

THE SAFETY NETWORK **LE RÉSEAU-SÉCURITÉ**

Le Bulletin Officiel de l'Association Canadienne des Professionnels de la Sécurité Routière

2016, Issue 4

**International Road Safety
NGOs**

**Organisations non-
gouvernementales œuvrant en
sécurité routière**

Inside this issue:

Editorial	2
Éditorial	4
Asia Injury Prevention Foundation	6
Alinagnon	7
Association for Safe International Road Travel - Kenya	9
Indian Federation of Road Safety	11
Observatory - National Road Safety	14
Partnership for Road Safety	15
The Road Safety Association of Tizi-ouzou, Algeria "The Road Friends"	17
Youth Association for Social Awareness (YASA) Morocco	18
Youth For Road Safety (YOURS)	19
ALIARSE	21
Pedestrian Safety Culture on Western University's Campus: The need for a pedestrian paradise	23
CARSP Conference call for abstracts	25
Acknowledgements	27
Next Issue	27
Prochain Numéro	27

In the Forefront of Saving Lives on the World's Roads

Lotte Brondum

Global Alliance of NGOs for Road Safety

Around the world, nongovernmental organizations (NGOs) are acting as advocates and implementers of road safety programs and activities. NGOs are often founded by citizens in response to a need they see around them. NGOs fill the gap in government programmes, and can influence decision-making.

With 180-plus member NGOs active in more than 90 countries, the [Global Alliance of NGOs for Road Safety](#) (the Alliance) was founded in response to demand from NGOs worldwide for a forum where they could share best practices and collectively advocate for road safety and the rights of victims of road traffic injury. The founding of the Alliance was driven by the World Health Organization (WHO), who served as secretariat until August 2014. The WHO also funded the first three Global Alliance Meetings and remains a close ally and friend of the Alliance.

The Alliance and its member NGOs are at the forefront of the global effort to save lives on the roads. As of September 2016, the Alliance has 180-plus members in 90 countries. Table 1 shows the geographical distribution of the members and it can be seen that most members are located in Europe, followed by Africa.

Table 1. Geographic distribution of Alliance members

Africa	Americas	Eastern Mediterranean	Europe	South and East Asia	Western Pacific
25%	21%	6%	30%	9%	8%

Note: Regional distribution according to WHO's geographical definition

The Alliance has three member agencies in Canada: MADD Canada, the Canadian Association of Road Safety Professionals, and Parachute Leaders in Injury Prevention. Most members are in India, Kenya and Nigeria. However, the majority of Alliance member NGOs (60%) are the only road safety NGO operating in their country. Late in 2015, the Alliance conducted a baseline survey to better understand the member base and its characteristics in order to be able to support them. Although the majority of road safety NGOs may be the only civil society road safety group in their country, the majority are affiliated across regional networks or with a specific interest group such as victim groups or children injury prevention groups. NGOs are founded in response to a need in their country; this could be an urge to do something about safe school routes, bad lighting at night, or seeking justice for the loss of a loved one. Alliance member NGOs are familiar with key road safety, health and development frameworks, such as the Global Plan and

(Continued on page 3)

(Continued from page 2)

Sustainable Development Goals. For planning purposes, they use data from sources such as the WHO's Global Status Reports and national databases. Most NGOs have at least one staff member (employee or volunteer) while 27% are run exclusively by volunteers. Funding is a major concern: 88% cite insufficient financial resources as their biggest challenge and only 14.1% of member NGOs have two or more years of funding available to cover operations.

In response to the findings, the Alliance has established various capacity building initiatives including training, mentorships, and small seed grants for replicable projects.

To fulfill our mission, the Alliance provides concise information about the activities of NGOs to non-NGO actors, including governments, foundations, intergovernmental agencies, the media, and other stakeholders with an interest in road safety. The Alliance also coordinates and mobilizes activities aligned with the Decade of Action 2011–2020 and the Sustainable Development Goals. This involves the Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims, which take place every two years; regular communications and outreach; and mobilization of ongoing responses to the Global Plan for Road Safety.

The Alliance has established various capacity building initiatives including training, mentorships, and small seed grants for replicable projects.



2015 Global Alliance Meeting in Marrakesh, Morocco

Aux premières lignes pour sauver des vies sur les routes du monde

Lotte Brondum

Alliance globale des ONG pour la sécurité routière

Partout dans le monde, des organisations non gouvernementales (ONG) agissent en tant que défenseurs ainsi que responsables de programmes et d'activités en sécurité routière. Les ONG sont souvent mises en place par les citoyens en réponse à un besoin qu'ils constatent autour d'eux. Les ONG comblent l'écart avec les programmes gouvernementaux et elles peuvent influencer le processus de décision. Avec plus de 180 membres d'ONG actives dans plus de 90 pays, la *Global Alliance of NGOs for Road Safety* (l'Alliance) a été fondée en réponse à une demande des ONG du monde entier. Celles-ci désiraient un forum où elles pourraient partager de l'information sur les meilleures pratiques et, de façon collective, plaider en faveur de la sécurité routière et des droits des victimes d'accidents de la route. La création de l'Alliance s'est réalisée sous l'impulsion de l'Organisation mondiale de la santé (OMS), qui en a également assuré le secrétariat jusqu'en août 2014. L'OMS a également financé les trois premières réunions de l'Alliance et demeure un proche allié et ami de cette dernière.

L'Alliance et les ONG qui en sont membres sont aux premières lignes de l'effort mondial pour sauver des vies sur les routes. En date de septembre 2016, l'Alliance regroupe un total de 180 membres dans 90 pays. Le tableau 1 présente la répartition géographique des membres et l'on constate que la plupart de ceux-ci sont basés en Europe, suivi par l'Afrique.

