

VIA GLOBAL ROAD SAFETY EDUCATION PROGRAMME: INNOVATING EDUCATION FOR NEXT-GENERATION ROAD SAFETY CHANGE-MAKERS IN THAILAND



AUTHORS:
Huong Pham, Khe Nguyen,
Le Nguyen, Mirjam Sidik

FROM:
AIP Foundation

What is VIA?

Road crashes are the leading cause of death among youth aged 10-19 in Thailand.

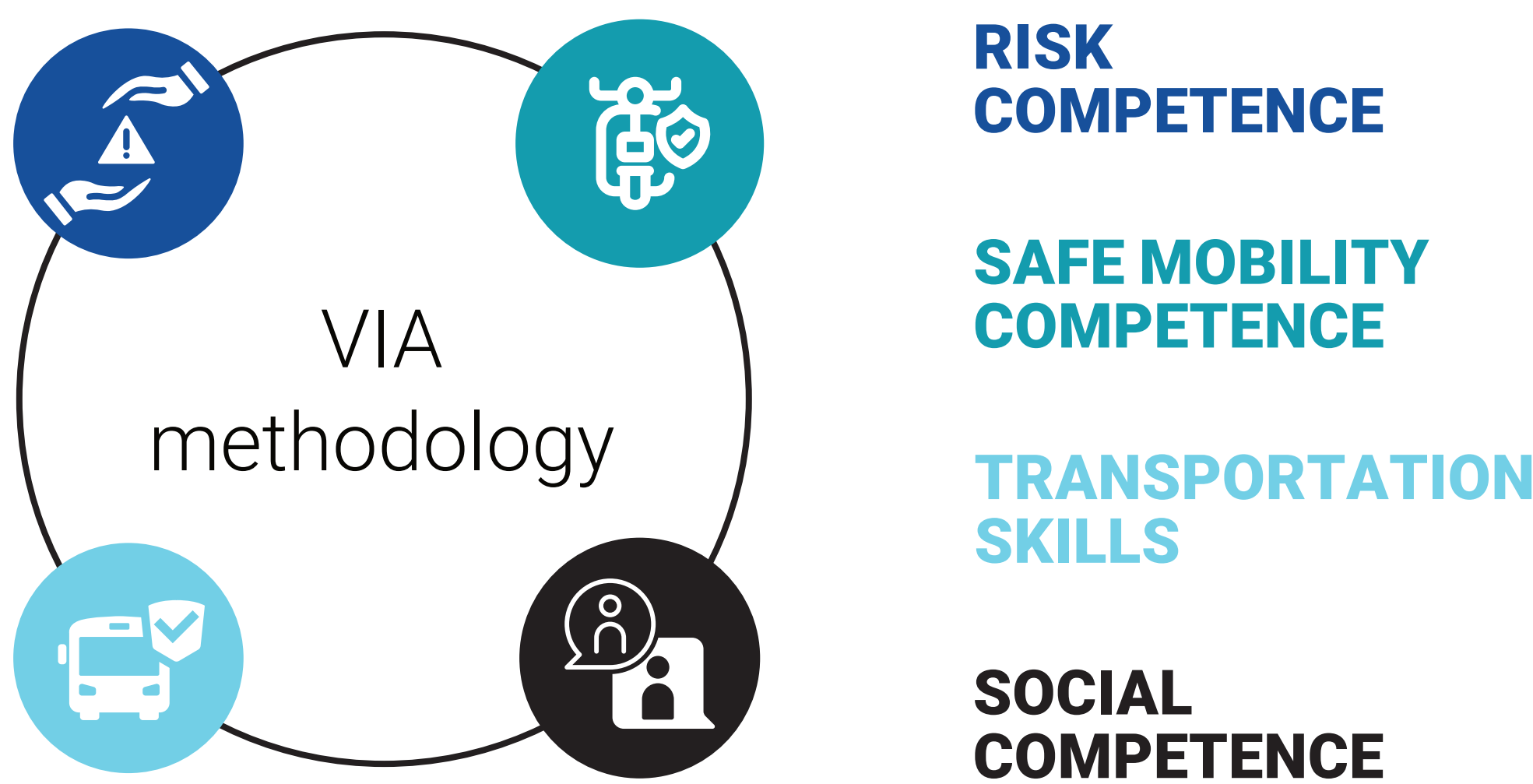


10,323
THAI ADOLESCENTS
ARE KILLED
from 2015 to 2019

Providing road safety education to youth is one of the strategies to reduce fatalities and injuries incurred from road crashes sustainably. The VIA programme aims to provide an innovative approach that can inspire students to apply their road safety knowledge in daily life.

