



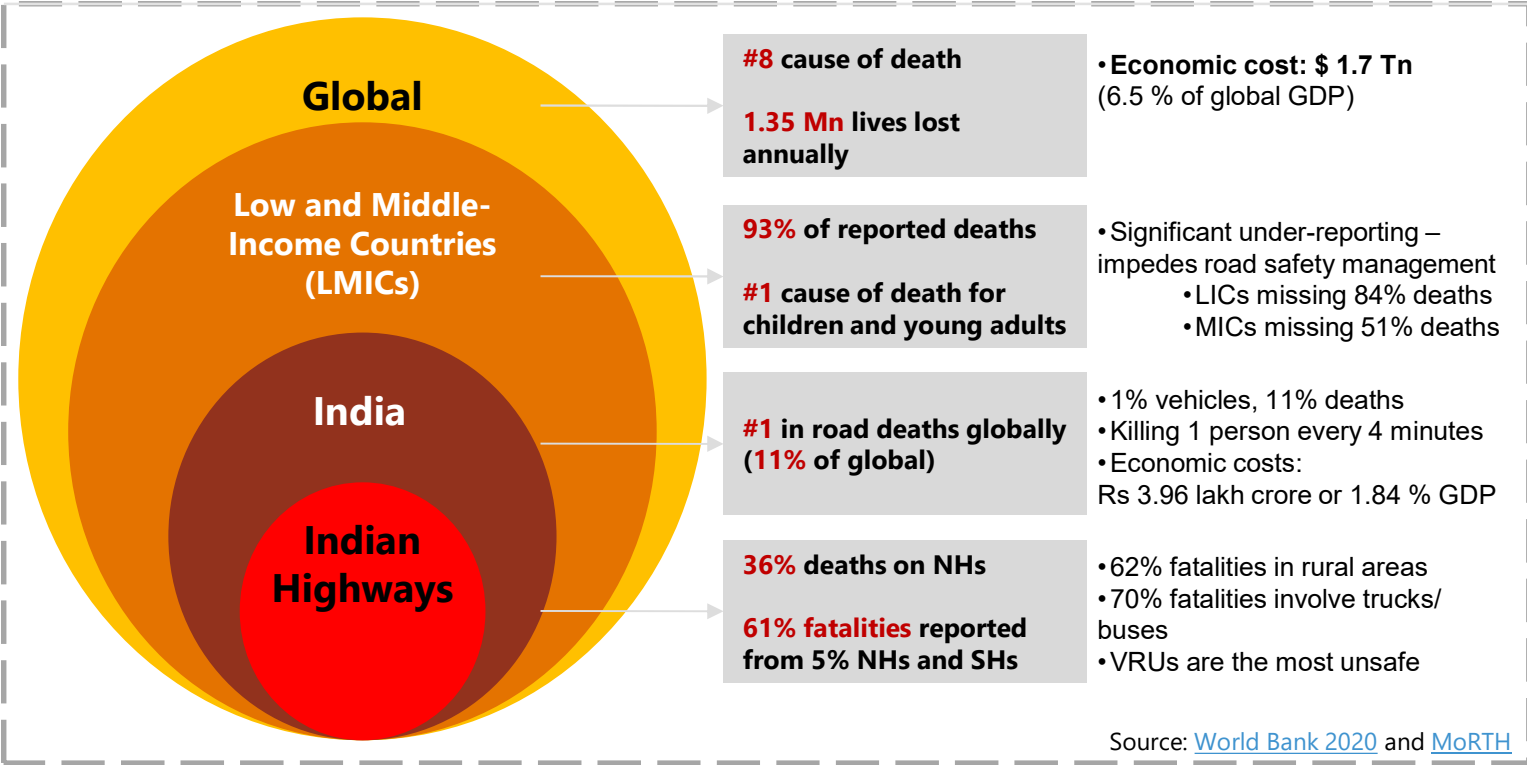
School Curriculum on Road Safety & Road Safety Clubs in schools

Fatalities in Road Traffic Injuries (RTIs)



A key development challenge impairing young & productive population in developing economies

Fatalities in Road Traffic Injuries (RTIs)



Challenges

- ✓ **Under-reporting:** The actual burden of road crashes is unknown.
- ✓ **Limitations of interventions:** Data availability impacts every aspect of road safety management including resource allocation, advocacy, intervention selection, and prioritization of resources.

Education and awareness offer opportunities to improve the situation and save precious lives.



Committed to Road Safety

Ironically, India accounts for only 1% of motor vehicles globally but is responsible for 11% of road traffic deaths.

10% of RTI-related deaths take place among children aged < 14 years

Only 17% of schools had roads which showed school zone signage, and 11.5% had speed limits displayed.

Need for road safety education in schools



MAJORITY OF ADOLESCENTS WHO DRIVE HAVE LEARNT IT AT AN EARLY AGE



63.3% of the children who admitted to under-age driving further admitted that they started learning how to drive between the ages 9 and 14.



43 CHILDREN DIE IN ROAD ACCIDENTS IN INDIA EVERY DAY

15,633 children were killed in road accidents across India in 2015, that boils down to 7 times more deaths caused due to road accidents than due to crimes against children, like murder and foeticide.

Road Safety Education & Awareness Campaign



Wholistic Approach

- Road Safety Education in Schools / Educational Institutes
- Improving Skill / Behaviours in Driving Community
- Road Safety Campaign and Awareness Program with Community Participation
- Media Involvement in Road Safety Campaign & Awareness Program

STARTING THEM YOUNG: Initiative for Integrating Road Safety in School Curriculum



IRF India, in association with IRTE, developed Road Safety Content during 2013-14.

The content was prepared in consultation with the School Teachers.

The road safety content was integrated with the existing books in Hindi, English, Mathematics,

Science and Social Science and encompassed Classes VI to X.

