

ROAD SIDE SAFETY

PROJECT FINAL REPORT

2014-2018



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Executive Summary

Children and young people are most vulnerable to road accidents, and it is one of the leading causes of death among older children in Indonesia. Road Side Safety Project SELAMAT is a four years project in collaboration with SOMPO and Save the Children to address the problem of road safety as a public health and child protection issue, and an impediment to children attaining their right to survival. This program aims to reduce the number of road traffic fatalities and injuries among children and youth by increasing the safety of students through increased knowledge of schoolbased road safety, improved physical road safety infrastructure near schools, improved knowledge and practices among teachers and students and increased public and local government awareness of road safety.

It can be said that SELAMAT project has contributed to the reduction of the number of road traffic accidents, fatalities and injuries among children and youth in Bandung city, West Java province as shown by the end line data that from 2015 to 2017, the number of reported traffic accidents in 30 participating schools has reduced 70%; from 185 in 2015 to be 114 in 2016 and 57 in 2017. During four years (2014-2018), SELAMAT project has reached 34,838 people both directly and indirectly, consisting of 34,580 students (2,164 direct and 32,416 indirect), 1,046 teachers (144 direct and 902 indirect) and 2,118 parents (240 direct and 1,878 indirect) from 30 schools in Bandung City.

As additional achievement of the project since the project was acknowledged and asked by the Semarang City Government (Central Java) to train three schools there, the project benefitted 990 students and 16 teachers of these three schools. Through several public campaign activities, the project has also reached 491,961 people.

During project implementation (April 2014-March2018) the strategic objective and the key program indicators were reached and surpassed. SELAMAT project provided comprehensive information on school-based road safety and disseminated three (3) studies including an initial assessment, baseline and endline studies. Best practices were shared during sessions with related stakeholders, and then used as a reference and/or consideration to design a program in Semarang city by the City Government. Thirty (30) participating schools have improved road safety infrastructure near the school to support the behaviour change. A total of 49% of students were reported to use zebra crossing when crossing the road.

28 out of 30 schools has integrated the topic into school subjects such as the civic learning, Indonesian language, social science and English. The trained teachers developed teaching materials on road side safety topics through songs and reading books. The peer educators produced their own IEC materials to promote the road side safety i.e. short movie, comics, school's bulletin, songs, and were actively involved in campaigning as resource persons.

Throughout the implementation, the project worked in close collaboration with the Bandung city government to ensure ownership and sustainability of the activities. The commitment from government of Bandung City has been demonstrated by allocation of their resources to provide infrastructures near the school in the participating schools such zebra crossing, school safety zone and traffic signs. The advocacy work of the project resulted in policies at school level. It also drew private sectors and local government commitment to improve the road safety program in the Bandung district level. The local government has commitment to

allocate funds and support venue for road side safety forum under Bappeda Litbang and Dishub.

Through collaboration with Bandung municipalities and strengthened school participation, the project has been able to positively change school-level knowledge and behaviour towards road side safety. To ensure sustainability and scale up of the interventions, we learned the importance of involvement of Head of Schools as decision makers for school policy and budgeting as well as the significant role of School Supervisor in ensuring policies include RSS activities in school plans to scale up outside the targeted-school. Another important part is the means of supporting the safety of traffic on the road such as the availability of zebra crossings and pedestrian bridges, it needs to be adequate to support children and adults to behave safely.

The involvement of parents in education and promotion is a significant support to the student's behaviour changes because the parents will strongly influence and strengthen the road side safety behaviour outside the school environment. In addition, since most parents allowed and trained children to ride a motorcycle at a very early age (8-12 years), a program dedicated to change this behaviour is a must. Government and police should prepare and implement strategies to prevent children riding motorcycle without a license. These strategies include minimizing motorcycle parking areas in the school, frequent enforcement operations by the police and creating more burden to have a motorcycle like one house one motorcycle regulation or a progressive motorcycle tax. Changing attitudes of parents and communities is also crucial because children will tend to ride a motorcycle if parents allow them and communities perceive it as a common practice.

Capacity building for institutions is considered strategic. The Evaluation recommends to prioritise integration of activities to enhance institutional capacity building. This include schools, District Education, Transport Management, Police Office and NGOs that are engaged in promotion of road safety.

Lastly, implementing the road side safety project using a child protection and public health approach has given the organisation a new position among the road side safety stakeholders in West Java. During the project period, Save the Children (SC) was recognized by stakeholders as an organisation focusing on children's-road side safety. Since road side safety is a relatively new focus area for both Save the Children in Indonesia and globally, there is a need for the organisation to enhance its capacity by improving technical resources/expertise internally.

Glossary

BIGRS	- Bloomberg Initiative for Global Road Safety
CSO	- Civil Society Organization
DPO	- <i>Polrestabes/Kepolisian Resort Kota Besar</i> (District Police Office)
DTMO	- <i>Dinas Perhubungan</i> (District Transportation Management Office)
DEO	- <i>Dinas Pendidikan</i> (District Education Office)
DPWO	- <i>Dinas Pekerjaan Umum</i> (District Public Work Office)
IEC	- Information, Education and Communication
ILUNI	- Ikatan Alumni Universitas Indonesia (Alumnus of Indonesia University League)
IO	- Intermediate Objectives
JARAK AMAN	- <i>Jaringan Aksi Keselamatan di Jalan</i> (Action for Road Safety Network)
Korlantas POLRI	- Korps Lalu Lintas Polisi Republik Indonesia (Indonesian Police Traffic Corps)
KPK	- Koalisi Pejalan Kaki (Pedestrian Coalition)
LDPE	- Lembaga Demografi Fakultas Ekonomi (Demography Institution of Economy Faculty)
LGU	- <i>Local Government Unit</i>
MoEC	- Ministry of Education and Culture
MoU	- Memorandum of Understanding
MTMO	- Ministry of Transportation Management Office
NGO	- Non-Government Organization
PKS	- <i>Patroli Keamanan Sekolah</i> (School Patrol)
PMR	- <i>Palang Merah Remaja</i> (Youth Red Cross)
PUSJATAN	- <i>Pusat Studi Jalan dan Jembatan</i> (Institute of Road Engineering)
RSS	- Road Side Safety
RTTF	- Road Traffic and Transportation Forum
RUNK	- Rencana Umum Nasional Keselamatan (National Master Plan of Safety)
SDN	- <i>Sekolah Dasar Negeri</i> (Primary School)
SELAMAT	- <i>Sosialisasi dan Edukasi Keselamatan Berlalu Lintas</i> (Socialization and Education of Road Side Safety)
SMPN	- <i>Sekolah Menengah Pertama Negeri</i> (Secondary School)
ToT	- Training of Trainer
WHO	- World Health Organization
YSTC	- <i>Yayasan Sayangi Tunas Cilik</i> (local Indonesia name for Save the Children)
ZoSS	- Zona Selamat Sekolah (School Safety Zone)

Project Description

Background

Traffic accidents increase along with the increase of road traffic violations. Among the victims of traffic accidents are children. According to data from WHO on Global Status Report on Road Safety 2014, traffic accidents are the major cause of death that should be preventable. More than 1.2 million people die and millions more are injured from mild to serious injuries every year. Globally, accidents in traffic are the leading cause of death for young people particularly those 14-30 years of age. Almost half of those who die in road traffic crashes are pedestrians, cyclists and users of motorized two-wheel vehicles, with this proportion being higher in poorer countries. While according to data of the Police Traffic Corps in Indonesia (Korlantas POLRI), traffic accidents in 2012 was recorded as 109,038 cases with the number the deaths at 25,131 people, motorcycles were the vehicles most involved in accidents followed by truck, car.

