



# Education about Road Safety

*Gayle Di Pietro*



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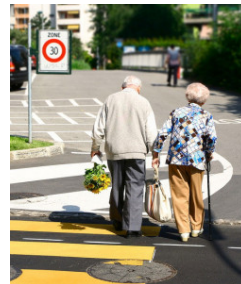


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## Why Road Safety Education?

- Knowledge is power. Particular skills are needed. Beliefs/attitudes are set.
- Road users at different life stages require different levels and types of education.
- Different occupations require specific levels and types of education.
- Need to treat road safety education holistically





## ***Purpose of Education About Road Safety***



- Build a safety culture
- Manage road safety
- Ensure there are policies that protect road users
- Design and build a safe road environment
- Build safer vehicles
- Ensure there is efficient and effective post crash care
- Make road users safer
  - Knowledge
    - About dangers/hazards/risks
    - About safety, safe and safer
  - Skills
    - How to recognise and manage dangers/hazards
    - How to use the roads safely
    - How to influence risk
- Shape/challenge values and attitudes





## ***Diverse views about the impact of road safety education in schools***

Conclusions after evaluation of road safety education :  
SWOV:

- Although a large number of road safety education programmes exist, the number of programmes that is followed by thorough and "by the book" evaluations, is rather limited.
- Very few studies use crashes and KSI as an evaluation criterion: most use intermediate variables such as knowledge, attitudes and (**self-reported**) safe behaviour.
- Evaluations have mainly been done in high income western countries; the findings cannot be generalized for developing countries.





## ***Diverse views about the impact of road safety education in schools***

Monash University Accident Research Centre



- Education and publicity have been most successful in modifying behaviour when combined with laws that are themselves directly related to safety, and that are strictly enforced.
- Good results from education have come from efforts directed at high-risk and receptive groups such as children
- School road safety education should also not include in-car lessons (even if they are delivered by a qualified driving instructor) on advanced driving skills such as regaining control of a skidding car, because such training has been shown to increase driver risk



## *What works in educating children?*

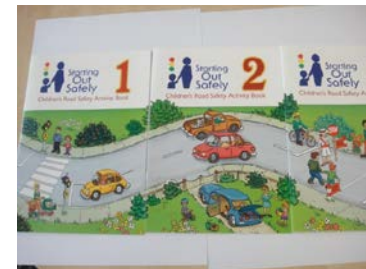
- Adults modelling and talking about safe road use behaviours
- Starting RSE early and delivering continuously
- Providing teachers with proper training so that they can deliver road safety education
- Giving parents the information to reinforce the lessons they have been taught in school
- Encouraging parents to help the child practice his or her skills in the real world
- Encouraging children to encourage their peers to behave safely
- Practical roadside training that takes a problem-solving approach .





## *What works in schools?*

- Embedded in the curriculum as a subject, themes in subjects or co-curricula?
- Using interactive lessons and giving students a chance to apply the knowledge and skills they are learning – focus on behavioural training
- Some activities in the road environment
- Classroom instruction enriched with good demonstrations of model behaviour (e.g. by means of video, table-top models, etc) is slightly less effective than behavioural training.





## What works around schools?

- Providing a safety zone around children and supporting it with in-school activities and policies.
- Introduction of infrastructure (such as road signs or road bumps) and supervision (such as adult supervision of road crossing points) around the school to protect students.
- Reduced travel speeds.
- Pick up and drop off time management
- In-school support - teaching and learning programmes







## ***Monitor and evaluate the programme***

- Determine if program is having any positive effect and whether the program could be improved in any way.
- Have clear, few objectives.
- *Educational or road safety objectives?*
  - Evaluation in terms of crash reduction can be difficult and costly as very large samples and control groups are needed. For this reason education programmes are sometimes evaluated in terms of behavioural change and improvements in knowledge.



## Consider education more broadly

### Some examples:

- Strong policy that protects road users
  - *Policy makers, Lawyers, Politicians, Advocates*
- Public Education and Social Marketing
  - *Targeted messages*
- Road Police
- Budget holders – Finance
- Insurance industry
- Medical profession and Para medics
  - Doctors, Trauma carer,
- Epidemiologists
- Professional drivers
- Road environment designers & Engineers
- And more!



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# Questions?



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Our mission is dedicated to the sustainable reduction of road crash death and injury



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