



# *Walk Wise*

## LOOKBACK REPORT

AIP Foundation and Chevron:  
Transforming Lives of  
Students and Communities  
on the Roads in China

2011-2020

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**THE ISSUE:  
ROAD SAFETY  
WORLDWIDE AND  
IN CHINA**





Over 1.35 million people lose their lives on the world's roads each year, causing immense physical, psychological, and economic consequences for victims, their families, and their broader communities.<sup>1</sup> The global road crash crisis alone generates economic losses of up to 3-6% of the GDP of low- and middle-income countries—impacting the development of regions that are in the greatest need of sustained growth. As the World Bank describes, “Road traffic injuries are a public health and social equity issue, disproportionately affecting the vulnerable road users and the poor.”<sup>2</sup>

As rapid urbanization and motorization outpace countries' efforts to promote road safety awareness and safer infrastructure, road users suffer drastic consequences. In China, an estimated 256,000 individuals lose their lives to road crashes each year.<sup>3</sup> With nearly 300 million registered vehicles on the roads of its rapidly growing road network, China must improve the safety of its infrastructure and the awareness of its road users.

In this ongoing crisis, children are particularly vulnerable on the roads. Their smaller stature reduces visibility to drivers, especially on roads in underdeveloped areas with poor lighting and inadequate pedestrian infrastructure. Moreover, due to their ongoing cognitive development, children are more prone to engaging in higher-risk road behaviors, such as running into a street without checking for vehicles. Even the act of crossing a street requires children to understand how to identify safe crossing locations and to make safe timing decisions in response to traffic flow.<sup>4</sup>

Promoting safer behaviors on the roads in order to protect the most vulnerable road users relies on comprehensive education, community investment, and consistent engagement with decision makers. Increasingly, global players have recognized the importance of improving road safety in high-risk countries through a holistic approach in collaboration with governments, civil society, and communities.

<sup>1</sup> World Health Organization. (2018). Global status report on road safety 2018: Summary (No. WHO/NMH/NVI/18.20). World Health Organization.

<sup>2</sup> Deng, F., Jordan, P., & Goodge, M. (2012). Reducing traffic accidents in China: strengthening the use of road safety audits. *China Transport Topics*, 7.

<sup>3</sup> World Health Organization. (2018). Global status report on road safety 2018: Summary (No. WHO/NMH/NVI/18.20). World Health Organization.

<sup>4</sup> Thomson, J., Tolmie, A., Foot, H. C., & McLaren, B. (1996). Child development and the aims of road safety education.



Components of *Walk Wise* aligned with several key Sustainable Development Goals which contribute to global reductions in road traffic injuries and fatalities.

In response to the growing safety needs of China's most vulnerable road users—and in support of the global movement to save lives on the world's roads—Chevron partnered with international road safety non-profit organization, AIP Foundation, in 2011 to launch the *Walk Wise* program in the Kaizhou District of Chongqing Municipality. In this remote district, approximately 94% of the land is mountainous with rugged terrain and steep, rocky, or poor quality roads. Frequent fog and rain heighten these hazardous road conditions, particularly for vulnerable road users, such as pedestrians and motorcyclists. Despite these dangerous conditions, approximately 78% of students walk to and from school every day.

Beginning at two pilot schools in Kaizhou District before expanding to 102 total schools by 2020 in Chongqing Municipality and Sichuan Province, *Walk Wise* has

educated 158,564 students and 2,095 teachers, installed 1,194 key road modifications in school zones, and built the capacity of key stakeholders -- ranging from parents, teachers, and school administrators to traffic police and the media.<sup>5</sup>

*Walk Wise* has worked to build healthier communities through its nine-year journey of change and empowerment. Combining the influence of comprehensive road safety education, impactful investments in infrastructure, public awareness campaigns, and empowerment of its local partners, *Walk Wise* has changed the perceptions and attitudes of communities to save lives.

Here is the story of how AIP Foundation and Chevron worked together to save one life at a time on the roads in China near the Chuandongbei (CDB) natural gas project.