Tableau 1. Répartition géographique des membres de l'Alliance

Afrique	Amériques	Est de la Méditerranée	Europe	Asie du Sud et de l'Est	Pacifique Ouest
25 %	21 %	6 %	30 %	9 %	8 %

Note: Répartition régionale selon la définition géographique de l'Organisation mondiale de la santé

Nous avons trois membres au Canada : MADD Canada, l'Association canadienne des professionnels de la sécurité routière et Parachute, un organisme national qui a pour mission de prévenir les blessures et de sauver des vies. La plupart des membres sont en Inde, au Kenya ou au Nigéria. Cependant, pour une majorité des ONG membres de l'Alliance, soit 60 %, elles sont les seules ONG en sécurité routière œuvrant dans leur pays. À la fin de l'année 2015, l'Alliance a mené une enquête de référence pour mieux comprendre l'ensemble de ses membres ainsi que leurs caractéristiques afin d'être en mesure de mieux les soutenir. Bien qu'une majorité des ONG œuvrant en sécurité routière puisse être le seul organisme en sécurité routière de la société civile dans leur pays, elles sont pour la plupart associées à des réseaux régionaux ou avec un groupe d'intérêt particulier, comme

(Continued on page 5)



(Continued from page 4)

des groupes de victimes ou des groupes s'occupant de la prévention des blessures chez les enfants. Les ONG sont créées en réponse à des besoins dans leur pays. Cela peut être la nécessité de poser des actions concrètes sur des itinéraires scolaires sécuritaires, sur de mauvais éclairages de nuit ou de l'aide juridique à la suite de la perte d'un être cher. Les ONG membres de l'Alliance connaissent bien les éléments structurels clés de la sécurité routière, de la santé et du développement, comme par exemple le Plan mondial des objectifs de développement durable. À des fins de planification, elles utilisent des données provenant de sources telles que les Rapports sur la situation mondiale produit par l'OMS ainsi que des bases de données nationales. Les ONG fonctionnent toutes avec au moins une personne en poste (bénévole ou employé) et 27 % d'entre elles fonctionnent exclusivement grâce à des bénévoles. Le financement est un enjeu majeur : 88 % mentionnent l'insuffisance des ressources comme leur plus grand défi et seulement 14,1 % des ONG membres possèdent le financement nécessaire pour couvrir leurs opérations pour deux années ou plus.

En réponse à ces constatations, l'Alliance a mis en place différentes initiatives de développement des ressources, y compris la formation, le mentorat de même que des petites subventions allouées pour des projets qui peuvent être reproduits ailleurs.

Pour réaliser sa mission, l'Alliance fournit des informations concises à propos des activités menées par des acteurs en sécurité routière, ONG ou non, incluant les gouvernements, les fondations, les organismes intergouvernementaux, les médias, ainsi que d'autres partenaires qui ont un intérêt dans la sécurité routière. L'Alliance travaille également à coordonner et mobiliser les activités en lien avec la Décennie d'actions 2011-2020 et le Plan mondial des objectifs de développement durable. Cela implique aussi la Réunion mondiale des organisations non-gouvernementales défendant la sécurité routière ainsi que les victimes de la route, qui a lieu à tous les deux ans; des communications et interventions régulières, de même que la mobilisation des réponses actuelles au Plan mondial pour la sécurité routière.

L'Alliance a mis en place différentes initiatives de développement des ressources, y compris la formation, le mentorat de même que des petites subventions allouées pour des projets qui peuvent être reproduits ailleurs.



2015 Global Alliance Meeting in Marrakesh, Morocco



Asia Injury Prevention Foundation

Mirjam Sidik

Asia Injury Prevention Foundation

Résumé : La Fondation AIP fournit des connaissances en sécurité routière aux personnes vivant dans plusieurs des pays en voie de développement de l'Asie du Sud-est. L'objectif qu'elle poursuit actuellement est de faire la promotion du port du casque de vélo chez les enfants d'âge scolaire.

Asia Injury Prevention Foundation (AIP) is a Road Safety NGO based in Vietnam that works in the countries of Vietnam, Cambodia, Thailand, and China. AIP's mission is to provide life-saving road safety knowledge and skills to low- and middle-income countries with the goal of preventing road crash fatalities and injuries. The types of road safety activities they are involved with include tailored road safety education programs; public awareness and behavior change campaigns; providing access to quality helmets; and development and enforcement of traffic standards. Through AIP's various projects and initiatives, the organization works towards fulfilling its goal.

Helmets for Kids is an AIP project that provides school children and teachers with quality helmets and road safety education through funding support from numerous private sector partners.

Major components of the *Helmets for Kids* program include: donating high quality helmets to students and teachers; training teachers and students on how to wear a helmet correctly and general road safety; engaging schools and the community and increasing public awareness of child helmet use in project sites through kick-off helmet donation ceremonies; integrating parents through workshops and letters of commitment; sustaining students' enthusiasm and helmet use with extracurricular activities; and conducting pre- and post-behavior observations and knowledge assessments.

Former U.S. President Bill Clinton launched *Helmets for Kids* on November 19, 2000 in Ho Chi Minh City, and *Helmets for Kids* is now active across Vietnam, Cambodia, and Thailand.

AIP's mission is to provide life-saving road safety knowledge and skills to low- and middle-income countries with the goal of preventing road crash fatalities and injuries.



www.aip-foundation.org



ALINAGNON, une ONG béninoise œuvrant pour une circulation routière plus sûre

Martial Credo Tugan
ALINAGNON NGOs

Abstract: Founded in 2008, Alinagnon focuses its activities in Benin and worked assiduously for safer road traffic. The organization deals with education in road safety, working to build capacity, conducts studies and surveys makes representations to the authorities to take account of road safety issues and provide assistance to victims of the road.

Selon les données de l'Organisation mondiale de la Santé (OMS) pour l'année 2013, on estime à près de 3 000 le nombre de personnes décédés dans un accident routier au Bénin annuellement, ce qui correspond à un taux de 27,7 personnes tuées dans un accident routier par 100 000 habitants¹. Ces problèmes d'insécurité routière touchent particulièrement les motocyclistes ainsi que les piétons.