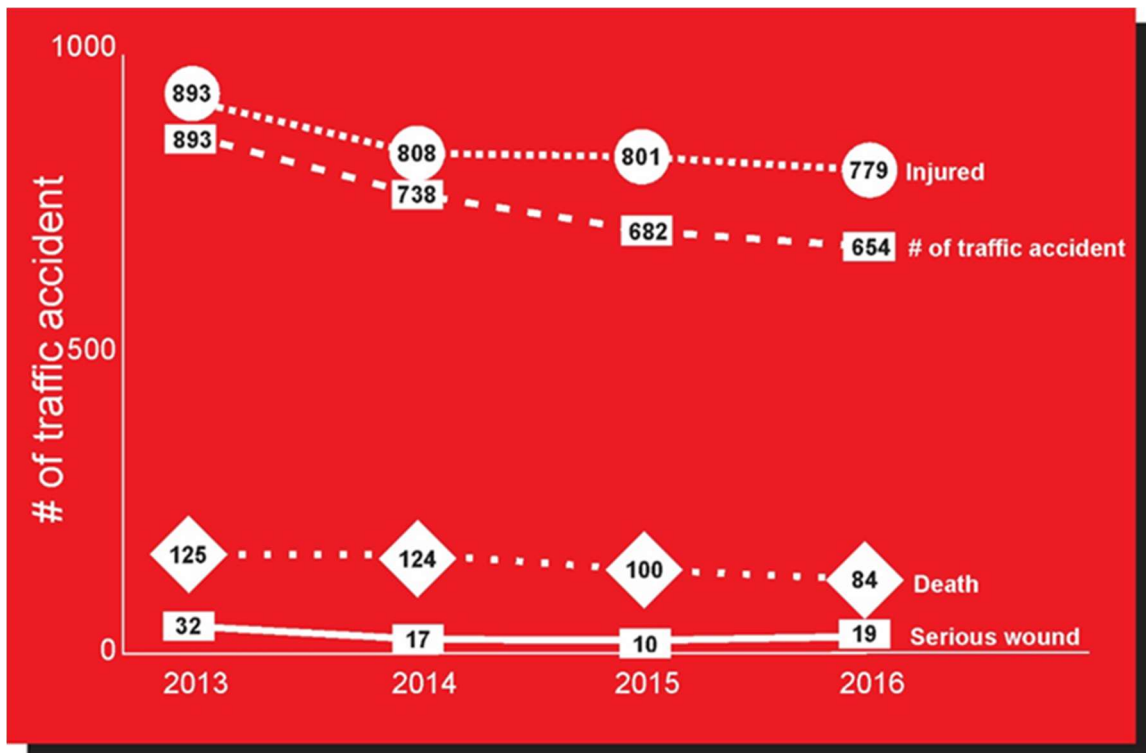
Road crashes involving motorcycles are significant causes of death and injuries in Bandung. As noted in a recently published article¹, over 65% of the 2108 head injury cases in hospital emergency departments during 2013-14 were due to motorcycle crashes. Data from the Indonesia Police Traffic Corps (Korlantas POLRI) illustrates that youth (particularly young men) and children are among the most involved in road crashes. In a seven-month period in 2015 there were 7,079 students alone out of a total 46,394 people involved in road accidents nationally. Widespread and correct helmet use is needed to combat the epidemic, as helmets can reduce the risk of death by almost 40 percent and risk of serious injury by roughly 70 percent. Based on baseline data of SELAMAT Project, 63% of primary and 48% of secondary school students did not wear a helmet when being delivered to school on a motorcycle.

It is important to educate children on road safety earlier as it will shape their mindset and build character to be disciplined while using the road. Therefore, SELAMAT project, was designed to increase the awareness through socialization and education from 2014-2018, through continuous education and campaigns to the community. It was expected that the values of road safety could be adopted and become part of their life values.

Meanwhile, there is a decreasing accident rate according to report in Bandung city from 838 cases in 2013 to 654 cases in 2016. Likewise, the number of deaths decreased from 125 in cases in 2013 to 84 deaths in 2016, as can be seen in figure 2 below. However, the number of death and injured remain high and the reduction is only happening slowly. It is difficult to guarantee that all accidents are reported.

1. Characteristics of Moderate and Severe Traumatic Brain Injury of Motorcycle Crashes in Bandung, Indonesia
[http://www.worldneurosurgery.org/article/S1878-8750\(17\)30005-0/pdf](http://www.worldneurosurgery.org/article/S1878-8750(17)30005-0/pdf)

