

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

Highlights of project activities in May, 2015

Did you know that the Third UN Global Road Safety Week Campaign was held from May 4th to 10th this year?

This campaign to raise mainly young drivers' awareness of road safety was set up in 2007 by the initiative of the World Health Organization and United Nations Economic Commission for Europe. During the campaign week, variety of activities took place across the world to call for road safety. The campaign theme this year was "Children and road safety." This is exactly the theme that Save the Children's road safety project is addressing with support of Sampo Holdings. We thus held a "Road safety campaign for children" during the week with the core message "Keep the Kids Safe on The Road!" Some of the main events are shown below.



*Local children, employees of Sampo Japan Nipponkoa Indonesia,
and Save the Children Indonesia*

1. "Police come to school" event!

On May 4, we held an event called "Police come to school" in collaboration with the District Police Office of Bandung City. Our staff and police officers visited all the 15 primary schools under our project and called for the children to wear helmets when riding pillion on motorcycles and to refrain from driving them by themselves.

2. “15 minutes for change” on road safety!

We produced 10,000 stickers with a message about road safety, which children from the 15 schools under our project distributed to people on the streets near their schools for 15 minutes.

3. Radio talk show on road safety aired!

On May 6, we joined a radio talk show together with officers from the District Education Office and the District Police Office of Bandung City to present the theme of “Road safety and children.” The radio station is a popular channel with an estimated 70,000 listeners a day, and we received many questions and comments during the show.

4. “Car Free Day” event!

On May 10, the last day of the campaign week, we held an event called “Car Free Day”. We set up at a Sunday car free area where thousands of people in the community gather every Sunday morning. Activities included a fun gym, a drawing and coloring festival, quizzes and games on road safety and street performances. We worked together with community groups, local NGOs, and the private sector to organize this event. In addition to students and teachers from the schools under our project, employees of Sampo Japan Nipponkoa Indonesia took part in the event, which was reported by the local media.



Children drawing in the event

Through this campaign, we believe that the importance of road safety and protecting children from traffic accidents must have reached not only people in schools but also those in the community.

In the next blog, we will cover the campaign event on the World Day of Remembrance of Road Traffic Victims that took place in November. Please come back and see you all again!

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