



**ROAD SAFETY
FUND**

Primary donor:



Safe Schools South Africa – Pilot Project



Background

Across the globe, motor vehicle collisions represent the leading cause of injury-related fatalities accounting for nearly 1.3 million deaths and approximately 50 million non-fatal injuries per year¹. A large proportion of these injuries and deaths occur in low- and middle-income countries, including South Africa. Furthermore, a large proportion is children, particularly child pedestrians. According to recent research from the Global Burden of Disease, road traffic injury is the number one case of death for children aged 5-14 and young people aged 15-29 globally.²

Available data for South Africa points towards the vulnerability of child pedestrians to road crashes. For instance, road crash data from 2003 indicate that child pedestrians between 6-12

¹ World Health Organisation Global Plan for the Decade of Action for road Safety 2011-2020. Available at http://www.who.int/roadsafety/decade_of_action/plan/plan_english.pdf Downloaded on 6 February 2013

² Institute for Health Metrics and Evaluation the Global Burden of Disease from Motorised Road Transport, March 2014 <http://www.healthdata.org/policy-report/transport-health-global-burden-disease-motorized-road-transport>

years accounted for 17% of pedestrian road crash casualties in Cape Town³. More recent data for the entire Western Cape Province indicate that in 2007, 31% of pedestrian road crash fatalities were children aged 17 years or less, and 16% children aged 10 years or less (Vanderschuren and Jobanputra, 2010)⁴. International literature suggests that most crashes occur within 2km from the home of the victim and are caused by speeding. The 2 km radius means that most crashes occur within residential neighbourhoods which are amenable for interventions like traffic calming. Traffic calming involves measures to reduce speed and/or volume of traffic where appropriate.

According to Carver et al (2008)⁵, this concept evolved from the design of the Dutch 'Woonerf' or 'street for living' which promoted the co-existence of pedestrians, cyclists and vehicles. An example of traffic calming is the adoption of a two-tiered approach in residential streets to manage the flow of traffic by authorities in some European countries like the Netherlands, Germany and Denmark. The first tier consists of 30 km/h residential zones and the second consists of streets with speed limits of 15 kms/hr. or even lower. Streets in the second tier zones are designated and clearly marked as areas where children play (Tranter and Doyle, 1996)⁶.

Safe Schools

The envisaged Safe School project aims to reduce child pedestrian injuries and deaths in South Africa by introducing the International Road Assessment Programme (iRAP) star rating of schools concept to guide both interim small infrastructure improvements and encourage long term sustainable investment in safety by government. Infrastructure assessment and improvement will be combined with high quality road safety education, designed by Sesame Workshop, and community and policy engagement.

Due to the large concentration of children frequently exposed to vehicles and the inherent risks that children encounter on the roads around the school, this initiative will focus on assessing safety in school zones, conducting interventions, evaluating the results and sharing what is learnt with the rest of the world.

Childsafe South Africa has selected four schools that can be used as an example for other schools, governments and organizations working to improve safety by demonstrating the impact of a systematic, effort to improve safety for children on the roads around the schools. The four proposed schools which we have selected for the implementation of this project are: Of the four selected schools, intervention measures will be undertaken at only three of the four schools and one will be used as a control school for monitoring and evaluation purposes.

- Sivile Primary School in Kwezi Park, Khayelitsha
- Imbasa Primary School in Old Crossroads, Nyanga
- ACJ Pakade in Nomzamo, Strand
- Isikhokelo Primary School in Site C, Khayelitsha (control school)

³ City of Cape Town (2003) City of Cape Town Transport: Traffic accident statistics 2003. Cape Town: Directorate Transportation and Traffic, City of Cape Town.

⁴ Vanderschuren, M. and Jobanputra, R. (2010) Phase II: Baseline Study. Safely Home project report, University of Cape Town.

⁵ Carver, A., Timperio, A. and Crawford, D. (2008) Playing it Safe: The influence of neighbourhood safety on children's physical activity-A review, *Health and Place*, 14, 217-227.

⁶ Tranter, P. and Doyle, J. (1996) Reclaiming the residential street as playspace, *International Play Journal*, 4. 81-97.

Project Components

The project will consist of 5 components:

- 1. iRAP road safety assessments and safety star ratings** – to evaluate the pre-project safety of the local road network and provide a star rating to show relative road risks for different classes of road users; to provide a comprehensive menu of costed countermeasures and estimated injury reductions; to advocate to policymakers for sustained investment in child road safety.
- 2. Small scale infrastructure improvements** – guided by the iRAP star ratings the project consortium will implement some low-cost road design and traffic calming improvements to protect children on their route to and from school. All improvements will be carried out in partnership with relevant local authorities;
- 3. Teacher/community training and child education** – in partnership with Sesame Workshop and Childsafe South, the project consortium will research and develop attractive and effective road safety training materials, deliver this in-school with training for teachers and classes for children;
- 4. High-visibility clothing** – children at the participating schools will be provided with locally sourced reflective tracksuits to increase their conspicuity to traffic on journeys to and from school;
- 5. Monitoring & Evaluation** – all components of the project will be rigorously evaluated by their lead implementer. The Safety and Peace Promotion Research Unit (SAPPRU) of South Africa's Medical Research Council will be responsible for overall measurement of behavioural change and traffic injury reduction arising from the project.

Duration

This is the first phase of the pilot project. It will be undertaken in Cape Town for one year.

Project Manager

The lead project manager will be Childsafe South Africa, a campaign of the Child Accident Prevention Foundation of Southern Africa (CAPFSA) and a member of Safe Kids Worldwide. It was established in 1978. The vision and mission of Childsafe is to create a safer world for children through promoting optimal health and development of all children in South Africa. The organisation aims to reduce and prevent intentional as well as unintentional injuries of all severity through three main pillars: Research, Education and Advocacy.

Stakeholders and partners

Primary Title Donor: Janssen Pharmaceutical Companies of Johnson & Johnson, facilitated by the Road Safety Fund

Secondary Donors: FIA Foundation; IVECO, WorleyParsons

Advocacy and campaigning:

Led by: Zenani Mandela Campaign, Zoleka Mandela and Mandela family.

Primary Participants:

Childsafe South Africa (a member of Safe Kids Worldwide)

International Road Assessment Programme (iRAP)

Sesame Workshop

The Global Road Safety Partnership South Africa

The Department of Community Safety: Directorate of Road Safety Management

Road Traffic Management Co-operation

Secondary participants:

The Provincial Department of Transport

The Provincial Department of Education

The Provincial Department of Health

Research Monitoring and Academic Evaluation

Safety and Peace Promotion Research Unit (Medical Research Council)