Youth and Road Safety Action Kit
“The African region has one of the highest fatality rates from road traffic crashes in the world and most victims are young people like myself. We have the right, responsibility, and capability to change this situation. This Youth and Road Safety Action Kit is an essential addition to our road safety toolbox. It will help us develop our capacities to become safer road users and effective advocates for road safety.”

Sheila Atieno
25 years
Kenya

“I participated in YOURS’ road safety workshop at the Muscat Youth Summit and learned so much from it. I didn’t realise that road safety was such a big issue in the world with over 1000 young people dying every day! After the workshop, I spread the message with my friends and family and I know that this Action Kit will give young people like me the knowledge we need to be safe on the roads.”

Samar F. AlChahef
19 years
Lebanon

“Young people have the most to gain from improvements to road safety, as it is their lives which are most at risk on the world’s roads. They also have an enormous potential to make important contributions as advocates and implementers of road safety initiatives. WHO is pleased to support YOURS - Youth for Road Safety in its work with youth from around the world, including its efforts to build their capacities for advocacy.”

Etienne Krug
Director, Department of Violence and Injury Prevention and Disability
World Health Organization

“Road traffic injuries are globally the leading cause of death for young people. This is unacceptable and avoidable. Youth themselves play an important role in preventing these tragedies, for example by being role models, talking with their peers, and advocating for improved road safety wherever they are. At Michelin, founding member of YOURS – Youth for Road Safety, we encourage young people around the world to use this Action Kit and get involved to stop further loss and suffering on the roads.”

Patrick Lepercq
Corporate Vice-President of Public Affairs
Michelin
YOURS – Youth for Road Safety is a unique global youth-led organisation that acts to make the world’s roads safe for young people. YOURS has three focus areas: advocating for youth and road safety issues; inspiring young people and enabling them to network and share information; and developing young people’s capacities, their understanding and skills. YOURS has a growing global youth network for road safety, striving to include youth representatives in all countries in the world working together to beat the global road safety crisis. YOURS is also an official member of the United Nations Road Safety Collaboration.

To find out more, visit: www.youthforroadsafety.org.

How it all started

The first ever World Youth Assembly for Road Safety was held during the first United Nations Global Road Safety Week in 2007, providing a unique opportunity for youth from around the world to collaborate on global road safety issues. Together, more than 200 young delegates from over 100 countries discussed ways in which national success stories can be disseminated, and explored different methods of implementing the Youth Declaration for Road Safety. At the Assembly, these young delegates were inspired, empowered, and encouraged to serve as ambassadors at home and abroad by advocating road safety in their country, region, and the global community at large.

The idea of a global, youth-led, non-governmental organisation (NGO) for road safety was born during this Assembly. With the support of the World Health Organization and a generous grant from Michelin, YOURS – Youth for Road Safety was launched in late 2009 during the First Global Ministerial Conference on Road Safety, and fully endorsed by world leaders.

Find out more about the World Youth Assembly for Road Safety and check the Youth Declaration for Road Safety on YOURS’ website: www.youthforroadsafety.org/resources.
Welcome!

YOURS - Youth for Road Safety and the International Union for Health Promotion and Education (IUHPE) are glad to present the Youth and Road Safety Action Kit.

As organisations dedicated to making roads safe for young people, improving the health of people and communities, and contributing to a fairer world, we strongly support youth involvement in road safety.

As such, YOURS and IUHPE are involved in a number of programmes aimed at reducing road traffic injuries and improving infrastructures environments and behaviors to make road travel safer for all. The Centers for Disease Control and Prevention (CDC) has lent its technical assistance and evidence-based strategies to our efforts through the National Center for Injury Prevention and Control, and recently declared motor vehicle injury prevention as a “winnable battle”.

We take an approach that engages multiple sectors and promotes “win-win” outcomes. For example, safer roads not only lead to fewer road traffic crashes, injuries, and deaths, but also to increased levels of physical activity from walking and biking, decreased air pollution, and a cleaner environment.

To improve road safety, all actors of society need to contribute to making programmes practical, sustainable, and adapted to local needs and cultural and social contexts.

This is why we see the role of YOURS as crucial in the current global context, and the production of this Kit very timely given the recent launch of the UN Decade of Action for Road Safety 2011-2020.

We are pleased to present this resource to introduce young individuals and organisations to road safety and to motivate them to become actively involved. If you want to contribute, this Kit is perfect to get you started. Read it, practice it, disseminate it, and share your experiences with us!

Floor Lieshout
Director
YOURS – Youth for Road Safety

Marie-Claude Lamarre
Executive Director
International Union for Health Promotion and Education
Part 1
The Global Road Safety Crisis
- Scope of the Problem
- Youth and Road Traffic Injuries
- How Crashes Happen
- Key Risk Factors

Part 2
Time for Action
- Where to Start
- Beyond Getting Started
- Planning and Implementing Road Safety Projects

Part 3
Briefings to Keep Going
- Briefing on Partnership Building
- Briefing on Community Participation
- Briefing on Networking
- Briefing on Fundraising
- Glossary of Terms
- References

For more information on everything discussed on these pages go to our website: www.youthforroadsafety.org
Introduction
All About This Kit

Why an Action Kit

Road traffic injuries can be prevented. There is no doubt. Countries like Australia, Denmark, Japan, the Netherlands, Norway, Sweden, Switzerland, and the United Kingdom have made tremendous progress in making their roads safer. In Vietnam, deaths from road traffic crashes dropped by 12.2% and injuries by 24.3% in just one year in 2008\(^1\). In São José dos Campos, a city in Brazil, road traffic fatalities decreased significantly between 2007 and 2008. The number of people admitted to hospital as a result of a crash went down, the survival rate of these people went up, and the length of time they stayed in hospital decreased\(^2\). This did not happen by magic. Effective measures to make roads safer exist. They include establishing and enforcing laws requiring the use of seatbelts, helmets, and child car seats; mandating speed and drinking and driving limits; enhancing the safety features of roads and vehicles; and improving post-crash care for victims of road crashes.

However, the world is still struggling with increasing road deaths and injuries. We still lose nearly 1.3 million people from road crashes every year. And millions more are left injured. These are not merely statistics. Behind each number is a person, a family, a friend, and a story of how life can change in an instant. Deanna Blanchard was killed by a speeding bus in Egypt as she was trying to cross the Nile Corniche, a very busy road in Maadi. Deanna loved sports, reading, and playing piano; she wanted to be a pediatric dentist. Mansoor Chaudhry owned a music recording studio in the United Kingdom. He was 26 when a van driver crossed the red light and crashed into his motorcycle. Mansoor sustained terrible injuries and was transported by air ambulance to the nearest hospital where he was declared dead two hours later. Grace Mbuli Kithiki was traveling in a cargo in the back of a lorry in Kenya when the vehicle overturned and rolled over more than three times. She knew it was not a safe way to travel but it was the only way available where she was. Grace is now in a wheelchair with severe back pain and discomfort. She tries to stay cheerful but it is difficult for her to remember what her life used to be before the crash. Grace was once able to walk and now she can’t\(^3\).

‘Over 30% of road crash victims are children and young people under 25 years.’

These tragedies take a heavy toll on young people. Road crashes remain the biggest killer of young people between 15-29 years around the world. More than 1,000 young people lose their lives on the world’s roads every day. All of them are future mothers, fathers, physicians, workers, teachers, and artists. And if each one of them had only two dreams, then we are losing more than 2000 dreams daily.

The good news is that the world is no longer turning a blind eye to this crisis. More than 100 governments around the world signed a UN General Assembly resolution that dedicates 10 years, 2011-2020, to road safety. At the same time, more and more young people around the world are recognising the magnitude of the problem. In response, many of us have become active, raising awareness of those around us and encouraging our leaders to take decisive action to prevent road traffic injuries.

