



European Road Safety Charter

Our commitment saves *lives*

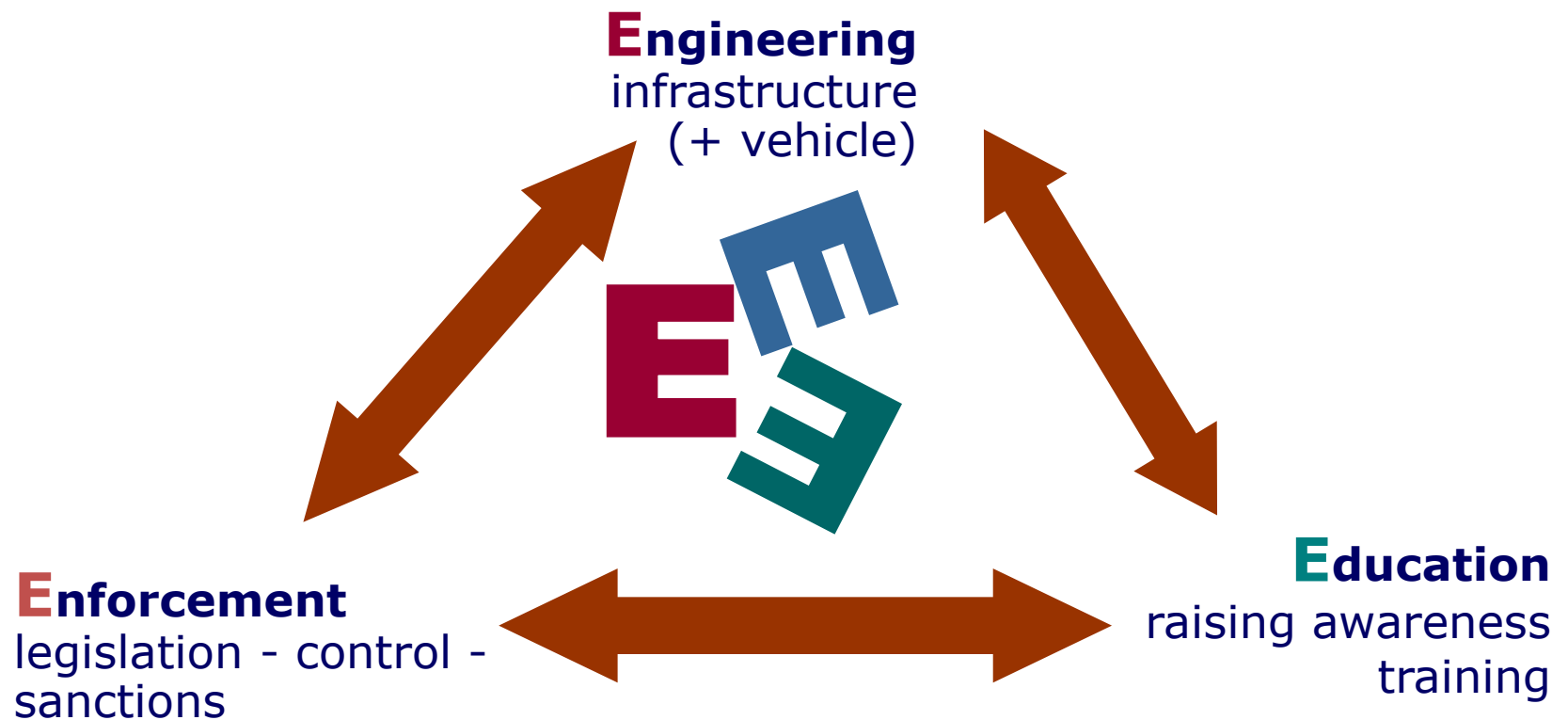
EDUCATION

3rd webinar of the European Road
safety Charter
2019, February 6th

Road Safety is
about
behaviour!