Figure 2
Number of traffic accident in Bandung City, 2013 - 2016

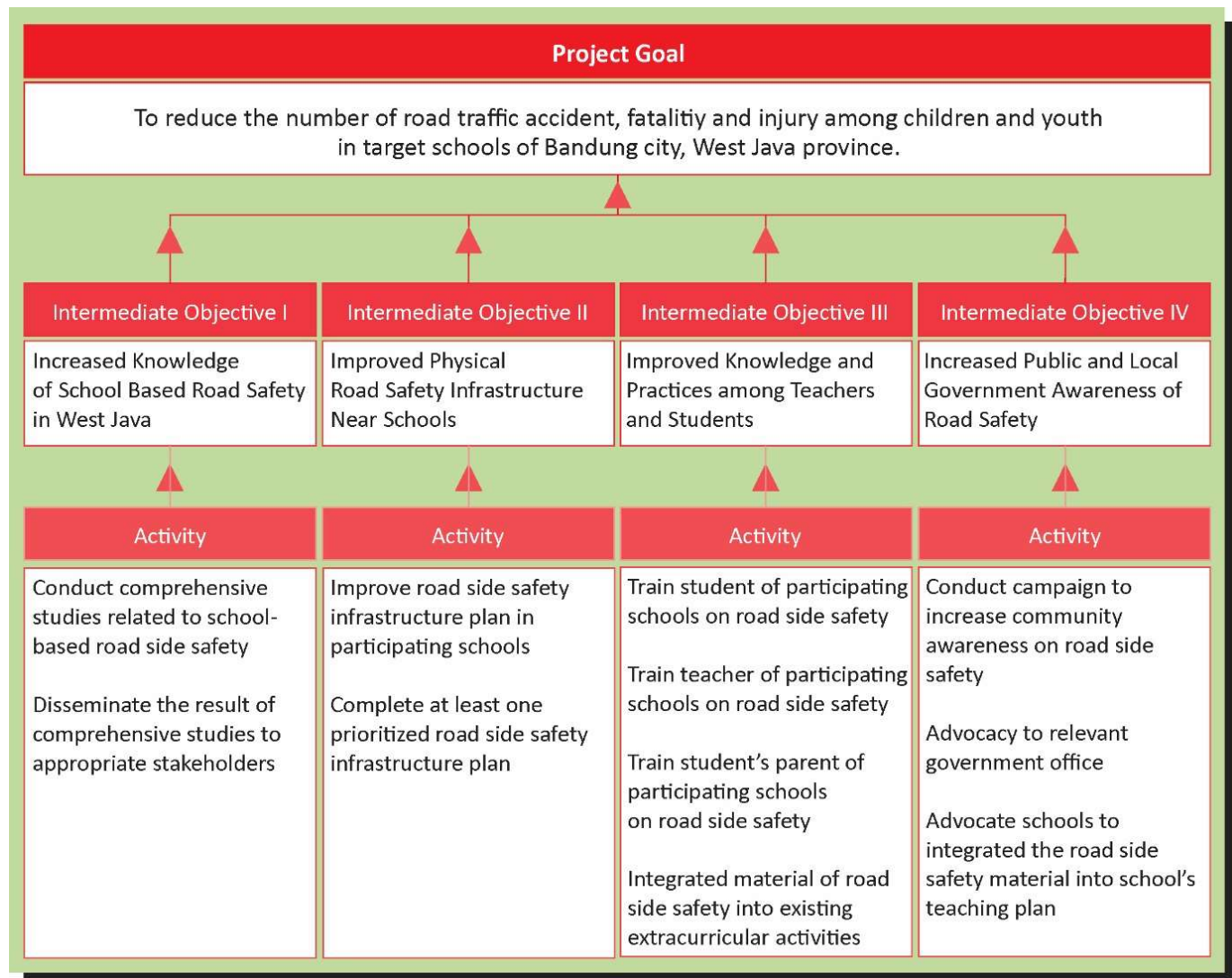


Source: Satlantas Polrestabes Bandung 2013-2016

Implementation

This project aimed to reduce the number of road traffic fatalities and injuries among children and youth by increasing the safety of students through improvement of infrastructure, road safety knowledge, and practices in the metropolitan Bandung area of the West Java province. The project works through designed framework as described below:

Figure 1
SELAMAT Project Logical Frame Work



Participating Schools

The project was implemented in Bandung City and covered 30 schools (15 primary schools and 15 secondary schools) but the project was able to expand the school coverage to 33 schools.

Table 1
List of Project School Participant

Primary School		Secondary School	
1	SDN CIJERAH 1	1	SMP NEGERI 3
2	SDN PERUMNAS CIJERAH 1	2	SMP NEGERI 12
3	SDN 5,6 BUAH BATU	3	SMP NEGERI 15
4	SDN PASIRKALIKI 139	4	SMP NEGERI 16
5	SDN CIKADUT	5	SMP NEGERI 18
6	SDN RAYA BARAT	6	SMP NEGERI 22
7	SDN PAMAYOMAN	7	SMP NEGERI 30
8	SDN MOHAMMAD TOHA 1	8	SMP NEGERI 34
9	SDN PASAWAHAN 01	9	SMP NEGERI 39
10	SDN CIHARGEULIS 1	10	SMP NEGERI 14
11	SDN PAJAJARAN-DR.CIPTO	11	SMP NEGERI 43
12	SDN TUNAS HARAPAN	12	SMP SWASTA SWADAYA
13	SDN BABAKAN CIPARAY 3	13	SMP SWASTA NUGRAHA
14	SDN SUKASENANG	14	SMP SWASTA YAS
15	SDN CIATEUL	15	SMP SWASTA PASUNDAN 4

Beneficiaries Group

Through its interventions during 2014-2018, SELAMAT project has given benefit to 30 schools, in Bandung City and additional 3 schools of Semarang City. This project has worked with primary and secondary school students particularly for grade 4 (10 year old) and 7 (14 year old). The beneficiaries are categorized as direct and indirect. For the purpose of consistency with previous reports the direct beneficiaries are people who have attended a training that was facilitated by YSTC team, including master trainers, trained teachers, trained students and trained parents. Indirect beneficiaries are people have been exposed through IEC (Information Education Communication) material, awareness raising and events, and family members whose well-being is expected to be enhanced by trained students and teachers. In addition, 32,416 indirectly trained students actually also received trainings from master trainer teachers and students although duration (hours) of the trainings are shorter than the trainings delivered to directly trained students and teachers. These could in many respects be considered direct beneficiaries but for consistency we will consider them indirect. They were included in the sampling for the evaluation results.

The project has also successfully influenced the government of Semarang City in Central Java province to allocate their budget to initiate socialization and education the road safety in 3 schools (SMPN 1, SMPN 7 and SMPN 31).

Program Strategies, Main Activities and Achievement

A. Intermediate Objective #1:

To Increase Knowledge of School Based Road Safety in West Java.

Under this IO#1, the project provided information about children's-road side safety by sharing three (3) project studies of schoolbased road safety implementation to the key stakeholders, such as the District Transportation Management Office, the District Education Office, the Bandung City Police office, community groups and also targeted schools

“The program of Save the Children has encouraged us to be consistently provide better services to improve road safety in Bandung City. The program has supported the government in terms of the road safety”

Head of Bandung DTMO

To achieve the IO#1, some key activities carried out during the project period 2014-2018 are as follows.

1. The project has completed three (3) main comprehensive studies and disseminated the results to local government institutions, targeted schools, community groups and other CBOs/NGOs. The first study was initial assessment, followed by the baseline study as the basis to measure the RSS project achievements. The last study was the endline survey study that was conducted in November-December 2017. It was as a study to evaluate the project result activities during 2014-2018.
2. The dissemination of the result of studies was not only carried out by conducting seminars or workshops but also by producing printed material such leaflets and banners. Those materials were displayed during project's activities and distributed to the participants in order to expose them with the road side safety information regarding the findings of the studies. Some key findings were also presented as supporting data for campaign messages in campaign materials such as videos and printed materials.
3. The project also conducted annual meetings with the participating schools and related stakeholders. The meetings were utilized as a forum to update the project progress, share information and experiences, review project's strategies and strengthen the coordination among participating schools and strategic partners both government and non-government/private. The exchange of information and learning that happened in those meetings increased the related stakeholder's motivation and engagement. The key persons who intensively received detail and clear information on project implementation at these meetings were teachers, parents, key related government officer's Head of DTMO and Heads of Schools. The aim was to create changes in their perception and ways of thinking about road side safety issues particularly for the children. The meetings also influenced those to take priority and action to support project implementation.

