

wise safety

Road Safety Education Program Newsletter - Sindh Education Foundation

INSIDE

- National Road Safety Conference, Karachi
- An Interview with Mr. Aijaz Ali Khan
- Road Safety Melas
- Road Safety within Sindh

June 2007 - Issue II

“Road crashes are a worsening global disaster, destroying lives and livelihoods, hampering development and leaving millions in greater vulnerability.”

Source: World Disasters Report - International Federation of Red Cross and Red Crescent Societies

Global Road Safety Week 2007

Road safety is a major issue everywhere. Worldwide about one million people die in road accidents and up to 50 million people are injured. Road safety is an issue of great concern, especially in developing countries. Statistics expose the gravity of the situation: almost 40% of the accidents are in the countries of the Asia-Pacific region alone. In addition, about 70 million victims of road accidents are taken to hospitals each year in the developing world. Almost 86% of the crashes occur in developing countries although these countries own only 30% of the world's fleet of vehicles.

In order to accentuate the importance of the issue, this year the United Nations commemorated the Global Road Safety Week during April 23-29. Initiatives were taken on the global as well as the local level to raise societal awareness of road traffic injuries, highlighting the particular vulnerabilities of certain groups of road users including pedestrians, cyclists, motor cyclists and passengers. During the week initiatives were taken by the government, non governmental organizations, private sector organizations and others working to promote road safety.

In honor of this Week the Road Sector Development Directorate (RSDD) and the Sindh Education Foundation (SEF) have also been actively involved, to educate people of the urgency that everyone faces as a result of rampant traffic hazards and road accidents. SEF and RSDD facilitated 100 schools in Sindh to celebrate the Global Road Safety Week and help students understand the value of road safety education.

For further details on these celebrations please refer to the article on Page 4 titled 'Global Road Safety Week Celebrations'.

National Road Safety Conference Organized by SEF, RSDD and IMC

Karachi suffers from some of the worst road accident rates in the world. 5.6 deaths took place in the city for every 10,000 vehicles (Department of Civil Engineering, NED University - 2002). Good traffic systems for large cities are less than 2.5 deaths per 10,000 registered vehicles. These revelations came forth at the National Road Safety Conference, held in Karachi on April 24, 2007 organized by the Sindh Education Foundation (SEF), Road Sector Development Directorate (RSDD), Works and Services Department, Government of Sindh and Indus Motor Company (IMC).

The day long event was attended by hundreds of participants from the civil, corporate, and public sector. The Chief Guest of the event was Mr. Waseem Akhtar, Adviser to the Sindh Chief Minister on Home Affairs.

Mr. Aijaz Ali Khan, Director General of RSDD, in his address highlighted efforts made by the government in creating awareness and implementing effective policies to improve safety in Sindh. He also elaborated on the role played by the Sindh Road Agency (SRA), the Sindh Road Fund (SRF), Road Accident Data System (RADS) in the policy making process.

Dr. Rasheed Jooma, Director of Jinnah Postgraduate Medical Centre (JPMC), in his presentation said that more than five hundred people had died in road mishaps in the city during the last seven months, the majority of whom were motorcyclists and pedestrians. Mr. Parvez Ghias, CEO of Indus Motor Company stressed on the need to minimize traffic accidents and traffic congestion, especially in the face of increasing vehicle population.

Continued on Page 2.



Road Safety Education Program

PROGRAM UPDATES



NRSC

Continued from front page

Mr. Ghias also mentioned that Toyota has undertaken this social task as an extremely important issue, and has continued its efforts to improve vehicle performance and reduce environmental impact.

In her concluding address, Prof. Anita Ghulam Ali, Managing Director of the Sindh Education Foundation, highlighted the importance of Road Safety Education in minimizing accidents and in complementing enforcement measures. She was of the opinion that efforts in ensuring compliance with traffic laws and safety regulations could only be completely successful if accompanied by public education and awareness efforts. In this regard, she pointed to the pioneering educational initiative of the Road Safety Education Program as an example in spearheading such educational and awareness efforts. The event comprised of