Alinagnon, qui signifie en langue locale « bonne route », a été créée en 2008 à l'initiative de M. Casimir Migan. Alinagnon concentre ses activités au Bénin et travaille assidument pour une circulation routière plus sûre, notamment en mettant l'emphasis sur la diminution des facteurs de risque d'accident, et ce, dans une perspective de développement durable. Alinagnon s'occupe d'éducation à la sécurité routière, travaille à renforcer les capacités à intervenir, procède à des études et des enquêtes, effectue des représentations auprès des autorités afin qu'elles tiennent compte des questions de sécurité routière et prête assistance aux victimes de la route.

L'ONG mène actuellement deux projets qu'elle considère prioritaires. Le premier est le projet « Safe Routes to School » qui a pour objectif de sécuriser les trajets des écoliers et des élèves sur le chemin de l'école. Ce projet permet notamment la mise en place de panneaux de signalisation et d'infrastructures de protection dans les zones scolaires (barrières de protection, ralentisseurs, etc.). En outre, il favorise la création de clubs de sécurité routière pour l'éducation à la sécurité routière des enfants ainsi que la formation des enseignants et des responsables d'établissements pour l'organisation d'activités ludiques, le tout au profit des écoliers et élèves.

(Continued on page 8)



(Continued from page 7)

Le second projet est celui d'« Éducation à la sécurité routière ». Il est destiné aux conducteurs (autant ceux des véhicules à 2 que ceux à 4 roues), aux personnels des entreprises (publiques et privées) et aux personnes handicapées. Ce projet a pour objectif de renforcer les capacités des différents groupes cibles sur différentes thématiques de



la sécurité routière. L'organisme mise sur l'importance du port de casque à moto, l'importance du port de la ceinture de sécurité en voiture, le respect des couloirs de circulation, les premiers gestes de secours en cas d'accident, la vitesse, la manière la plus efficace d'aider les personnes handicapées visuelles dans la circulation, etc. Ce projet vise à faire prendre conscience aux usagers de l'importance d'un changement de comportement sur nos routes afin qu'elles deviennent plus sûres. Nous souhaitons une « bonne route » en toute sécurité à Alinagnon!



Association for Safe International Road Travel (ASIRT), Kenya

Bright Oywaya
ASIRT



In Kenya, close to 400 school-aged children are killed every year as a result of road crashes. ASIRT-Kenya supports the global initiative that seeks to Save Kids Lives

Résumé : L'Association for Safe International Road Travel au Kenya (ASIRT-Kenya) est une organisation qui travaille à améliorer la sécurité au Kenya. Leur objectif principal est d'accroître la sensibilisation, de miser sur des programmes d'éducation destinés aux enfants d'âge scolaire et de préconiser des changements à la législation ainsi qu'aux campagnes de publicité dans les médias.

The Association for Safe International Road Travel, Kenya (ASIRT-Kenya) is an organization that is working to improve safety in Kenya. Their mission statement is to reduce deaths, injuries and economic losses resulting from road crashes through education, awareness creation and advocacy. ASIRT-Kenya is primarily focussed on the following three road safety activities:

- Raising awareness – Promoting the World Day of Remembrance for Road Crash Victims on an annual basis
- Education – Focussed programs for school aged children and first responder training for public service drivers and traffic police
- Advocacy – Advocating for changes to legislation and media campaigns that promote road safety

One example of an ASIRT-Kenya program is the School Safety Program. School-aged children in Kenya are often involved in road crashes while on their way to and from school. In Kenya, close to 400 school-aged children are killed every year as a result of road crashes. Several more are injured while others are disabled. ASIRT-Kenya supports the global initiative that seeks to 'Save Kids Lives'. They believe that a legal framework is crucial in their efforts to safeguard the children as they move to and from school. They are at the forefront of advocacy efforts towards the passage of a Traffic Bill that seeks to regulate school transport in Kenya. The law, which is in parliament, seeks to promote safe journeys to school for every child by ensuring safe roads and reduction of speed limits around schools to 30 km/hr. ASIRT-Kenya conducts school-based road safety campaigns and education programs. They partner with various schools that are near roads with high numbers of road crashes.



(Continued on page 10)

Road safety initiatives are geared towards ensuring the safety of children who are vulnerable road users and also work towards achieving the Sustainable Development Goal of reducing road crashes by 50% by 2020.

(Continued from page 9)

The organization has trained road safety volunteers to help conduct the trainings and sensitize the teachers on the need to sustain the programs. School-children are also sensitized on safe use of roads. The other aspect of the program is the provision of reflective bags to aid in visibility on the roads. For sustainability, they encourage and assist parents to form street crossing guards for their children. They also encourage formation of clubs in schools as a way of ensuring sustainability of the program.

Additionally, they advocate for environmental modification that helps to keep children safe on their school journey. They map out areas near schools that have recorded high numbers of crashes. ASIRT-Kenya then engages the relevant authorities to push for modification of the environment to promote road safety. These initiatives include the installation of speed bumps, zebra crossings and appropriate signage. Road safety initiatives are geared towards ensuring the safety of children who are vulnerable road users and also work towards achieving the Sustainable Development Goal of reducing road crashes by 50% by 2020.

For more details, visit the ASIRT-Kenya web site at: www.asirtk.org



Indian Federation of Road Safety (IFROS)

Vino Kumar Kanumala
IFROS



India has the terrible distinction of being the country with the largest number of people killed on the roads – in excess of 5,000 people daily. The goals of Indian Federation of Road Safety are to make all road users aware of the dangers of road traffic crashes and to develop a new road safety culture across India.

Résumé : L'Inde a la réputation douteuse d'être le pays où le plus de personnes meurent d'accidents de la route. La « Indian Federation of Road Safety » (Fédération indienne pour la sécurité routière) a pour but de sensibiliser la population aux dangers des collisions routières ainsi que de développer une culture de sécurité routière dans tout le pays.

India has the terrible distinction of being the country with the largest number of people killed on the roads – in excess of 375 people daily. Victims are most often reckless or drunk drivers who ignore speed limit signs. Unfortunately pedestrians, motorcyclists, and passengers on public transportation or in private vehicles are also counted amongst fatalities. Possibly the most tragic victims are homeless people, who are killed by reckless or drunk drivers as they sleep at night on footpaths. Nowhere in the world is civilian life as cheap as it is on India's roads!