B. Intermediate Objective #2:

To Improve Physical Road Safety Infrastructure near schools

30 schools received the intervention for improvement of road side safety infrastructures. There were different situations on road side safety facilities nearby the schools before and after intervention. Save the Children succeeded to advocate and encourage the local governments to provide minimum road side safety infrastructure in 30 participating schools as a model for road safety infrastructure near schools.

“Prior to the YSTC activities, vehicles used to run with high speeds. By the road separator and the speed limit sign are installed, drivers tend to reduce their speeds and more careful”

School Committee, SDN Pajajaran.

The project targeted to improve crossing facilities in the participating schools. Infrastructures that were installed include zebra crossings, traffic signs, and minor road safety infrastructure such as water barriers, and traffic/stick cones which functioned as road separators. Intensive effort to advocate to the local government through DTMO and DPWO resulted in the provision of ZoSS (School Safe Zone) in nine (9) participating schools and construction/improvement of pedestrian facilities in three (3) others schools.

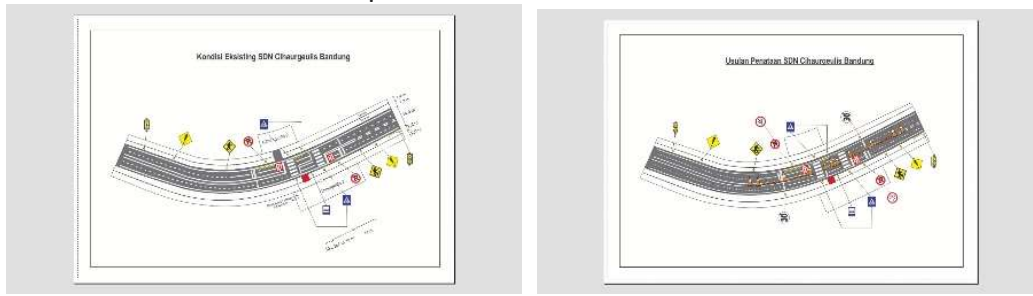
“As school committee member, I have observed that there is changes of behavior in crossing the road, use of helmet among the students of SDN Ciateul. Previously, accidents are higher in the areas, but there is no accident in the last semester.”

School Committee, SD Ciateul, 2017

The provision of infrastructure did not only meet the aspect of physical needs fulfilment but also became an effective educational means for behavioural changes in road side safety. The presence of the road side safety facilities near the school was very supportive for educating and making behaviour change in the 30 assisted school, because in addition to receiving educational information, they also can directly practice to use the installed infrastructures/provided facilities.

The SELAMAT Project also involved the government (c.q DTMO) in conducting the initial assessment and making technical designs for existing condition and propose the ideal condition for safety infrastructures in the participating schools. This design became the plan document for making changes in those schools. DTMO was also involved in the monitoring process of installation/construction the infrastructures, particularly zebra crossings and traffic signs.

Figure 3
One of the Improvement Plans for SS infrastructures



Supporting the use of the installed/provided infrastructures, the SELAMAT project also trained the school patrollers on road side safety and first aids. Those persons helped the students to safely cross the road and sometimes assist the teachers to promote the road side safety messages to students and parents groups. SELAMAT project provided handy stop sign and safety vest to equip school patrollers with safety wear and tools when on duty.

Figure 4.
a. RSS Infrastructure Plan Review and Discussion
b. RSS Infrastructure Installed



Some participating schools also changed their vehicle route for chaperons and prepared the drop zone areas inside their own school yard. These initiatives also gave good impact for the students to be safer getting off/on the vehicles and smoothed the traffic in front the school gates.

Table 2
Road side safety infrastructure near school improvement

Infrastructure plan is improved in target schools	Baseline	Target	Achieved
# schools with improved infrastructure plans	0	30 schools	30 schools (100%)
# schools completed at least one prioritized infrastructure improvement project	0	30 schools	30 schools (100%)

Figure 5

- a. RSS Infrastructure condition before installation
- b. RSS Infrastructure condition after installation



A

B

The endline study reported that there is improvement of the students reported crossing the streets near school through zebra crossings, from 30% (baseline) to 49% (endline), and students in the schools that have school safety zone, increased from 1.2% to 19%.

When compared the behaviour of children before and after the project, the percentage of children who use zebra cross when coming to school increased from 31% to 55% among primary school students and from 30% to 45% among junior high school students.

Drop zone is an area that is dedicated to drop off or pick up the student using the vehicles. Only small number of schools had initiatives to provide drop zone areas within/nearby the schools, because most of the schools had insufficient land, limited equipment and school facilities to engineer the traffic flow of the vehicles that entered and left the school. The achievement to provide the drop zone area is not reached, this was considered as the big challenge of the project. It was found that the provision of infrastructure is not the responsibility of the school. For the provision of infrastructure such as traffic signs, road markers and zebra cross is a responsibility of the district transportation office. While pedestrian (side walk) and pedestrian bridges are under the public work office responsibly and then the arrangement of traffic itself is under the police office authority, which is not directly under the Municipal Bandung Government but under National Police Office. Giving education and support to these multiple stakeholders so that they give priority on road safety for school children, and especially ensuring allocation of budget, became very crucial and took a longer time than envisaged.

C. Intermediate Objective #3:

To Improve Knowledge and Practices among Students, Student's parents and Teachers

Promotion of safety, awareness raising and education are considered as strategic action to address road safety issues (Harman and Murphy, 2008). SELAMAT Project is considered as a behaviour change program on road safety issues. In order to improve knowledge, attitudes and practices among student, student's parents and educators (teachers and school principals), a number of trainings and promotion activities were conducted. As a finding of final evaluation, improvement in Road safety knowledge and practices among students, student's parents and teachers is acknowledged as key part of the project's effort to fill the gap of limited government capacity to educate the community on road safety issues.

Beneficiary Group	Year 1	Year 2	Year 3	Year 4	Total
Student (Directly Trained)	-	1,249	915	0	2,164
Student (Indirectly trained)		21,615	4,093	6,708	32,416
Teacher (directly trained)	-	144	-	0	144
Parent (directly trained)	-	58	99	83	240
Parent (Indirectly trained)	-	-	1,148	730	1,878

C.1 Developing Training Modules

SELAMAT project involved children, CSO members and teachers in developing three training modules; for students, teachers and parents referring to existing road safety training and IEC materials such as from MTMO, Police Traffic Corps and MOEC.