This Youth and Road Safety Action Kit is intended to support this movement, introducing young individuals and organisations to road safety, particularly youth issues, and providing the knowledge we need to implement road safety projects. The Kit is one of YOURS’ contributions to the Decade of Action. It is YOURS first publication and will be the key document used in our capacity development activities. YOURS will also disseminate the Kit through the global youth network, support its translation into as many languages as possible, and encourage its use and adaptation by young people around the world.

It is time for us to speak up and have our voices heard. We have a right to be part of the solution not just victims of this crisis. We also have a responsibility to act to prevent further suffering. It doesn’t matter who you are or where you are from, your life is precious. We have to do our part in protecting ourselves and those around us.

‘More than 100 countries around the world signed a UN resolution that dedicates 10 years, 2011-2020, for road safety.’
Decade of Action for Road Safety 2011-2020

In 2010, during the 65th United Nations General Assembly, governments around the world took the historic decision to increase action to address the road safety crisis over the next ten years. They adopted a resolution announcing the Decade of Action for Road Safety 2011-2020.

Through the Decade, countries around the world have committed to a range of activities to make roads safer. These include developing and enforcing laws to limit speed, reduce drink-driving, and increase the use of seatbelts, child restraints, and motorcycle helmets. Actions will also be taken to improve emergency trauma care, upgrade road and vehicle safety standards, and promote road safety education. In order to prepare for the Decade, a Global Plan has been developed to provide an overall framework for activities.

To find out more, visit www.who.int/roadsafety/decade_of_action and www.decadeofaction.org.

How to use this Kit

The Youth and Road Safety Action Kit is for youth around the world, regardless of their location, background, or experience. It is also a handy resource for young individuals and organisations already active in road safety.

The Kit consists of three parts. The first part provides information on the global road safety crisis with a particular focus on young people. The second is a guide on how you can get on board. It gives you ideas for what you can do and provides basic information you need to implement your own road safety projects. The third part consists of a set of briefings on key actions and processes that can make your project a success: building partnerships; community participation; networking; and fundraising. Throughout the Kit you will also find exciting examples of projects other young people have carried out to give you inspiration.

The Kit is intended as a simple guide for increasing youth involvement in road safety. Therefore it does not cover topics in detail but provides summary information and directs you to where you can find out more. Throughout the text, you will find key terms highlighted, with definitions given in the glossary on pg 44. For more information about road safety and to help you in implementing your road safety project, check out all the references used for this Kit and additional material in the Resources section on YOURS’ website, www.youthforroadsafety.org/resources.

We hope you enjoy reading this Kit and find it useful. Your feedback is very important to us. Please share your thoughts, questions, and ideas. You can reach us through our website, www.youthforroadsafety.org, or by searching “Youth for Road Safety” on Facebook and Twitter.
Part 1
The Global Road Safety Crisis
Road traffic injuries as a growing public health concern

- Around the world, road traffic injuries cause 1.3 million deaths and 20-50 million injuries each year. Some of these injuries lead to life long disability including brain and spinal cord injury.
- Road traffic injuries are the leading cause of death among young people aged 15–29.
- Unless serious action is taken, road traffic deaths are expected to increase by 67% by 2020 and become the fifth leading cause of death by 2030. If this happens, road traffic crashes will cause an estimated 1.9 million fatalities each year by 2020 and 2.4 million fatalities each year by 2030.

Road traffic injuries as a threat to sustainable development

- Most countries invest in building and improving their road infrastructure systems. Transportation improves quality of life by giving people access to important things such as employment, education, and health services. However, safety measures must go hand in hand with road infrastructure development or transportation can come at a high price.
- More than 90% of road traffic deaths occur in low and middle-income counties (LMICs). The numbers of fatalities in these countries are projected to rise more than anywhere else in the world in the future.
- Road traffic crashes not only have a high cost in terms of lives, but also financially. The global monetary cost of road traffic injuries is more than US$500 billion each year or 1-3% of each country’s Gross National Product (GNP). This reflects costs of medical treatment, rehabilitation, loss of productivity (fewer days at work), legal costs, and much more. Road traffic crashes cost LMICs amounts that exceed the total funds they receive in official development assistance.
- More than half of all road traffic deaths occur among individuals between 15 and 44 years of age and 73% of those who lose their lives are male. This means that victims are in the prime of life and often breadwinners for their families. Their loss can push their families further into poverty. On a national level this will lead to major losses in productivity and workforce which can seriously challenge the economic sustainability of a country.

Road traffic injuries as a social equity issue

- In addition to all the other problems they face, people living in poor economic settings are at higher risk of road traffic injuries for many reasons, including worse roads, less awareness and education, and less access to quality health services.
- By 2020, fatalities are predicted to increase by 80% in LMICs and decrease by 30% in high-income countries (HICs).
- Almost 50% of crash victims are more vulnerable road users such as pedestrians and cyclists.
- Road traffic injuries have higher impact on the poor even in HICs. For example, in the United Kingdom and Sweden, poorer people are more likely to be involved in a crash than their more affluent counterparts.
Road traffic injuries cause 1.3 million deaths each year.

Road traffic deaths are expected to increase by 67% by 2020 unless serious action is taken.

More than 90% of road traffic deaths occur in low and middle-income countries.

Road traffic injuries account for more than US$500 billion each year.

Almost 50% of crash victims are more vulnerable road users such as pedestrians and cyclists.

Road traffic crashes are the leading cause of death among young people aged 15–29.

Road traffic crashes cause 20-50 million injuries each year.
Youth and Road Traffic Injuries

Young people under the age of 25 years are the main victims of road traffic crashes worldwide. More young people aged between 15-29 die from road crashes than from HIV/AIDS, Malaria, Tuberculosis, or homicide. This means that road safety is a serious threat to youth no matter where they are.

This section gives more information about the problem and explains why young people are particularly at risk.

Spotlight Stories

Project: Road Safety through the National Youth Parliament (NYP)
Where: The Gambia
Big idea: Use the National Youth Parliament forum to raise awareness about road safety and mobilise young people to take action.

How they did it: The NYP partnered with the Gambian Red Cross Society to address road safety. Together, they reached thousands of youth through capacity building activities, community outreach, and media campaigns. They also engaged with the government and worked collectively with other stakeholders to influence government policy. As a result, Gambia’s Motor Traffic Act 2008, which mandates the use of seatbelts in vehicles and prohibits mobile phone use while driving, was created.

Key message: Formal structures such as parliaments or pressure groups can be powerful channels to spread the road safety message and bring government attention to the issue.

More information: youthgambia@yahoo.com
What do we know?
- Road traffic injuries are the leading cause of death among 15-29 year olds, causing more deaths than HIV/AIDS and Tuberculosis.
- Over 30% of those killed and injured in road traffic crashes are less than 25 years old.
- Among drivers, young males under the age of 25 years are almost three times as likely to be killed as females of this age.
- Most young people killed by road traffic injuries live in LMICs and are vulnerable road users – pedestrians, cyclists, motorcyclists, and users of public transport.
- The socioeconomic condition of a family affects the likelihood of a child or young adult being killed or injured in a road traffic crash. Those from economically poor backgrounds, in both richer and poorer countries, are at greatest risk.

Why are young people at increased risk?
Three main factors come together to put youth at more risk of road traffic crashes worldwide: age, inexperience, and gender. This is in addition to factors that put all age groups at greater risk, including lack of laws for road safety, insufficient law enforcement, and worn out roads and vehicles.

Environmental context
For example:
- Roads that do not cater to the needs of all road users such as pedestrians and children
- Pedestrians and cyclists sharing the road with motorized traffic
- Insufficient enforcement of safety laws

Inexperience
New drivers need to think about their driving actions, which can cause mental overload and distraction. They are less able to perceive hazards, control the vehicle, or make decisions.