In the last two or three decades, with an increase in affluence, middle-class Indians have been able to afford vehicles – two or four wheelers – thereby increasing the density of road traffic tremendously. This unprecedented growth in motorization has taken the government by surprise and, to date, no amount of planning has been able to resolve the resulting traffic crisis. Poor road conditions, and a complete lack of adherence to rules by both motorists and pedestrians, occur on such a vast scale that these are now taken for granted as the way of life!

The goals of Indian Federation of Road Safety (IFROS) are to make all road users aware of the dangers of road traffic crashes and to develop a new road safety culture across India. In particular, the group aims to:

- develop specific programmes to improve the quality of roads thereby creating a safer travelling environment,
- create programmes for driver training, including knowledge of the rules of the road, safe driving techniques, and first-aid training, before drivers are able to obtain a license,
- organize awareness programmes for trained drivers on the importance of adhering to traffic rules in order to ensure safety, and
- implement road safety programmes for all road users.

IFROS believes it has a major role to play in all aspects of road safety policy development in India. For governments and financial institutions, the organization provides a wide base of expertise for planning road development, road safety

(Continued on page 12)



(Continued from page 11)

strategies, and policies. For its members and associates, IFROS provides links to institutions and agencies, such as the World Health Organization and the United Nations, and access to officials and decision makers in state and central government agencies. For the community of road professionals, IFROS is a source of support and information for other road safety organizations, advocacy groups, and companies and institutions dedicated to improving safety.

In particular, IFROS has undertaken an advanced initiative to implement a series of measures by various state and central government agencies to improve road safety. The emphasis is on instantaneous mandatory measures, which are preventive in nature, and can be established at low cost. A comprehensive policy is to be developed that will delineate the medium and long term measures, and the associated financial support, that are required to improve road safety. This programme has the following specific goals:

- to bring down the increasing number of accidents,
- to earmark separate funds for road safety programmes,
- to develop programmes to improve major roads, to protect vulnerable road users, and to improve driver training, licensing and monitoring procedures,
- to obtain better coordination between various government departments and non-governmental agencies, and
- to create information systems on accidents that can be used to establish appropriate countermeasures.

Some of the recent steps taken by the organization to further its goals have included participation in activities related to National Road Safety Week through designing, printing, and distributing safety material to road users; implementing a "Walk for Road Safety Campaign" in Hyderabad involving municipal government officials and police; and promoting road awareness by means of "Street Shows on Road Safety".

Around 3,150 children of three to fifteen years of age are killed or seriously injured on Indian roads every year. This means that almost 60 children each week are road casualties. Furthermore, 80% of Indian schools do not have a road safety curriculum. In consequence, a particular focus for IFROS is that of road safety education through its "Student Assimilation Programme



(Continued on page 13)

(Continued from page 12)

on Road Safety (SAPROS)". The methodology helps parents, guardians and teachers to educate children on the importance of the road safety code, and how to stay safe when walking or riding a bicycle.

The organization produces a vast range of educational resources aimed at helping to plan and deliver the message of road safety to children in an effective manner. The resources are created taking into consideration the national school curriculum. This makes it easier for teachers to include road safety education into their regular classroom teaching. In these formative years, it is easy to mold a child into a responsible citizen, i.e. one who respects and follows the rules and regulations set by the government for the safety of the individual and for road users in general.

For more details, visit the web site of the IFROS at: <http://www.ifros.org>

The organization produces a vast range of educational resources aimed at helping to plan and deliver the message of road safety to children in an effective manner.





To help accomplish its mission, the Observatory developed a system to collect data from other public and private databases called the System for Observation, Monitoring and Action System (SOMA).

The National Road Safety Observatory in Brazil

José Aurelio Ramalho
National Road Safety Observatory in Brazil

Résumé : L'observatoire national de sécurité routière du Brésil tente d'améliorer le bilan routier en produisant de meilleures données, en diffusant les cas probants de sécurité routière, en participant aux consultations publiques lorsque de nouvelles lois sont introduites par le Congrès, en agissant à titre d'expert lors de poursuites légales, en organisant des activités d'information et de sensibilisation grand public et en collaborant avec les autres instances décisionnelles du Brésil.

This Brazilian road safety NGO was established based on the five road safety pillars of action developed by the United Nations. The Observatory's main objective is to be a catalyst within Brazilian society for improving vehicular road safety. Its mission is to promote the necessary technical aids in order to develop safe roads for the public through research, data, information, education and advocacy.

To help accomplish its mission, the Observatory developed a system to collect data from other public and private databases called the System for Observation, Monitoring and Action System (SOMA). This tool is offered at no cost to every public organization responsible for managing traffic. SOMA enables the creation of reports using road crash data, such as when, where, and why an accident happens. The data is extracted to inform public policy and improve road safety.



Observatory and Road Federal Police of Brazil discussing their partnership to improve road safety and reduce traffic collisions

(Continued from page 14)

The Observatory's most vigorous role, however, is in the realm of advocacy. It does this by providing counsel to the National Congress when road traffic bills are drafted; participating in public hearings over bills; acting as *amicus curiae* in polemic legal cases in the courts; and working together with the judiciary as the keeper of the public's interest.



Advocacy meeting between Observatory's president and the National Traffic Department's President to discuss improvements to new driver's licence procedures.

At the same time, education is another pillar of great importance to the Observatory. On its website, easily-accessible and free audio-visual materials and radio webcasts on road safety tips are available to the public.

"Urbanidade" (a word in Portuguese that infers cordiality, good manners, and city life) is a project developed and coordinated by the Observatory to bring together diverse public bodies, specialists and other sectors in society to participate in discussions about a safer road traffic environment. The intent is to recommend effective measures for implementation that will help reduce the number of people killed and seriously injured from road crashes in Brazil.

