

**CONCEPTUAL ROAD SAFETY
LEARNING — THE IDEAL AGE TO START** |

JOURNEY OF PRABHAAV

Prabhaav is a journey. which began with a couple of like-minded friends, from diverse educational backgrounds, to be instrumental in making a difference and having a positive IMPACT on the society.

Since 2011 there was no looking back... we started, we stumbled, we paused, we learnt, we failed, we struggled, we succeeded, but NEVER GAVE UP!

VERTICALS OF PRABHAAV FOUNDATION

- Road Safety
- Health
- Environment
- Culture

ROAD SAFETY

UN Sustainable Development Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

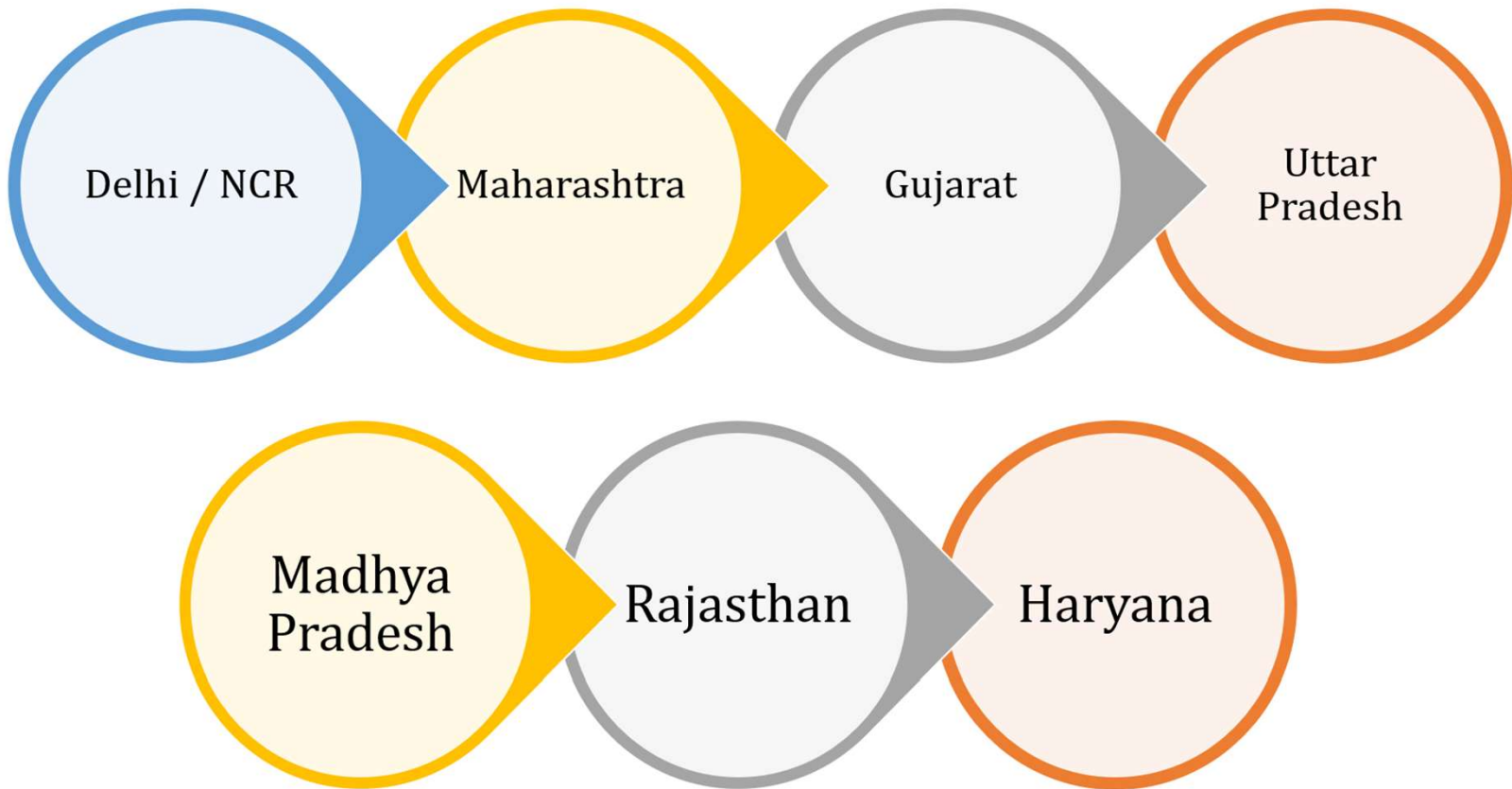
We have collaborated with ICICI Lombard, IRF, Jindal Stainless Foundation, PB Fintech Limited, PVR and NDTV in understanding the importance of safe roads and have been conducting Road Safety Trainings & Workshops-PAN India. More than **150,000** Parents, Students, Teachers and Drivers have been trained so far.