Funded by the Michelin Corporate Foundation and the TotalEnergies Foundation, VIA is a global student-centered road safety education programme for students aged 10-18, building on internationally recognized child road safety education best practices. VIA was developed by a consortium of road safety and educational experts and is managed by GRSP.

VIA methodology aims to develop 4 key-competencies:



VIA emphasizes the value of life and integrates safer traffic practices using active, emotional, and creative methods that make learning joyful and entertaining and more engaging and effective than traditional approaches.

The programme provides diverse, adaptable learning materials suitable for various local contexts and student interests such as **the VIA Manual, VIA videos, The VIA Learning Game and the VIA Creativity toolkit.**

VIA in Thailand

In partnership with international stakeholders and local governments in Thailand, AIP Foundation and partners successfully implemented 3 phases of the VIA programme from January 2021 to October 2023. Key components used included:



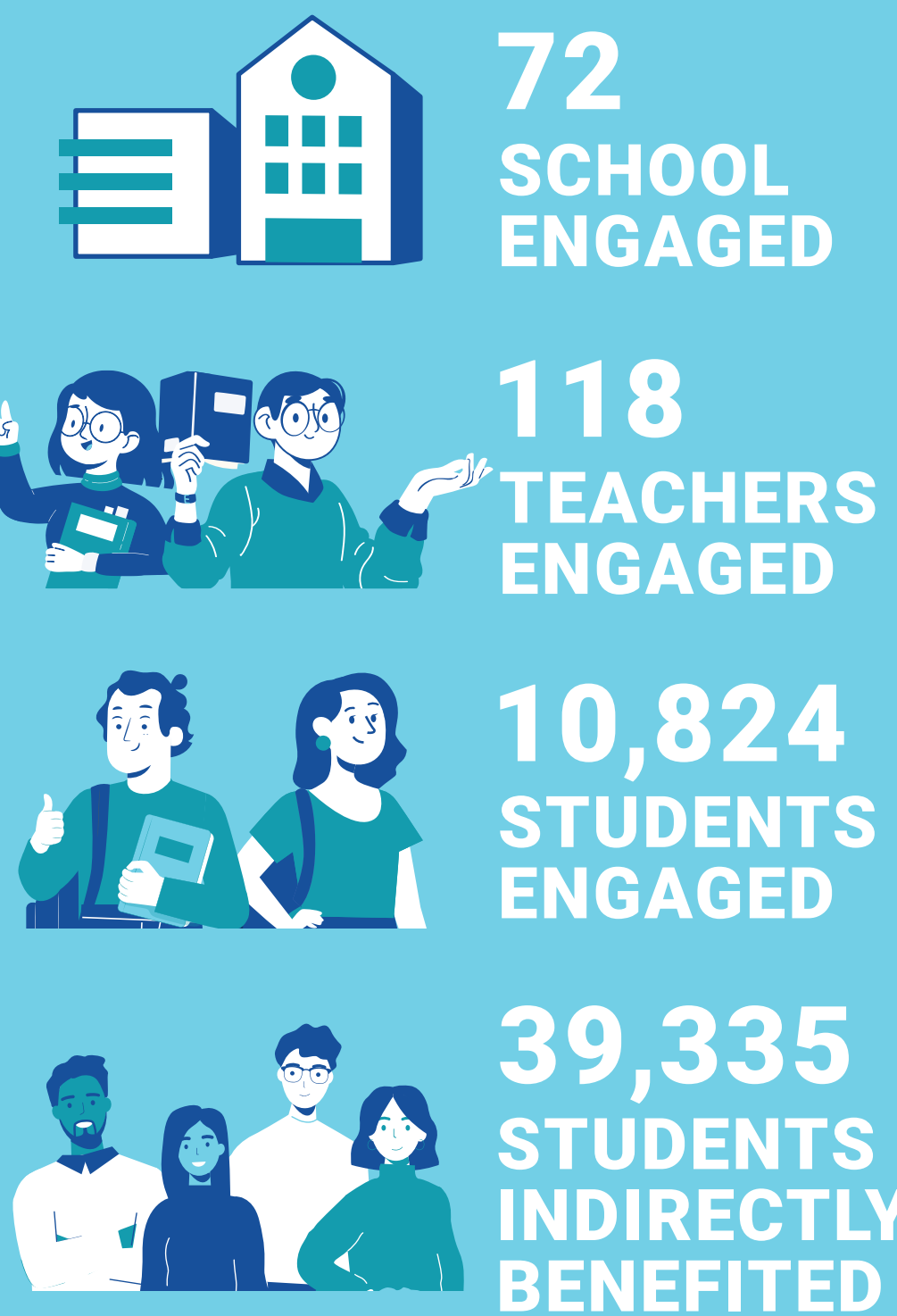
- 1 Enhancing the capacity of teachers to undertake road safety training for students in schools
- 2 Imparting road safety education to students to improve their knowledge, attitude and behaviors pertaining to road safety
- 3 Conducting impact evaluation surveys at alumni schools

SUCCESSFUL OUTCOMES

10,824 students and 118 teachers from 72 schools across Thailand were trained in road safety education using VIA methods and materials throughout 3 phases.