Partnership for Road Safety, Georgia

Gela Kvashilava
Partnership for Road Safety



Résumé : Le Partenariat de sécurité routière cherche à rendre les routes de Géorgie plus sécuritaires en mobilisant les efforts des partenaires du secteur privé, du gouvernement et des ONG. Le Partenariat a complété plus de 30 projets depuis sa fondation et il a été reconnu mondialement pour sa contribution en sécurité routière.

The Partnership for Road Safety is Georgia's leading 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 is to mobilize the joint efforts of the state, private, and NGO sectors in order to reduce traffic collisions, to advocate and inform society and the media about important road safety issues. They also seek to promote road safety culture and support youth road safety

The Partnership for Road Safety is Georgia's leading 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.

(Continued on page 16)

In 2010, through building effective coalitions between public and private actors, the Partnership's project contributed to establishing legislation that makes the use of seat belts mandatory in the front seat of all vehicles in Georgia.

(Continued from page 15)

education. They have carried out more than 30 road safety and sustainable mobility projects since 2006, which has given the organization international recognition.

The Partnership for Road Safety is a part of the Eastern Alliance for Safe and Sustainable Transportation network (EASST). EASST is a UK-based organization that regularly shares materials and best practice with EASST partners in more than 10 post-soviet countries. In 2013, the Partnership became a member of the Global Alliance of NGOs for Road Safety.

Increasing the Seat Belt Use in Georgia has been one of their most successful projects. This three year effort began in 2007 and was funded by United States Agency for International Development, British Petroleum, the FIA Foundation for Automobile and Society, and Toyota Caucasus. In 2010, through building effective coalitions between public and private actors, the project contributed to establishing legislation that makes the use of seat belts mandatory in the front seat of all vehicles in Georgia. These efforts have contributed to a measurable reduction in road fatalities and an increase of nearly 95% in the use of seat belts and other protective devices. Throughout many projects, the organization has built a network of supporting government, NGOs, media and private sector organizations as well as high-profile individuals. A notable highlight for the Partnership for Road Safety came in 2012 when it was awarded a prestigious Prince Michael International Road Safety Award in recognition of the organization's significant impact on road safety in Georgia through the seat belt program.



Les Amis de la Route

Sofiane Tinkicht & Cherif Keddami
Les Amis de la Route

Résumé : Les Amis de la Route est une association algérienne qui travaille pour la sécurité routière à travers la coordination avec les institutions publiques et privées, des programmes dans l'éducation publique, des événements et des projets de recherche en sécurité routière. Ils ont aussi développé un programme d'éducation en sécurité routière à grande échelle pour les enfants dans des écoles primaires.

Les Amis de la Route (Friends of the Road) is an Algerian Road Safety Association whose mission is to improve traffic safety in Algeria through coordination with public and private institutions to reduce traffic collision risk, educational programs for the public, organizing traffic safety events, and furthering scientific research in field of road safety.

One way Friends of the Road supports its goal is by providing road safety education for elementary school children. They have found that many children in Algeria lack basic knowledge of safe pedestrian practices because of a lack of access to educational material and training. Friends of the Road responded by developing a textbook for students, training 24 teachers to be road safety instructors, and formulating courses that will be incorporated into their school routine. As a result, 120 elementary schools will offer the program which gives students two hours of road safety courses a week. The course is a quality training program that incorporates theory with hands-on training.

Friends of the Road provides educational opportunities for the broader public through media such as television, radio, and the internet. They build awareness through special event planning at cultural, scientific and sporting events as well as organizing annual events such as the International Week of Road Courtesy each March, the World Week of Pedestrians in May, and the World Day of Remembrance of Road Traffic Victims in November.



One way Friends of the Road supports its goal is by providing road safety education for elementary school children. They have found that many children in Algeria lack basic knowledge of safe pedestrian practices because of a lack of access to educational material and training.



YASA

International seeks to reduce the number of driving related injuries and fatalities in developing countries. YASA works towards its objective is by supporting strategies to improve international cooperation for safety promotion and injury prevention.

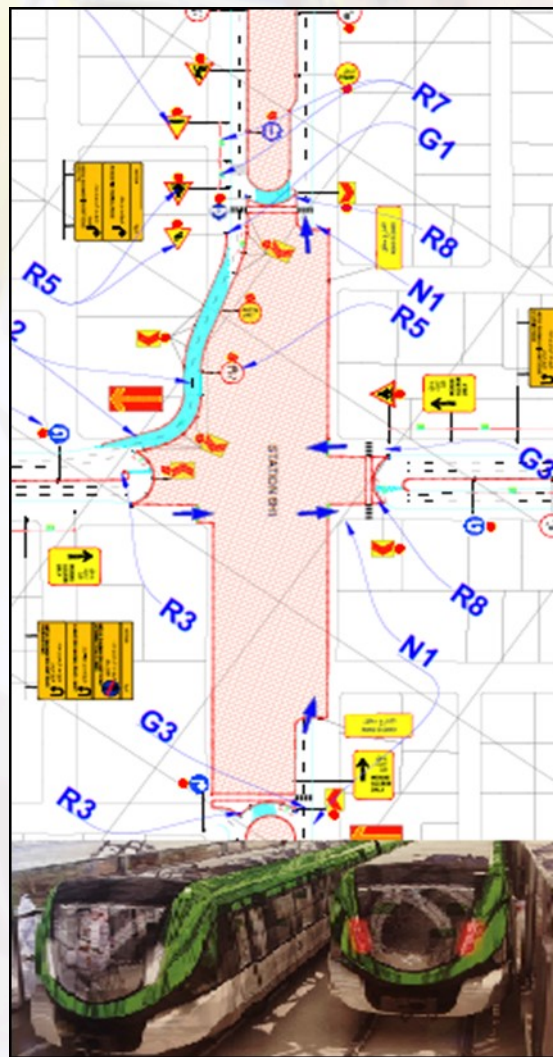
Youth Association for Social Awareness (YASA) International

Mustapha Azzouzi
YASA (Morocco)

Résumé : L'organisation YASA International travaille pour l'amélioration de la sécurité routière dans les pays du Moyen-Orient en informant les décideurs sur les problèmes de sécurité routière, en faisant des audits de sécurité routière, en développant des programmes pour la sensibilisation des conducteurs au volant et en travaillant pour faciliter la coopération internationale en faveur de la promotion de la sécurité routière et de la prévention des blessures.