<sup>5</sup> Cumulative Metrics Table: Kaizhou and Nanba



## Partnership Begins (2011-2012)

AIP Foundation and Chevron **kicked their evidence-based approach to saving lives** by conducting a community needs assessment, road safety situation analysis, and program baseline study with the support of evaluation and technical consultants in its CDB gas area, which includes: Kaizhou District, Chongqing Municipality; and Xuanhan County, Sichuan Province.



Walk Wise was launched at



2

2 program schools in Chongqing Municipality



974

and reached 9,746<sup>6</sup> students in its first pilot year

Based on the pilot results, *Walk Wise* was



adjusted



and scaled to



102 schools.

<sup>6</sup> 2012-2017 *Walk Wise* Summary Report



## Walk Wise Pilot and Growth (2012 - 2017)<sup>7</sup>



**124,114**

Educated 124,114 primary and secondary students across 85 schools in Kaizhou District, Chongqing Municipality on key road safety behaviors and practices



**1,533**

Trained 1,533 teachers to deliver specially-designed road safety curriculum developed across 6 grade levels



**90,000**

Distributed 90,000 reflective yellow caps to children to improve their visibility on the roads

Empowered students to put road safety education into practice through the installation of 80 traffic simulation corners in schools<sup>8</sup>

Engaged 100 government institutions in public events and campaigns to promote road safety awareness in communities



**289**

Delivered 289 road treatments<sup>9</sup> including speed bumps, zebra crossings, speed limit signs, and crossing signs for students to 72 schools



**261,135**

Reached 261,135 parents and community members through road safety-centered parent meetings, public events, educational billboards, and media reports



Sichuan

## Walk Wise Expansion (2017-2020)<sup>10</sup>



**34,450**

Educated 34,450 students in Xuanhan County, Sichuan Province



**905**

Delivered 905 road modifications,<sup>11</sup> including raised speed bumps, zebra crossings, speed limit signs, traffic lights and others, installed near school zones



**562**

Trained 562 new teachers to launch road safety curriculum in their classrooms

- Expanded to 17 new schools
- Reached 41,124 new parents and community members through educational events and materials
- Built up the capacity of 30 government institutions to manage and deliver road safety activities and campaigns in their communities

<sup>7</sup> Cumulative Metrics Table: Kaizhou

<sup>8</sup> Cumulative Metrics Table: Kaizhou and Nanba

<sup>9</sup> Thomson, J., Tolmie, A., Foot, H. C., & McLaren, B. (1996). Child development and the aims of road safety education.

<sup>10</sup> Cumulative Metrics Table: Nanba

<sup>11</sup> Cumulative Metrics Table: Kaizhou and Nanba

# INVESTING IN COMMUNITY SAFETY



In the remote region of Kaizhou District of Chongqing Municipality, young children walk along busy roads in the dark on their way to school. In this district, approximately 94% of the land is made up of winding mountains and hills, which are lined with poor quality roads. Frequent fog and rain compound the dangers of this road environment; yet, despite these dangers, nearly 78% of the children in this district walk to and from school every day.

As vehicles pass by at dangerous speeds, students are crowded onto roads which commonly lack traffic lights, speed limit signs, or speed bumps. Students are barely visible to the drivers of the trucks, cars, and motorcycles, due to their small stature and poor street lighting. Leading closer to the school gates, infrastructure modifications which had been installed in the past to slow down drivers, such as deceleration strips, have been worn down by age and overuse.



Students also know little about safe road practices such as how to safely cross a road. These unsafe behaviors place young students at significant risk of being involved in a road crash every day. Without traffic patrols to help them, students are left alone and exposed to the high-risk behaviors of other drivers on their daily journeys.

These are the daily road conditions and behaviors which caught the attention of AIP Foundation and Chevron in 2011, two partners who shared a mission to save lives by investing in the health and education of communities. Moved to action by the road safety needs of vulnerable children and community members on the roads in China, AIP Foundation and Chevron launched a new partnership to educate, protect, and empower children, teachers, parents, and local partners to build up communities which were safer on the roads each day. With a focus on shifting the culture of road safety in communities through consistent education, investments, and partnership-building, the comprehensive *Walk Wise* road safety program was created.