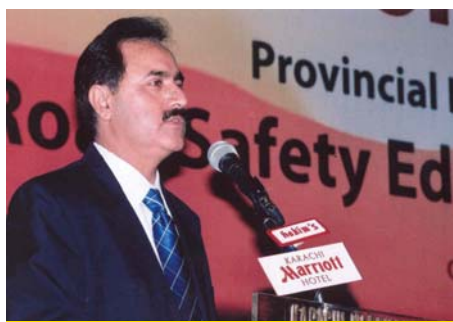
Mr. Parvez Ghias, CEO of Indus Motor Company, addresses the participants and the group of panelists and speakers at the National Road Safety Conference held at a local hotel in Karachi on April 24, 2007

five concurrent sessions from which a range of experts presented their recommendations to improve the standard of road safety in Karachi in particular and Pakistan in general. The five panel discussions comprised the corporate sector's role in road safety; health sector's role in road

safety; education's sector's role in road safety; enforcement of traffic systems and engineering sector's role in road safety. To learn more about the recommendations that were given by the discussants during the conference, log on to www.sef.org.pk/rsep.asp.

An Interview with Mr. Aijaz Ali Khan

Director General, Road Sector Development Directorate, Works & Services Department, GoS



Mr. Aijaz Ali Khan, Director General, RSDD

Q: In your opinion, what are the major road safety issues that we face in Pakistan?

A: In my opinion the crux of road safety issues center on two integral components; violation of traffic laws and faulty road design. The former includes within its domain over-speeding, over loading and violation of traffic signals.

In addition, motorists generally are seen to disrespect pedestrians which results in major injuries. Besides the violation of traffic laws, faulty road design also contributes to road accidents since safety standards have not been kept into account while constructing roads.

Q: What can be done to resolve the issues that you have highlighted?

A: A number of initiatives can be taken to tackle the issue at hand. Enforcement of traffic laws would contribute considerably in decreasing the number of accidents that occur everyday due to road accidents. There should also be designated pedestrian crossings and awareness about these should be given not only to the motorists but also to the pedestrians to use these crossings effectively. Turning towards the technical side of it, axle load control and better engineering practices for the vehicles on the road will also lead to the resolution of the issue.

Q: The Road Safety Education Program is one of a kind in Pakistan. How will this initiative help in educating children about road safety and what are your expectations from the program?

A: The Road Safety Education Program (RSEP) is an educational yet entertaining initiative in explaining children the essentials of road safety. It is expected that the safety messages targeted through books and activities will not only develop individual understanding towards road safety but also the community's knowledge as children are

expected to advocate about road safety in their village/neighborhood.

Q: What are some of the achievements and learning's of the Road Safety Education Program?

A: The program is still underway and its learning can only be ascertained after its conclusion. However, a concrete achievement would be the preparation of a chapter which can be added to the mainstream curriculum to be taught at various levels of classes.

Q: How can the private sector, especially the media & the corporate sector, provide support for road safety?

A: The sustainability and replication of a successful road safety campaign depends on financial resources and sponsorships expected from the private sector. Secondly, RSEP is pilot project which is currently being run in only four districts of the province. Through replication it can be initiated in other districts. Concerted media campaigns can not only create awareness among the community, but can also help shape their behavior on road, both as drivers and as pedestrians.

“Ensuring compliance with traffic laws and safety regulations can only be completely successful if accompanied by public education and awareness efforts. Most countries worldwide have already implemented road safety education as part of their school curriculum. This has helped a great deal in keeping their accident rates in check.”

Prof. Anita Ghulam Ali (S.I.)
Managing Director, Sindh Education Foundation



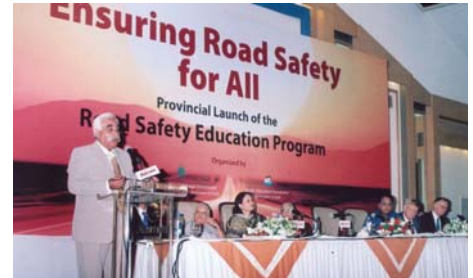
Provincial Launch of the Road Safety Education Program

Education and information on road safe behavior is crucial for the wellbeing of all, especially children, asserted speakers at the provincial launch of the Road Safety Education Program held at a local hotel in Karachi on November 27, 2006. The launch was organized by the Road Sector Development Directorate (RSDD) and the Sindh Education Foundation (SEF). Representing the honorable Chief Minister, Government of Sindh, Dr. Ghulam Arbab Rahim was Mr. Irfanullah Marwat, Minister for Mines and Minerals.

Mr. Ajaz Ali Khan, Director General of the Road Safety Development Directorate (RSDD) and Prof. Anita Ghulam Ali of the

Sindh Education Foundation also officially launched their collaborated effort to educate thousands of children in high-traffic areas of Sindh. Mr. Mashhood Rizvi and Mr. Daman Bozdar of SEF, during their presentation on SEF's role in the program, stressed the importance and benefits of having essential road safety information integrated into the mainstream curriculum.