Youth Association for Social Awareness (YASA) International seeks to reduce the number of driving related injuries and fatalities in developing countries by informing policy makers of road safety issues, conducting Road Safety Audits, developing driver awareness and improvement programs, playing an active role in the preparation of laws and regulations related to public safety, and working to facilitate international cooperation for safety promotion and injury prevention. Notable projects YASA has worked on include conducting road safety audits of temporary traffic management plans during the construction of the Riyadh Metro (figure to the right), an educational program aimed at informing the Lebanese public of rescue and first aid procedures involving traffic collisions, and a driver improvement program targeting a reduction in traffic injuries in Lebanon and other Middle Eastern countries.

One way YASA works towards its objective is by supporting strategies to improve international cooperation for safety promotion and injury prevention. The Middle East Campaign for Accident Prevention (MECAP) is an example of such a strategy. It was launched from



Temporary Traffic Management Plan during Riyadh Metro Construction

Lebanon in 2002 and was successful in building effective partnerships with many public and private agencies in the region, especially with media and educational institutions. YASA works to persuade policy-makers and decision-makers of the immediate necessity to treat injury prevention as a major public health issue.

YASA's road safety policy embraces the "Safe Systems" approach to road safety which is internationally recognized as a best practice. YASA's road safety approach also aligns with the UN Decade of Action for road safety.

YASA has signed Memorandum of Understandings with highly regarded entities such as the World Health Organization (Eastern Mediterranean Regional Office) and the United Nations (Economic and Social Commission for Western Asia). YASA has also cooperated with organizations who work on safety promotion such as the Fédération Européenne des Victimes de la Route, Karolinska Institutet, European Union Delegation, and EUROMED.

For more details, visit the web site of the YASA at: www.yasa.org

L'Organisation des jeunes ivoiriens pour la sécurité routière, le partenaire ivoirien de YOURS (Youth for Road Safety)

Kone Maferima
YOURS Côte-d'Ivoire

Abstract: The Organization of young Ivorians for Road Safety (OJISER) and its coordinator, Ms. KONE Maferima, are working to significantly reduce the number of accidents on the roads of the Ivory Coast. The OJISER is the representative organization Youth for Road Safety (YOURS) in Ivory Coast. Miss Maferima is also the representative of YOURS in Francophone Africa.

Selon les données de l'Organisation mondiale de la Santé (OMS) pour l'année 2013, on estime à près de 5 000 le nombre de personnes décédés dans un accident routier en Côte d'Ivoire annuellement, ce qui correspond à un taux de 24,2 personnes tuées dans un accident routier par 100 000 habitants [1]. Ces problèmes d'insécurité routière touchent particulièrement les piétons.

L'Organisation des jeunes ivoiriens pour la sécurité routière (OJISER), fondée en 2009, ainsi que sa coordonnatrice, Mlle KONE Maferima, souhaitent réduire de façon significative le nombre d'accidents sur les routes de la Côte-d'Ivoire.

(Continued on page 20)



Selon les données de l'Organisation mondiale de la Santé (OMS) pour l'année 2013, on estime à près de 5 000 le nombre de personnes décédés dans un accident routier en Côte d'Ivoire annuellement, ce qui correspond à un taux de 24,2 personnes tuées dans un accident routier par 100 000 habitants.



(Continued from page 19)

Pour se faire, l'OJISER s'active auprès des acteurs sur le terrain, notamment les chauffeurs dans les gares routières, mais également auprès des parents et des groupes de jeunes. L'organisme fait la promotion de la sécurité routière en milieu urbain comme en milieu rural, en milieu scolaire et non scolaire. De fait, plusieurs de leurs actions interpellent les enseignants ainsi que les élèves. L'OJISER souhaite sensibiliser la population sur l'importance du port de la ceinture de sécurité, sur les dangers d'utiliser le téléphone au volant, sur les dépassements dangereux ainsi que sur les excès de vitesse. L'un de leur projet phare de sécurité routière est la formation des conducteurs de moto taxi au code de la route et au secourisme dans la ville de Bouaké, située au centre de la Côte-d'Ivoire.

L'OJISER est impliquée dans les Journée mondiale du souvenir des victimes de la route, dans les Journée mondiale des Nations Unies pour la sécurité routière ainsi que dans la campagne Savekidslives. L'organisme est également l'initiateur de la semaine ivoirienne sans accident (SISA).

L'OJISER œuvre aussi dans les pays francophones de l'Afrique de l'Ouest et est l'organisation représentant Youth for Road Safety (YOURS) en Côte d'Ivoire. Mlle Maferima est également la représentante de YOURS en Afrique francophone.

Source

[1] <http://apps.who.int/gho/data/node.main.A997?lang=en>



Sensibilisation des chauffeurs de véhicules de transport en commun dans la grande gare d'Abidjan, la capitale de la Côte d'Ivoire



Séance d'éducation à la sécurité routière dans une école primaire à Bouaké, au centre de la Côte d'Ivoire

ALIARSE

Angelita Flores
ALIARSE

Résumé : La fondation ALIARSE est une organisation non-gouvernementale au Costa Rica qui développe des projets au niveau national. Cette fondation travaille pour la durabilité et l'équité dans la société costaricienne en promouvant significativement la sécurité routière. ALIARSE collabore avec le programme Empresas Seguras afin de développer des systèmes de gestion de la sécurité routière dans des entreprises et d'autres institutions nationales. En outre, ALIARSE a fortement contribué à la création de l'Alliance Nationale pour la Sécurité Routière, en collaboration avec divers représentants, formant ensemble une plateforme multidisciplinaire.