Age
Young people:
- Are less able to assess risk
- Test their boundaries
- Overestimate their abilities
- Have high levels of sensation seeking behaviour
- Are influenced by their peers

Gender
Males are more inclined to risk-taking and sensation seeking behaviour. They are more likely to overestimate their abilities.

Find out more:
**How Crashes Happen**

The road traffic system consists of three parts: the road and wider environment, the vehicle, and the individual (road user). The characteristics of these components and the interaction between them affect road traffic crashes and the resulting injuries. For example, a person who is driving on a road that is unlit, in a car that has bad brakes, or without wearing a seatbelt is more likely to be seriously injured than someone who is driving on a well-lit road, in a car that is in good condition, and is buckled up.

Human errors are responsible for most traffic crashes, and human errors cannot be completely eliminated. Humans will make mistakes. The other parts of the road traffic system, the vehicle and the road and environment, need to be designed and managed in a way that minimises the risk of injury and death if a crash occurs. For example, crashes that happen on a road where appropriate speed limits are set and enforced are less likely to result in serious injuries.

It also helps to look at road traffic injuries using a timeframe lens: before (pre-crash), during, and after a crash (post-crash). For example, in the before-the-crash phase we might think about a person who has fastened a seatbelt or worn a helmet, a vehicle that is in good condition, and roads that follow safety standards. In the during-the-crash phase, the crash-protective design of the vehicle might prevent serious injuries or death. After the crash, the availability of quality emergency medical services might save a person’s life.

If we combine the timeline with the parts of the road traffic system, we get the Haddon Matrix below. The Matrix is a basic way to understand the factors that contribute to the number and outcome of road traffic crashes and we can use it to think about how fatalities and injuries can be reduced. For example, in addition to telling a child not to run across the road on the way to school (addressing human behaviour in the pre-crash phase), we can work to slow traffic down so much around schools (addressing road environment in the pre-crash phase) so if a child does get hit, the injuries will be less serious.

**Haddon Matrix**

**Spotlight Stories**

**Project:** Canadian Road Safety Youth Committee (CRSYC)  
**Where:** Canada  
**Big idea:** Represent the young people of Canada in national road safety initiatives and organisations.

**How they did it:** After the World Youth Assembly for Road Safety in 2007, the Canadian delegates were energised more than ever. They formed the CRSYC and created its strategic plan; a plan to engage governmental agencies and NGOs with young people. The group successfully gained representation on the Canadian Association of Road Safety Professionals, the Canadian Global Road Safety Committee, and the Planning Committee for the Canadian Multidisciplinary Road Safety Conference. They provide input, contribute to the work of these groups, and have already influenced road safety policies and programmes.

**Key message:** Young people can be involved in making change at all levels. Building strong partnerships with key organisations, remaining focused on your goal, and maintaining good communication with stakeholders are essential.

**More information:** chair@youthroadsafety.ca, www.youthroadsafety.ca
There are several risk factors that contribute to road traffic injuries among youth. In the following pages, we take a look at each of the following factors to understand more about the problem.

Key Risk Factors

- Non-use of seatbelts
- Speeding
- Drinking alcohol and using drugs
- Non-use of helmets
- Distracted driving
- Fatigue
- Not being visible enough on the roads

Tip
In your country, or even your specific area, one risk factor or another can be the main contributor to road traffic injuries among youth. Find out which risk factors are more prevalent in your area and what is being done about them.
Non-use of Seatbelts

Seatbelts save lives: it is now known that the simple action of belting up has saved more lives than any other road safety intervention in history.

Still have an excuse not to wear your seatbelt? Here are some common excuses and why they just don’t cut it.
Speed

Fact 1
The faster you are going the more likely you are to be involved in a crash.

Why?
The greater your speed, the more distance is covered while you make decisions and take action to avoid a collision, so your reaction will come very late. Also, the faster you are going, the longer it takes for the vehicle to stop when you do brake. This means that the chances of avoiding a collision become smaller as your speed increases.

Fact 2
Crashes at higher speeds cause more severe injuries than those at lower speeds.

Why?
The higher the speed, the more kinetic or movement energy the vehicle and you (the driver or passengers) are carrying. Therefore more energy is released when colliding into another vehicle or stationary object, such as a tree or wall. Part of the energy released will be absorbed by the objects involved in the crash and part will be absorbed by the human body, causing injuries. Our human body is vulnerable and there is only so much energy it can handle without being seriously damaged. The more energy, the greater the damage.

Fact 3
Pedestrians, cyclists, and persons in lighter vehicles will have more severe injuries if hit by a speeding vehicle.

Why?
In the case of a collision, the energy released will be absorbed more by the ‘lighter’ side, be it a pedestrian, cyclist, or a smaller vehicle, because the difference in mass is large. In addition, pedestrians and cyclists are totally unprotected, unlike individuals within the iron body of a vehicle, with a seatbelt and airbag.

Did you know that...?
At 50 km/h, a moving vehicle has almost the same energy as 20 fired bullets. Any passenger in the car has about the same energy as two fired bullets. So if a car driving at 50 km/h with only a driver in it hits a pedestrian, it has the same effect as 22 bullets hitting that person.

Spotlight Stories
Project: Fondei Ma Bori
Where: Niger
Big idea: Educate young people about road safety using a peer-to-peer approach.

How they did it: Fondei Ma Bori teamed with the FIA Foundation for the Automobile and Society which provided funding to recruit 100 peer educators. The project has helped raise awareness of issues such as helmet use, drink driving prevention, and visibility among 25,000 young people in Niger’s schools and colleges. Through its advocacy efforts Fondei Ma Bori also succeeded in influencing the government to increase enforcement of a helmet law for motorcyclists.

Key message: Don’t be afraid to approach donors for funding: with their support your message can reach nationwide.

More information: chiken2004@yahoo.fr, ong.fondeimabori@gmail.com
Alcohol and Drug Use

Alcohol and drug consumption by road users results in a higher crash rate. These substances impact on human behaviour and judgment. No person is too skilled, too big, or too clever to avoid the effects. The following questions and answers help explain more about the effects of alcohol and some drugs.

Q: How does alcohol affect driving?
A: Even a small quantity of alcohol can have the following effects:

- Poor coordination: trouble doing more than one thing at a time, difficulty steering the car.
- Longer reaction time: reacting more slowly when something unexpected happens (a car approaching you from the side, people crossing the street).
- Poor judgment: trouble judging your and other people’s behaviour (including speed, distances, movement) and estimating risks.
- Reduction in concentration, memory, vision and hearing: focusing only on the road ahead, losing track of what is taking place in your peripheral vision area, missing out on things you see and hear.
- False sense of confidence and overestimation of abilities: feeling more confident and taking risks that you would not usually take.

This combination of reduced ability and more risk taking is a dangerous mix!

Q: Why does alcohol have this effect?
A: Alcohol is a nervous system depressant or a ‘downer’. It has a numbing effect on the brain making it slower and less able to concentrate.

Q: How soon does the effect of alcohol start?
A: After it enters your blood it only takes 10 minutes for alcohol to reach your brain.

Q: How much can I drink?
A: To stay safe do not drink at all when you will be driving. Research shows that a single drink increases the risk of death or serious injury by five times. You do not have to be drunk for alcohol to affect your driving. Your driving abilities will be reduced even if you feel perfectly normal. If you are awake and can hold a conversation with your friends it does not mean that you can drive safely.

Q: What can help reduce the concentration of alcohol in my blood?
A: The only remedy to alcohol is time, allowing your body to break down the alcohol. The liver breaks down alcohol at a rate of approximately one standard drink per hour. A standard drink is a drink which contains about 10 grams of alcohol. Restaurants usually serve alcohol in standard drink size glasses. Wine, however, is normally sold in 140 ml or 200 ml glasses. One 200 ml glass of wine contains approximately two standard drinks. Glasses used at home are likely to be bigger than the standard drink size. The labels on alcoholic drink bottles and cans sometimes show the number of standard drinks they contain.

