

The VIA logo consists of the letters 'VIA' in a white, sans-serif font, centered within a large, irregular, orange shape that resembles a splash or a drop. In the top-left corner of the slide, there is a solid orange square.

VIA

Global Road Safety Education via a new generation

VIA – An Introduction



GLOBAL
ROAD SAFETY
PARTNERSHIP



GRSP is hosted by:  **ICIFRC**



Why are children so vulnerable?

- **750 children die on the roads every day.** And for every death, 10 more children are seriously injured.
- In Asia, the **roads kill more children aged 5-14** than diseases such as AIDS and malaria.
- In poorer countries with less accessible health care systems and no social welfare, caring for injured children can **send families into poverty.**



Road traffic crashes
are the **1st** cause of death
among people
aged 5-29



Why are children so vulnerable?

- Between 5-16 years, children progress through **a number of stages in terms of their ability to negotiate the road environment safely**; so the importance of tailoring a progressive approach to road skills training is crucial.
- Children start school with different understandings of road safety.
- Males and females also differ greatly.
- When starting school, children have **limited depth perception**, scanning ability and their **capacity to judge speed is poor**.
- They will be unable to strategically calculate risk in a traffic situation and are **easily distracted** such as by a ball or a friend.
- Also, and quite simply, children are small. Their **motor skills** are not well developed. They **move more slowly**, with **less precision**. They are also difficult to predict, and for a motorist, they are very **difficult to see**.





Why are children so vulnerable?

- As children grow their **scan and search skills improve**; so too does their conceptual **understanding of danger**.
- However, their perceptive, information processing and psychomotor **skills are still far from refined**. And indeed, the very improvements they do feel may yield **over-inflated confidence** in their ability in and around the road environment.
- Whilst such perception and motor skills become refined in adolescent children, that **sense of over confidence is only prone to further inflation**.
- Add to that the exposure to more complex road safety situations, the **independent responsibility** for decision making and the new and powerful **influence of peers**.





Background to VIA

- **The Corporate Foundations of Michelin and Total** joined to launch a major Road Safety Education Programme for children 10–18yrs.
- This programme, developed with the support of **Global Road Safety Partnership (GRSP)**, aims to directly reach **100,000** young people worldwide by end 2022.
- Pilots **began in 2019** in three countries and VIA has now expanded to **17 countries** reaching over **18,000 students** with over **3000 hours of structured education**.
- This programme can be deployed with **local Implementing Partners** (NGOs), police agencies or school teachers.
- In the future **more partners at a corporate level will be added to the project**.





Background to VIA

The brief to develop VIA was ambitious – linked to a **Safe System** approach, the programme aims to be:

- **Flexible** → engagement can be at different levels based on access time possible with students.
- **Easy to integrate** → VIA can be incorporated to existing school road safety programmes without running the risk of duplication.
- **Cost Effective** → the modular structure of the programme allows for an intervention tailored to budget.
- **Accessible** → the programme is built to work in different contexts and can be customized to local languages and needs.
- **A Global Community** → too often education programmes run in silos. VIA is different, implementors become part of a global VIA community to share experiences.





More about VIA





The VIA Tools

The library contains comprehensive manuals and guides which take Implementing Partners through the programme step by step.



The screenshot displays the VIA Tools library interface. At the top, there are six orange buttons for adding content: '+ Add logo or template', '+ Add manual or guidelines', '+ Add learning video', '+ Add image', '+ Add video', and '+ Add document'. Below these are navigation tabs: 'All', 'Tutorials & Videos', 'Manuals' (selected), 'Logos & Templates', 'Documents', 'Images', 'Evaluation materials', and 'Files for approval'. A 'Manual type' dropdown is set to '- Any -'. There are radio buttons for 'Right-hand traffic' (selected) and 'Left-hand traffic'. The main content area shows four manual cards:

- 0.1 VIA GUIDELINES FOR IMPLEMENTATION**
Step-by-step Guide
Manuals
10/02/2020
- 0.2 VIA MANUAL - Core Modules and Exercises**
LEARNING MATERIAL: All Core Modules and Exercises in one document
Manuals
10/02/2020
- 1. OPENING MODULE**
Module and Exercises
Manuals > Opening Module
10/02/2020
- 2.1 KNOWLEDGE MODULE - WALKING**
Module and Exercises
Manuals > Knowledge Module > Walking
10/02/2020

The URL at the bottom of the screenshot is <https://www.viaroadsafety.com/en/coordinator/library/1-opening-module-complete>



The VIA Tools

There are instructional videos for IPs on how to run each module as well as learning videos aimed at the children directly.