ALIARSE Foundation is an NGO based in Costa Rica and develops projects on a national level. This foundation aims for sustainability and equity and is a significant promotor of road safety. It has a strong presence in *Empresas Seguras*, which is a road safety program for national companies and institutions aiming to establish well-developed road safety management. Furthermore, this foundation trains road safety volunteers in municipalities around the country, especially in those with higher rates of road incidents and traffic deaths.



Road safety event in the Municipality of Cartago, Costa Rica.

ALIARSE's mission is to position *Road Safety* on the National Agenda and facilitate the promotion of safe behavior, therefore decreasing the percentage of injuries and fatalities on the roads of Costa Rica.

ALIARSE took part in the creation of the National Alliance for Road Safety, the first alliance in Costa Rica that is formed from a multi-sectoral platform, and is represented by the National Road Safety Council (COSEVI), Traffic Police, IAFA, Bridgestone, Honda motorcycles, Toyota Purdy Motor, IQ Radio, Aconvivir NGO, National Civic Committee of motorcyclists, Costa Rican Red Cross, and the ALIARSE Foundation. The National Alliance participated in the creation of the National Road Safety Strategic Plan 2015-2020 by providing a framework found in the Decade of Action for Road Safety 2010-2020.

(Continued on page 22)

ALIARSE's mission is to position Road Safety on the National Agenda and facilitate the promotion of safe behavior, therefore decreasing the percentage of injuries and fatalities on the roads of Costa Rica.

(Continued from page 21)

The common objectives of the National Alliance for Road Safety are directed to influence the actions of the private and public sector in road safety, especially by introducing the topic of road safety through actions that strengthen the *Empresas Seguras* Program. The program prioritizes the social responsibility of these companies and facilitates the training of promoters of civil society to work on road safety through their influence and actions.

Strengthening the *Empresas Seguras* Program (On-Road Safe Companies National Program) and promoting road safety management in agencies are ALIARSE's most important initiatives. By incorporating stakeholders who can support efforts for more companies to join the program, ALIARSE is able to maximize their promotion of the *Empresas Seguras* program.

For more details, visit the web site of ALIARSE at: www.aliarse.org



Inauguration of National Road Safety Week 2016



Release of road safety notebooks for teaching



First executive bi-annual meeting. From right to left: Gilbert Porras, Honda Motorcycles; Roy Rojas, COSEVI; Angelita Flores, ALIARSE; Cindy Coto, COSEVI; Sarita Mora, COSEVI; Ana María Sequeira, Purdy Motor Group; Valeria Aguilar, Trisan Group.

Pedestrian Safety Culture on Western University's Campus: *The Need for a Pedestrian Paradise*

Hannah Williams, Emily McLachlan, Meghan McRoberts, Jade Farhat and
Adrianna Giuffre - Western University



On the night of October 7, 2015, shortly after kinesiology students at Western University completed a project on pedestrian safety on campus, a first year student was hit and killed on campus by a drunk driver.

Editor's Note: This guest article was authored by kinesiology students at Western University in London, Ontario. Although not related to the theme of this newsletter, the guest article provides an overview of an important study conducted regarding pedestrian safety on campus. Guest articles are always welcome and published at the discretion of the Safety Network's Editorial Board.

Résumé : Une étude des comportements des piétons et des conducteurs, réalisée sur un campus universitaire, suggère d'accroître les efforts concertés pour améliorer la sécurité des piétons. Les auteurs recommandent la création d'un « paradis pour piétons » à l'intérieur même du campus.

In September 2015, for the initial project of a kinesiology class at Western University in London, Ontario, students were required to collect observational data and write a report to reflect pedestrian and vehicular behaviour at busy intersections on campus. The project's ultimate goal was to provide a snapshot of campus pedestrian safety culture. On the night of October 7, 2015, shortly after completion of this project, a first year student was hit and killed on campus by a drunk driver. As a result of this tragic event, the class made it our mission to expand our investigation of the pedestrian safety culture on campus and to advocate for change. In total, three projects were completed.

Firstly, as reported above, we conducted an observational study, ultimately sampling the behaviour of 16,000 pedestrians and 5,000 drivers. Next, we took 450 pictures representative of these behaviours. Finally, we developed and administered a survey on pedestrian safety culture to about 430 pedestrians and drivers on campus to gauge their attitudes and reported behaviour.

Some of the findings included:

- 33.5% of pedestrians J-walked
- 44.6% of pedestrians were distracted (e.g., using cell phones)
- 73.2% of pedestrians admitted to distracted walking
- 24.1% of drivers reported texting while driving
- 30.1% of drivers increased their speed going through an intersection
- 70.6% of respondents felt roads on campus should favour pedestrian use

(Continued on page 24)



(Continued from page 23)

From the results, it is evident that a toxic mix exists between road-user attitudes and behaviours. In particular, this includes each road user believing it is the other's responsibility to ensure pedestrian safety. Ultimately, the current pedestrian safety culture translates to a majority of pedestrians being constantly at risk.

Based on the evidence derived both from our research and the scientific literature, we developed short, intermediate, and long term recommendations, aimed at making Western a more pedestrian friendly campus.

Pedestrian safety research makes many suggestions for reliable traffic calming measures and these were built into a traffic plan for the overall campus. Many short and intermediate recommendations were proposed in these respects.

Ultimately, however, in order to achieve a campus where education, quality of life, active living, safety, mental and physical health are seen as the highest priorities, an inner campus free of cars and municipal buses was the long-term recommendation. In short, we proposed a "pedestrian paradise" for the inner campus, which also necessitated making further traffic flow recommendations for the overall campus. As kinesiologists, we were sensitive to the value that a safe, green environment has for both mental and physical health. At a time when these aspects of life seem to be at an all-time low, the value of a pedestrian paradise for the inner campus takes on additional significance.

The elimination of cars and buses, and the introduction of additional green space on campus (e.g., parks, trees, gardens), as well as the promotion of walking throughout the campus, are critical for the future. We suspect that pedestrian safety on many university campuses is poor, and that similar action to that proposed here is necessary elsewhere. We hope our campus will be a national leader on campus safety, and that the senseless death of our fellow student will not be forgotten. We can certainly do better.