Exercising, drinking coffee, taking cold showers, vomiting, fresh air, and other things can make you feel more alert but will not reduce your blood alcohol concentration.
Did you know that...?

**BAC also affects injury severity.** Drivers with more than 0.15 g/100 ml of alcohol in their blood are about two hundred times more likely to die in a road crash than sober drivers.

Did you know that...?

Alcohol consumption affects all road users including motorcyclists. For motorcyclists, having a BAC over 0.05 g/100 ml increases their crash risk by up to 40 times compared to having a zero BAC.

Did you know that...?

Drinking coffee or energy drinks does not reduce the influence of alcohol on your body. It may make you feel more alert, but this can wear off leaving you tired and drowsy in the middle of your journey.

Q: Can I drink and drive as long as my breath doesn’t smell of alcohol?

A: No. Alcohol is actually odourless. It has no smell. What you think is the smell of alcohol is the odour of things that are added to alcoholic beverages. So if your breath doesn’t smell of alcohol it does not mean you have no alcohol in your body and that you are safe.

Q: What is the effect of taking medicines or drugs on my driving?

A: The type of drug or medicine affects the way it influences driving:

- Medicines such as codeine and benzodiazepines (sleeping pills, tranquilisers, and anti-anxiety medications) can result in absent-mindedness as well as poor coordination and judgment and reduced ability to control the vehicle.

- Amphetamines, ecstasy, and cocaine are ‘uppers’ or stimulants; they make users feel more energetic and alert. So drivers drive faster and more aggressively and take more risks though their driving skills are reduced: they have less ability to control the vehicle, judge distances, coordinate their actions, and make sound decisions.

- Cannabis users feel relaxed and euphoric. They are ‘high’ or ‘stoned’. When translated into driving, this means their reaction time is longer, their coordination decreases, and their memory is affected.

Q: What about the impact of mixing alcohol and drugs?

A: Using drugs with or after drinking alcohol is never a good idea. People who combine alcohol and drugs are twice as likely to be involved in a crash as those drinking alcohol alone. Drivers with a BAC of more than 0.08 g/100 ml who combine drugs with alcohol are a hundred times more likely to be injured in a road crash.

Remember...

- If you drink, do not drive. Even one drink will affect your driving performance.

- Plan alternative ways to get home before you go out: designate someone who has not been drinking; use public transport; catch a taxi; stay the night; ask a parent if it is possible for them or another adult to pick you up, etc.

- Have a back up plan so if your original plan doesn’t work out you know what to do.

Spotlight Stories

**Project:** De Witte Waas - TeamAlert  
**Where:** The Netherlands  
**Big idea:** Target young people at music festivals.

How they did it: Youth from TeamAlert developed De Witte Waas, a campaign about the dangers of using drugs and alcohol and driving. They attended music festivals and talked to young visitors, handing out gadgets to support their message. The campaign has been running since 2008 and reaches 97,000 people every year.

Key message: It can be difficult to introduce new ideas or concepts to people. Take time to talk to young people in environments they are comfortable in.

More information: info@teamalert.nl, www.teamalert.nl
Non-use of Helmets

On a motorcycle or bike your body is totally exposed, with no metallic framework for protection and no seatbelt to hold you in your seat. Most injuries resulting from motorcycle crashes are head injuries. In European countries, head injuries contribute to around 75% of deaths among motorcycle users. This figure rises to 88% in some LMICs\(^\text{16}\). Head injuries that do not result in death may still have a long-term impact.

Wearing a helmet is the single most effective way of protecting yourself. So why do so many motorcyclists and cyclists hit the road without a helmet? Below are a range of common myths, and explanations about the reality.

**Myth:** Helmets are just hats so they can’t protect the head.
**Reality:** Unlike hats, helmets have four major components that work together to protect your head from injuries: a rigid outer shell; an impact absorbing liner; a comfort padding; and a retention system to buckle up. Only impact-tested and approved helmets that pass certain government standards for safety should be used.

**Myth:** Helmets block your ability to see.
**Reality:** Full-face helmets can reduce your vision when looking down, but this is not what matters. What is more important is your ability to see what is happening on your sides, in your peripheral vision, and this is not affected when wearing a helmet. Helmets give you full ability to see what is happening in your surroundings.

**Myth:** Helmets prevent you from hearing dangers, so you’re safer without them.
**Reality:** Helmets lower sounds and noises but do not eliminate them. Tests have shown that all sounds can be heard very clearly when wearing a helmet so you do not have to worry about missing any danger signals. Not only that, but helmets actually protect your ears from wind sounds and from ear drum damage that can occur at speeds of more than 100 km/hr.

**Myth:** There is no point wearing a helmet when you are traveling at low speeds.
**Reality:** Even at low speeds, the force at which your head will hit another surface can result in severe injuries.

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**Did you know that...?**

In many LMICs most traffic deaths are among motorcyclists. For instance, 27% of road deaths in India are among users of motorized two-wheelers. This figure is between 70-90% in Thailand, and about 60% in Malaysia\(^\text{16}\).

In many LMICs most traffic deaths are among motorcyclists. For instance, 27% of road deaths in India are among users of motorized two-wheelers. This figure is between 70-90% in Thailand, and about 60% in Malaysia\(^\text{16}\).
Distracted Driving

Multitasking and driving don’t mix. Even for skilled and experienced drivers, driving safely requires that you use most, if not all, of your mental capacity: it doesn’t take much for your driving to be distracted.

For example, when talking on a mobile phone, one of your hands is holding the phone; your mind is on your conversation; your attention is on the sounds coming from the phone; and although your eyes are on the road, you will not be really ‘seeing’ what is happening around you. Using an earpiece will not solve the problem. You still have to press a button to take the call; your attention will still be on the voice of the person talking to you, your mind will be processing what you are hearing, and you’ll be thinking of what to say next. The only distraction you have avoided is that of having to carry the phone in your hand.

The result is that drivers using a phone to talk, text, or browse the internet are less able to stay in the appropriate lane, detect any changes around them and respond in time. Drivers taking on the phone are also more likely to exceed the speed limit and not maintain a consistent speed. When texting, people often drive at lower speeds, but their delayed reaction time and inability to maintain appropriate lane positions and assess traffic conditions still makes texting while driving extremely dangerous.

Did you know that…?

Visual distraction is when you take your eyes off the road – even for a second.

Auditory distraction is when your attention is on what you are listening to.

Physical distraction is when you take your hands off the wheel.

Cognitive distraction is when you take your mind off the driving tasks – the most risky one in terms of having a road crash.

Did you know that…?

Because you have to look at your phone instead of the road, texting or using a phone to check email or browse the web can have a bigger impact on your driving ability than consuming cannabis.

Spotlight Stories

Project: Tune into Traffic
Where: United Kingdom
Big idea: Promote an anti-distractions message to young pedestrians.

How they did it: Tune into Traffic transmits its road safety message online. It uses viral videos and online networks to deliver messages creatively. One of its famous videos is 40 seconds long and focuses on young people being distracted on the road by music. The project has also partnered with schools to deliver workshops, all with no budget.

Key message: Starting a road safety project doesn’t have to be very difficult, especially using online tools. Think about creative road safety messages; they are remembered more easily.

More information: www.tuneintotraffic.co.uk, info@tuneintotraffic.co.uk

Find out more

Fatigue

It’s easy to convince yourself that you can still concentrate on the road despite being tired. Only older people and truck drivers fall asleep behind the wheel, right?

Unfortunately, this is not true. Research has shown that fatigue also affects young people and can cause crashes by slowing reaction time, reducing awareness, and impairing judgment.

Thankfully, fatigue doesn’t usually onset suddenly. There are warning signs that, if taken seriously, can save your, and others’, lives.

Once we’re aware we’re sleepy, there is a range of things we do to try to overcome fatigue:

- Drink coffee or caffeinated drinks or take caffeine pills;
- Open windows or turn on the air conditioner or fan;
- Talk to other passengers in the car;
- Eat;
- Stop to walk or exercise;
- Listen to loud music.