C.2 Teacher Training

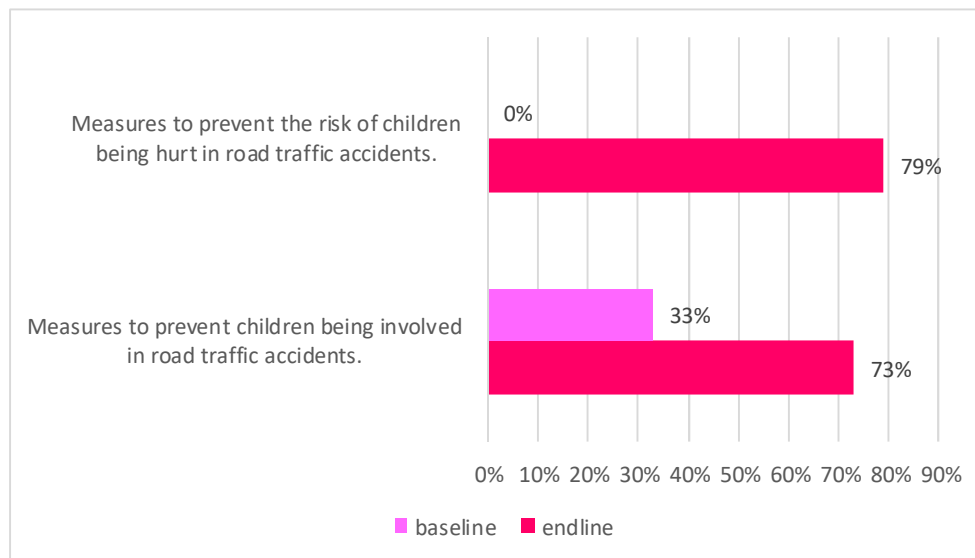
Teachers are influential persons for students in the schools and have an important role to influence the knowledge and practices of the students. The teacher trainings aim to improve their knowledge and skill to insert/integrate the road safety topics into school subjects and take the lead in promotion of road safety through extracurricular or non-curricular sessions. A total of 144 trained teachers consisting of grade 4 teachers in primary schools and various subject's teachers in secondary schools got three days Training of Facilitator (ToF) on road side safety topics. In additional ToF, they were also trained on the master module of training thus they were able to facilitate road side safety students training in the school's level.

Those serial trainings effectively increased the knowledge level of the teachers as shown in the diagram comparison between baseline and endline study below.

“The trainings are relevant for the teachers, since the teachers are in the front line to educate children on the road safety”

Head of SMPS Swadaya

Figure 6
Teacher knowledge improvement



In order to strengthen the implementation of road side safety promotion and to ensure it was more integrated and adopted into their school system, the project also trained 25 school supervisors. As a result, 30 participating schools have incorporated road side safety topics into school's activities both intra-curricular, extracurricular and non-curricular. Road side safety topics have been inserted into some school extracurricular such as *PKS* (School Patrol), *Pramuka* (Scouting), *PMR* (Youth Red Cross), Youth Cyclist Club etc. 28 out of 30 schools have integrated the topic into school's subjects such as civic learning, Indonesian language, Social Science and English. The trained teacher also developed some teaching materials to equip them in delivering road side safety topic such as songs and reading books.

C.3 Student Training

Along with the teacher's intervention, the project also had a series of trainings and cascaded activities to improve the road side safety knowledge and practice of the students in 30 participating schools. Annually, 30 selected students from grade 4 and 30 students from grade 7 participated in 14 hours of training on road side safety directly facilitated by project. The training delivered 3 main topics; 1) General road safety knowledge, 2) How to be safer road user, and 3) How to be a road safety campaigner. After the junior high school students were trained, the project selected some students at the school to become pool peer educators because they were enthusiastic and able to become trainers/facilitators. For some selected-trained-secondary students, there was additional Peer Educator Training. This training aimed to equip those students with skill and knowledge to be peer educators promoting road safety messages to other students. It also increased children's participation in project implementation.

A total of 2,164 students from grade 4 and 7 were directly trained by the project team. From those trained students, 300 were trained as peer educator. The peer educators and trained teachers then conducted cascade activities in the school level, and reached approximately 32,416 students. Those activities were mostly integrated in the school's existing

extracurricular activities such as *PKS* (School Patrol), *Pramuka* (Scout), *PMR* (Youth Red Cross), Youth Cyclist Club etc. In addition, the peer educators also produced some IEC materials to promote road side safety i.e. short movie, comics, school's bulletin, graffiti, poster, songs. By conducting those activities, along with several radio talk show for road side safety campaign they were actively involved in campaigning as resource persons. The result of those training and cascades activities, both directly and indirectly, was increased knowledge and behaviour of the students as measured in the final evaluation and summarised in the below tables.

Indicators	Percentage			
	Primary School		Secondary School	
	Baseline	Endline	Baseline	Endline
% of students who report as using pedestrian bridge when coming to school	12	11	4	1
% of students who report as using school safety zone when coming to school	4	41	0	14
% of students who report as using zebra cross when coming to school	31	55	30	45

Unlike the other two indicators, one indicator on using pedestrian bridge does not show improvement. This is mainly because the selected schools for evaluation sample do not have pedestrian bridge, thus student automatically will answer NO for the questionnaire. Other project's indicator achievement particularly for students is shown in the table below.

Table 3. Project Indicators Achievement in Student

Indicators	Percentage			
	Primary School		Secondary School	
	Baseline	Endline	Baseline	Endline
% of students who can identify at least three key road risk prevention measures	74	75.6	84	85.6
% of students who report as always wearing helmets when delivered to school	26	66.8	40	68
% of students who report as always wearing helmets when picked up from schools	22	83.9	49	95

C.4 Parent Training

Parents have an important role in supporting changes in student behaviour in road side safety. Baseline data and assessment showed that 75% of children who once rode a motorcycle is allowed by their parents at the age of 10-14 years. Thus, the project also involved parents in road side safety training. They were parent's students and school committees of SELAMAT project's participating schools. The TOT trainings for parents were conducted in 14 hours and the material includes: 1) Children's development, parenting (positive discipline), 2) Road safety messages and safe riding, 3) Facilitation skills to promote road side safety messages. 240 parents from participating schools joined the ToT, which was directly facilitated by the project team, and attendees were considered parent facilitators.

1,878 parents received the road side safety knowledge from various activities conducted by the parent facilitators, such as 2-3 hours training parent sessions. These trainings gave impact to increase the knowledge of parents specifically in identifying 3 ways to prevent accidents from 27% at baseline to 96% at the end line survey. While the knowledge about reducing the risk of injuries in an accident increased from 2% to 98%. The trained parents also created social media forums in their community to disseminate knowledge about road side safety to a wider range of people. They use WhatsApp group as a channel to share knowledge on road side safety. Project indicator achievement in teacher and parent are show in the table below.

Table 4. Project Indicators Achievement in Teacher and Parent

Indicators	Percentage	
	Baseline	Endline
% of teachers who can identify at least three accident prevention measures for children	33%	73%
% of teachers who can identify at least three severity reduction measures for their children	0%	79%
% of parents who can identify at least three accident prevention measures for children	27%	86%
% of parents who can identify at least three severity reduction measures for their children	2%	98%

D. Intermediate Objective #4:

Increased Public and Local Government Awareness of Road Safety

The activities under IO#4 aims to strengthen awareness on the importance of road side safety issue to the public and local government, and build effective partnerships and collaboration with related stakeholders. The activities certainly were linked and cannot be separated from the activities under IO#1, IO#2 and IO #3.