Through *Walk Wise*, AIP Foundation and Chevron set out over the next nine years to invest in road safety education, innovative awareness campaigns and community events, safer road infrastructure, and the establishment of a vibrant network of governments, schools, community organizations, and media outlets.

Since the launch of *Walk Wise*, the partnership has dedicated more than \$5 million to road safety programming for communities in need, creating educational opportunities for students, such as the successful design and launch of a special road safety e-curriculum for students across six grade levels, installing critical infrastructure modifications near school zones, and building the capacity of government institutions to implement road safety activities and campaigns.

# WHAT WE ACHIEVED



- **Conducting Quality Road Safety Education** at primary and secondary schools to equip young students with life-saving knowledge and skills
- **Increasing Road Safety Awareness in the Community** through public events and educational campaigns designed to promote understanding of safe behaviors and traffic laws
- **Installing Road Modifications** in high-risk areas to protect vulnerable road users
- **Building the Capacity of the Government and Community Members** to promote ownership and ensure road safety initiatives can be sustainably delivered in the future

## Since 2011, *Walk Wise* has made impactful achievements:

### Delivered safety to communities in need



158,564 students educated on safer road behaviors



Engaged 302,259 parents and community members in public awareness events



Promoted safer journeys for children and community members through 1,194 road modifications, including:

- 153 speed bumps
- 199 traffic signs
- 440 reflective triangle poles
- 67 zebra crossings
- 212 protective barriers, portable isolation fences and other modifications

- Introduced road safety curriculum to 102 primary and secondary schools across two provinces, from its initial pilot at 2 schools
- Achieved 138 media mentions on program activities, including local newspapers and television coverage

### Worked towards a new culture of safety through capacity-building



Trained 2,095 teachers as road safety educators



Enhanced the capacity of 132 government institutions to strengthen their ability to manage and implement road safety action plans.



Improved student road behaviors -- such as increases in proper crosswalk usage from 43% to 80% at program schools in Sichuan Province.

- Observed and documented improvements in road safety knowledge, attitudes, and behaviors of 3,328 students and 108 parents through the program.<sup>12</sup>

### Sustainable change for the future safety of communities

- Engaged 2 non-governmental organizations as partners in the delivery of the program to promote local capacity in delivering road safety interventions tailored to community needs.
- Resulted in the replication of program model and road safety activities by 5 organizations in other communities in China.<sup>13</sup>
- Recorded up to 26.2% decrease in self-reported student road accidents<sup>14</sup>

<sup>12</sup> Kaizhou and Nanba Final Reports (2017-2020)

<sup>13</sup> 5 organizations: including 4 in Shannxi and 1 in Sichuan.

<sup>14</sup> Cumulative Metrics Table: Kaizhou and Nanba

# **BRINGING ROAD SAFETY INTO THE CLASSROOM**





Yang\*<sup>15</sup> is a Grade 3 student who was first introduced to formal road safety education in her classroom when *Walk Wise* was launched at her school. She shared, “I walk to school with my friends. There are many vehicles on the way to school. I think they sometimes cannot see us because of the dark and because we are so small. I always felt unsafe on the road.”

With the launch of *Walk Wise* in her classroom and the support of her teachers, Yang and her classmates gained an impactful introduction to basic road traffic rules, the consequences of high-risk behaviors on the roads, and strategies for staying safe on the roads—such as actions they could take to make themselves seen by drivers on the roads or waiting to cross once they had reached a safer point in the road.

Yang reflected on her experiences with *Walk Wise* in her school, sharing, “There are many fun activities. We learned about road safety while also having fun. We learned that we should not randomly run across the road like we had before. **Instead, we should find a safe place. 'Stop, look, listen, think, and cross while it's safe.'**” Teachers have shared that this simple phrase alone, encouraging children to be more attuned to the traffic in their surroundings, has been extremely helpful in reminding students of the safe crossing behaviors they can exercise every day.