The problem is NONE of these work. These quick fixes might give you a boost of energy or alertness for a very short time but their effect will soon wear off and you feel as tired and drowsy as before - if not more. The only thing that works is having enough sleep before your trip and taking regular nap breaks on the way.

Tips to stay safe

Don’t schedule driving trips before your usual wake-up time or after your usual bed time.

Get a good night’s sleep before driving.

Plan your trip ahead of time.

Take regular breaks when driving for long periods and when tired pull over in a safe place and rest.

If possible, drive during daylight hours.

If you are on any medication with drowsiness as a side-effect, postpone your trip, have a friend drive you, or take a bus, train, or taxi.

Did you know that…?

When you start feeling tired or sleepy it is almost impossible to predict when you will fall asleep.

Signs of fatigue

- You yawn frequently
- Your eyes feel sore or tired
- You’re bored, irritable, or restless
- It takes you longer to react
- It’s difficult to concentrate
- You don’t check your driving mirrors as frequently
- You wander off your lane
- Your driving speed is inconsistent, you find yourself driving faster or slower
- You brake suddenly
- You miss an exit or a turn
- You start ‘seeing things’
- You have difficulty keeping your head up or eyes open

How they did it: Awladna, a group of enthusiastic young people, created a three-minute advertisement focusing on the importance of restraining children in car seats and watching them closely around the roads. With no budget, they got help from their friends to obtain a professional camera and a studio and went around the city convincing people to allow them to film in their homes and stores. Their advertisement won a prize at the Muscat Film Festival in Oman. Check it out on Youtube (www.youtube.com/watch?v=B64cSwWaIg).

Key message: With a hardworking and committed group of young people, nothing is impossible. By being creative and working together you can overcome many obstacles.

More information: www.awladnaoman.org

Spotlight Stories

Project: Awladna, ‘Our Children’
Where: Oman
Big idea: Raise awareness among parents and children about the dangers children face on the roads.
Visibility
A very simple rule for using the road is:

see and be seen!

It is unlikely that we can prevent road crashes if we cannot see the road ahead and what is on it. Pedestrians and cyclists are at higher risk of not being seen when they share the road with motorized traffic, especially when street lighting is poor. Simple measures like wearing colourful clothes and using brightly coloured accessories and vehicle parts can make you more visible to all road users.

Check out what Ravi and Jenny are doing to keep visible and safe.

Cyclist - Ravi
1. Front, rear, and wheel reflectors
2. Bicycle lamps
3. Retro-reflective jacket or vest

Pedestrian - Jenny
1. White or light coloured clothes
2. Retro-reflective strips.
3. Jenny walks facing oncoming traffic and where there is good lighting.

Did you know that...?
Motorized two-wheelers, because of their size and shape, are harder to see than other motor vehicles and are poorly visible, even during the daytime. For example, most motorcycle crashes in Malaysia occur during daylight hours.

Did you know that...?
Daytime running lights, those used on the front of motorized vehicles, improve visibility while traveling during daylight hours.

Did you know that...?
European research found that one third of pedestrian casualties had difficulty seeing the vehicle that had struck them, while two fifths of drivers had difficulty seeing the pedestrian.

Did you know that...?
White helmets can make riders of motorcycles and bicycles more visible.
Part 2
Planning and Implementing Road Safety Projects
Where to Start

Now that you know more about the global road safety crisis and the factors that increase road traffic crashes, the rest of this Kit is aimed at helping you take action to make roads safer. This page looks at how to get started.

Be a role model: road safety starts with YOU
The first thing to do is to take actions to protect yourself and others from getting injured on the roads. Demonstrate that you have respect for your life and the lives of others by committing yourself to safe behaviour. Sometimes it is enough for your peers to see you acting responsibly to start doing so themselves. For example, you can start by committing yourselves to the 10 points suggested by The International Federation of Red Cross and Red Crescent Societies (IFRC). Check out the IFRC Commitment Card below.

I COMMIT TO:
- Use a seatbelt
- Wear a helmet on a motorcycle
- Drive at a safe speed and distance suitable for the conditions
- Not drive under the influence of alcohol or drugs
- Not use a mobile phone when driving
- Be visible as a pedestrian or cyclist
- Know and respect the highway code
- Maintain my vehicle in a good condition
- Be licensed and trained for the vehicle I drive
- Know how to react in case of a crash

Spread the word
You don’t have to be a professional or formally engaged in the field to talk about road safety. Spread the word among your family, friends, colleagues, and anyone else you know. Share the information in the first part of this Kit. Try explaining how crashes happen or show how some simple road safety measures are very effective. Try using audio-visual aids such as photos and videos to get your message across. A positive approach that is clever, humorous, or creative is likely to be most effective.

Connect with others taking action
Start looking for those who are doing something for road safety, often called actors, and explore if and how you can work with them. There are three main directions for your search: government, NGOs, and private companies. The briefing on networking on pg 41 provides examples of organisations you can seek out.

Join the global youth movement for road safety
There is a growing youth movement for road safety consisting of young individuals just like you. You can join the movement by going to YOURS’ website. You will be guided to important sources of information for your work and connected to other young people in your country, region, or even globally. You can find out what others are doing and learn from their experiences.

Register yourself at the MINE Section on the YOURS’ website
You have the opportunity to showcase your work for the world to see on YOURS’ website. Register yourself or your organisation, create your own profile, describe the work you are doing, and upload supporting material such as photos and videos.
Beyond Getting Started

There is much more you can do now that you have the wheels turning. Over the page are a whole range of ideas for raising the profile of road safety. The next section describes in detail how to turn any of these ideas into a successful road safety project.

With policy and decision makers
- Educate decision makers by drawing their attention to the road safety problem in your area.
- Present the World Youth Declaration for Road Safety and the Moscow Youth Declaration to policy and decision makers and advocate for their implementation. Find the Declarations in the Resources section on YOURS’ website.
- Present the good practice manuals published by the UN Road Safety Collaboration to policy makers. Find out more about the manuals on pg 27.
- Find a personal story from a leader who has experienced a family tragedy related to a road traffic crash or injury.

With young people
- A youth assembly, modeled on the World Youth Assembly for Road Safety. Read about the World Youth Assembly for Road Safety in the Resources section on YOURS’ website.
- Campaigns to raise awareness about the dangers of drinking and driving.
- Programmes to distribute helmets, retro-reflective strips, jackets, or vests.
- Photo, painting, essay, or other types of competitions.
- Interactive awareness raising sessions at schools and colleges.
- Promoting safe walking buses to school.
- Spreading the word using social media such as Facebook and Twitter.

With victims of road crashes and their families
- Hold ceremonies dedicated to victims and survivors, such as moments of observed silence and candlelight vigils.
- Inaugurate memorials, such as remembrance gardens, roadside memorials, and internet-based memorials.
- Commemorate the World Day of Remembrance for Road Traffic Victims, held each year on the third Sunday of November.

With the media
- Press conferences on new road safety data, reports, and initiatives.
- Radio or television talk-shows.
- Open letters in the printed media.
- Special newspaper supplements.
- Televised debates.

With the public at large
- Campaigns to promote the use of helmets and seatbelts and to prevent drink-driving and speeding.
- Publicity around the placement of new road signs and signals.
- A quiz to test road safety knowledge.
- Street demonstrations, fairs, walks, concerts, or sports events to raise road safety awareness and funds for road safety projects.
- First-aid demonstrations.
Youth and Road Safety Action Kit

Part 2
Planning and Implementing Road Safety Projects

Planning and Implementing Road Safety Projects

You are now ready to take your involvement to the next level, putting ideas like those on the previous page into action. In this section we provide basic information to help you plan and implement road safety projects. You can use this information if it’s your first time getting involved in road safety, want to expand your work, or are looking to be more professional about it.