Save the Children has conducted several campaigns and advocacy activities. Road safety campaigns were recognised by many as one of the most important ways of persuading road users to adopt safe behaviours. The project engaged in promoting road safety for the public and government agencies. Various activities such as participation in public activities have been done by Save the Children during the project period.

“The RSS activities are strongly needed by the government and community in Bandung. This is because there are multiple challenges encountered for the road safety, such as tradition. Therefore, changing the tradition can only be done through education such as those by Save the Children. They have promoted the use of helmet, pedestrian safety, riding safety.

Head of Bandung DTMO

Those activities included:

- Road safety campaigns in the moment of Global Road Safety Week every year on second week of May
- Annual road safety campaigns in the National Children’s Day in July

- Road safety campaign in the World Day of Remembrance for Traffic Victims every year on third Sunday of November
- Become resource persons at civil society organization events
- Become resource persons in promotion of road safety at government agencies event

Those campaign activities were not only conducted by gathering people in the public space, distributing the messages and drawing their attention, but also by means of media channels. Some media used included radio, newspapers and media-socials such facebook, instagram, whats up and you-tube. In order to reach public widely, Save the Children also developed some attractive campaign materials, for example stickers, leaflets, booklets, posters and videos. In the making of those materials, Save the Children also accommodated children's ideas, even involved their participation within the process such as making education and campaign's videos. The selected students became the actors and crews in those videos. There are one education and three short video campaigns which is containing three key messages namely Pedestrian Safety, Passenger of Motorcycle and Public Transport (angkot). Save the Children have directly and indirectly reached over 491,961 peoples through those serial campaign activities over the project period.

Save the Children had a partnership strategy to implement campaign activities. The project does not have MoU (Memorandum of Understanding) with local government and NGOs, but nurtured effective partnership which enabled activities to be implemented. Partnerships were developed with the District Education Office, District of Management Transportation, District Police Office, Ministry of Transportation and Civil Society Organizations. The contribution from stakeholders included the following:

- Office of Transportation of Bandung prioritized road safety as part of their activities which made them support the project such as appointment of special staff for road safety issues, and allowing the use of their meeting rooms for project activities.
- Pusjatan supported the project through provision of their resources (particularly staff expertise and meeting rooms used by project activities. Vice versa, Save the Children also provided children's input into Pusjatan work, such as for designing the Traffic Park.
- Ministry of Transportation, Bappeda of Semarang and District of Transportation of Solo (Central Java Province) invited YSTC/project staff to share their expertise for improving road safety in their program.
- Non-government stakeholders, universities/academics, private sectors and media have supported activities of RSS and collaborated to conduct joint trainings on road safety in Bandung. These included Red Cross/Palang Merah Indonesia, CAMOT (Prevention of children to ride motorbike), Budaya Disiplin Bandung, Road Safety Association-Bandung, Bike to School, Dharma Wanita (Women Association) of Bandung, Koalisi Pejalan Kaki (KPK/Pedestrian Coalition), Pramuka (Scout), Jaringan Aksi Keselamatan di Jalan (JARAK AMAN/Road safety network), Bandung Masagi (Program of DEO on Character Buidings), Children Festival 'Children Ask' (Festival *Anak Bertanya*) and Aliansi Jurnalistik Independen (AJI), Respiro, Astra Foundation, Taman Lalu Lintas Foundation, University of Maranatha Bandung, University of Indonesia (*ILUNI and LDFE*), Pikiran Rakyat FM, Pikiran Rakyat newspaper, El-Shinta FM, Sonata FM, Kompas Media Group, Bloomberg Initiative for Global Road Safety (BIGRS).

Along with the road side safety activities, to compliment improvements in the protective environments in schools and among students and teachers, Save the Children also intensively worked on direct advocacy for improved policies and policy implementation by local (district) governments. District governments are the duty bearers for local service provision in the decentralized Indonesian public sector. Thus by the end of project, 30 participating schools got the improved road side safety infrastructures that helped students to improve their behaviour on road safety.

The advocacy work of the project not only resulted in the increasing support on providing road safety infrastructures nearby schools but also on policy at the school level. It also drew private sectors and local government commitment to improve the road safety program in Bandung at the district level. For example the Astra Foundation opened an opportunity to fund teacher trainings, while the local government has a commitment to allocate funds and support venues for road side safety forum under Bappeda Litbang and Dishub.

Challenges and Lessons Learned

- Project team realized that there was a lack of knowledge and experiences on government ways of working particularly on school based road side safety issues. It might be because this issue was not yet a focus of Bandung City government, thus there was no particular government office assigned or acting as the sector lead. Therefore, an adequate stakeholder's role mapping and analysis need to be developed as one of main activities or prior to designing the project.
- Advocacy strategy for school based road side safety at project level has already been developed, however, it needs to be aligned with area and national level. Therefore, further effort is needed to formulate advocacy key messages and conduct further policy gap analysis at national and sub-national levels to leverage impact on a greater scale.
- Project learned that media campaign is particularly strategic, and there is need to collaborate with national level media both printed and online to spread road side safety messages to broader populations, especially by increasing the community awareness on school based road side safety issue as child protection aspect. Therefore, capacity of staff to engage local and national media for campaign need to be improved. Communication department can support the project by developing communication strategy and media engagement plan at the beginning of project.
- In the implementation phase, we identified the lack of knowledge of the public as road users on the function and usage of the road safety infrastructure near school such as school's safety zone. Unfortunately, the project has limited resources to reach people outside the schools. Therefore, involvement of non-government related stakeholders such as local media, business sectors, CSO's, and other relevant community's groups in project implementation is essential to ensure that the road safety issues will be considered as priority by the Bandung city's government. Besides, their involvement contributed not only to advocating the issues, but also enriching the technical knowledge for the internal staff, partners, government or beneficiaries. Working with them was also beneficial for community mobilization in the campaigns event and for strengthening the delivery of project messages to wider communities.
- Parent's role in making decision for their children at household level, can reinforce behaviour changes both for children and at family level. Education at the school level will not be effective in changing behaviour if parents do not have common understanding and are not being involved by the school. Yet, it was still challenging to enhance participation of student's parent at school activities. Lack of parent participation particularly fathers, needs to be improved as they are playing a key role at household level to make decision on the practice on road safety. Baseline shows that most children at young age learned how to drive motorcycle from their fathers. A program dedicated to change parent's behaviour is a must to prevent more children suffer from road crashes.
- The availability and updating of road safety data, studies and research, especially data related to aspects of knowledge, attitude and practice/behaviour (KAP) is still a big challenge to design road safety programs and to measure success and /or failures or

improvements achieved from a transport safety program. As policy development should be based on accurate data including data on traffic safety issues, it is difficult to find data related to traffic safety such as number of accidents, casualties, time of incident, and type of violation. Therefore, more research, studies on KAP and documentation of good practices regarding road safety data collection and program development need to be encouraged.