Measures for more safety



Education

2006/126/EC	{	• EU Directive on driving licences
2003/59/EC	{	• EU directive on the initial qualification and periodic training of drivers

- learning by observation, imitation, (parents – peers – idols, ...)
- Learning through trial and error
- Explanation, instruction from parents
- Education in schools
- Driver education
- Campaigns, messages
- ...

“Formal” education



“Informal” education



Education in this webinar



Road Safety Education
for children and
youngsters



Driver Education



Road Safety Education in
companies

A series of black silhouettes of people of various ages, from a crawling baby to an elderly person with a cane, arranged in a line. The silhouettes are reflected on the ground below them. A semi-transparent white rectangle is overlaid on the center of the image, containing the text.

**YOU ARE NEVER TOO OLD TO *LEARN* THINGS,
BUT SOMETIMES
YOU COULD BE TOO YOUNG TO
UNDERSTAND THINGS**

Road Safety education for children and youngsters



RS education in schools:

5 questions

- When do we start?
- What is the content?
- How to do it?
- Who can provide it?
- Possible outcome?



When do we start?

- Children are part of traffic from a very young age onwards
- Informal learning begins before entering school



When do we start?

Age 5-7

Children are typically given limited responsibility for their own safety.

- Understand that crashes can lead to getting hurt.
Be aware of the dangers of not being seen because of stationary vehicles or other obstructions.
- Identify safe play areas and learn how to play safely
- Understand the importance of being visible in day and night and in all types of weather.
- Recognize and seek people who are present to help cross the road.
- Understand traffic lights.
Use visual and auditory clues to recognize the direction from which traffic is coming
- Stop, look and listen before crossing a street.

Age 8-12

Children are often expected to deal with traffic risk by themselves.

- Be aware of importance of planning safe school routes.
- Know when and how to summon help in an emergency.
- Recognize the need to be visible near and in traffic.
- Recognize the varying speeds at which different vehicles and people are moving.
- Know that traffic rules are not always observed by other road users
- Understand which road signs are warnings that must be obeyed and which provide information.
- Set a good example for other children.
- Understand that stationary vehicles compromise visibility
- Understand that domestic and wild animals on roads cause accidents.

What would be the content?

Age 13-16

Children are supposed to act independently in a traffic situation.

- Be alert when using public transport alone.
- Ride a bicycle safely.
- Know the rules of the road and responsibility to fellow road users
- Identify and understand causes of road crashes and how to reduce risks.
- Be able to judge speeds and distances.
- Know simple first aid.
- Being aware that walking and riding in group could be more dangerous.

Age >16

This group is preparing themselves to use motorized vehicles.

- Knowing all the rules for bicycle and moped riding.
- Preparing for a drivers' license.
- Be aware of there own impulses and drives and the link with safe traffic behavior.
- Develop scoping skills to resist to group pressure and challenging peers.
- To take responsibility over younger children in traffic.
- Recognize that alcohol, drugs and fatigue contribute to road crashes.

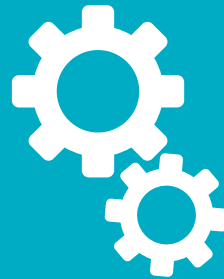
How to do it?



I Know

Understanding

Knowing rules
Applicate them
Why have rules?