Library

+ Add logo or template + Add manual or guidelines + Add learning video + Add image + Add video + Add document

All Tutorials & Videos Manuals Logos & Templates Documents Images Evaluation materials Files for approval

 Global Road Safety Education via a new generation PROMOTION VIDEO 0. VIA PROMOTION VIDEO: HOW TO START THE VIA PROGRAMME 12/12/2019	 for their own lives and the lives of others. 1 INSTRUCTION VIDEO: HOW TO RUN THE OPENING MODULE 17/02/2020	 and cooperation in all societies around the world. 2.1 LEARNING VIDEO: KNOWLEDGE MODULE – SAFE WALKING 12/02/2020	 helmets are a vital safety gear for cyclists. 2.2 LEARNING VIDEO: KNOWLEDGE MODULE – SAFE CYCLING 08/11/2019
 helmets are the most important safety gear for motorcyclists. 2.3 LEARNING VIDEO: KNOWLEDGE MODULE – SAFE MOTORCYCLING 12/02/2020	 Don't run in large public vehicles. 2.5 LEARNING VIDEO: KNOWLEDGE MODULE – PUBLIC TRANSPORT 31/01/2020	 Maybe you are unknown talents in your class. 3 INSTRUCTION VIDEO: HOW TO RUN THE CREATIVITY MODULE 12/03/2020	 4 INSTRUCTION VIDEO: HOW TO RUN THE IMPLEMENTATION MODULE 24/03/2020



The VIA Tools

There is the VIA game which can be played online or offline.



The screenshot shows the VIA Learning Game website. At the top, there is a navigation bar with links for Coordinator Platform, National Manager Platform, Implementor Platform, School/Educator Platform, and Analysis. The main header features the VIA logo and the text "Global Road Safety Education via a new generation". Below this is a secondary navigation bar with links for Home, My Platform, VIA Learning Game, Communication Tool, Road Safety Data, and Library. The main content area is titled "VIA Learning Game" and contains the following sections:

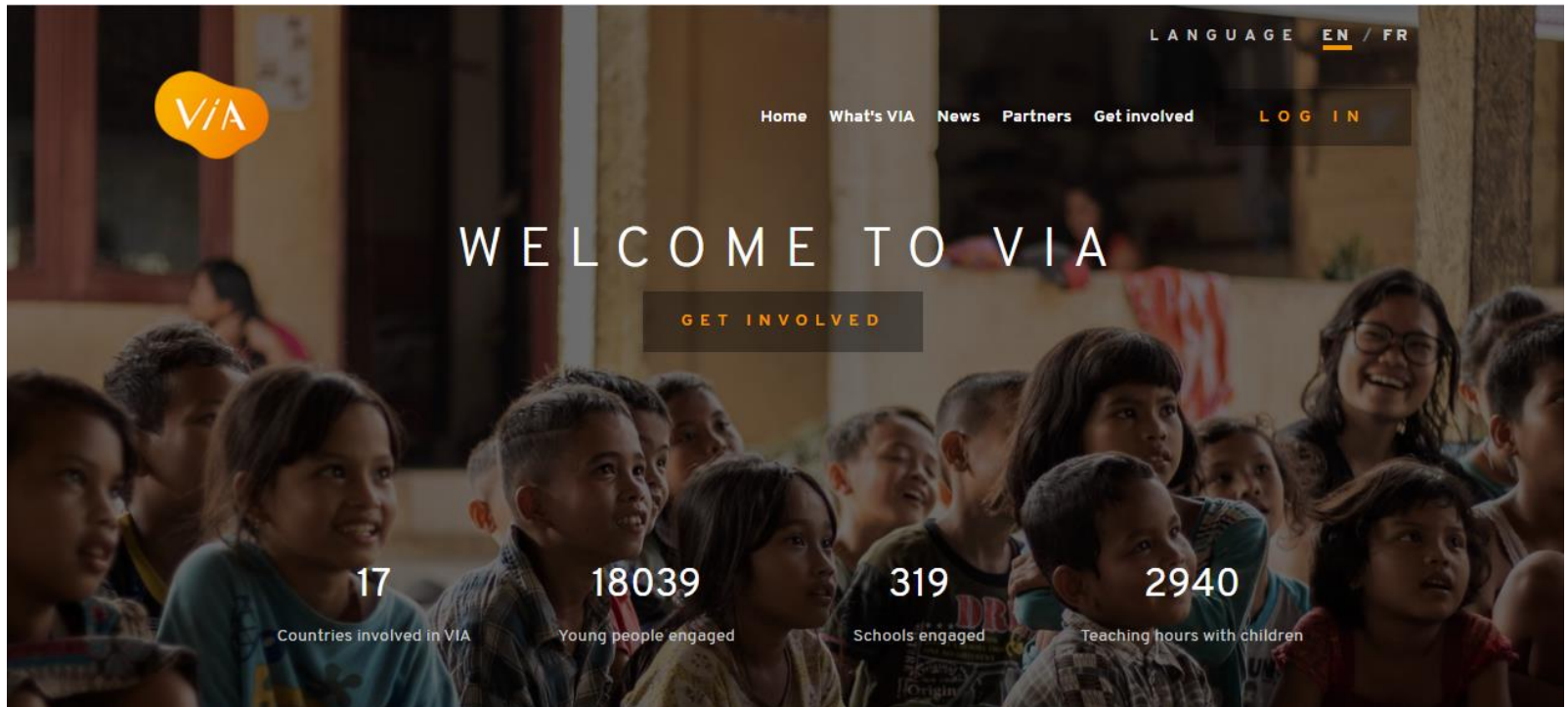
- Basic instructions and download**: A paragraph explaining that the game can be downloaded or played directly in a browser, and is available in English and French. It also mentions that it can be played offline and online, and is available as an app for smartphones. A sub-section "Play the VIA Learning Game online in the web browser" provides a URL: <https://www.viaroadsafety.com/games/>.
- Download the VIA Learning Game for Computer**: A section for users on Windows operating systems. It includes a list of four steps: 1. Download the zip-file (about 40MB), 2. Unzip the contents, 3. Double-click on the file "VIA.exe", and 4. Be patient as the settings window opens. It also provides instructions on how to adjust resolution and windowed mode.
- Download the VIA Learning Game for Android Smartphones**: A section for users on Android smartphones. It includes a "GET IT ON Google Play" button and a list of four steps: 1. Allow installation from unknown sources, 2. Download the "VIA1.0.apk" file, 3. Tap the file and select "Install", and 4. Disable "Install apps from unknown sources" again.

On the right side of the page, there are two game screenshots. The top one is labeled "Level 2" and shows a colorful wheel with a "Press HERE" button in the center. The bottom one is labeled "Level 3" and shows a tropical beach scene with a boat and palm trees.



