



# Community Learning Centre: Overview

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# About TIRF

Provides the following services:

- > Research on road crashes;
- > Program and policy development;
- > Evaluation plans, program, and policy evaluations; and
- > Knowledge transfer





# Content

- > Purpose
- > Background
- > Benefits of community road safety programs
- > Building a 5-star community
- > Modules
- > Conclusion





# Purpose

- > Create an informed community that raises the relevance of road safety issues;
- > Assist in monitoring and measuring progress and program outcomes





# Purpose

The Learning Centre will;

- > contain several modules of community programs for agencies and road safety partners to use in order to increase their capacity and capability
- > improve road safety in the community using a systematic approach based on Safe System principles.



# Background

Community road safety programs are needed to support provincial/national road safety initiatives which target major crash and injury factors through:

- > the use of police enforcement;
- > mass media campaigns;
- > vehicle safety policies; and
- > major road infrastructure improvement programs.



# Background

- > Personalization and localization of programs is a vital role in achieving the maximum improvement in the reduction of road traffic collisions.
- > Local community action and the involvement of local people is the only way this personalisation and localization of road safety issues can be achieved.





# Benefits of community road safety programs

- > Encouraging local government to adopt a safe system approach;
- > Promoting greater involvement and better co-ordination of all stakeholders
- > Changing community perceptions (awareness and understanding);
- > Facilitating the implementation of initiatives in the local community; and,
- > Helping to save lives and reduce traffic collisions.



# Building a 5-star community

The 5-star rating indicates a form or standard of excellence. For a community this would include:

- > Road Safety is a Priority.
- > Establish an effective and efficient Road Safety Management Program;
- > Develop and promote policies on safer vehicles.





# Building a 5-star community

- > Plan and engineer safe roads/ roadsides and travel speeds
- > Promote programs for safe road users, through encouragement, education and awareness, and enforcement – paying special attention to accommodating Vulnerable Road Users
- > Provide an effective and efficient post-crash response system.





# Modules

- > Fundamentals of Community Road Safety
- > Guiding Road Safety Philosophies
- > Community Assessment Tool/School Tool
- > Road Safety Committees and Plans
- > Community Partners
- > TIRF Educational resources





# Fundamentals of community road safety

- > WHY is road safety important in communities?
- > WHAT is traffic safety culture?
- > WHO are the potential stakeholders?



# Guiding road safety philosophies

- > Vision Zero/Towards Zero Deaths
- > Safe System Approach
- > Active Transportation
- > Healthy communities





# Community road safety assessment tool

One-stop, comprehensive, web-based tool designed to:

- > Assess the progress that a community is making towards achieving 5-star community status;
- > Identify which measures in the various strategies have been implemented in the community; and
- > Identify areas where greater efforts are required to achieve the 5-star community status.



# Community road safety assessment tool

Covers a range of issues under the categories of:

- > Knowledge
- > Actions
- > Commitments





# Road safety committees & plans

- > Details and processes required in developing community road safety plans
- > Several examples



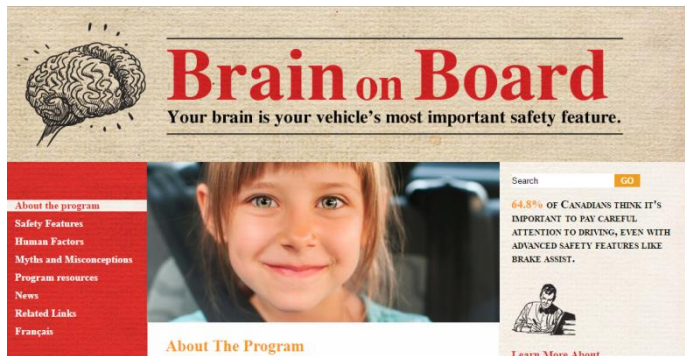
# Community partners





# TIRF educational resources

- > Knowledge transfer
- > Drop It and Drive (DIAD)
- > Brain on board (Vehicle safety features)
- > Change the Conversation (Alcohol)



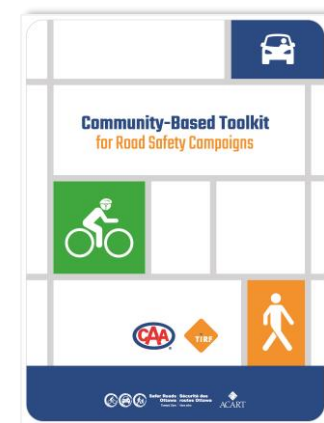
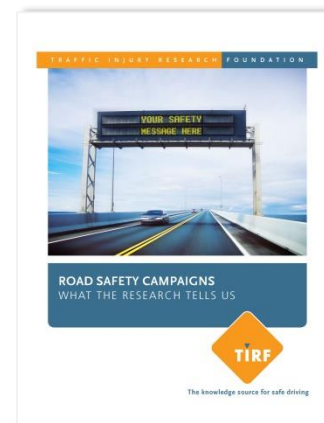
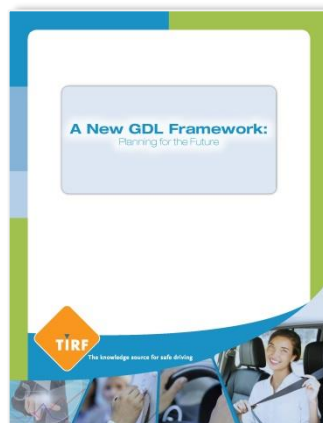


# TIRF educational resources

- > Drug Impaired Driving Learning Centre
- > Young & New Drivers Resource Centre
- > Graduated Driver Licensing Framework
- > Community-based toolkit on road safety campaigns



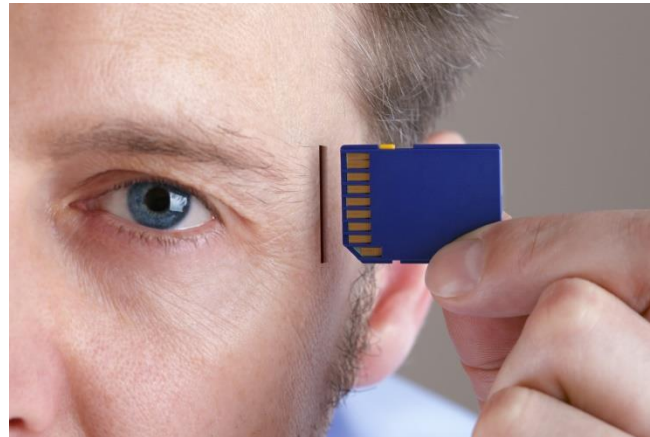
**DRUG-IMPAIRED DRIVING  
LEARNING CENTRE**





# Conclusion

This web-based resource can help road safety stakeholders develop a comprehensive community road safety strategy that will engage all partners and stakeholders in building a safer community.





## Acknowledgements



# Stay informed! Connect with us!

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