

BOTNAR

Child Road Safety Challenge



The Botnar Child Road Safety Challenge: Why Monitoring Multi-country Projects is so Important

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Introduction

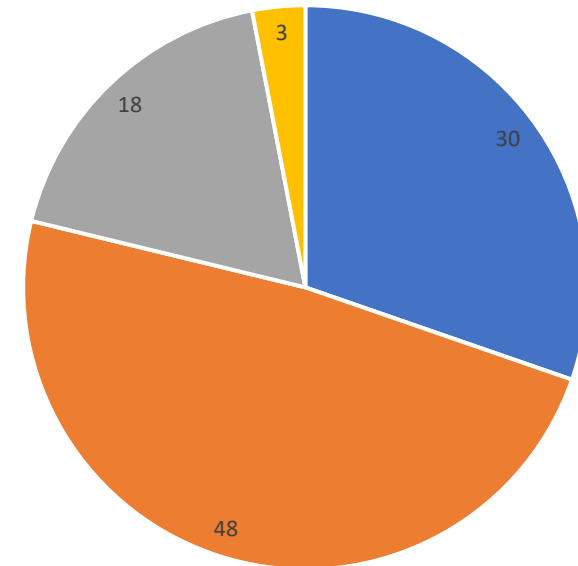


600 preventable road deaths among children and young people each day



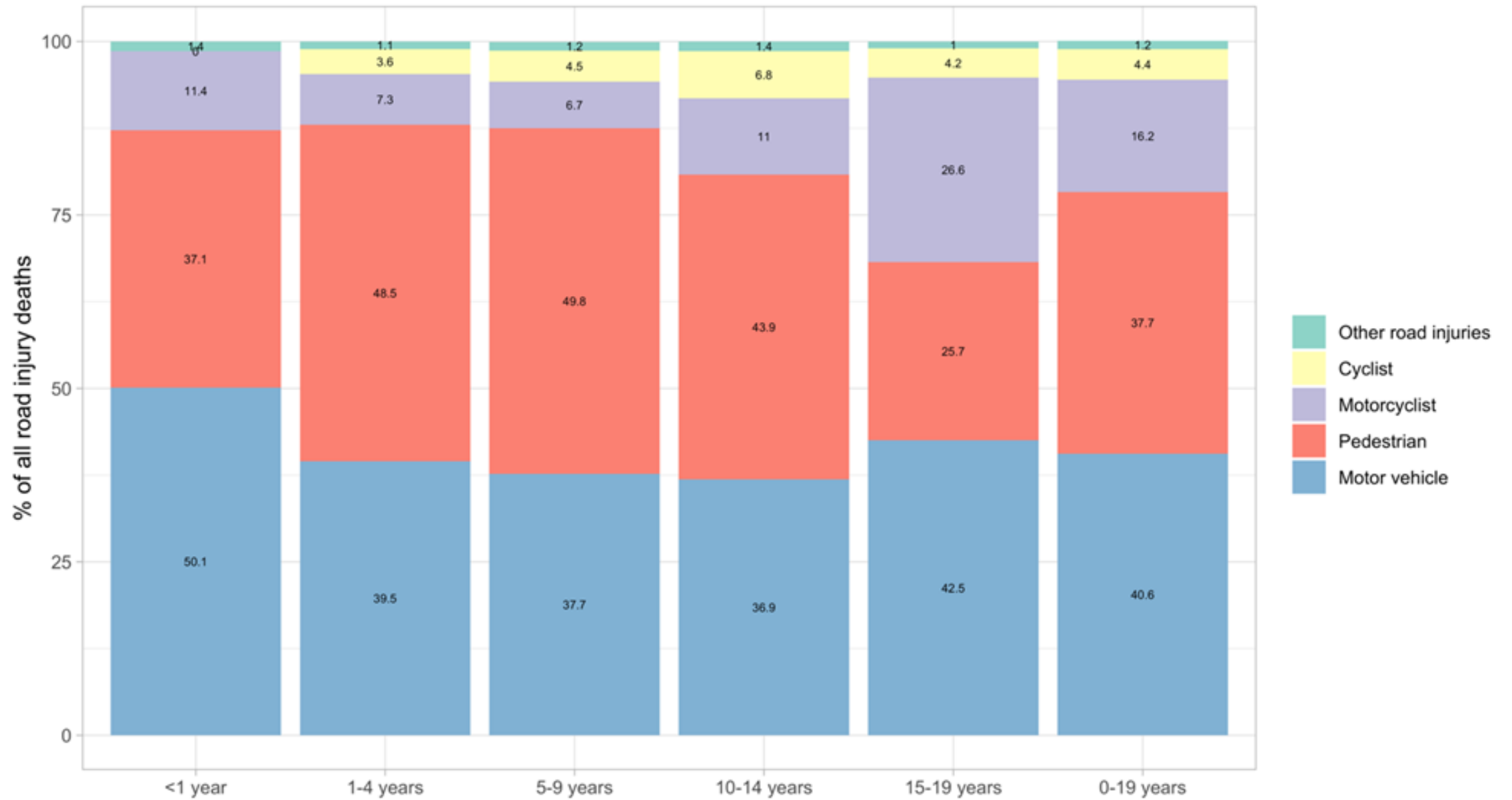
Road injuries are the 10th leading cause of years lived with disability in the 15 to 19-year age group