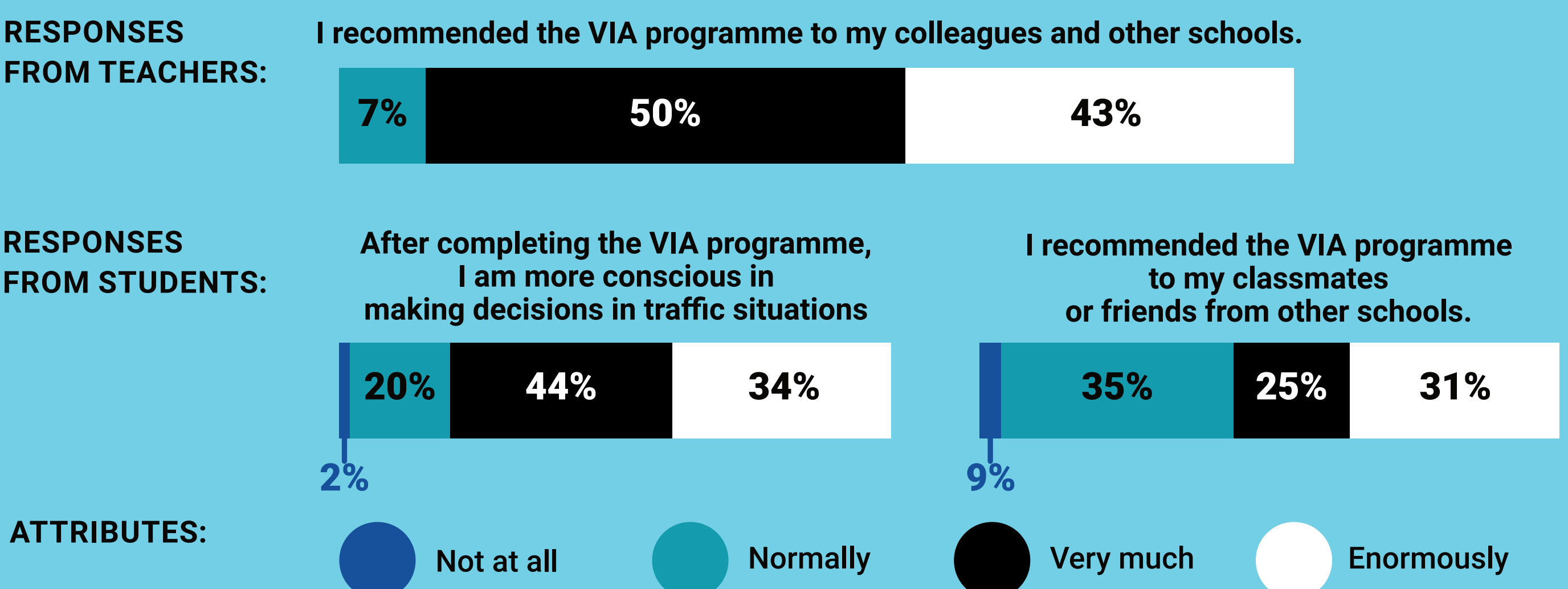
Remarkably, in the most recent phase, VIA materials are used as a resource for mandatory road safety lessons at all 22 secondary schools in Prathum Thani province. This equates to another 39,335 students accessing VIA resources, demonstrating the programme's potential to scale and impact.

Key achievements of VIA programme in Thailand:



Impact survey results

The results of the impact surveys with **3,632 students and 28 teachers from 17 alumni schools** indicate the great influence the programme has made on students' behaviors, as well as demonstrate the beneficiaries' interest in the programme expansion.



Conclusions and Implications

The VIA programme is a comprehensive and effective approach to raising youth's awareness and empowering them to act for road safety.



With its scalability, the program has tremendous potential to reach students across the globe and shape the next generation of change-makers.

**PLEASE SCAN
THE QR CODE HERE
FOR MORE
INFORMATION**