Mr. Jukka Isotalo, Chief Technical Advisor to the Sindh Road Sector Development Program and Mr. Tom Granberg, Senior Consultant, Transportation/Road Safety stated in their presentations that many countries worldwide have implemented road safety education as part of their school



Mr. Irfanullah Marwat, Minister of Mines and Mineral, GoS during his speech at the Provincial Launch of the RSEP

curriculum and it is extremely commendable that Pakistan is taking a step in the right direction.

However, they also stressed the pressing need for the collaboration of all government departments, the media, the private sector and the masses to ensure a change towards a road safe environment for all citizens.

School Management Bodies Provided Training on Road Safety



Participants present their analysis of a set of newspaper reported accidents during an SMC training in Sehwan

The Sindh Education Foundation (SEF), in collaboration with Road Sector Development Directorate (RSDD), provided training on road safety to 200 members of school management bodies. These training workshops, held in April 2007, were organized as part of the Foundation's Road Safety Education Program, a pioneering initiative towards road safety education.

The trainings aimed to enhance the skills of school management bodies in promoting road safety education amongst all members of society, including children and adults. The workshops comprised informative sessions on first-aid, traffic signs and essential rules for drivers, pedestrians, cyclists and other road users. The innovative workshop also helped the school management body members formulate road safety policies for their schools.

Road Tsunami

By Syed Faisal Saud*

When the cool breeze doesn't blow
To freshen up the morning glow,
And the sunshine comes only to burn,
The melting faces in grief churn
At the shrieking loss of a loved one

For no reason nor rhyme
For none of its faults or crime
In the prime of its innocent youth
The soul must travel out, uncouth,
For eternity beyond Elysian heights,
Leaving behind a sad living sky
Studded with gloomy possibilities, only
Of an unknown pain that frights

Is it not a death in perpetuity?
For the leftover suffering begins,
They had cofined their dreams,
And looked into the open seams
Of souls that crept at snail's pace,
Merciless shrouds, now in infinity,
About all around without a grace.
When the human, inferno is in flame
The cruel dilemma is, who to blame?

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safetywise website updates
Pakistan's 1st Website on
Road Safety Education
www.sef.org.pk/rsep.asp

The safetywise website is an online resource for anyone interested in learning about road safety. Apart from being informative the website is also very entertaining. A whole section is dedicated for children where they can learn about road safety while having fun. Children can read about the adventures of our road safety mascots - Raju and Kiran; they can play games online and can even go through a range of creative ideas about road safety.

The educators section features a wide range of literature for teachers and parents who want their children to stay safe on the roads. The website emphasizes on the fact that road safety is a skill that needs to be taught and learnt. If children are to follow safety measures when in traffic it is imperative that they take road safe rules seriously. Schools have to play an important role in teaching students the value of road safety skills. In this regard too, the safetywise website is an excellent resource which provides activities and literature for road safety education.

Log on to the safetywise, Pakistan's first website on road safety education:

www.sef.org.pk/rsep.asp

Road Safety Melas Educate and Entertain Thousands of People

During March 2007 the Sindh Education Foundation organized activity-filled melas for around 8000-9000 people in the districts of Larkana, Khairpur Mirs and Sehwan to educate and inform the participants of the importance of road safety. The melas was held at the popular venues of Zulfiqar Park, Larkana, Naz Pilot High School, Khairpur and Sehwan Auditorium, where a number of parents, children, school teachers, government officials and distinguished guests enjoyed a host of activities and stalls set up by various organizations.

Road safety is a pressing issue and to highlight the importance of road safety education the Sindh Education Foundation and the Road Sector Development Directorate, Works & Services Department, Government of Sindh organized these melas to invite and educate students, teachers, parents and other road users.



A member of the Road Safety Brigade at the mela in Sehwan



Children perform onstage during one of the Road Safety melas

The day-long melas included a range of activities to keep the crowd of children engrossed and entertained. Quiz shows on road safety, tableaux performed by school children, informative presentations by the National Highways & Motorway Police and poetry by the children attracted more than 8000 people to attend the melas and learn about the issue. The highlight of the activities was a puppet and magic show performed by a theatre troupe from Karachi.