I can

Capacities/skills

Technical skills
Social competences
Self evaluation

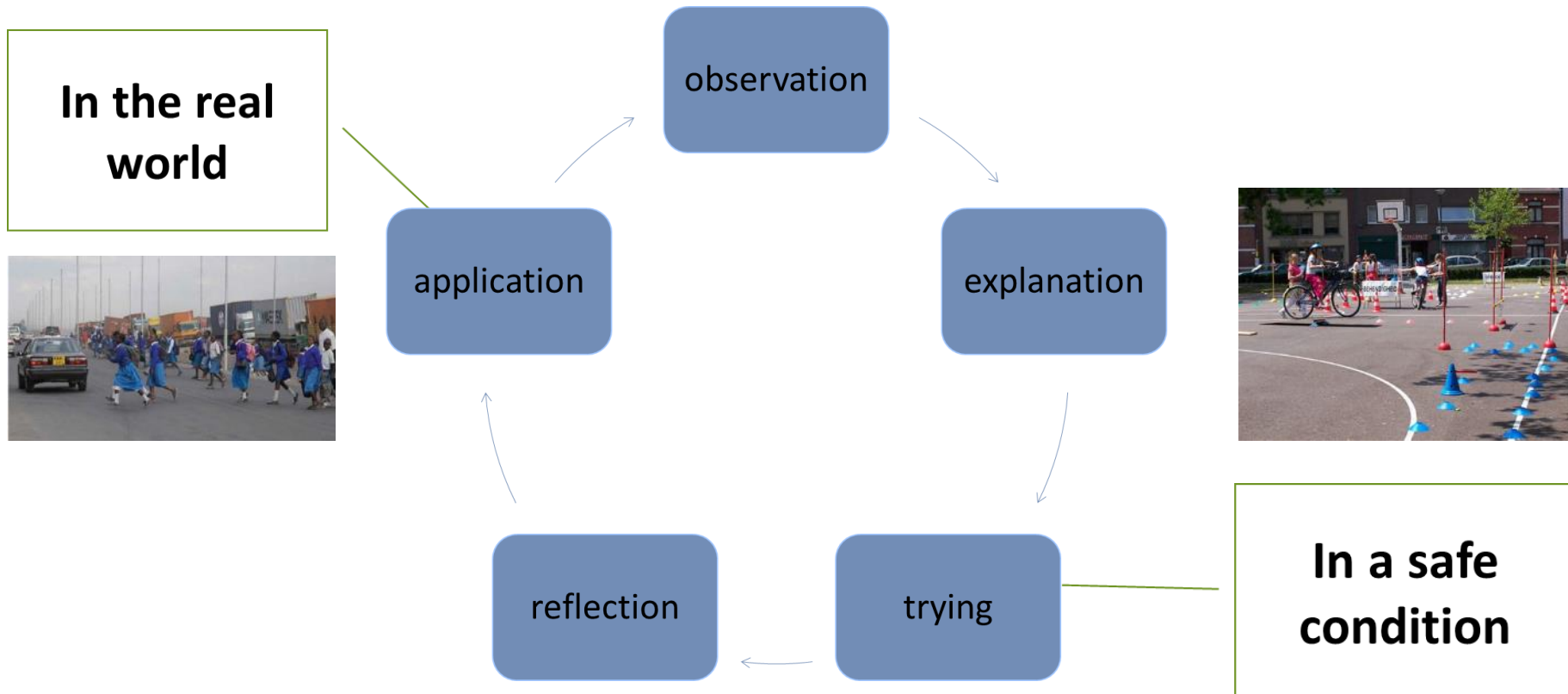


I will

Attitudes/compliance

Importance of safety
Civic sense
Obligations > < rights

How to do it?





- Parents as partners
- Role models
- Take decisions on how children participate in traffic
- Do they learn from children as well?



- Continuous
- Background?
- Model, also outside the classroom?



- Special event
- Special trained animators



- Police – focused on rules
- Lot of practice
- Police as a friend

Who would be the formal educator?

Effects of RS education

- Effects on knowledge and competences >< effects on attitudes and behavior in a traffic situation.
- Effects most visible in a short time after intervention.
- Formal RS education has an impact, but also other things: parents, media, peer group, ...
- Behavior depends also of the circumstances / environment!



Focus on competences that are needed at that age, situation, ...

It is a continuous process: being a safe pedestrian as a child does not mean that he will be a safe driver in the future!



Be a safe pedestrian!

Road safety educational project
for kindergarten/preschool and
primary school children
(first grades).



Starting point

- Analysis of traffic accident in Brussels region (2000-2009)
 - Children as pedestrian:
 - 57% of fatalities
 - 79% of heavily wounded
 - Pedestrians were...
 - 71% while crossing a street
 - 22% on the side walk

Plan: Pedestrian Certificate Project

Objectives:

- How to behave on the side walk
- How to cross the street

3rd year of preschool

1st and 2nd year of primary school



General overview

- Learning conversation
- Observation in the street
- 'theory course' in class



General overview

- Psychomotor exercises
- Practicing the safe behavior
 - With toys
 - On the playground
 - In the street with the teacher
 - (In the street with the parents)



At the end, children can get a kind of certificate if they have reached certain age-specific goals.