It doesn’t matter if you are a group of motivated young people, a club at a school or university, or even a non-governmental organisation. The only way to change the situation for young people on the roads is by becoming active and knowing that you can make a difference. Youth around the world are taking the lead on exciting and innovative road safety initiatives, and you can join them today!

What is a project?
A project is a set of activities that are carried out to achieve specified objectives within a given time and using a certain amount of money. It is bigger than an activity and smaller than a programme. Thinking of what you want through a project lens is useful to give you a more structured way of working and a picture of expected results and responsibilities. It will help you in foreseeing potential issues and shows professionalism toward partners and donors.

The simple project cycle above illustrates the four stages in any project: project identification, planning, implementation, and evaluation. It can be tempting to jump straight into the implementation phase, but as you will see over the next few pages, each of the four stages is important for a successful project.
During the project identification stage, the project idea is formed: you focus in on the problem you want to address. To do this, you need information. A situation assessment, an evaluation of the road safety situation in your area, is a good way to start. This assessment is essential before developing any initiative because it allows you to make evidence-based decisions about your project. It will also help you learn more about work that has already been done that you can build on and understand the local context, including cultural and social factors affecting the situation. Having completed your situation assessment you will have evidence of the need for your project and baseline information that can be used for monitoring and evaluating your work.

What information is included in a situation assessment?
As much information about the road safety situation in your area as you are able to collect within time and budget limits. First, this should include information about what is happening on the roads in your area and why, for example:

- How many injuries and deaths result from road traffic crashes in a given time period?
- What is the percentage of young people affected?
- What are the main causes of road traffic injuries among young people?
- Are there any programmes in place to address these problems? If yes, who is implementing them and how effective are they? If not, why not?
- What laws and policies exist about seatbelts, helmets, speed, and drinking and driving?
- How do people in the community feel about road safety issues?
- What are the social and cultural factors that influence road safety issues? For example, is drinking and driving a socially accepted behaviour? Is using helmets or seatbelts considered ‘uncool’?

It is also important to understand the stakeholders involved: all those who use and maintain the roads, or carry out activities related to transportation. Start by mapping who these individuals and groups are in your area. You will find some ideas above, and you can find more in the briefing on networking.

There are a few questions you can ask to help better understand the picture:

- What role is this stakeholder playing? What are their objectives and main activities?
- What interest do they have in a road safety project for young people, if any?
- What kind of influence do they have over the community or other stakeholders?
- Are there potential areas for collaboration? How can you work with them to improve road safety?

Some road safety stakeholders

<table>
<thead>
<tr>
<th>Police</th>
<th>Urban Planners</th>
<th>Academic institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGOs and community based organisations</td>
<td>Insurance companies</td>
<td>Car manufacturers</td>
</tr>
<tr>
<td>Local councils</td>
<td>Tyre manufacturers</td>
<td>Health authorities</td>
</tr>
</tbody>
</table>

Tip: Define a specific area or region for your project before you start your assessment, and include as much information specific to that region as you can. Well defined and smaller areas can be easier to study.

Tip: Stakeholders can help provide information about the road safety situation in your area as well as tell you more about their own role.

Find out more
Guidelines on situation assessments for specific topics can be found in the good practice manuals listed below. These were developed in partnership by the Global Road Safety Partnership, World Health Organization, FIA Foundation for the Automobile and Society, and World Bank to help governments carry out some of the recommendations of the World report on road traffic injury prevention.

- Seatbelts and child restraints: a road safety manual for decision-makers and practitioners
- Helmets: a road safety manual for decision-makers and practitioners
- Drinking and Driving: a road safety manual for decision-makers and practitioners
- Speed management: a road safety manual for decision-makers and practitioners

To get copies of the manuals you can write to the UN Road Safety Collaboration at traffic@who.int or download electronic versions from the Resources section on YOURS’ website.
How do we collect the information for our situation assessment?

This depends on the type of information or data you are looking for. Quantitative data are numeric in form: numbers. Qualitative data are words. The table below gives more information about each type of data, and how to collect them.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Quantitative data</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Helps you better understand a situation by clarifying underlying reasons and causes</td>
<td></td>
</tr>
<tr>
<td>- Can explain behaviours and trends in your quantitative data</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of questions answered</th>
<th>Qualitative data</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Why do young people not wear helmets?</td>
<td></td>
</tr>
<tr>
<td>- What kind of incentives could be used to increase seatbelt use among youth?</td>
<td></td>
</tr>
<tr>
<td>- How do young people feel about the messages in a drinking and driving campaign?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Examples of how to collect</th>
<th>- Police or hospital records</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Surveys</td>
<td>- Interviews with key stakeholders</td>
</tr>
<tr>
<td>- Direct observation studies</td>
<td>- Focus groups</td>
</tr>
<tr>
<td>- Review of documents and reports</td>
<td>- Review of documents and reports</td>
</tr>
</tbody>
</table>

How do we decide what our project will be?

Once you have collected all your data, use them to write a description of the situation, backing up everything you say using the data. Summarize down to one statement that gives the main problem, its causes and impact: this statement is your problem statement and by keeping it in mind you can remain focused while designing your project.

Now that you understand the problem, think about the ways you could address it – you can find lots of ideas on pg 25. For example, if there is a low seatbelt-wearing rate in your area, you could create a public education campaign to raise awareness, or work with law enforcement to improve their understanding of the importance of prevention.

Listen to your evidence! You do not want to spend your time, energy, and money on an issue that is not a problem in your area or on an ineffective intervention. Once you have made an evidence-based decision about the focus of your project, the next step is to start planning for action.
Part 2
Planning and Implementing Road Safety Projects

Stage Two: Project Planning

1. Define objectives
Objectives answer the question, ‘what does this project aim to achieve?’ Projects often have one general or overall objective (also called the project goal or purpose) and one or more specific objectives, which add together to meet the goal. Good objectives are SMART (Specific, Measurable, Achievable, Relevant, Time bound). For example, your objective could be ‘to raise the awareness of 100 college students about the risks of speeding in a period of 30 days.

Tip: By convention, objectives are written in the infinitive form ‘to something’, such as ‘to create’ or ‘to develop’.

2. Identify activities
Activities form the body of a project. They answer the question, ‘what will we do to achieve the project objectives?’ Ask yourself the following questions to focus in on the right activities for your project:

- Which objective(s) does this activity contribute to and how? Is there a better activity that we can carry out, which will have the same impact?

- Has this activity been done before? If yes, what was its impact? If it was successful, what factors contributed to its success? If it wasn’t, why was that?

A combination of a few effective activities can be better than many activities with less good fit to your problem and area. Don’t forget to involve the community and key stakeholders in the decision making process (see the briefing on community participation, pg 38).

Tip: It can work well to adapt activities that have been successful elsewhere.

Tip: Activities are conventionally written using present tense verbs, such as ‘develop promotional material’, ‘conduct training’, ‘contact someone’.

3. Get set for monitoring and evaluation
It is really important to learn from your project, what went well and less well: that’s where monitoring and evaluation come in. Monitoring is an ongoing process involving collecting information about how your project is progressing. An evaluation is a review of all of this evidence at a specific point in time, often at the end of the project.

Generally, two main aspects of a project are monitored then evaluated: the process (did you carry out the activities you intended to? Did partners play their role?); and impact (did you reach your objectives? Did you bring about a change?).

It is never possible to assess the success of every element of the project, so you need to choose indicators of your success. These are clues that can help indicate how well you have met your objectives and carried out your activities. The table below gives some example indicators.