PROGRAMS UNDER “ROAD SAFETY”

- PVR Next
- NDTV & DIEGO
- Stainless Roads
- Ride to Safety (IL)
- Road Safety Campaign (PB Fintech)
- Stainless Roads (Conspicuity Drive)
- Road Safety Program (IRF)



OUR REACH



OUR PARTNERS IN “ROAD SAFETY” PROGRAMS



OUR IMPACT IN “ROAD SAFETY”

**150,000 +
Individuals**

7 States

**38000+
Helmets
Distributed**

**1200 +
Kms Road
Covered**






CHILDREN USING ROADS

Road Safety is a great subject in which to engage children and young people. It's a subject even the youngest children know something about because everyone uses the roads, whether driving, walking or travelling as a passenger.





Road safety is a great subject in which to engage children and young people – and Road Safety Week is the perfect time to do it! If approached in the right way, students often enjoy and get a lot from studying and campaigning for road safety because it is an issue they can understand and that affects them. It's vitally important to help shape children and young people's understanding of and attitudes towards road safety, to help give them the best chance of keeping safe while they're young and as they get older. Road crashes are the biggest killer of young people worldwide.

WHAT TO **TEACH** — **ABC** OF ROAD SAFETY

A: is for **awareness** (Traffic is dangerous and can hurt people)

B: is for **behaviour** (Things you should do to stay safer)

C: is for **choice and campaigning** (How to make safer choices and to help others make these choices too)



A B C

The letters A, B, and C are displayed in a large, bold, sans-serif font. The letter 'A' is red, 'B' is orange, and 'C' is yellow. Each letter has a thick black outline and is slightly tilted to the right.

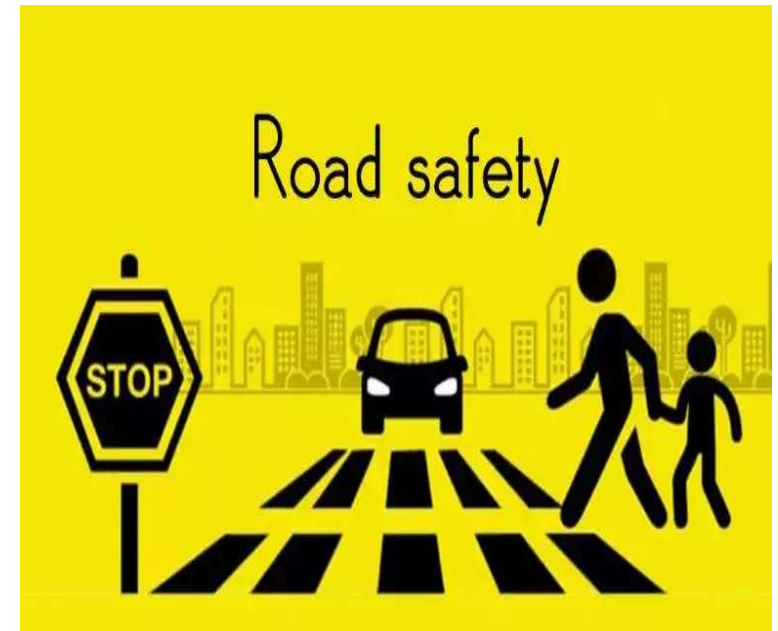
TEACHING IDEAS

For Age 2 - 5	For Age 5 - 7	For Age 7 - 11
1. Toy Car Olympics	1. Draw or Paint Posters	1. Hands up Survey
2. Learn About Wheels	2. Experiment with Wheels	2. Run a Discussion
3. Let's Look at the Car	3. Paint an Ambulance	3. Role Plays
4.	4. Do a Seat Belt Experiment	4. Be Ambassador for Road Safety
	5. Sing a Road Safety Song	5. Getting Messages across to Parents

WHY ROAD SAFETY IS IMPORTANT FOR CHILDREN?

Children are never too young to start learning about how to cross the road safely, how they should walk on the pavement and how to behave safely near the road and around traffic.

From a young age, children should learn about road safety. Children often lack the spatial awareness required for crossing a street or being near a road. Kids are also more likely to go unseen by drivers, which increases their chances of risk or injury. Accidents can happen unexpectedly and suddenly, so it is important for parents to instill safe habits that become second nature to kids. Properly explaining the dangers that cars can pose can help prevent serious mishaps.



TEACH THEM **YOUNG**



THANK YOU

PRABHAAV FOUNDATION

A -9, Green Park Main, New Delhi – 110016

Contact: 011-41036265

W: www.prabhaavfoundation.org

E: Info@prabhaavfoundation.org



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