For young students like Yang who felt afraid on the roads due to their low visibility, the bright yellow caps that *Walk Wise* distributed to each of its program school students also served as a **further step to their increased confidence on the roads**. She shared that the yellow caps ensure “drivers can easily see us while we walk on the road,” a small but significant measure to reduce the risk that children in program communities face on their daily journeys.

<sup>15</sup> Name has been changed to protect the privacy of the individual.



Students who participate in *Walk Wise* education and its diversity of exercises often grow in their confidence to navigate the roads more safely on their journeys to and from school. Yang shared, “I will be going to secondary school in a few years. This means I will travel more independently and farther. But, with this safety knowledge of good behaviors, I feel safe and confident. I also wish my safe behavior will help others around me.”

Mr. Li<sup>16</sup>, a schoolteacher from Kaizhou District, is one of the many educators who have leveraged the power of education to equip children with the knowledge and skills to stay safer on the roads. Like many other teachers in the area, Mr. Li worried about the safety of his pupils everyday, aware of the hazardous conditions the children faced during their travels to and from school. He described, “Everyday, over 80% of [my students] walk to school... The roads are not good in mountainous areas because of winding roads and heavy traffic. As their teacher, I worry about their safety.”

When *Walk Wise* was launched in Kaizhou District in 2012, Mr. Li was one of the first teachers to mobilize support within his school to implement the program’s activities. With a shared goal of better protecting their students, he

and the other teachers of Gaoqiao School learned to work with the new tools that would empower them to keep their students safer on the roads every day, **including a comprehensive curriculum on pedestrian safety, practical exercises designed to encourage students to apply their new traffic skills, and monitoring systems to assess changes in student knowledge on key topics.**

For teachers at program schools, it would be their first time applying a comprehensive curriculum specially designed to teach students how to stay safe on the roads. For their students, *Walk Wise* has served as a critical introduction to practical lessons on road safety that could equip them with life-saving knowledge to stay safe on the roads. To help students apply their new knowledge, the teachers played an active role in leading them through interactive activities, such as safe road-crossing exercises in newly installed traffic simulation corners in schoolyards. After seeing the positive impact of *Walk Wise* on improving the safety of students in his community, Mr. Li shared, “Besides teaching my students in school, I also do road safety activities with the kids in my neighborhood during my spare time. It is fun and interesting for both the children and for me!”

<sup>16</sup> Name has been changed to protect the privacy of the individual.



These comprehensive efforts from schoolteachers and community stakeholders have helped young students feel empowered, supported, and protected. Discussions with teachers and parents, student assessments and evaluations, and street-based video observations all point to the positive impact of *Walk Wise* on children at program schools: **more students report feeling safer when traveling to school, are more likely to acknowledge the importance of obeying traffic rules—even when seemingly inconvenient—and consistently achieve higher results on their road safety knowledge tests.** Following interventions, video observations also capture **higher numbers of students walking across roads—rather than running—and consistently looking both ways before crossing.**

Even the youngest program participants remember the key road safety knowledge that *Walk Wise* imparts and take it home to their families. One mother described, "My daughter who is a grade one student reminded me that one should look to the left and then the right before and while crossing. She also explained that we should only cross if the vehicles are far enough away." Another parent shared, "Since my child has received road safety education at school, I feel more confident of her walking independently to school."



Following years of engagement with the *Walk Wise* program since his first involvement in 2012, Mr. Li reported, "I can see the changes in my students, as well as their parents...the [students] used to run across the road randomly. Now, they wait at a safe place and check for vehicles before crossing...I believe that even if just one person starts to make a change, the roads in our community will become safe."

**BEHAVIOR CHANGE  
STARTS WITH  
EDUCATION AND  
EMPOWERMENT**





Through each student it reaches, *Walk Wise* also reaches their family—and in turn, the broader community. One primary school student shared, “When I am back home, I also share the road safety knowledge I learned in my school with my grandpa and my father, such as the importance of wearing a helmet while riding on a motorcycle.”