PROFICIAT!

Je bent geslaagd voor je voetgangersbrevet

GELE VETER



VOETGANGERS BREVET

Voornaam:

Naam:

Klas:

De test van de gele veter vond plaats op:
 / / te

Handtekening





BRUSSEL MOBILITEIT
GEWETSTELIJKE OVERHEIDSDIENST BRUSSEL

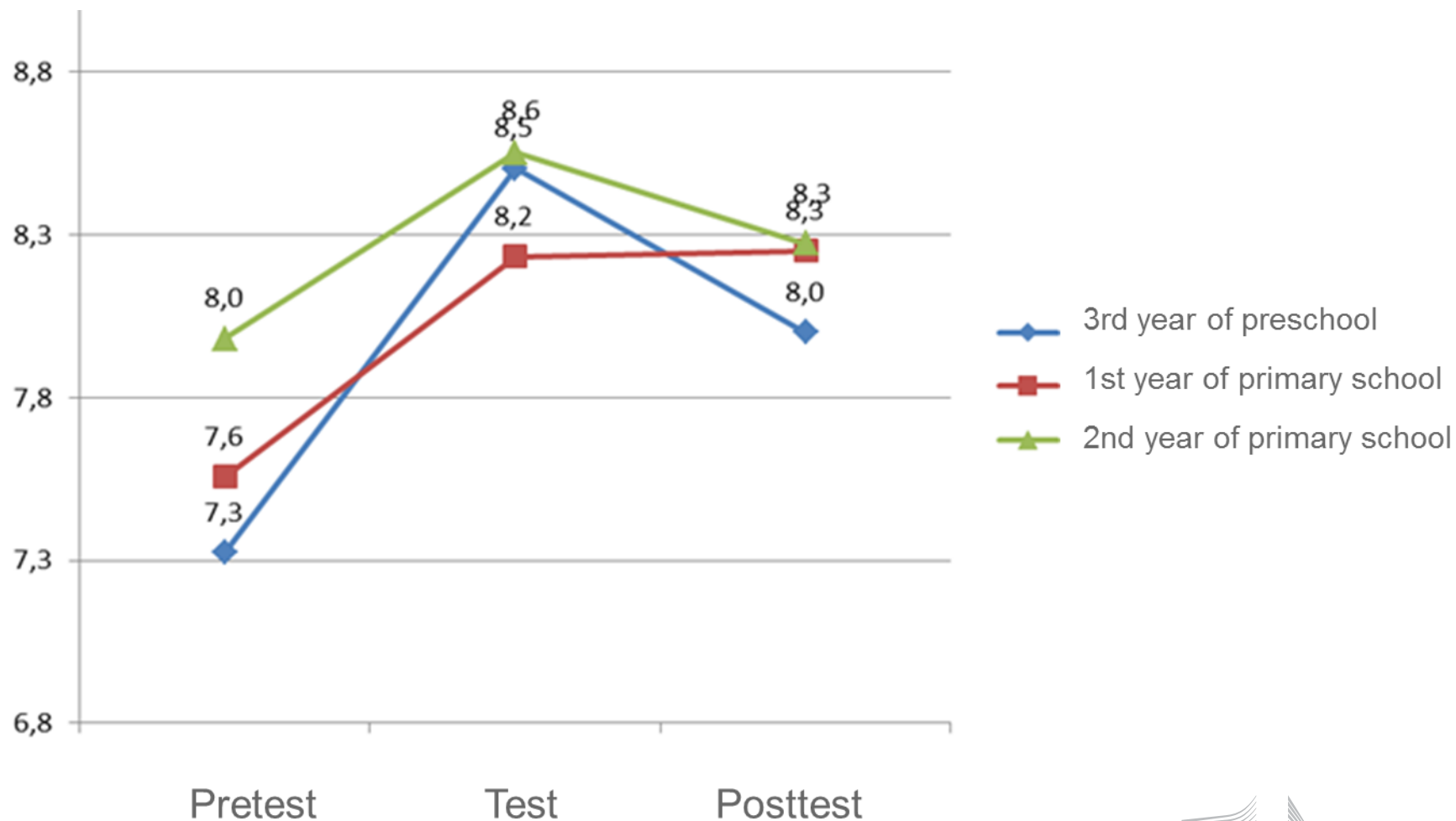


BIW
Belgisch Instituut voor
de Werkenmarkt



GOODPLANET

Results





Road Safety Education

DRIVER EDUCATION





Study on driver training, testing and medical fitness

Final report

Project Name: Study on driver training, testing and medical fitness

Customer's Name: DG MOVE, Unit C2 (Road safety)

Customer's Organisation: European Commission, DG MOVE

Customer's Contract No: MOVE/C4/SER/2015-166/SI2.722696

Contract Value: €180,000

Completion Date: 28th December 2016

Recommendations for driver training

- Include hazard perception training
- Include lessons about risk awareness, risk acceptance, self-awareness, etc.
- Increase the amount of supervised driving (120h)



