

## European Road Safety Charter

Call for Good Practices - to enter the selection for the:

### Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31<sup>st</sup>, 2017

Submit to [charter@paueducation.com](mailto:charter@paueducation.com)

#### SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	APSI - Associação para a Promoção da Segurança Infantil Portuguese Association for Child Safety Promotion											
Type of organization	<table border="1"> <tbody> <tr> <td>SME</td><td></td></tr> <tr> <td>Large business</td><td></td></tr> <tr> <td>Association</td><td>x</td></tr> <tr> <td>Education/Research institution</td><td></td></tr> <tr> <td>Local/regional authority</td><td></td></tr> </tbody> </table>	SME		Large business		Association	x	Education/Research institution		Local/regional authority		Please tick one box
SME												
Large business												
Association	x											
Education/Research institution												
Local/regional authority												
Organization main activity	Private, non-governmental and non-profit organization. It was funded with the objective of promoting joint efforts for the reduction of the number and severity of injuries to children and adolescents with 5 main axes of intervention: information and communication; investigation; education and training; development of laws, regulations and standards	Activity field										
Country	Portugal	Country of the organization										
Website	<a href="http://www.apsi.org.pt">www.apsi.org.pt</a>	Organization website										
Contact person	Sandra Nascimento	For the follow-up of the application										
Contact person's position	President											

Contact person's email address	snascimento@apsi.org.pt	
Contact person's phone number	00351 2188441000	
Partners in the initiative	ACA-M - Associação de Cidadãos Auto-Mobilizados  Agrupamento de Escolas Nuno Gonçalves (Escola Básica Sampaio Garrido e Escola Básica Natália Correia)  Associação de Pais da Escola Sampaio Garrido	Your main partners in delivering the road safety activity

## SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The initiative called "Ruas do Bairro, Amigas da Criança" is still in progress. Began in October 2015.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	<ul style="list-style-type: none"> <li>- Technical team: 1 coordinator of the project; 2 experts in child safety; 2 experts in road safety; 1 consultant; 1 intern</li> <li>- Financial team: 1 person</li> <li>- Communication team: 1 person</li> </ul>	In the case of persons, indicate their positions.
Geographical scope of the activities	The activities were implemented in 2 schools that belong to the Priority Intervention Districts defined by the City Hall of Lisbon: Basic School Sampaio Garrido (Anjos) e Basic School Natália Correia (Graça/Sapadores)	Indicate where the activities were implemented.

Summary of the initiative	<p>The project aims to: (1) identify the main obstacles to the autonomous and safe mobility of children and their families, as well as their desires and needs; (2) improve their autonomy, accessibility, mobility and safety in the public space, specially in home-school trips.</p> <p>Four activities were performed: (1) Study of mobility patterns; (2) Walking Bus; (3) Awareness Campaign and (4) Traffic Snake Game. All of them were done with the active participation of the students of both schools and their families</p>	<p>Describe the initiative indicating the subject, its aims and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>This approach took into account the opinions and perspectives from those who actually live in the neighborhood and was structured based on their main difficulties and daily obstacles. All of them were engaged in the activities and in the joint discovery of solutions. As the main beneficiaries of the proposals and changes, it was important that they had a direct and active participation and were called upon the decisions and diagnostic of the situation.</p> <p>This project also allowed the creation of numerous partnerships and synergies between institutions (City Hall, Village Councils, Schools, Parent's and Social Associations, etc.).</p> <p>This approach promotes the commitment of all.</p>	<p>If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>It was noticed that the road surroundings and the home-school routes were unsafe and restrictive to the free movement of the children, especially when walking or cycling. Excessive traffic, speed and abusive parking made it more difficult. Therefore, we wanted to analyze and rethink the space used around the school and in the paths in order to increase the mobility and accessibility of the children and to promote healthier mobility styles.</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