Proportion of road injury deaths among children by country income level



■ Low-income ■ Low-middle income
■ Upper-middle income ■ High-income





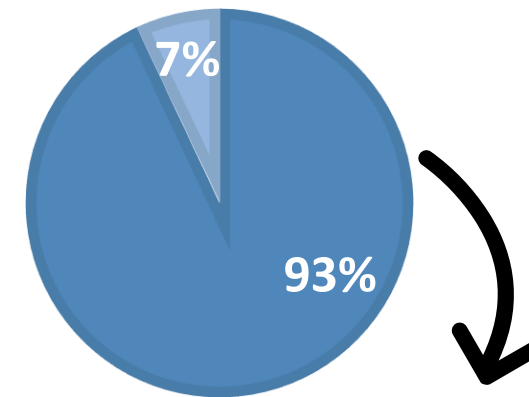
Percentage of child road injury deaths by type of road injury and age group

Why are children in LMICs more at risk?

- Limitation of stature
- Limitations of vision
- Limitations of hearing
- Limitations of attention and impulsivity
- Limitations of judgement

% OF ROAD FATALITIES

■ LMICs ■ HICs

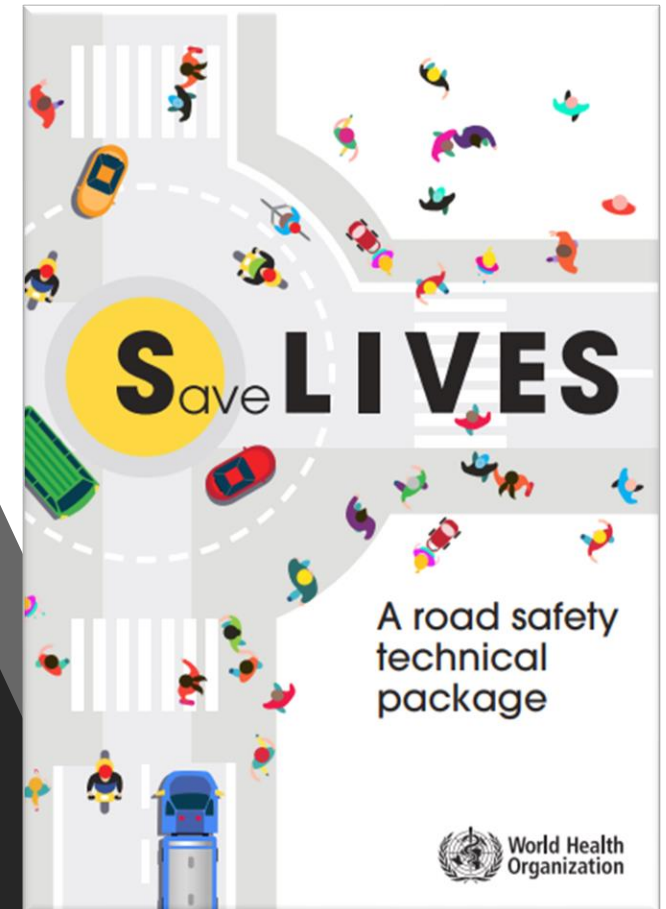


WHY?

