

# safetywise

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Road Safety Education Program Newsletter - Sindh Education Foundation

November 2006 - Issue 1

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- Around the globe nearly 1 million people die and 34 million are injured in road crashes every year.
  - Pedestrians and cyclists together account for almost 65% of traffic deaths in low and middle income countries; over a third of those victims are children.

Source: WHO

## Introducing 'safetywise' A Newsletter for Road Safety

- Almost 85% of the world's traffic accident victims are in low and middle income countries.
- High speed of motor traffic on rural highways of Sindh is the main cause of high fatality rate of pedestrians and cyclists.
- By 2020, the World Health Organization (WHO) projects that road crash injuries will be the third highest threat to public health.

Road Safety is a crucial issue not just locally but also globally. Road accidents are a major cause of death around the world. One of the most significant reasons why road accidents pose a major risk to the life of children in developing countries such as Pakistan is that children do not have the basic information that allows them to deal with hostile traffic environments. This is further aggravated by dismal road conditions and violation of traffic rules and regulations.

In Sindh, it has been estimated that of all casualties due to road accidents a significant number is of young children. A small child does not have an understanding of the traffic environment and cannot evaluate the risks involved with roads. Most countries worldwide implement road safety education as part of the school curriculum to make children aware about road safety.

This newsletter attempts to impart road safety awareness amongst readers so as to accentuate the importance of undertaking safety measures on roads especially for the young. It also provides updates on the Road Safety Education Program (RSEP), an innovative program being implemented in Pakistan to impart road safety education amongst children.

## Introducing The Road Safety Education Program

The Road Safety Education Program has been launched by the Road Sector Development Directorate (RSDD) with the support of the Asian Development Bank (ADB). The Sindh Education Foundation (SEF) has been selected as the implementing agency of the program. This is a pioneering program that aims at imparting road safety education to children in schools and to related stakeholders in various community settings.

The program is divided into three principal components: training and capacity building, advocacy and awareness building and monitoring and research. The Sindh Education Foundation will be training teachers, community members and local government officials on inculcating road safety practices amongst children as well as provision of safe road environment within communities. A range of awareness raising material will be developed and events will be held to increase public awareness amongst children and other road users on road safety. SEF will also organize various policy-level forums at the district and provincial level in order to advocate for greater support in the area of road safety for children. Under this innovative program SEF will for the first time in Pakistan be collecting and analyzing data pertaining to children's knowledge on road safety.

RSEP is being implemented in 50 government and 50 community based schools across Jamshoro, Dadu, Larkana and Khairpur districts of Sindh. The program will benefit an estimated 10,000 students, teachers and community members across the focused districts.



## Road Safety Education Program

PROGRAM UPDATES



### Initiating the Road Safety Education Program Program Awarding & Signing Ceremony

The Government of Sindh in collaboration with the Road Sector Development Directorate (RSDD) and the Asian Development Bank (ADB) launched the Road Safety Education Program (RSEP), an innovative program aiming at imparting road safety education amongst children.

The program was launched by Mr. Fazlur Rehman, Chief Secretary, Government of Sindh on June 22, 2006 during a contract signing ceremony with the Sindh Education

Foundation (SEF). Mr. Ajaz Ali Khan, Director General, RSDD presented the project overview to the media and other participants at the occasion.

SEF, the implementing agency of the program, will be providing support in areas of training and capacity building of stakeholders, research and monitoring of road safety data and advocacy and awareness raising of children and related stakeholders on the protection of children.



Mr. Fazlur Rehman, Chief Secretary Sindh & Prof. Anita Ghulam Ali, Managing Director, Sindh Education Foundation at the signing ceremony of the Road Safety Education Program.

### Integrating Road Safety Education in the School Curriculum

100 Teachers Trained on Road Safety Practices



Teachers busy discussing road safety strategies for their group activity during the recently conducted training workshops in the targeted areas of the Road Safety Education Program.

The Sindh Education Foundation organized a 5-day training program for teachers on 'Integrating Road Safety Education in the School Curriculum' in the month of November 2006.

The cluster-based trainings were carried out in Jamshoro, Dadu, Larkana and Khairpur districts of Sindh. The training aimed at enhancing skills of teachers on road safety education in each of the 50 government and 50 community based schools that have partnered with the Road Safety Education Program.