The content is available in the below-mentioned link on the IRF India website.

<https://indiairf.com/project/starting-them-young-irf-initiative-for-integrating-road-safety-in-school-curriculum/>

Road Safety Education in 7 States – an Overview



SI No	State	Stretch Name	No of schools	Status
1	Karnataka	Neelamangala to Hiriyur, NH-48	270	Completed
2	Tamil Nadu	Krishnagiri to Karur, NH-44	345	Completed
3	Maharashtra	Nagpur to Amravati, NH-53	452	90% Completed
4	Rajasthan	Paniyala Mod to Dudu, NH-48	686	Work in Prog
5	Kerala	Aroor to Kadampattukonam, NH-66	364	Completed
6	Madhya Pradesh	Sidhi to Singrauli, NH-39	306	90% Completed
7	Uttar Pradesh	Moradabad to Bareilly, NH-09/530/30	196	Work in Prog

Road Safety Education: Target & Content



Target Age Group: 10 years onwards

Content Covers:

- Hierarchy of roads, road as shared asset, road users, mixed traffic
- Traffic signs and Signals
- Road Risks, hazards
- Good Samaritan
- First Aid
- Basic rules :
 - (i) Obey Speed limits
 - (ii) Don't drink and drive
 - (iii) Wear helmets and seat-belts
 - (iv) Never use your mobile while driving
- Preventive measures to avoid accidents

The Model: Skills Development, Design Thinking & Transformation



**Experiential Learning
Empathy Workshops
Road Safety Audits by
children
Drive IQ modules**



**Vision of a Safe
School Zone**
Safe Zone Plans for
Schools by children



School Zones in India
Differentiated signage and
designated school zones based
on inputs from children

**Putting the next generation in the driver's seat to promote
safe school zones.**

Teach road safety as a life skill rather than dos and don'ts

Children are the best brand ambassadors of social cause campaigns

Skills Development: Pedagogy, themes and approach



Day 1 Understand Road as a Shared Space

Students learn empathy towards all road users. Importance of road signs through role play and group discussions



Day 2 Experience Hazard perception

Students learn hazard perception through interactive videos to understand the road from a driver's perspective.



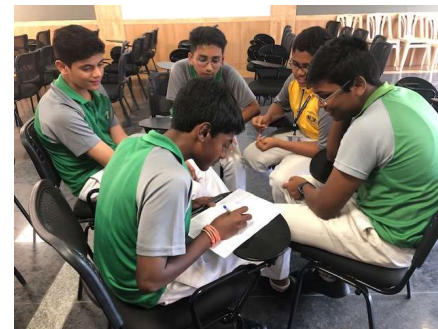
Day 3 Observe Road Safety Audits

Students conduct safety audit of their school zone and provide inputs on improvements in their school zone.



Day 3 Act Safe School Vision & Pledge

Student recommendations for Safe School Zone, Certification & Pledge

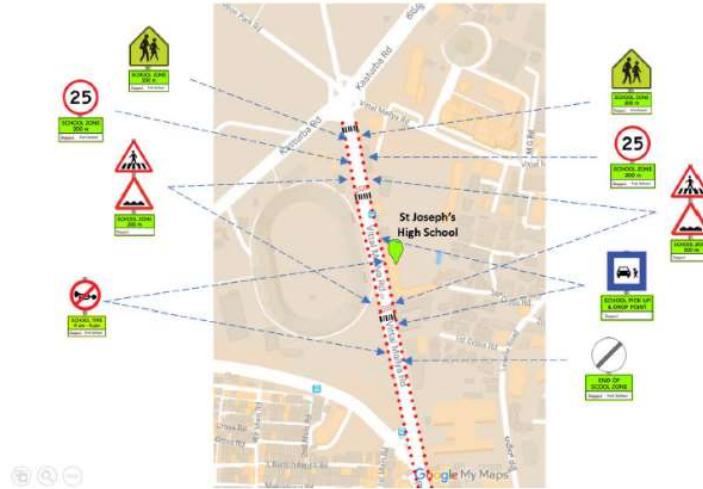


Using Design Methodology



Student Recommendations

Mapped on enlarged Google Map of the current School Zone



Technical School Zone Plan

Converting Student recommendations into zone plans by traffic engineers can be customized to each and every school using the digital printing solution.



The solution gives us the advantage of using logo's and complex artworks along with content in various languages.



Implementation of School Zone Plan

Suite of road safety elements including road signages, road markings and road furniture

Improvements took place



- 98% reduction in accidents near this school in 6 months,
- Children shared experience of educating road safety in their families, relatives, and neighbours and saving lives



We hope to transform school zones with innovative solutions



Products to be featured: • Twin Molded Shank RPMs (Cat's Eyes) • Aluminum-backed Flexible Prismatic Sheeting (AFP) • Flexible Median Markers • Type XI 3M™ Diamond Grade™ DG³ Retroreflective Sign Sheeting • Pavement Markings o Aluminum-backed Flexible Prismatic Sheeting o Raised Pavement Markers o Delineators and Solar Studs.

IRF India's Road Safety Education on Bundelkhand Expressway



The Bundelkhand Expressway is a Greenfield Expressway with a length of 300 Km,
(Start Bharatkoop in Chitrakoot District and ends at Agra – Lucknow Expressway)

Number of stretches - **06**

Total no of schools on the entire stretch mapped - **224**

No of students trained - **16282**

Package	No of schools	No of students
Package -1	34	3219
Package -2	10	817
Package -3	26	1738
Package -4	17	734
Package -5	69	4538
Package -6	68	5235
Total	224	16282

Road Safety Anthem



IRF-IC has prepared a catchy 1 minute Road Safety Anthem in all regional languages of India.

Thank You