Poor road infrastructure
Limited enforcement of traffic laws
Poor vehicle standards
Outdated urban planning
Poor road user behaviour
Inadequate post-crash response

Good Practices for child road safety

- **Speed management** – 30km/hr zones around schools
- **Leadership** – appropriate social marketing, graduated driver licensing, supervision, data
- **Infrastructure** – safe crossings, sidewalks, around schools & suburbs
- **Vehicle standards** – ISOFIX child restraint anchorages
- **Enforcement of laws** – helmets, child restraints, seatbelts on school buses, novice driver BACs
- **Survival after a crash** – child-size medical equipment & training



Botnar Child Road Safety Challenge

- Aim- To reduce deaths and injuries among children on their way to school
- Funded by Fondation Botnar, Switzerland



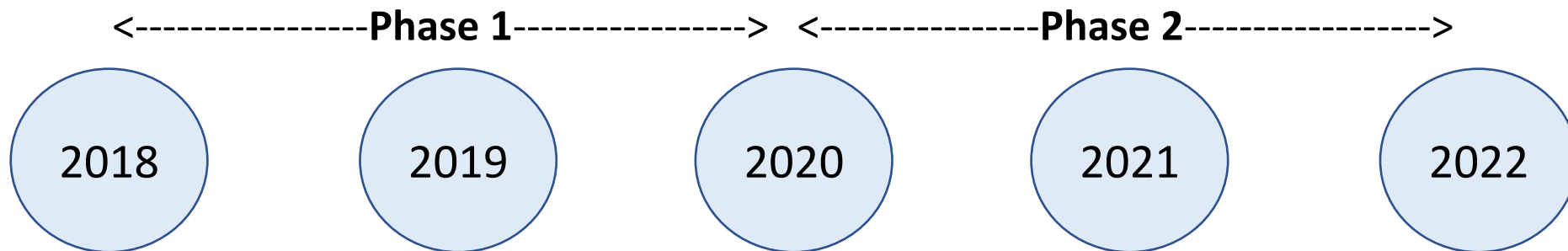
GLOBAL
ROAD SAFETY
PARTNERSHIP

The GRSP has helped design 'the Challenge' and is responsible for supporting implementation of activities



The George Institute
for Global Health
Better treatments. Better care. Healthier societies.

TGI assesses the impact of interventions, in terms of lives saved and crashes averted, process indicators, and outputs



BCRSC Projects

TUNISIA

1. Creating Safer and Healthier School Journeys for Children, and Improving Crash Data Management and Reporting – City of Tunis

ROMANIA

1. Increasing Priority-Setting for Children Car Passenger Safety- Cluj-Napoka
2. Zebra- Ploiesti

INDIA

1. The Safer Commute for School Children- Rohtak
2. Safer Roads for Safer Childhood- Jorhat

TANZANIA

- Improving Pedestrian and Cyclist Safety for Children and Adolescents- Tanga

MEXICO

1. Making Colima Children-safe through Comprehensive Road Safety Policies- Colima
2. Providing Safer Environments Around Schools for Children- Quertetaro
3. Children Designing the City: Road Safety Route- Culiacan