The trainings revolved around enhancing teachers' understanding on protection of children on roads, integrating road safety education within the school curriculum and implementation of first aid measures for children who have faced minor and major road accidents. The trainings also aimed at increasing teachers' expertise on devising child-centered learning activities and material for imparting road safety education within the school. SEF will be providing various teaching aids on road safety education to the trained staff members during the duration of the program.

### Research-based Information about Road Safety Baseline Survey of 100 Partner Schools

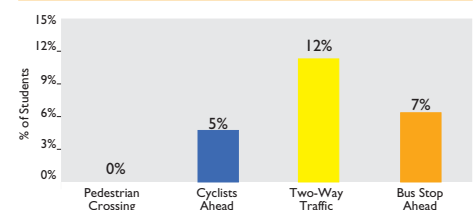
For the Road Safety Education Program, significant research-based information was gathered to evaluate the condition of safety measures for children on roads, awareness level of stakeholders on integral road safety rules and regulations and outcomes of program activities.

During the months of August and September, 2006 SEF collected baseline information from 100 schools that have partnered with RSEP. The sample included

100 school teachers, 100 school heads, 400 students, 300 community members & 20 health units across Sindh. Not only does this survey present a general overview of road safety in the focused areas but it also provides crucial information on the measures that need to be taken by various stakeholders to ensure road safety for children.

For more information about the baseline log on to [www.sef.org.pk/rsep.asp](http://www.sef.org.pk/rsep.asp)

#### Students' Knowledge of Road Signs



The above graph depicts the insufficient knowledge of road signs amongst students in target RSEP schools before implementation of the program. Main reason could be the absence of such topics in the curriculum. Moreover, according to the research there are no traffic signs present in the target areas.



“People lack civic education and often violate traffic rules. The introduction of Road Safety Education Program will help citizens act responsibly and follow traffic regulations for their own safety and that of others.”

Superintendent - National Highway Authority, Khairpur



## Increasing Awareness Regarding Road Safety Education Orientation Workshops for Government Officials

A series of interactive workshops on Road Safety Education were conducted for local government officials in Jamshoro, Dadu, Larkana and Khairpur districts of Sindh. The workshops were carried out to engage local government officials in ensuring effective implementation of RSEP. Local government officials from various departments including education, traffic and highway authorities, and health and emergency services were present on the occasion and lauded the initiative of implementing the Road Safety Education Program in the targeted districts. The district governments signed an agreement with the Sindh Education Foundation for



Mr. Daman Ali Bozdar of Sindh Education Foundation during a workshop with the government officials and representatives of National Highway Authority organized by the Sindh Education Foundation in targeted districts.

the program implementation and support mechanism.

A working session was organized during each of the workshops in which targeted schools for program implementation were mapped and road networks, emergency services and major issues that children face while using roads in the area were identified and discussed. Roles and responsibilities of each stakeholder group (i.e. the government, media, NGO sector and donors) towards ensuring road safety were outlined after which each stakeholder group undertook a commitment to ensure safety of children on roads.



## Road Safety Education Program

RESOURCES



## Road Safety Resource Pack Creating Learning Material for Road Safety Education

The Road Safety Education Program aims at integrating road safety education within the school curriculum. In this regard a Road Safety Resource Pack has been developed by SEF which aims at imparting road safety information amongst children keeping in mind that the information is transmitted in a manner that invokes their interest. The Road Safety Resource Pack contains the following:

### Road Safety Stories

Stories are a wonderful tool to advocate messages in a fun and playful manner. The stories contained in the Road Safety Resource Pack are based on the road safety mascots and have been specifically written for children to communicate integral messages on road safety.

### Teacher's Guide

This guide aims at assisting teachers in organizing activities within the classrooms to increase students' understanding of road safety.

### Road Safety Board Game

A fun-filled and interactive game has been included in the resource pack which focuses on inculcating road safety behavior amongst children.

### Activity Booklets

Fun-filled activity booklets have been included in the resource pack which will be used by children to learn about road safety in an interactive manner.

### First Aid Kit & Manual

A first aid kit and manual have been included in the resource pack for teachers and older students to undertake first aid treatment for minor road injuries.

### Posters

Posters included in the resource pack will provide information to children regarding road safety rules and regulations. These will be placed in various sections of the schools to increase children's awareness on road safety information.