Activities developed	<p>The main activities implemented were:</p> <p>(1) APSI and ACA-M carried out a research that aimed to characterize the mobility patterns and accessibility of children and families of this two neighborhoods in their home-school trips and to identify their perceptions, expectations, difficulties and needs during this trips.</p> <p>We have tried to collect the opinions of all the interveners: the parents completed a questionnaire and participated in a focus group; teachers and technicians also participated in a focus group; and children were involved in a participant observation of behaviors in the road environment and road infrastructures.</p> <p>The results and information of this research were used to develop a proposal book that integrated the identification of problems and obstacles to the mobility of children and brought together a set of proposals for interventions in the environment, namely road infrastructure, to improve the accessibility of the school and the neighborhood. This booklet was presented by the students in a meeting with the representatives of the City Hall, Village Council, Resident Associations, and other entities of interest.</p> <p>(2) APSI and both schools promoted the participation of parents and students in a Walking Bus - an activity in which students go from home to school on foot, with their peers, accompanied by 1 or 2 adults, ideally parents. It is like a human bus which passes at several stops at a determined time and picks up the students. This activity aims to promote walking in home-school trips, more sustainable and healthy forms of mobility and also socialization, trust and neighborly relations between families.</p> <p>(3) All partners were involved in the organization of a Awareness Campaign that wanted to make drivers</p>	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>
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	<p>aware of the difficulties and obstacles they create to a free mobility and accessibility of children, families and people with reduced mobility in the neighborhood when parking in footpaths and treadmills. There were two main messages directed to drivers: to warn them to the dangers of excessive speed and abusive parking. So that they realize that they are creating an increased risk for children of being run over and that they are taking an essential right to people: to move safely. All the materials distributed in the Awareness Campaign were created by the students. They made flyers, posters and warnings to distribute to the population and to drivers. During two days 253 students and 11 teachers distributed 1000 flyers, 110 posters and 440 warnings.</p> <p>(4) At last, APSI and its partner ACA-M intended to encourage the adoption of healthier and more sustainable trips to school, like walking and cycling, and enable children and families to experience the advantages of using active and healthy modes of travel. For that, children, parents and teachers in both schools played the “Traffic Snake Game” for two weeks, an European project that challenges everyone to move to school in a different way than usual, avoiding the use of individual car transport.</p>	
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Genesis	<p>A study made by APSI for Lisbon’s City Hall in 2014 carried out an evaluation of the accessibility and road safety conditions nearby some schools, focused on road infrastructure. We realized that the road environment around schools was perceived as unsafe by families and that which reduced the use of softer means of transport , like walking or cycling in the neighborhood.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>We already presented this project to others Village Councils and expect to find support to replicate this experience in other territories.</p>	<p>Describe to what extent the proposed initiative will allow the transfer,</p>

	<p>Nonetheless, a lot of practices and materials are ready to be disseminated to the population that lives in the 2 neighborhoods involved in the project:</p> <ul style="list-style-type: none"> <li>- Changes in the road and pedestrian surroundings of both schools;</li> <li>- Proposal Booklet for better mobility and accessibility of children;</li> <li>- Walking Bus and its kit (with regulations, signaling material, etc.).</li> </ul> <p>And to the population of other neighborhoods:</p> <ul style="list-style-type: none"> <li>- The materials created to the awareness campaign can be used in future campaigns in others schools;</li> <li>- Accessibility and Mobility Questionnaire;</li> <li>- Children's Mobility Index (APSI e ACA-M are going to translate this index)</li> </ul> <p>APSI is collaborating with the Mobility Department of Lisbon City Hall and hope to integrate some of the proposals given by children and families in the changes of infrastructures that are already occurring in the surroundings of the schools. We will present to the team of the Pedestrian Accessibility Plan the methodologies, techniques and results achieved with this project since it gathers information that may be important for the work developed.</p>	<p>dissemination or application of the results, experience and knowledge gained as well as the good practices on a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>This projet allowed:</p> <ul style="list-style-type: none"> <li>- Production of material: brand logos, reflecting vests, pedibus flags and rucksacks, posters, campaign announcements and leaflets;</li> <li>- 12 news created in sites and facebook;</li> <li>- 3 internet pages created (APSI website + APEE website + ACA-M website);</li> <li>- 3 videos created;</li> <li>- 1article published in the newspaper;</li> <li>- 1 TV presence.</li> </ul>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>In 2016-2017 we are implementing some sustainability activities. APSI, EB Sampaio Garrido and</p>	<p>Indicate if there is a plan to continue</p>

	its students are carrying out the Pedibus during this academic year. APSI and all the partners developed the second Awareness Campaign with the students during the 2016 European Mobility Week in September 2016 and will do the third Awareness Campaign in May (Fourth UN Global Road Safety Week) or September (2017 European Mobility Week) 2017.	some activities in the coming years.  Max: 100 words
Evaluation of the activities	APSI and its partners established a set of indicators to measure the success of this project like number of participants (classes, students and families involved), number of materials created, number of publications, number of entities and institutions in networking, etc. All goals have been achieved and exceeded.	If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.  Max: 100 words
Other important aspect that you want to underline	Visit the web page of the project and watch the videos:  <a href="http://apsi.org.pt/index.php/pt/campanhas-e-acoas/campanhas-e-acoas/80-ruas-do-bairro-amigas-das-criancas">http://apsi.org.pt/index.php/pt/campanhas-e-acoas/campanhas-e-acoas/80-ruas-do-bairro-amigas-das-criancas</a>	Any information that could help the jury to evaluate your initiative.  Max: 100 words