Prior to launching activities, *Walk Wise* found that while parents were often aware that road traffic knowledge was important to stay safe on the roads, they did not know how to effectively educate their children on safe road behaviors or how to begin conversations on key topics, such as staying safe as a pedestrian on the way to school. One principal of a primary school in Kaizhou County explained, “Prior to the *Walk Wise* program, road safety education was inadequate and not systematic. The existing education had just aimed to correct certain risky daily road behaviors.”

**However, when *Walk Wise* was launched at program schools, conversations centered on road safety began to take place more frequently—and were often sparked by the children themselves.** One parent shared, “My child often reminds me when I forget to follow road rules,” with another explaining how *Walk Wise* had encouraged them to realize that, “Parents should lead by example and show children how to practice safe behaviours on the road.” Increasingly, parents shared positive feedback on how they benefited from their student’s road safety education, both through their child’s reinforcing messages and through the various educational materials that their child had brought home, such as road safety booklets on appropriate traffic behaviors.

With each discussion, children and their parents are sparking a culture of change in their communities, taking road safety lessons from the classroom and into the family and broader community. Through these conversations,

more community members are aware of the life-saving importance of road safety knowledge and its daily application. Following their involvement in the program, one parent recognized, “Road safety education should not stop at primary school. It has to be implemented in secondary schools, at universities, and for adults.”

**Through *Walk Wise*, more teachers have been inspired to take the matter of road safety education into their own hands to directly invest and protect their students out in the community.** Some educators have creatively found new ways to help students remember key messages, writing road safety songs with important traffic reminders to encourage schoolchildren to engage in safe road user behaviors. School administrators involved in the program have increasingly shared new ideas for how curriculum could be further adapted to promote sustainable change in the community, such as incorporating road safety lessons into other subjects—like physics—or designing more visual aids to reach additional members of the community.

One primary school math teacher, Ms. Chen<sup>\*19</sup>, who volunteered to train other school teachers on integrating the *Walk Wise* curriculum in their classrooms, also stepped up to take action when she noticed the need for a common platform for teachers, school safety directors, and local government partners to access in order to support one another on educational activities for students and community members throughout the year. Ms. Chen quickly created a new road safety discussion forum through a local communication app, QQ, which soon grew to over 80 members in the community. In the group forum, members discuss and share materials on a range of topics, including road safety project management, ideas for curriculum improvement, and strategies for awareness-raising—all with the shared aim of finding new ways to encourage safer road behaviors among students and the broader community.

<sup>19</sup> Name has been changed to protect the privacy of the individual.

# ROAD MODIFICATIONS CAN CHANGE LIVES

In addition to improving the road safety awareness of children, their families, and the broader public, AIP Foundation and Chevron responded to community requests by expanding *Walk Wise* to conduct road modifications alongside its educational and awareness activities.

Beginning in 2013, *Walk Wise* piloted road modifications with the launch of a small grants program. Program schools could design a road treatment based on the specific safety needs of their school and develop a plan for the long-term maintenance of the road treatment to submit a proposal for funding. Australian Road Research Board (ARRB) Group, an independent road advisory agency, was involved in the process to provide technical expertise, developing and distributing a practical road treatment manual to educate school officials on proper maintenance and student use of the modifications.

In this first year of the small grants program, schools successfully submitted proposals for a range of modifications, such as speed bumps to slow down drivers by main school gates, brightly-colored traffic signs to instruct road users to watch for children in high-risk locations, and zebra crossings to facilitate safe pedestrian crossings. School administrators, parents, and community road users observed how the modifications played a powerful **role in transforming the road environments around schools.**





By 2020, *Walk Wise* had successfully installed 153 speed bumps, 67 zebra crossings, 199 traffic and speed limit signs, 33 traffic lights, 212 protective barriers, and 440 reflective triangle poles, and other small treatments to reach 89 program schools and their students in Kaizhou District and Xuanhan County.<sup>20</sup>

Behind each successful road modification installed through *Walk Wise* is a team of committed school administrators and teachers. These community champions invested their time and energy into *Walk Wise* workshops to **learn how to properly assess infrastructure risks, identify high-priority modifications, and clearly communicate the need for suitable interventions for proposals to receive funding.**

By engaging in the **holistic process of improving** their school road environment through the program, from the risk-assessment and proposal application stage to facilitating the installation of the road treatment and learning about its maintenance, **school officials and teachers are serving as new community safety advocates** who can identify road safety hazards which threaten the well-being of students and recommend the appropriate intervention to direct resources where they are most needed to protect at-risk road users.