## 'safetywise' website Pakistan's 1<sup>st</sup> Website on Road Safety Education

[www.sef.org.pk/rsep.asp](http://www.sef.org.pk/rsep.asp)

The 'safetywise' website aspires to be an interesting resource for visitors who wish to learn how the Road Safety Education Program is being piloted in Pakistan. Other than providing detailed descriptions on the program itself and details on the various events and activities being conducted, visitors will also find a range of resourceful information on road safety that the website has to offer.

The website comprises an exclusive section dedicated to research findings on road safety specific to Sindh. There are also two separate sections set aside for caregivers and children. These sections work as the resource base for teachers who can learn on how to introduce road safety education at school and integrate fun-filled and child-centered activities in the classroom. The website also has an interactive children's section which informs them about road safety rules and regulations in a child-friendly manner.

The 'safetywise' website is also a great way to access road safety advocacy and learning material developed for children and other stakeholders in local languages.

To access the material of the Road Safety Resource Pack log on to

[www.sef.org.pk/rsep.asp](http://www.sef.org.pk/rsep.asp)



# wise safety

what can WE do

## Government

- Develop and implement road safety policies.
- Provide high standards of accountability to ensure that the road laws set forth are followed by everyone.
- Provide funds for road safety initiatives.
- Mobilize community groups to carry out road safety activities in their relevant administrative area.

## Community Groups

- Disseminate information amongst community members on road safety rules.
- Persuade various other communities to coordinate in road safety initiatives so as to ensure a sustained approach.
- Coordinate with the government to sponsor any initiative taken to ensure safety on roads.

## Corporates, Donors & NGO's

- Provide resources for implementing road safety education programs within schools.
- Educate road users about road safety through awareness campaigns.
- Advocate for improved strategies and accountability of road safety rules and regulations.
- Provide resources for improvement of road conditions and installation of road safety measures e.g. zebra crossing, speed bumps, traffic signals, pedestrian crossings, fluorescent signage etc.

## Media Agencies

- Broadcast programs for increasing awareness on road safety for children and adults.
- Report mishaps in the road environment and advocate for improvements where needed.
- Through informed reporting influence societal perceptions about unacceptable driver behavior instilling an informed and careful attitude for drivers.

## Automobile Manufacturers and Car Insurance Companies

- Promote road safety amongst all prospective drivers and provide information on safe driving techniques, maintenance procedures and road safety rules.
- Support and sponsor road safety initiatives and campaigns.
- Ensure that automobiles produced are as per safety regulations.

## Police and Enforcement Agencies

- Monitor behavior of motorists and other vehicle drivers on the road and ensure that they conform to the laws formed for road safety.
- Provide support to pedestrians in the road environment.
- Monitor locations which are identified to be likely sites for accidents and be on high alert in those areas.
- Ensure maintenance of road infrastructure.

## Individual Road Users

- Attain a greater awareness and knowledge of road safety laws and follow and disseminate the information to other motorists and road users.

For the Road Safety Education Program to succeed and directly appeal to its main beneficiaries, i.e. the children, the Sindh Education Foundation and the Road Sector Development Directorate have introduced a range of cartoon characters and their adventurous stories related to road safety. Sergeant Bahadur, Raju, Kiran, Bablu, Mama Molu and Mastano are amongst the adorable range of characters that have been developed to help all children learn more about road safety in an educational yet playful way.

Serving the indigenous population, these characters appear local but advocate the same messages that are promoted globally about road safety.

## Road Safety Mascots



### RAJU

Raju, a young and energetic boy whose adventures and love of cricket and animals give important lessons on the importance of road safety.



### KIRAN

Kiran, Raju's sister. She may be a few years older than Raju but they are still the best of friends. She is the smart one in the family and she cares dearly for her brother who can be a little careless at times.



### Mama Molu

Mama Molu, a not-so-safe qingqi driver in the same village as the children. He too has a few things to learn about driving safely.



### Bablu

Bablu, a village goat eager to learn what the children are learning at school and pass on those messages to members of his herd. Bablu is playful and fun, and also very smart.



### Mastano

Mastano, a talking camel teaching children a few pointers to keep in mind about road safety.



### Sergeant Bahadur

Last but not the least, Sergeant Bahadur – an impressive and friendly Road Safety Officer who has been appointed in the village to maintain law and order on the roads. He is also invited as a special guest at the village school to teach children the benefits of learning road safety behavior.

## 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.

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



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Road Sector Development Directorate  
Works and Services Department  
Government of Sindh