- Law enforcement by the relevant authority is one of the keys to success to strengthen and maintain sustain safety behaviour change in road safety. Law enforcement will be very difficult because the ratio of police to population numbers including motor vehicles is very unbalanced. This project was not possible to work alone to strengthen the law enforcement sector because it involves a police institution that has a chain of command at the national level, hence we need a strong and focused advocacy at the national level to develop more accountability of Traffic Police corps at sub-national and national levels.
- The project learned that the relevance and alignment of the project intervention with local government's priorities/ programs increased keys of government's support and engagement for the sustainability of SELAMAT program
- To ensure sustainability and scale up of the interventions, we learned that involvement of Head of Schools and School Supervisor is very important to maintain the approach to be more sustained at the school level as they are the decision maker.
 - School Principals are the most influential figures in any policy decisions at the school level, but there still is a room to optimize their involvement in the project primarily to ensure that the current approach has been undertaken by trained teachers, trained students or trained parents even after the project has ended. The improvement of their involvement in the activities is proven strongly to contribute to the sustainability of activities due to the support of policies and the budget in the annual school plan
 - Support from School Supervisors can also ensure that these schools have policies to include RSS activities in school plans and possible to scale up outside the targeted school.
 - In addition to influencing the budget policy in the school annual plan, the interventions will be more successful if there is reward /incentive mechanism in place to support the behaviour change, such as giving incentives and disincentive for those who do or do not perform traffic safety in the school e.g using motorbike for the student who not eligible age, do not use helmets when deliver to school or back to home. This mechanism should be applicable to all school student including teachers, principals and parents
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- The school-based road side safety project activities should emphasize the intervention to all the school communities: students, student's parents, teachers, school principals, school committee, school supervisors and community members near by the schools. The intervention was not only applied into school's activities (training, promotion and sensitization activities) but also became school's policy. The comprehensive nature of the intervention is a significantly support to the students' behaviour changes.

- Empowering students as the campaigner in the school through peer educator approach is effective to increase the road side safety awareness and influence behaviour changes among school children. This approach was important also to improve a child-participation, as one of the core principles in the Convention on the Rights of the Child (CRC) in the program implementation.

Conclusions and Recommendation for future work

By implementing four (4) intermediate objectives through collaboration with the local government of Bandung City and strengthening the school and student participation, the project has been able to positively change school-level behaviour and knowledge on road safety. The commitments from local government through local government funds has strengthened the provision of safety infrastructure near the assisted schools. Overall this project contributed to reducing number of accidents in 30 target schools in Bandung City by 70%.

Recommendations

- 1) Strengthening the technical capacity and mainstreaming road side safety into operational and programmatic work of Save the Children
 - a) Implementing the road side safety project with a child protection and public health approach gives the organisation a new positioning among the road side safety stakeholders. During the project period, Save the Children is recognized by many stakeholders as an organisation focusing on child-road side safety. Since road side safety is a new technical area there is a need for the organisation to enhance its capacity by improve technical resources/expertise on the technical area.
 - b) Considering the expertise' level of Save the Children and to improve effectiveness, Save the Children has to focus on specific sub-topic of broad issues of road side safety. It also includes the option between focusing more on advocacy or direct implementation. It was learned that media engagement as part of advocacy plan has potential to dramatically scale up the impact.
 - c) Save the Children has intensively conducted campaign activities on road side safety messages to wide communities through the RSS project, however it also requires internalizing of the road side safety knowledge to its staffs, including training on riding safety since many staff are motorcyclists.
- 2) Program Improvement
 - a) Based on the findings on initial assessment, it is important to involve the parent groups to improve the road safety knowledge and practices of the children. It is a need to have intensive activities to the parent groups, and has to be reflected in the activities as well as budgeting in the next similar project.
 - b) Since the project intervention are school-based, it is important to integrate it in to school mechanism which will encourage the reinforcement of behavioural change for future works.
 - c) To improve the program design, there is a need to involve all school's communities: students, student's parents, teachers, school principals, committees, supervisors and even communities around the school to support the program in the school's level. They could be involved both in capacity building and campaign activities. It is also important to educate other road users' around the schools so that they are also well-

informed on how to support the school's program, for example: the other road user should know the function of ZoSS that they will respect the pedestrian students.

- d) It is recommended by the evaluation, to add topic on safer travel speed, which is not fully being addressed in current training manuals or other IEC materials.
- e) SELAMAT Project has evidence on successful peer educator approach to implement road side safety, therefore for the next similar project it is important to involve peers and train them as educator for their peers. In addition, this peer-to-peer approach, will improve child participation, and effectively reach more children in and out of the targeted schools.
- f) Based on the stakeholder's inputs and the evaluation notes that there is a need to further explore possibilities for second phase with extended areas and expansion of outreach including training the community leaders on road safety.
- g) During the project, it is found that most of the respondents ride motorcycles without license. A comprehensive program and policies to demotivate children, and also parents, riding motorcycle is crucial because motorcycling is main source of road accident. In addition most parents allowed and trained children to ride motorcycle at very early age (8-12 years). A program dedicated to change this behaviour is a must to prevent children riding motorcycle. Government and police should prepare and implement strategies for preventing children ride motorcycle. These strategies includes minimizing motorcycle parking area in the school, frequent enforcement operation by the police and creating more burden to have a motorcycle like one house one motorcycle regulation or a progressive motorcycle tax. Changing attitudes of parents and communities is also crucial because children will tend to ride motorcycle if parents allow them and communities perceive it as a common practice. A pilot project in selected communities must be initiated. This pilot project must involves all actors in children road safety including local government units, teachers, children's, parents, communities and NGOs.
- h) More than half of the respondents go to school on foot. The government, society and teachers should protect them by improving walking facilities especially safe walk infrastructure and knowledge. Improving safe walk facilities and knowledge includes provision of sidewalk, zebra cross, crossing equipment like flag etc, and educating the children with safe walk knowledge. Government, polices, teachers, parents and civil societies must support and coordinates this effort.
- i) Capacity building for institutions is considered strategic. Therefore the evaluation recommends to prioritise integration of activities to enhance institutional capacity building. This include schools, District Education, Transport Management, Police Office and NGOs that are engaged in promotion of road safety.

- j) Encourage the District Education Office to put the road side safety awareness raising as part of life skill education and priority programs in the school's level.
- k) All stakeholders related with road safety for children including police, LGU, society, and NGO, should prepare and implement a strategy to improve road safety. It includes public campaign, provision and improvement of safety road infrastructure, and policy creation and implementation. The local government should revitalize the existing but inactive Road Traffic and Transport Forum (RTTF) or known as *Forum Lalu Lintas*. This forum is a melting pot of strategies from different actors to improve children road safety in Bandung.
- l) Similarly, Save the Children can build more strategic and long-term cooperation with Ministry of Transport to mainstream RUNK (national safety plan) among local offices at sub national governments. This include building linkage with Bina Marga's reporting system about accidents and road physical works.
- m) Appoint a lead agency for road safety, give it adequate resources, and make it publicly accountable.