The distinguished guests that graced the events included Mr. Naseer Jamali, DCO Larkana, Mr. Khalid Qureshi of the National Motorway Education Unit, Mr. Qurban Abbasi, Nazim Larkana, Mr. Ali Gul Sanghi, President of Larkana's Press Club, Mr. Shahid Pervez Qazi, DCO Khairpur, Mr. Pir Syed Niaz Husain Shah, Nazim Khairpur, Prof. Sikandar Shah, EDO Education Khairpur, Mr. Ghulam Husain Mallano of the RSDD, Dr. Laik Memon, Director Administration, RSDD, Mr. Abdul Majeed, EDO Education Sehwan.

Global Road Safety Week Celebrations

Around 100 schools in 4 districts of Sindh observed a day full of informative and entertaining activities in honor of the internationally commemorated UN Global Road Safety Week. These schools have partnered with the Road Sector Development Directorate and the Sindh Education Foundation under the Road Safety Education Program.

The schools that celebrated road safety had a range of activities to engage the children and teach them the importance of learning life-saving skills. The children of these schools participated in tableaux and skits that highlighted the way pedestrians and drivers behave normally and how they ought to ideally act. This interactive and child-centered methodology to educating children is an approach that SEF firmly believes in for progressive behavioral change amongst children. The schools were also facilitated by field members of the Sindh Education Foundation with creative ideas such as making their own hand puppets and acting out theme-based puppet shows.

The idea of connecting with schools to reduce the accident rate is one that is universally accepted as a very effective strategy. Most countries worldwide have already implemented road safety education as part of their school curriculum. This has helped a great deal in minimizing road accidents, especially amongst road users.



A live performance by the students in Larkana highlights the importance of road safety education and awareness

Road Safety within Sindh: A Situation Analysis

As part of the Road Safety Education Program (RSEP), research studies were conducted to assess the awareness level of stakeholders on fundamental road safety rules and the outcomes of programmatic activities. During the months of August and September, 2006 the Sindh Education Foundation (SEF) collected baseline information from 100 schools that partnered with the Road Safety Education Program. The sample included 100 school teachers, 100 school heads, 400 students, 300 community members and 20 health units across Sindh.

SEF's research in the selected districts of the province of Sindh has confirmed the risks to the road environment. Speeding is amongst the leading causes of road

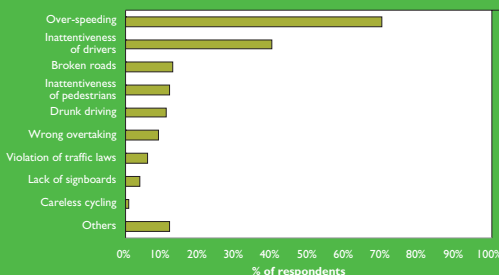
accidents. Besides this, careless driving, poor road infrastructure and inattentiveness of pedestrians are also leading causes of road accidents, taking the lives of millions every year and a life every 30 seconds (Global Road Safety Partnership, 2006). The situation is definitely very alarming. Some other important findings of the research study were as follows:

Amongst students, a whopping 70% were of the view that the leading cause of road accidents was over speeding. The second most rated cause was the inattentiveness of drivers on the road. Also, the greatest probability of any vehicle being involved in an accident is that of a heavy duty vehicle such as trucks or trawlers.

Amongst those interviewed, only 43% had sufficient awareness regarding traffic signals. Last but not the least, to ameliorate the existing traffic situation, 31% suggested slow driving as fundamental to reducing accidents on roads whereas 29% were of the view that better awareness regarding traffic laws is essential.

For more data please visit the safetywise website's research section: www.sef.org.pk/rsep/research.html

Causes of road accidents



Radio Programs on Road Safety

The Sindh Education Foundation, one of the implementing agencies of the Road Safety Education Program (RSEP), has partnered with Sachal FM 105 to produce and broadcast programs and messages on road safety. The channel will air messages and stories so as to educate the public, especially children, on road safety habits. Sachal FM 105 is transmitting these programs in the selected districts of Sehwan, Dadu, Khairpur and Larkana where the Road Safety Education Program is being implemented in 100 government and community schools.

About us

safetywise is a bi-annual newsletter developed by the Sindh Education Foundation for the Road Safety Education Program. The Road Safety Education Program is being sponsored and supported by the Road Sector Development Directorate, Works & Service Department, Government of Sindh in 50 government and 50 community based schools in various high-traffic districts of Sindh. To order your free copy of this newsletter send us your contact details at rsep@sef.org.pk

Or call us at:
(92-21) 111-424-111 (Ext: 216)



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