to gain an enhanced understanding of children's walking environments in 10 low-, middle- and high- income countries.

Methods: Safe Kids organizations conducted photography training and pedestrian safety education sessions with more than 2,255 students and collected observational and behavioral surveys, discussion notes, walking maps, and pre- and post-tests through convenience sampling. Findings were used to identify high-risk areas and make appropriate environmental modifications to improve pedestrian safety through education, engineering and advocacy.

Results: Pedestrian safety knowledge scores increased by an average of 25% ($p < 0.0001$) from pre- to post-tests. Behavior surveys showed that among children, most walk to and from school, most walk alone, and most feel safest while walking in areas near home. Observational surveys showed that infrastructure deficiencies were the highest-rated problem for sidewalks. Highest observed unsafe environments included sidewalks blocked by cars, trash and vendors; lack of painted crosswalks and lack of traffic signals. Permanent modifications were made to the environments where children walk in 39 communities in the US and more than 10 communities in countries based on the findings of the participatory research.

Conclusion: The participatory research project not only increased pedestrian safety knowledge and behavior in communities but also served as an effective needs and risk assessment tool. The results also showed that the project is feasible and replicable across low-, middle- and high income countries.

CONTACT PERSON:
Priti Gautam

V

57

COUNTRY:
Vietnam

NAME OF ORGANISATION:
AIP Foundation

AREA OF WORK
Education

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

AIP Foundation is a non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. For more than 15 years, AIP Foundation has been delivering effective road safety

programs in locations across Asia and Africa. AIP Foundation leverages its strategic partnerships in Vietnam to promote pedestrian safety and child helmet wearing as well as conduct advocacy and awareness raising activities.

ABSTRACT:

With the support of Safe Kids Worldwide and FedEx, AIP Foundation piloted the “Model School Zone” project in Vietnam over the 2012-2013 school year. “Model School Zone” is an intervention that creates safer walking environments for children around schools through environmental modifications and pedestrian safety education.

AIP Foundation selected Nguyen Thi Minh Khai Primary School in Dong Nai Province as the intervention school. Students at this school faced dangerous pedestrian conditions—over 16% of students had been hit by motor vehicles while walking in the school’s vicinity, and an uncovered drainage channel that ran along the sidewalk forced students to walk along a heavily trafficked road.

To improve the students’ safety, AIP Foundation covered the drainage channel; reconstructed the school’s sidewalk; and installed rumble strips, warning traffic lights, zebra crossings, school zone signs, speed limit signs, and speed bumps. All 615 students were trained on pedestrian safety and provided with reflective jackets to increase their visibility while walking.

Post-intervention results revealed an improvement in pedestrian behavior. Students increased crosswalk use by 40% and sidewalk use by 75%. The number of parents that reported feeling comfortable with their children walking to school doubled.

AIP Foundation has adapted this pilot for scale-up. With the support of Safe Kids Worldwide and FedEx, “Safe School Zones” will incorporate training, infrastructure modification, and analysis of hospital injury data to improve the pedestrian safety of approximately 1,300 students from 2014 to 2016.

CONTACT PERSON:

Colin Delmore

W

58 COUNTRY:
World Wide

NAME OF ORGANISATION:

IFP

AREA OF WORK:

Pedestrian Advocacy

BRIEF EXPLANATION ABOUT THE ORGANIZATION:

The goals of IFP are to promote and to defend the pedestrian’s right to full access and mobility. IFP works toward the prevention of traffic collisions and the reduction of injury and disability resulting from them. The protection of children and the elderly as the most vulnerable groups in society is most urgent.

ABSTRACT:

The poster will present IFP goals and policies.

The planning and design of residential areas that are scaled to the pedestrian, safe from traffic hazards, secure from crime, environmentally pleasing and the provision of easy access to efficient and affordable public transport is basic for pedestrian safety.

Towards the attainment of its goals and the broad adoption of these policies, IFP represents the interests of the pedestrian at the international level. IFP works with agencies of the United Nations and of the European Union, and cooperates with a wide range of non-governmental organizations.

A long-range commitment by IFP in the past decades has been to represent the concerns of walking road users



on technical committees of the United Nations Economic Commission for Europe (UN-ECE) such as the Working Party on Road Safety whose tasks include the periodic updating of the 1968 Vienna International Convention of Road Traffic.

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