

Actors of Prevention

4

Key Unit

THE CONTEXT

Many social actors are involved in mobility and road safety (drivers, police, first aid, educators, civil associations, environmental associations, research institutions, companies, local and national governments, etc.). These individuals and organizations are taking action every day - many of them on a voluntary basis - in order to promote safer and more sustainable communities.

► THE IMAGE

- Actors of Prevention
- Actors Involved in Road Safety
- Activities



YOUR ideas YOUR initiatives

Road Safety Actions for a Better Environment



THE IMAGE

We are all involved in road saefy prevention



There is no fatality. Traffic accidents are preventable. These actors are taking actions to save lives and change the way we live.

Actors of prevention play a crucial role in road safety across the world. They are responsible for very different actions, such as identifying dangerous places and problems affecting traffic or road safety and proposing solutions; taking into account the citizens' concerns; helping to enforce the laws and regulations of road safety (speed detection operations, issuing tickets, analyzing accident scenes, etc); working with children and youth to teach about road safety and promote safer behavior, etc.

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Actors of Prevention

1 Road safety prevention is about people: individuals and groups taking action and promoting change.

2 Many different types of actors are working and volunteering their time in order to ensure safer, healthier and more sustainable communities.

3 It is thanks to the combined efforts of governments, international agencies, civil society organizations, private companies, research centers, schools and citizens that road safety can be improved.

4 You too can be a crucial actor in ensuring a safer and more sustainable world.

Actors Involved in Road Safety

Road safety requires effort and coordination amongst various actors:

International Bodies

International organizations and NGOs are important actors in road safety. They can promote campaigns at an international, as well as national level and encourage governments to really commit to road safety. The UN Decade of Action for Road Safety is a strong example of this.

Public Authorities

Public authorities are responsible for establishing priorities, laws and rules to ensure safer roads and communities. They can promote the needs of all road users as part of sustainable urban planning, and ensure safer roads and infrastructure. The Ministry of Education can promote road safety education in schools, but also as part of a life-long learning program.

Police

Police are responsible for law enforcement and regulations of road safety (speed detection operations, alcohol control, issuing fines, analyzing accident scenes, etc); the police also play a major role as educators (road safety park, school's interventions)

Universities and Research Institutions

Universities and research institutions can encourage research and development for creating safer roads and mobility especially for vulnerable road users. Road safety prevention requires innovation.

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Civil Associations

There are many different types of civil associations involved in road safety, including environmental, or victim's associations, etc. They undertake all kinds of actions including: educational activities with children and schools, communication and awareness campaigns, lobbying political actors, informing the public, or research and training.

First Aid Organizations

First aid organizations such as the Red Cross, firemen, and health workers are key actors in road safety. They work to promote safer behavior, but also to save the lives of millions of road safety victims across the world.

Schools

Teachers are at the forefront of road safety education and work with children, families and the community to ensure a safer environment. In many countries road safety education is part of the curriculum.

Companies

Companies also have an important role to play. One third of road accidents occur on the way to, or back from, work. They can promote safe behavior and infrastructure amongst their employees and the general public. Choosing the right vehicle with appropriate safety measures and taking it for regular check-ups are also important factors in preventing accidents.

Road Users

Individuals are paramount to ensuring safer roads. Drivers, motorcyclists, cyclists and pedestrians are all responsible for road safety and ensuring responsible behavior.

Parents

Parents and role models are important actors in road safety. Children and adolescents tend to learn from role models and imitate their behavior.

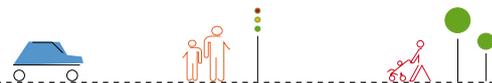
Youth and children

Youth and children have a very important role to take. They are part of roads today and responsible for the world tomorrow. Their ideas and initiatives are paramount. They should be encouraged to think, imagine and act!



YOUR ideas YOUR initiatives

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YOUR ideas

■ Objectives

Identify and acknowledge important actors who shape road safety prevention.

■ Materials

Paper, pens, board, markers, internet, projector, computer.

■ Steps

Students brainstorm and identify a road safety issue in their community. They then debate what actors (mayor, victims association, environmental association, pedestrians, car drivers, bus companies, police, etc) are responsible for improving this situation. They list on the board the different actors and the actions that each of these actors are already taking and suggest new initiatives.