Road Safety Education in companies

Introduction

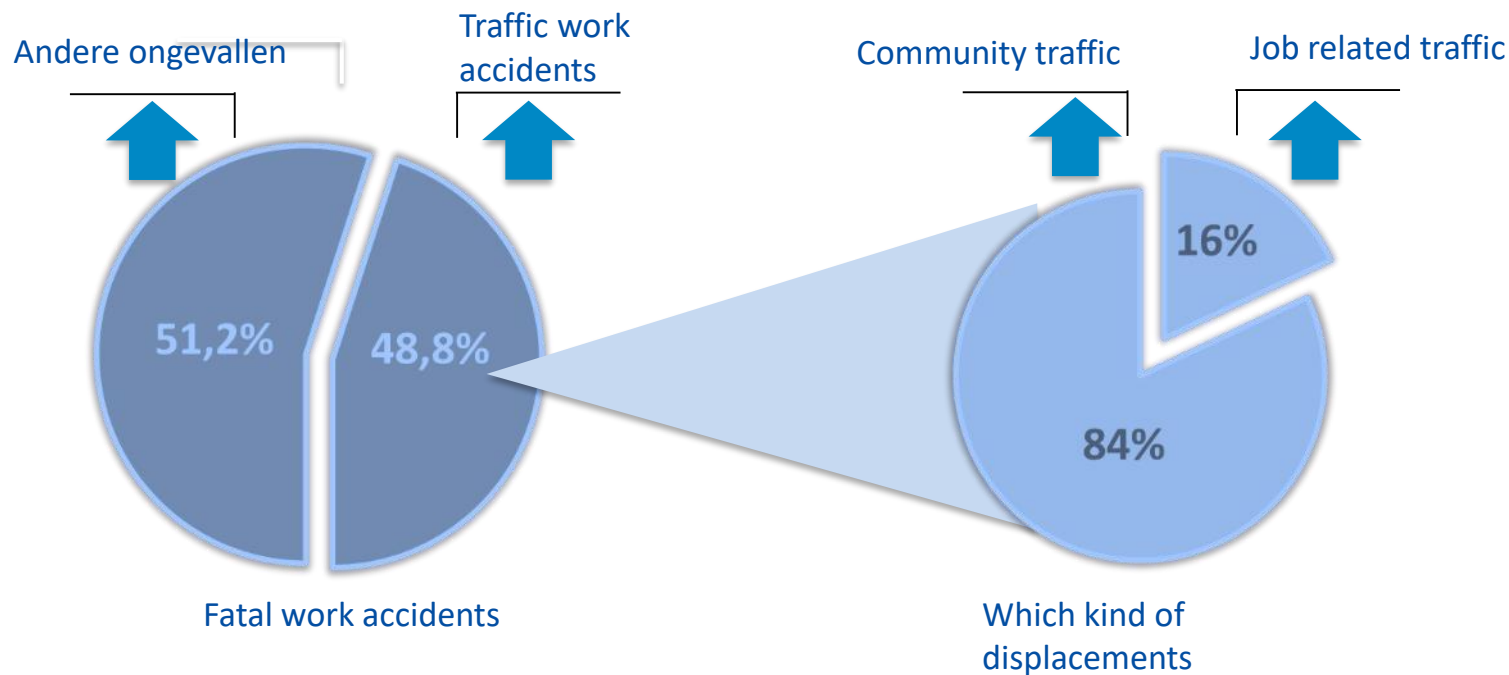




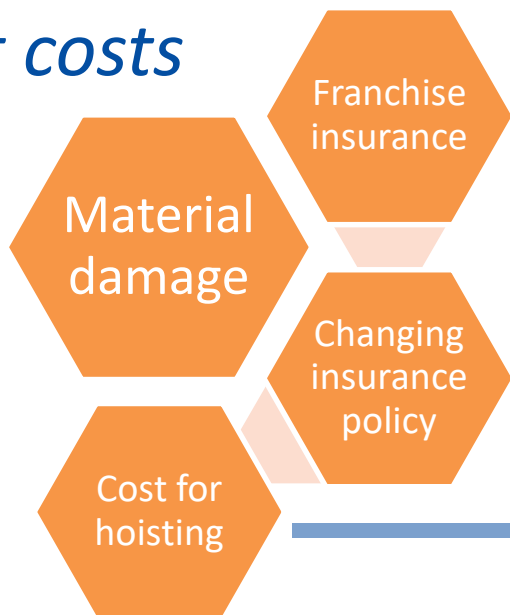
