

Indonesia Road Safety for Children and Youth in West Java (Year 2)

Highlights of project activities in Nov, 2015

We would like to report on the memorial event held on “World Day of Remembrance for Road Traffic Victims” as a highlight of our activities in November.

Did you know that the third Sunday of November every year is designated as “World Day of Remembrance for Road Traffic Victims” to commemorate people who have lost their lives on roads across the world?

Save the Children held an event around the theme of road safety to commemorate this day. We created some opportunities for the general public of Bandung city to contemplate again on road safety. In order to protect children and young people from traffic accidents, we launched a campaign called #SavetheChildrenwithHelmet to encourage children to wear a helmet when riding on motorcycles as a pillion passenger.

In the campaign, we held various related events, ranging from the radio programs to the candle lighting at night. Here are the details.

1. Radio Advertisements and Talk Shows

In Indonesia, there are many parents who send their children to school and pick them up by motorcycles without having them wear helmets. As we wanted to share the importance of wearing helmets with as many people as possible, we collaborated with three popular radio stations in Bandung city to broadcast related messages and exchange opinions with listeners on live shows from November 12th to 14th. It is estimated that over 230,000 people, including young and old, men and women, listened to the messages about road safety through these programs.



Calling attention to the importance of children wearing helmets!

2. Commemoration at the Traffic Park (Award Ceremony of Competitions on Road Safety)

The commemoration that took place in the city's Traffic Park on November 14th was the peak of the series of events held on this occasion. About 250 people participated and children presented performances such as dance, songs, music, drama and orations related to road safety. On this occasion we also held an award ceremony for works of excellence from competitions that called on students for drawings, essays, and photographs on the theme of the importance of wearing helmets. The competitions turned out to be a valuable opportunity for children to express and convey their ideas and thoughts on road safety.



Students' performance in the city's Traffic Park



Winners of each competition category. Excellent work!

Besides the awards ceremony, there were other activities that participants could take part in such as quizzes composed by children. In addition to representatives of the District Office and partner organizations, representatives of the project donor, Sampo Japan Nipponkoa, from their Jakarta and Bandung offices, kindly attended the event.

3. Road Safety Campaign at Car Free Night!

At night the event venue was moved to Asia Africa Street. This is the main street of the city and is car free at nights during weekends. Thousands of people come here at night to enjoy fresh air, chat and walk around. Along the street, performances were held on open-air stages, street performance took place and food stands were placed. We invited the Governor's wife, the head of P2TP2A ("Pusat Pelayanan Terpadu Pemberdayaan Perempuan dan Anak": "Integrated Services Center for Women and Children Empowerment") West Java Province, as a guest speaker to talk about the importance of protecting children from traffic accident. During her speech, the mayor of Bandung, a very popular figure among citizens, passed by chance and kindly emphasized the campaign messages on the spur of the moment, which brought additional excitement to the event!



Commemorating traffic accident victims with candle lights

4. Seminar for Parents

On November 21st, a seminar was held to communicate to parents the importance of making sure their children are wearing a helmet. It opened with a speech by the head of the Education Council of Bandung City, and 181 people including children participated. Some students presented their ideas and messages on road safety to other children and parents.



A father puts a free gift from the day on his daughter

We hope that the opportunity to commemorate traffic accident victims has triggered more people to think about road safety, leading to changing their everyday behaviors on road little by little. Please come back and see you all there! (END)