Technology and Road Safety

27th CANADIAN ASSOCIATION OF ROAD SAFETY
PROFESSIONALS (CARSP) CONFERENCE
FORMERLY CANADIAN MULTIDISCIPLINARY ROAD SAFETY CONFERENCE (CMRSC)

June 18-21, 2017
Chelsea Hotel
Toronto, Ontario

The Call for Abstracts is now open!
For more information or to submit an abstract - [click here](#)
Abstract submission deadline extended to
Monday October 31, 2016

CARSP has joined with the **Ontario Ministry of Transportation** and the **CAA of South Central Ontario** to bring you the 2017 CARSP Conference. The theme for the conference, "Technology and Road Safety", was chosen to highlight current and emerging technologies which impact road safety both positively and negatively. To further explore this area, plenary and panel sessions will focus on key issues. As always, our Call for Abstracts welcomes submissions from a broad array of road safety topics. We welcome abstracts from both practitioners (i.e. those who are delivering programs or writing policy), and researchers/evaluators.



For conference updates, please visit <http://www.carsp.ca/carsp-conference/carsp-conference-2017/>





Pour suivre
cette
conférence,
aller au : [http://
www.carsp.ca/
carsp-
conference/
carsp-
conference-
2017/](http://www.carsp.ca/carsp-conference/carsp-conference-2017/)

Technologie et sécurité routière

**27^{ième} CONFÉRENCE DE L'ASSOCIATION CANADIENNE DES
PROFESSIONNELS DE LA SÉCURITÉ ROUTIÈRE (ACPSE^R)**
AUPARAVANT CONFÉRENCE CANADIENNE MULTIDISCIPLINAIRE EN SÉCURITÉ
ROUTIÈRE (CCMSR)

**18-21 juin 2017
Hôtel Chelsea
Toronto, Ontario**

L'appel à soumissions est maintenant ouvert !

Pour plus d'informations ou pour soumettre un résumé – [cliquer ici](#)

Date limite de soumission – Lundi le 31 octobre 2016

L'ACPSE^R se joint au **Ministère des Transports de l'Ontario** et au **CAA du Centre-Sud de l'Ontario** pour vous présenter la Conférence ACPSE^R 2017. Le thème de la conférence, "Technologie et sécurité routière" a été choisi pour mettre l'emphase sur les technologies récentes qui ont un impact en sécurité routière, autant négatif que positif. Pour explorer plus en profondeur cette thématique, des panels et des plénières sont prévus sur cet enjeu clé. Comme à l'habitude, l'Appel à soumissions accueille les propositions de résumé touchant tous les aspects de la sécurité routière. Nous invitons les praticiens (i.e. ceux qui développent ou appliquent des politiques et des programmes) et les chercheurs à soumettre leurs résumés.



Acknowledgements

This issue of The Safety Network was produced through the contributions of the following individuals:

Editorial Board

- ◇ Neil Arason - British Columbia Ministry of Public Safety and Solicitor General, Victoria, BC
- ◇ Jean-François Bruneau - Université de Sherbrooke, Sherbrooke, QC
- ◇ Mary Chipman - University of Toronto, Toronto, ON
- ◇ Josée Dumont - Paradigm Transport Solutions Limited, Toronto, ON
- ◇ Alan German - Road Safety Research, Ottawa, ON
- ◇ Rebecca Peterniak (Chief Editor) - Fireseeds North Infrastructure, Winnipeg, MB
- ◇ Pierre-Olivier Sénéchal - Société de l'assurance automobile du Québec, Québec, QC
- ◇ Jeff Suggett - Associated Engineering, St. Catharines, ON
- ◇ Ward Vanlaar - Traffic Injury Research Foundation, Ottawa, ON
- ◇ Javier Zamora - LanammeUCR, University of Costa Rica, San Jose, Costa Rica

Guest Contributors

- ◇ Lotte Brondum - Global Alliance of NGOs for Road Safety, Switzerland
- ◇ Mirjam Sidik - Asia Injury Prevention Foundation, Vietnam
- ◇ Martial Credo Tugan - ALINAGNON NGOs, Benin
- ◇ Bright Oywaya - ASIRT, Kenya
- ◇ Vino Kumar Kanumala - IFROS, India
- ◇ José Aurelio Ramalho - National Road Safety Observatory, Brazil
- ◇ Gela Kvashilava - Partnership for Road Safety, Georgia
- ◇ Sofiane Tinkicht - Les Amis de la Route, Algeria
- ◇ Cherif Keddami - Les Amis de la Route, Algeria
- ◇ Mustapha Azzouzi - YASA, Morocco
- ◇ Maferima Kone - YOURS, Côte-d'Ivoire
- ◇ Angelita Flores - ALIARSE, Costa Rica
- ◇ Hannah Williams - Western University, London, ON
- ◇ Emily McLachlan - Western University, London, ON
- ◇ Meghan McRoberts - Western University, London, ON
- ◇ Jade Farhat - Western University, London, ON
- ◇ Adrianna Giuffre - Western University, London, ON

Next Issue

The winter 2017 issue of the Safety Network Newsletter will cover drug-impaired driving and road safety. Please contact Rebecca Peterniak (rebecca.peterniak@fireseedsnorth.ca) if you would like to contribute an article or photos for this theme. Submissions are due January 23, 2017 and should be between 300 and 500 words plus accompanying pictures and graphics.

Prochain Numéro

Le numéro à paraître à l'hiver 2017 du bulletin Réseau-Sécurité portera sur la conduite avec les facultés affaiblies par les drogues et la sécurité routière. Vous êtes invités à contacter Rebecca Peterniak (rebecca.peterniak@fireseedsnorth.ca) si vous souhaitez soumettre un article ou des photographies portant sur ce thème. L'échéance pour soumettre un article est le 23 janvier. Il devrait être d'une longueur de 300 à 500 mots. Vous êtes invités à ajouter des graphiques ou des photographies s'il y a lieu.