Students then draft a letter to one of these actors (local politician, legislature, NGO, etc) to make them aware of the issue.



YOUR initiatives

■ Brief

Join the Red Cross

■ Steps

Encourage students to take action by becoming members of the Red Cross

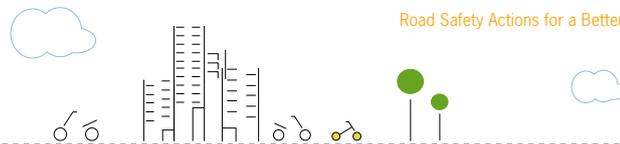
<http://www.ifrc.org/en/get-involved/>

<http://www.ifrc.org/en/news-and-media/news-stories/americas/mexico/red-cross-action-on-the-road-to-saving-lives-in-latin-america-and-the-caribbean/>

Mario Hugo Galindo is a young volunteer from the Mexican Red Cross Youth who survived a car crash. Today, he is active in implementing the National Society's road safety program, which was developed in 2007 in response to the growing problem of traffic accidents. "When I was 15 years old, my friends and I were driving home along Reforma Avenue in Mexico City after an evening out," he says. "We were hit by a car, speeding at 120kph and driving against a red light. Two of my friends died and a third was left unable to walk. I myself was injured and couldn't go to school for more than one and a half years." Mario decided to join the Red Cross as a volunteer.

YOUR ideas YOUR initiatives

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YOUR ideas

■ Objective

Learn how road safety and mobility issues have evolved over the years.

■ Materials

Papers, pens.

■ Steps

Students develop a questionnaire to interview relevant actors in road safety (police officers, school crossing guards, parents, grandparents, teachers, other students, etc.). They try to identify the main issues regarding road safety and mobility in their community. Questions could include:

- What are the most serious road safety issues in our community?
- Where do most accidents occur? What are the riskiest places? Why?
- How has the way people travel around the community changed over the last years and decades? What effect does this have on road safety and the environment?
- How have changes in technology affected road safety and the environment?
- What have we learned?
- What could be improved? Who can work to improve it?

Students then compile and analyze the results of the survey. As a group, they should debate the main conclusions.

YOUR initiatives

■ Objective

To get firsthand experience from an actor of prevention.

■ Materials

Paper, pens, board, markers, internet, projector, computer

■ Steps

Invite a police officer to the school to give a talk on prevention and road safety. Students should prepare a series of questions beforehand to ask the police officer.

Before the police officer's visit, have the students identify a hazardous spot near the school and ask them to develop a solution, e.g. there are too many fast cars near the school; develop a project to have speed bumps installed. Present the project to the police officer and ask for his/her advice in implementing the project.

Students can look at the following website in order to research their questions and projects.

<http://www.saferoutesinfo.org/>

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Road safety and the actors involved

This website, by Rotherham local council UK, brings together a range of information about road safety education, training and publicity and includes links to sustainable travel, particularly to and from school.

The site helps children, parents and teachers identify the safety issues surrounding mobility on the roads whether they are pedestrians or cyclists. It also provides information on road safety initiatives and other information on other road safety organizations.

- <http://www.rotherham.gov.uk/roadsafety>

THINK!

THINK! provides road safety information for road users. Their aim is to encourage safer behavior to reduce the number of people killed and injured on our roads every year.

- <http://think.direct.gov.uk/>

International Federation of the Red Cross

This is an article about the work carried out in relation to road safety issues by the Red Cross in Mexico. It gives information on volunteering and how one can participate.

- <http://www.ifrc.org/en/news-and-media/news-stories/americas/mexico/red-cross-action-on-the-road-to-saving-lives-in-latin-america-and-the-caribbean/>

International Federation of the Red Cross Homepage

- <http://www.ifrc.org/en/>

Safe routes to school

Safe Routes To School (SRTS) programs are sustained efforts by parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk and cycle to school. SRTS programs examine conditions around schools and conduct projects and activities that work to improve safety and accessibility, and reduce traffic and air pollution in the vicinity of schools. As a result, these programs help make cycling and walking to school safer and a more appealing transportation choice, thus encouraging a healthy and active lifestyle from an early age.

- <http://www.saferoutesinfo.org/>



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