**Demonstrating the growing awareness of the importance of investing in the safety of students on the roads, *Walk***

***Wise* has also celebrated achieving \$18,327 USD in matching funds for road treatments from its program schools to date.**<sup>21</sup> These matched funds are a testament to what partners can achieve through a shared commitment to supporting the lives of children on the roads and growing recognition of the relationship between road safety and access to education.

One government official representing an educational body in Kaizhou District shared, “With the support of AIP Foundation, some schools have been able to implement road treatments such as speed bumps, zebra crossings and safety warning signs outside the school zone. This, coupled with the road safety education being implemented in the schools through the *Walk Wise* Project has produced notable results in Kaizhou District...The project should be institutionalized and government support to do this is imperative.”

Through these collaborative efforts to improve the safety of students’ road environments, *Walk Wise* has consistently achieved significant reductions in the proportion of students reporting to have been involved in a road crash or suffering from a traffic injury across its target communities, reaching up to a 16.6% reduction of reported accidents among students in Kaizhou and 26.2% reduction among students in Nanba.<sup>22</sup>

<sup>20</sup> Cumulative Metrics Table: Kaizhou and Nanba

<sup>21</sup> Cumulative Metrics Table: Kaizhou and Nanba

<sup>22</sup> Cumulative Metrics Table: Kaizhou and Nanba

# OPERATING WITH SUSTAINABILITY





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Throughout its journey, *Walk Wise* has worked with key partners across Chongqing Municipality and Sichuan Province, including traffic police and transport officials, local community organizations, media outlets, and educators to build their capacity to engage with the community to increase road safety knowledge and awareness of the public.

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Since 2012, the program has hosted trainings and workshops on road safety project management and community development for its partners. Over the years, police officers and teachers alike have continuously translated their new knowledge of road safety project implementation into action, designing educational materials and awareness campaigns for target groups, drafting action plans to target high-risk behaviors and improve the actions of road users, and coordinating with diverse partners to share best practices and lessons learned from all activities.

The director of a local government department in Sichuan Province shared that *Walk Wise* had effectively provided a new model of safety education for community partners to follow. "Experiential education, textbooks...teaching the teachers first before they reach the students. Those [methods] left a very good impression on me," the director shared, further explaining that through *Walk Wise*, local partners had gained new methods and strategies for organizing public activities, as well as a positive example for conducting safety education in schools.



Government representatives, educators, and local partner organizations also gained valuable exposure to the creative channels and platforms for inspiring dialogue on community road safety. In Kaizhou District, *Walk Wise* supported the police in producing a broad-reaching public film which documented local crash cases and identified high-risk and safe road behaviors in the community. By offering road safety information and recommendations for crafting the communications materials, the program supported the police's efforts to reach more members of the community with life-saving knowledge. The film reached schools and transportation systems from the district to the local township-level, capturing the attention of audiences with a real-life snapshot of how road safety affected their community and how they could protect themselves and their loved ones.

Across its communities, *Walk Wise* saw local transport officials joining schools to host “photo and voice” competitions for students to design and share solutions for local road safety issues through diverse mediums. Traffic police participated in interactive public awareness events, such as community movie nights where families and friends of all ages could join together to enjoy the arts and also learn from local police in attendance about safe road behaviors.



By encouraging the direct engagement of local leadership, *Walk Wise* has encouraged its partners to take ownership of broad-reaching and engaging campaigns to reach more members of the public. With the support of *Walk Wise*, government partners have increasingly created and shared road safety information across diverse platforms and channels to better support the public health needs of their communities.