SOUTH AFRICA

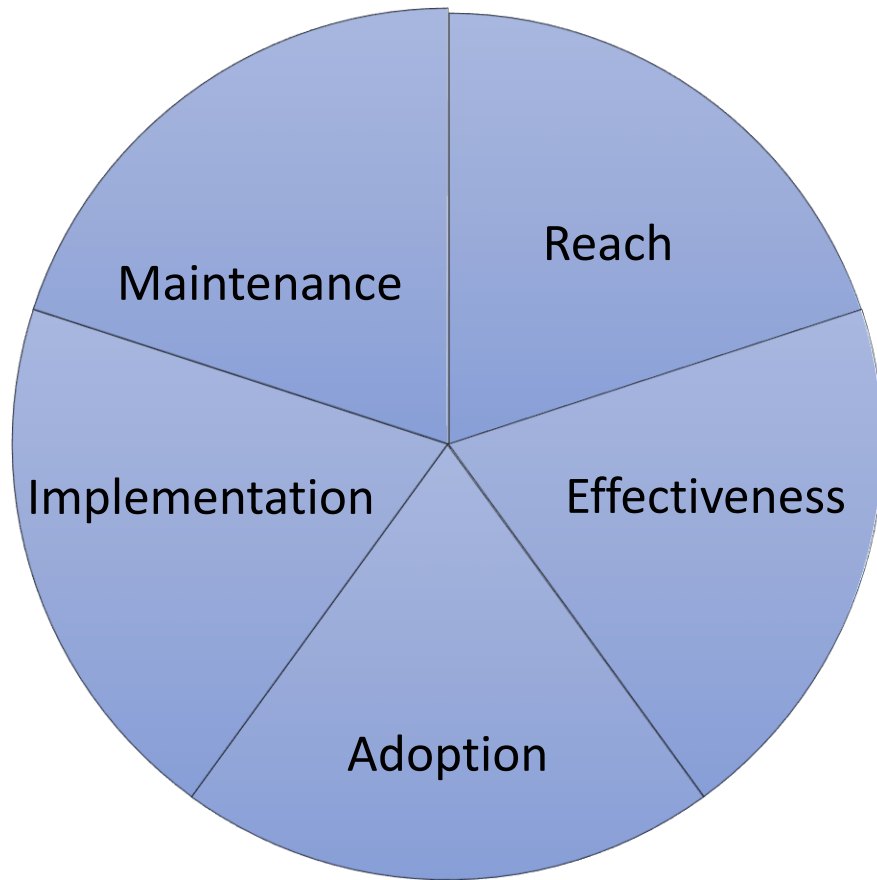
- Prioritizing and Mitigating Road Safety Risks near Schools- Mogale City

VIETNAM

1. Enhancing Road Safety for Children Around Schools- Thai Nguyen
2. Slow Zones, Safe Zones- Pleiku
3. Making my Tho City Safe for Journey to School- My Tho



M&E Frameworks



The RE-AIM Framework for assessing multi-dimensional impacts of projects

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES
Objective 1			
Strategy 1.1			
Strategy 1.2			

The LOGIC Framework for monitoring and evaluation of projects



Case example: Slow Zones, Safe Zones - AIPF

- RTA are the second highest cause of death for 5-14-year olds in Vietnam
- Aim - To reduce road crash injuries and fatalities in school zones in Pleiku City, Vietnam



Key Outcomes-

- **Speed calming** road modifications installed
- Approval of an educational **e-curriculum** by the Ministry of Education and Training
- Influenced the adoption of **Circular 31/2019**- regulates speed limit in Vietnam
- Government commitment to pass a **school zone definition**



Importance of M&E

- Assesses and demonstrates **effectiveness** of project – have you achieved your objectives and/or what has the impact been on people's lives?
- Improves **internal learning and decision making** about the project – what were the success factors, barriers, which approaches work/don't work?
- Empowers and **motivates** implementers, volunteers and supporters
- Ensures **accountability** to key stakeholders – ask the community, the wider movement, funders, etc for feedback
- **Influences** government policy
- **Shares learning** with the wider community
- Contributes to the **evidence base** about effectiveness and limits of interventions
- Encourages **further investments** based on the project's mapped effectiveness



What Next?

The GRSP and TGI are developing a data visualization platform to document and showcase each project's activities, reach, and impact to help guide future projects and investments.

For more information visit <https://www.grsproadsafety.org/> and <https://www.georgeinstitute.org/>

Follow the programme's achievement, milestones and journey via [#BCRSC](#) on Twitter, Facebook and LinkedIn.





Thank you!

We would like to thank and acknowledge Fondation Botnar (the donor), our host organisation the International Federation of Red Cross, the BCRSC grantees, and the teams at GRSP and TGI.

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