Is Road Safety a topic for
companies?

Statistics

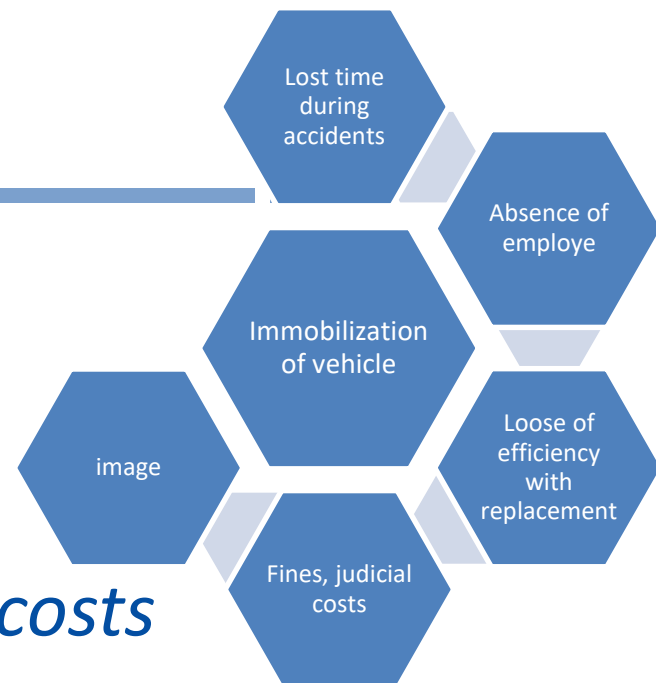
10 to 12% of all work-related incidents happen in traffic