The VIA Tools

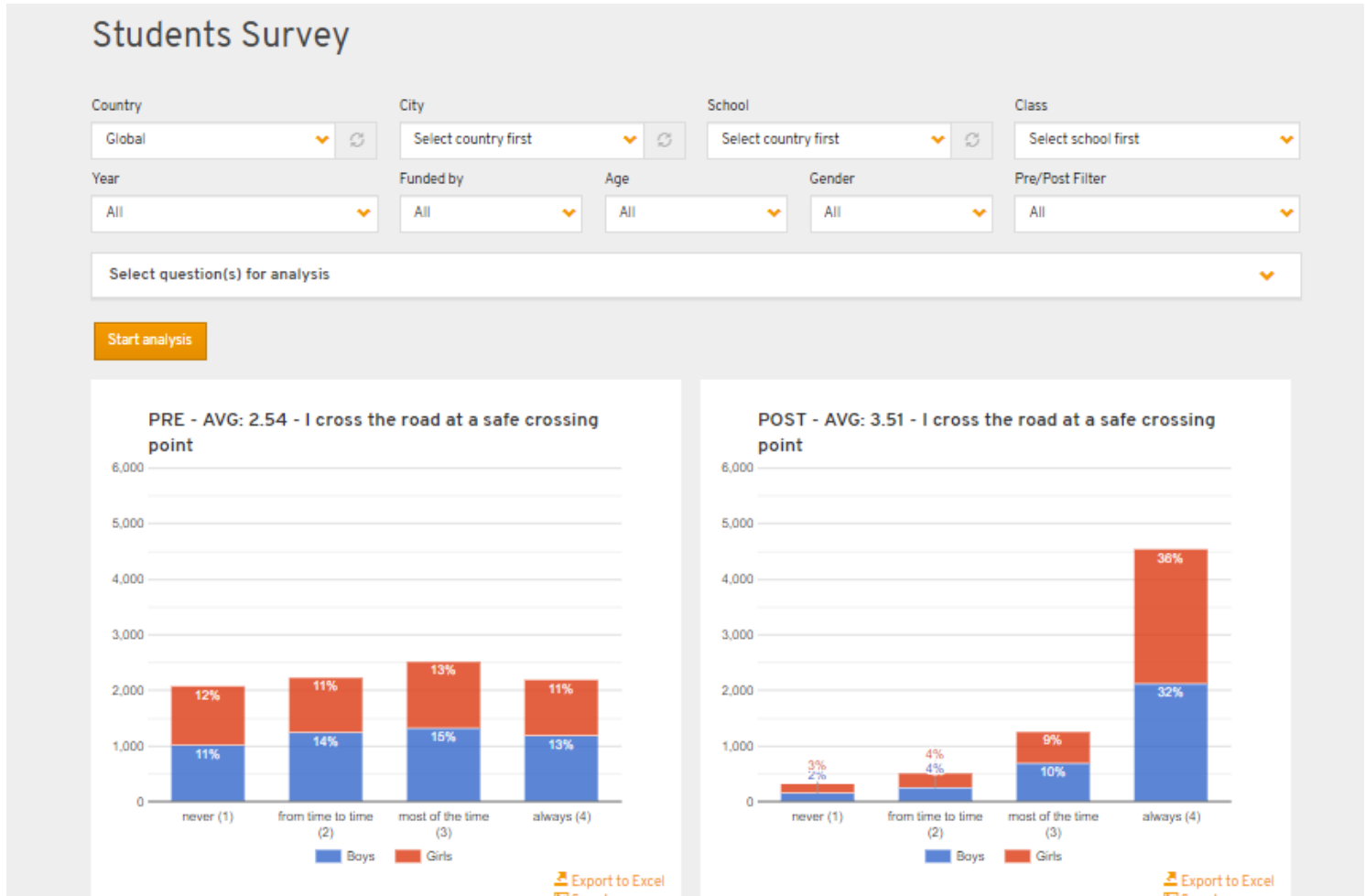
Every implementation is tracked through an online digital platform





The VIA Tools

Pre and post surveys contribute to national/global trend data by gender.





The VIA Community

Every VIA implementation and implementer is connected to the global VIA Community sharing successes and helping the programme evolve.



LINKS TO ROAD SAFETY CAPACITY BUILDING PROGRAMME

- Safer road users
- Focus on road safety education and public awareness
- Integration of road safety education within the safe system approach

Format: Webinars, technical training sessions and assignments

Target Audience: Road safety managers/coordinators, technical specialists, ADB staff

Key Modules (webinars and training):

- Road Safety Management: July 12 – August 5
- Safer Road Users: September 27 – October 21
- Safer Roads and Mobility: Q1, 2022

Check for further updates on APRSO website - <https://www.aprso.org/>