Throughout its interventions, *Walk Wise* also placed a central focus on working directly with the community to better meet their needs. Community feedback has been integral to the design and the evolution of program activities. Following detailed discussions with parents and community members after its first pilot year, the program responded to their requests to integrate road treatments and introduced infrastructure modifications as a new core component. When parents and teachers expressed their concerns over the visibility of children on their walks to school, the program designed and introduced bright yellow hats for the students to wear so drivers were alerted to their presence on the road.



With a focus on directly engaging local partners, *Walk Wise* has been welcomed as an intervention that works with and for the community. The program's focus on building the capacity of its partners, adapting activities in response to community feedback and leveraging a comprehensive approach to save lives on the roads has inspired broader change in the community, such as the decision by the Kaizhou Education Committee in 2019 to request all primary schools in the district to implement the comprehensive *Walk Wise* curriculum. This decision ensures that up to 102 schools and 158,564 students are reached with critical knowledge on safe road behaviors.<sup>23</sup>



In 2015, *Walk Wise* organized a capacity-building tour for stakeholders from Kaizhou District, Chongqing Municipality to Ho Chi Minh City, Vietnam. Delegates from the Kaizhou District Education Committee, Kaizhou District Communist Youth Union, Kaizhou District News Agency, Kaizhou District Coordination Office, and project schools visited AIP Foundation in Vietnam for a series of meetings and discussions designed to increase their understanding of international perspectives and experiences with road safety interventions.

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“The trip was very impressive. Almost every Vietnamese motorcycle driver I saw was wearing a helmet. There is such a space for us to improve in our own country. It is important to educate our next generation and to improve our own enforcement of road safety laws-especially to improve our helmet wearing rates.” said Mr. Li from the Kaizhou Education Committee.

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<sup>23</sup> Cumulative Metrics Table: Kaizhou and Nanba

# WHAT'S NEXT: THE FUTURE SAFER COMMUNITIES



By establishing a replicable road safety model, with clear components and accessible materials for children, teachers, parents, and the broader community, AIP Foundation and Chevron set out to ensure that *Walk Wise* and its activities could be adopted by local partners and implemented widely by government and non-governmental partners alike.

In 2017, a local non-governmental organization in Kaizhou District, Tongchuang, successfully adopted the *Walk Wise* program model to train schoolteachers and volunteers in implementing the road safety curriculum in target schools. In preparation for the expansion of the program model to new communities, the *Walk Wise* team supported Tongchuang by sharing knowledge on effectively conducting road safety activities, engaging the community, and influencing and assessing behavioral change.

By 2019, the Education Committee of Kaizhou District announced the decision to request all primary schools to adopt *Walk Wise* curriculum, encouraging AIP Foundation, Chevron, and its partners to celebrate a new milestone for their efforts in the region.

*Walk Wise* also celebrates small, but resounding achievements. In 2020, when returning to a former program school to meet with a teacher who had been involved with *Walk Wise* since its inception, the teacher shared that the school had independently continued to conduct walking school buses with its students and implement road safety classes.

AIP Foundation and Chevron attribute these successes to the practices adopted from the start of *Walk Wise*:

- Engaging members of the community early on in the program to promote ownership and shape the conversation around local leadership and action.
- Reaching out to diverse partners with open dialogue to ensure all interventions adequately responded to community needs.
- Building partnerships with parents, local school teachers, traffic police, and educational department officials to ensure those that would be most impacted by community road safety investments could have a say today and tomorrow.

*Walk Wise* placed the community first to highlight the road safety needs of the most vulnerable road users—and the empowering action that could be taken to help. With the handover of the comprehensive road safety program to local partners, AIP Foundation believes that *Walk Wise* will serve as the first of many future steps to building a safer society with investments in both people and their broader environment. With local leadership and action, *Walk Wise* concludes and looks towards a future where children, families, communities, and future generations can all stay safer on the roads.

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***Walk Wise* has worked to build the capacity of its education, civil society, and government partners to ensure key stakeholders understand the urgent importance and steps needed to save lives.**

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