Direct costs



Indirect costs



2013 traffic accidents during work hours and commuting

11 billion euro for insurance companies

1,5 billion euro to victims

5,3 billion euro for production loss in the company

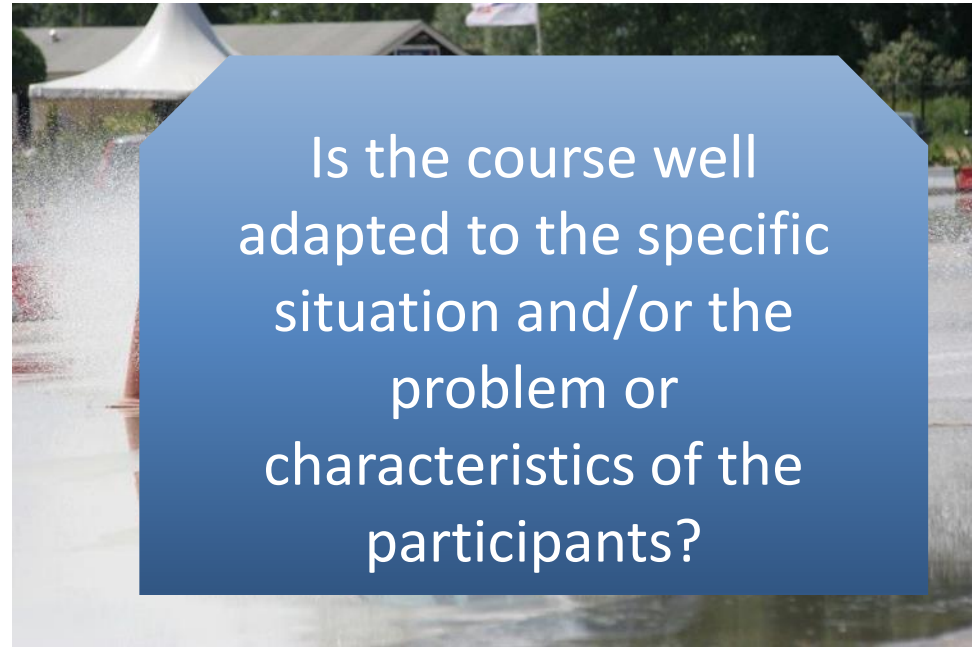
For each euro spend on direct costs.... There are 10 euros spend on indirect costs.



“Let’s educate our people”



Suits the initiative in the general (safety) culture of the company?



Is the course well adapted to the specific situation and/or the problem or characteristics of the participants?

Safety Culture

...describes the safety ethic in an organization or workplace which is reflected in employees' beliefs about safety and is thought to predict the way employees behave with respect to safety in that workplace.

Ann Williamson, 1997

Safety culture

- Visible leadership commitment at all levels.
- Pro-active instead of re-active approach
- Lack of competing priorities (being 'fast' versus being 'safe')
- Substantial investment and resources.
- Safety is viewed as an investment, not as a cost.
- Motivation and 'enforcement'.
- For all employees, departments, sections,



More information:

<https://ergo-plus.com/25-signs-you-have-an-awesome-safety-culture/>

PRAISE

EXAMPLE

- Public transport company in Brussels region
- Busses, trams, metro
- Some statistics....
 - 8,773 employees
 - 82 lines
 - 66 metro trains
 - 397 trams
 - 701 buses



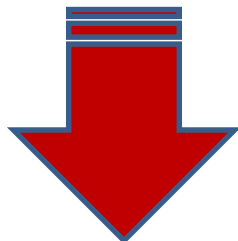
.brussels

Starting point

EVERYBODY and ALWAYS
SAFE on the ROAD



Smartphones and driving
is for NO ONE possible!



New guidelines and procedures concerning...

- Concrete 'rules' and consequences
- Urgent professional information
- Urgent personal calls (family)



Education

- For all drivers (tram, metro, busses, truck, service vehicles, ...)
 - TTT-course for instructors of these drivers
 - Special intervention course for metro drivers
- For all team leaders, managers, executives, ...
 - About distraction and attention while driving
 - About motivating employees
 - About reaction on unsafe behavior
- For all other staff
 - Sensibilization activities
 - E-learning video



Some highlights

- Special guidelines for team leaders:
 - Give always the good example!
 - Don't call colleagues who are driving, or...
 - Stop calls from colleagues who are driving...
 - React!
- Actions
 - Testimonials from colleagues
 - Charters – “I comply...” (photo)
 - Simulator (VIAS)
 - Video + info for families