Case Studies

Case of Naura (14): “we can also promote the children’s rights”

The peer educator had important roles to promote road safety in their school. SMPN 22 Bandung is one of the schools where the students who become peer educators had tons of creative idea in promoting road side safety. In 2017, the peer educators had the idea to make short movie as the media to promote road safety in their school.

“One of our friends got an accident in front of our school few months ago. He crossed the road in a hurry when a motorcycle come and hit him,” said Naura (14), one of the peer educators who is also the chief of student council in SMPN 22 Bandung. “This situation happened because some of the student didn’t realize what could be the impact if we didn’t act with discipline in the road,” added Aji (14), who acts as the producers, cameraman, and editor for the movie.

“We choose using creative and digital media to promote road side safety because these media were widely used by our friends, so it will be effective” said Naura enthusiastically. One year ago, Naura and Aji’s senior also made comic and wall magazine to promote road side safety. For them, short movie will be effective for this year project because they would like to have the movie based on a real story about their friend.



Naura looking at the camera for her acting



Behind the Scene

“Then we got the capacity building from YSTC partner about making a movie,” said Naura who also acted as a film director for the movie. After got the training, 10 students then did the pre-production, production, and post production process independently and eagerly. They did the casting, writing the scenario, and editing the movie which was later entitled “Regret”. “We are only 10 people, so each person has double or even triple job, we did behind the scene and at the same time also became the actor/actress. But we find it was fun and we really enjoyed it,” said Naura.

“We’re so happy. After the full movie was on the screen, we got various appreciations from our friends and teachers. I feel our hard work is paid off,” said Naura proudly. “What make us happier is they not only commented about our acting but some of them told us that they have just realized the importance to be

careful and discipline when crossing the road,” added Naura.

They put the movie on YouTube and more than 800 viewers had watched it (could be accessed on https://www.youtube.com/watch?v=V_QZ3pPOYdE).

“After the movie was released, we became famous in school and can influence the good things in school. What can be happier than that,” said Naura. The peer educators committed to influence other good things in school. “Besides children’s rights in road safety, I hope we can also promote the children’s rights in other aspect as well,” closed Naura.

Case of Rohimat (38): “Road Safety is a part of Children Character Building”

Every day, minimally 500 children in one school have to be in the road, either they use private or public transportation. For Rohimat (38), the importance of roadside safety is not negotiable. The safety route for children to go to school is everyone responsibility; parents, road-users, and the teachers. Therefore, as a teacher in SD Tunas Harapan that already got the training from Yayasan Sayangi Tunas Cilik partner of Save the Children, Rohimat initiated the teachers training for other teacher in Bandung Kulon Sub-District. In total, there were 35 schools in this area (27 elementary schools, 5 junior high schools, and 3 senior high schools). “Basically, the schools in this sub-district are located near the highway, so it is necessary for the teachers to be well-informed and well-educated about roadside safety,” said Rohimat.

On the first training, Mr Rohimat invited the teachers who teach grade 1st, 2nd, and 3rd through the teacher association secretariat and disseminated about roadside safety. “What make me happy is that the participants have the positive response. They are very positive and eager to follow all the training,” said Rohimat. On the next round, Rohimat also planned to have the training for teacher in grade 4th, 5th and 6th. “They keep asking me as the representative of teacher association about when they will get the training so they can educate their students,” Rohimat added.

“School must be the safe place for children to get a quality education, and roadside safety education can become one of the ways to build children character,” said Rohimat. For him, the choice in the road is only two if we are not discipline, it could be self-harm or cause others harm. “So discipline in the road has to be everyone responsibility. Our hope is there will be Zero Accident,” said Rohimat.

“I heard so many times, don’t let your life to be stuck or your future to be ruined only because our careless behavior in the road. The cost to buy your child a helmet is much cheaper than their future that possibly ruined because they don’t use helmet in the road,” added Rohmat.

Rohimat hopes the messages for roadside safety could be promoted wider, not only to the educated people but also to the other community organization. “I have 2 children who are at 6th and 2nd grade. Both of them go to the same school in SD Tunas Harapan where I also become a teacher. I never carry both of them in one motorcycle because one motorcycle is only designed for two people not three people,” explained Rohmat.

Every school day, Rohmat will carry his little child to school by motorcycle, when his oldest daughter uses public transportation. “We show the parents what the right things to do. I hope this simple behavior can build the character of our children, when the discipline in the road can become their habit,” closed Rohimat.



Rohimat in front of teacher association secretariat

Pictures of Project Activity

Intermediate Objective #1: To Increase Knowledge of School Based Road Safety in West Java



Traffic situation near by the school was captured in the initial assessment gave the basis to develop the project intervention



Training for enumerator conducted to prepare the baseline survey of road side safety project



An enumerator took data from the teachers in one of participating school



Baseline survey result was disseminated to related stakeholders in Bandung city and participating schools

Intermediate Objective #2: To Improve Physical Road Safety Infrastructure Near Schools



Children workshop was conducted to assess the road safety infrastructures near by the schools involving the perspective and ideas of the students



Based on the assessment, the project provided minor road side safety infrastructures near by the participating schools such as zebra-cross



<p>YSTC in collaboration with DTMO handed over some equipment to the schools to increase the student's safety, e.g water barriers, traffic cones, hand-signs etc.</p>	<p>The school utilized the infrastructures and equipment to improve the student's safety, for example safety crossing the road use the zebra-cross and assist by the trained school patroller and parents</p>
<p>Intermediate Objective #3: To Improve Knowledge and Practices among Students, Student's parents and Teachers</p>	
	
<p>The teachers were trained to use the training module to teach the students on road side safety topics (YYYY/M/D)</p>	<p>The teachers also were trained to be able deliver the road side safety topics by integrating/inserting into class subjects</p>
	
<p>The trained teachers delivered the student training on road side safety using fun methods in the outdoor class</p>	<p>In additional learning the theory, the students also brought to directly practice the safety theory in the road, such as how to safely cross the road</p>
	
<p>The selected parents from 30 participating schools were trained to be facilitator to promote program road side safety in the school level</p>	<p>The trained parents conducted dissemination session to other parents to promote road side safety messages in the school</p>
<p>Intermediate Objective #4: Increased Public and Local Government Awareness of Road Safety</p>	



#Savethechildrenwithhelmet, a road side safety campaign in the car free night in the Bandung City was conducted in the global moment of world day of remembrance for traffic victims 2015



A student participated in the “drawing and coloring” competition with road side safety theme in the project’s campaign aligning with National Children Day



Seminar on parenting with theme road side safety, was one campaign activity conducted by the project to target parent group



Another seminar of road side safety was implemented as part of advocacy the children-road side safety issues to local government

Financial Update

A financial report is attached to this narrative and shows that project funds were spent 100% and within line item restrictions.