

STREET WISE

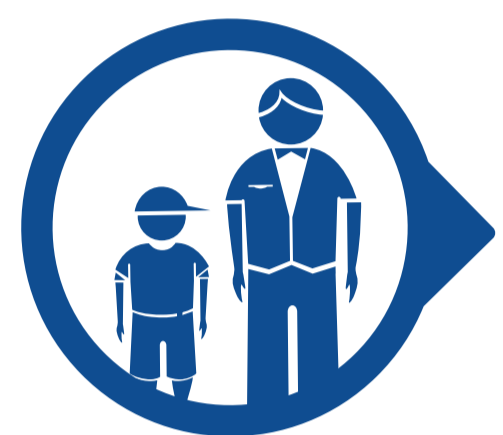
HELPING STUDENTS IN THAILAND GET TO SCHOOLS SAFELY

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THE ROAD CRISIS IN THAILAND

THAILAND HAS THE SECOND HIGHEST ROAD CRASH FATALITY

RATE IN THE WORLD WITH AN AVERAGE OF **66** ROAD DEATHS EVERY DAY



Road traffic crashes are a leading cause of death among children.



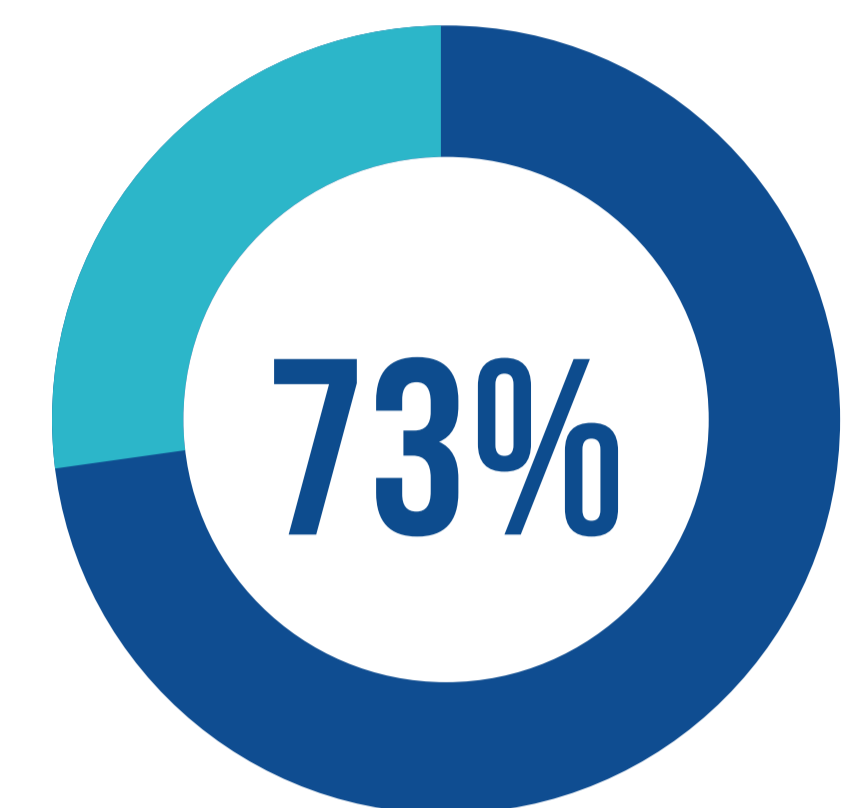
2,600 children are killed and



72,000 are injured every year in road crashes.



There are almost **20,000,000** registered motorized 2-3 wheelers in Thailand where the population is around **70,00,000**.



73% of road crash fatalities are riders of motorized 2- and 3-wheelers.

THE STREET WISE PROGRAM: 2014 – 2017

The *Street Wise* program was developed and implemented with the support of Chevron Thailand in order to provide road safety education to students at 11 primary schools in Songkhla Province. Road safety education and knowledge across these schools was low prior to the program's intervention and during one six-month period, a quarter of the students experienced a road crash in which almost half of those occurred on motorcycles and half resulted in hospital visits.

Objective

The *Street Wise* program aims to address gaps in road safety knowledge through:



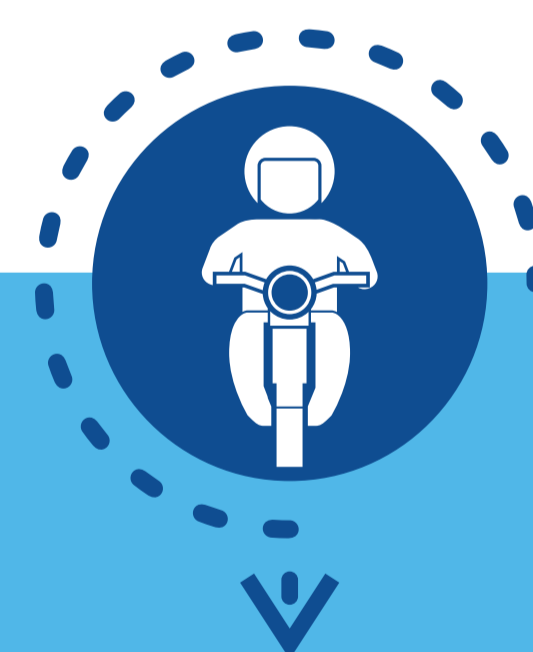
Street Wise also aims to:

- Increase road safety behaviors such as student helmet wearing
- Build capacity of teachers and parents to make safer decisions to protect themselves and their children

Methodology

- AIP Foundation conducted unannounced, filmed **video observations** around program school gates to measure helmet-wearing rates of students both pre- and post-intervention.
- AIP Foundation also conducted **master trainer courses** with teachers as well as **road safety trainings** with parents.
- **Student knowledge surveys** were administered pre- and post-intervention to measure retention and comprehension of road safety knowledge.

Key results



Student helmet use across the program schools increased from **3%** pre-program implementation to **55%** upon program completion



Student road safety knowledge on topics such as crossing the road and stopping saw increases to **98%**



260 teachers trained through master trainer courses and over **4,600** parents trained and educated on road safety knowledge and behavior

Activities

- Developed syllabi and educational materials for primary school students
- Developed master trainer courses for teachers, staff, parents, and police officers
- Organized extracurricular activities, helmet ceremonies, meetings, and workshops reinforcing safety messages for students and parents
- Donated over **3,000** helmets to students at **11** primary schools throughout three years
- Trained **235** students to be road safety ambassadors so they could spearhead school and community campaigns
- Installed **18** billboards at primary schools and district office
- Produced campaign videos for to raise awareness of safety issues and highlight program outcomes

Lessons Learned

- **Combined efforts and engagements** between students, parents, teachers, government, and AIP Foundation yielded a dramatic rise in student road safety behavior and knowledge across various indicators during the past three years.
- Students who were **provided educational resources** in school and at home were able to comprehend the importance of road safety as more than just a legal matter, but also as a critical, life-saving set of tools.

Next Steps

- *Street Wise* will continue to **expand** to other schools in the province while engaging with parents and teachers as well as government partners to create safer roads.
- The program will continue to disseminate educational resources and train community members to increase helmet wearing rates and improve road safety behaviors.