<table>
<thead>
<tr>
<th>Project process</th>
<th>Project impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example indicator</td>
<td></td>
</tr>
<tr>
<td>- Number of leaflets distributed</td>
<td>- Number of people who say they are now more likely to fasten their seatbelt</td>
</tr>
<tr>
<td>- Number of educational messages delivered to decision makers</td>
<td>- Number of people who are now aware of a new drinking and driving law</td>
</tr>
</tbody>
</table>

You will find more information about monitoring and evaluation on pg 31-32. However, you need to start thinking about your indicators so that you collect the monitoring information you need as you go along. If you wait until the end of your project, it can be hard to remember how many people attended an event, and difficult to contact them all to ask if attending changed their views.

Tip: To help identify indicators, ask yourself the following questions:
- How can we know that this activity was carried out?
- How can we know if this objective was met?
- What does the success of the project look like?
Part 2
Planning and Implementing Road Safety Projects

Stage Two: Project Planning

4. Create an implementation plan
Your implementation plan will be your road map: it should show you what activities will be conducted and when. It can be monthly, identifying all activities to be conducted every month, or even weekly. This helps you keep track of your project so you know where you stand at any point in time. It is useful to include key milestones, or big steps that will tell you that your project is progressing as planned.

Tip: Use the milestones in your implementation plan to consider the worst-case scenario: if things are not going as planned when do you stop your project?

Tip: Your implementation plan can also be called a timeline or schedule of activities.

5. Create a budget
No matter how small your project is, you will need money to make it happen. Having a realistic and well thought out budget will increase your chances of receiving funding. Here are some costs you need to consider when creating your budget:

- Do you have any ‘fixed’ expenses? If you are in an office, think about rent, electricity, and other utilities.
- If you need transportation, what is the estimated cost?
- Will you produce any posters, banners, or brochures? Get some quotes and make estimates for cost.
- Will you need any stationary, other materials, or equipment?
- Are you going to pay any staff? Or do you need to pay volunteers’ expenses?

Tip: The briefings on partnership building, fundraising, and networking on pgs 36-37, 41-43 will help you consider ways to get the income you need to run your project.

6. Bring together a project team
To put together your project team, think about:

- How many people do you need to carry out your activities?
- What are the team members’ skills and time availability?
- What will the responsibilities of each team member be?
- Do you need an advisor to guide you in the project implementation?
- Would a small group of community representatives keep the community engaged and on board?

You will need a project coordinator who will have primary responsibility for implementing the project, ensuring activities are progressing as planned, and working with all team members for this purpose. Project coordinators need enough time and experience to handle their responsibilities.

Tip: Do not take on more than you can handle and make sure your colleagues don’t either. Remember that volunteers may have to balance school, work, and other commitments with working on the project.

7. Write a detailed project proposal
Now that you have gone through steps one to six, you are ready to put down all your thoughts on paper to convince others to fund and support your project. A basic project proposal would typically include everything you have worked on so far as well as:

- A short introduction to your organisation or group;
- A project name, location, and duration;
- Evidence from your situation assessment and relevant literature to show the need for your project.

Many donors and funding organisations have their own project proposal formats that vary in length and level of detail. After writing a basic proposal, it will be easier to adapt it and develop it further based on the specific requirements of the organisation you are applying to.
Planning and Implementing Road Safety Projects

Stage Two: Project Planning

Prepare an executive summary of your proposal with photos and promotional material. A typical project proposal can be between 15-20 pages and potential partners and donors might not have the time to go through it all. An appealing short executive summary will give them an idea of your project and encourage them to read the full proposal.

**Tip:** Funding bodies generally favour organisational bank accounts over personal ones. Setting up a bank account for your organisation or project can help facilitate funding.

Stage Three: Implementation

The third stage in the project cycle is the time to put your plan into action, taking all necessary steps to ensure the activities in your implementation plan are completed. Open communication with team members and partners is essential at this stage. At a basic level, implementation involves managing the three main resources, people, time, and money, to make sure that:

- team members are performing their tasks and responsibilities;
- activities are carried out according to the implementation plan;
- funds are used as needed and spending is documented and kept track of.

An element of project implementation sometimes overlooked is adaptation. This means using the monitoring information you are collecting to look at the progress you are making. Where things are not going according to the plan, you can adapt what you are doing to put the project back on track.

**Tip:** Keep an open-mind about how the project evolves – you may need to adapt and improve the project plan for the future.

**Tip:** Check your implementation plan regularly and see if you are on target for meeting milestones and deadlines.

Project adaptation: an example

Your project includes airing radio advertisements to inform the public of the enforcement of a new law about seatbelt use. While monitoring progress you realise that the advertisements are at times when listening figures are lower than you had expected. You talk to the radio station about having shorter slots at peak times. Or you realize that your target audience shows no change in their levels of awareness of the new seatbelt law. Your message might not be reaching them and you explore how to change the means of delivery or even the message itself.
Stage Four: Project Evaluation

No matter how small a project is, you need to evaluate to learn. In an evaluation, you gather the monitoring information you have collected based on your indicators see pg 29. You can use the clues the indicator data provide to make an assessment of how successful you were in carrying out your activities and meeting your objectives.

An evaluation also involves a deeper analysis to consider why you were successful or less successful, and what you will take away from the experience for next time.

Your situation analysis becomes important again here, because it provides you with a baseline against which to assess the change you have made.

‘... if the project targeted university students, send them an email, invite them to a formal presentation, or throw a party at which you let them know about how you did.’

Make sure you put your evaluation findings to work! First, give feedback to the people involved in your activities. For example, if the project targeted university students, send them an email, invite them to a formal presentation, or throw a party at which you let them know about how you did.

Second, share your findings with everyone you are accountable to: the project funder; managers in your organisation; and the community in your area. This ensures that your work is transparent and that you have indeed done what you said you were going to do.

Third, the project team needs to think about how the evaluation findings will be used. What are the lessons learned? How will they be incorporated in future projects? Do any changes need to be made to your project management methods?

Tip: Get your road safety stakeholders involved in the evaluation process. They can help you decide on indicators at the start of the project, provide monitoring information, and give you ideas on how best to disseminate and use your evaluation findings (see briefing on community participation, pg 38).

Tip: Funders like to see different things in terms of evaluations - check with your funder to ensure you meet their expectations. Make sure you have a way for people to give their feedback on the evaluation and its findings. Did participants, partners, and other stakeholders find the evaluation accurate? Were their experiences and views represented?

Tip: More information on evaluation can be found in the good practice manuals mentioned on pg 27.

Tip: Create a one or two page summary of the evaluation report for easy dissemination and sharing.
Part 3
Briefings to Keep Going
Briefing on Partnership Building

Road safety is a multi-sectoral issue – lots of different people and organisations need to be involved to bring about change.

For example:

- Governments have a responsibility to keep their citizens safe; they create and implement policies and build strategies to reduce injuries. Within government, different sectors are involved, such as transport, health, police, and education.

- Civil society organisations include NGOs, community committees, unions, neighbourhood councils, and community based organisations. These groups represent the needs of people and communities, voice their opinions, and can put pressure on governments to improve their welfare.

- Private companies employ many people. They also manage large fleets that often travel across countries. Private companies are also involved with the communities they operate in. They invest in social responsibility and create programmes to contribute and give back to communities.
Part 3
Briefing on Partnership Building

Partnerships that bring together these different sectors can have a big impact on road safety, bringing together a powerful mixture of skills, knowledge, and expertise.

Some things to keep in mind when building partnerships:

- Consider the organisations that you will partner with carefully. Make sure that they do not engage in activities that harm society or individuals.
- Maintain good communication with your partners. Information should be shared steadily and freely.
- Be clear about expectations, roles, and responsibilities.
- Focus on the bigger picture. Think about how your partnership will benefit your cause.
- Watch out for tension between organisations and individuals.
- Evaluate the partnership and the impact it was meant to have.

Find out more
A Pocket Guide to Building Partnerships (Geneva, World Health Organization, 2003), explains the stages of partnership development, including formation, implementation, and maintenance. In addition to questions you need to consider at each stage, it provides useful tools to help you set up the partnership and keep it on track. Find it in the Resources section on YOURS’ website – www.youthforroadsafety.org.
Community participation

Community participation means that all those who are directly or indirectly related to or affected by your activities are given the opportunity to be involved in all stages of your project, from planning to evaluation. For example, other local groups working on road safety could help you with your situation analysis, or participants in your activities could help design the project and identify roles and responsibilities of the project team.

A participatory approach:
- Creates a sense of ownership and ‘buy in’ from the community. People feel they are involved and taking charge of their own lives. It helps ensure that community members see the benefit of the changes that are taking place. This can also reduce resistance.
- Improves the project by allowing people to identify their needs and the most effective way of meeting them.
- Increases public support for your efforts for road safety and helps in leveraging more support.
- Allows more people to get involved, advocate for road safety, and be aware of changes that are happening.
Networking

Networking involves communicating and building relationships with people who can help support you in reaching your project objectives, including local government agencies, NGOs, representatives of international organisations, private companies, and other stakeholders. Networking can also help you establish credibility and reputation by allowing you to let stakeholders know that you are achieving what you set out to do and using your resources wisely.

The table below presents a list of organisations and institutions that you can reach out to in your networking and that are potential sources of funding. Your stakeholder analysis (pg 27) may point to others in your area as well.

<table>
<thead>
<tr>
<th>Who</th>
<th>Examples</th>
<th>How they help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government offices</td>
<td>City council, office of mayor/governor, ministry of health office, police, transport and road infrastructure offices</td>
<td>- Small grants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Information for situation assessment</td>
</tr>
<tr>
<td>Civil society organisations</td>
<td>Community based organisations, NGOs</td>
<td>- Partnerships</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Collaboration on projects</td>
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<tr>
<td>Private companies</td>
<td>Vehicle manufacturers, oil and gas companies, tyre manufacturers, insurance companies</td>
<td>- Corporate social responsibility programmes</td>
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<td></td>
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<td>- Internal road safety procedures</td>
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<td></td>
<td></td>
<td>- Collaborating on projects</td>
</tr>
<tr>
<td>Reporters or media outlets</td>
<td>Radios, television stations, magazines, newspapers (print and online versions)</td>
<td>- Partner on public education campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Covering events and activities</td>
</tr>
<tr>
<td>Offices of United Nations organisations and other international bodies</td>
<td>World Health Organization, United Nations Development Programme, European Commission</td>
<td>- Technical support</td>
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<td></td>
<td></td>
<td>- Small grants</td>
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<tr>
<td>Local offices for international NGOs</td>
<td>Oxfam, Save the Children</td>
<td>- Partnerships</td>
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<td></td>
<td></td>
<td>- Technical assistance in project management</td>
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<td></td>
<td></td>
<td>- Grants for local groups</td>
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<tr>
<td>Academic institutions</td>
<td>Schools and universities</td>
<td>- Partnerships</td>
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<td></td>
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<td>- Technical assistance</td>
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<td></td>
<td></td>
<td>- Youth volunteers and activists</td>
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<tr>
<td>Associations related to road use in your area</td>
<td>Associations for drivers</td>
<td>- Partnerships</td>
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<td></td>
<td></td>
<td>- Collaborating on projects</td>
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<tr>
<td>Embassies and consulates</td>
<td></td>
<td>- Small grants</td>
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</table>

Networking Do's and Don'ts

Do...
- Learn as much as you can about the stakeholders that may be useful to you: how do they work, what are their priorities?
- Write to them and visit them to introduce yourself, what you do, and why your work is important.
- Keep them informed of your news, activities, and achievements.
- Invite them to your events or to visit your office, if you have one.
- Attend their events and accept their invitations if you are invited.
- Prepare a folder with references, a budget outline, and official documents such as your organisation’s registration document. You can show this to stakeholders to convince them of your credibility.

Tip: Prepare a list of people or organisations that can affirm your work. These could be people who have supported your work before, other local organisations, or even your professors.

Do not...
- Do not ask for what you need when you make first contact.
- Do not send your stakeholders lengthy emails or anything they might consider ‘spam’.
Part 3
Fundraising
Finding donors and making contact
Start by mapping donors in your region: What organisations and companies are funding NGO, youth, or community activities in your area? What activities in your local community are being funded by local, regional, or state government funds? Use your stakeholder analysis (pg 27) and the table in the briefing on networking (pg 41) to get ideas. The following tips will help you in your approaches to the organisations you have identified:

- Know your potential donor before making contact. Research what kinds of organisations it has funded in the past, what kinds of support it has provided (financial or in kind donations of equipment, space, or staff time), and what it wants to achieve with its support.

- Know your potential donor’s requirements for funding proposals, the components and format, and apply if you are sure you can fulfill them. Look on their website and ask for clarification if needed.

- Thank the organisation and ask for feedback even if your attempt was not successful. If your proposal was accepted, prepare a thank you letter or a visit to your donor as soon as you know the result and discuss how you will keep them updated on your progress.

- Keep networking: do not stop your relationship with the organisation if you did not receive the funding this time.

Fundraising events
Fundraising events can be a good way to make some money for your road safety project. Here are a few tips to help you plan a successful fundraiser:

1. **Make a plan.** Think of your event as a small project. Why are you raising money (objective)? Who do you want at your event (target group)? How will you do it (number of people you need on your team, roles and responsibilities, materials needed)? How much which will it cost (budget)?

2. **Think out of the box.** Common ideas for fundraisers include bake sales and raffles, but be innovative: think about sports tournaments, karaoke nights, car washes, auctions, dancing competitions, or open-mic nights.

3. **Publicise.** Don’t spare any effort to get the word out. Create a small press release and send it ahead of time to newspapers and TV and radio stations in your area. Distribute flyers, ask your friends and family to spread the word, and don’t forget about Facebook, Twitter, and other social media.
Glossary of Terms

Actor: Agencies, organisations, groups or individuals that play a direct role in an issue.

Evaluate: To conduct a systematic and objective assessment of a project.

Gender: A socially-determined set of qualities and behaviors expected from males and females.

Gross National Product (GNP): The total market value of all products and services produced in one year by the residents of a country

High-income country (HIC): For the purpose of this document these are countries that have a gross national income per capita of $12,276 or more, following the World Bank’s classification.

Indicator: A variable or clue that provides a simple and reliable way to measure progress towards a project objective.

Low and Middle-Income Countries (LMICs): For the purpose of this document these are countries which have a gross national income per capita of less than $12,275, again following the World Bank’s classification.

Monitor: To routinely collect information to help understand how a project is doing.

Objective: A statement of what a project aims to achieve, the change intended.

Public health: The science and art of promoting health, preventing disease, and prolonging life.

Qualitative data: Information in the form of words or images.

Quantitative data: Information in numeric form.

Risk factor: Factors that increase the probability of a specific event occurring.

Road infrastructure: Road facilities and equipment, including the network, parking spaces, stopping places, draining system, bridges, and footpaths.

Road traffic crash: A collision or incident that may or may not lead to injury, occurring on a public road, and involving at least one moving vehicle.

Situation assessment: An evaluation of the current situation, including problems, key issues, and facts.

Social equity: A state where people living in a community have fair access to education, employment, healthcare, and other resources, and poor people are not at greater risk from threats, such as diseases, because of their lower income.

Socioeconomic: Involving both social and economic factors.

Stakeholder: An agency, organisation, group, or individual with direct or indirect interest or commitment in an issue or project.

Sustainability: The capacity to endure, to continue into the future.

Sustainable development: A process of change that meets the needs of the present without compromising the ability of future generations to meet their own needs.


13. SWOV Fact sheet Driving under the influence of alcohol. Leidschendam, Institute for Road Safety Research (SWOV), 2009.


All references used or referred to in this can be found in the RecourseS section on YOURS’ website, www.youthforroadsafety.org
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Youth and Road Safety Action Kit