Third United Nations Global Road Safety Week
04-10 May 2015

3rd UN Road Safety Week Celebration

RTi Research Center Report
July, 2015
Celebrating UN Global Road Safety Week in Bangladesh

RTi: Report on UN week celebration

Editor
Engr. Arif Uddin
Dr. Kamran ul Baset
Dr. Salim Mahmud Chowdhury
Mr. Jasper Vet
Dr. Martijn Thierry
Prof. Dr. Md. Mazharul Hoque
Prof. Dr. AKM Fazlur Rahman

Supported by
Safe Crossings, The Netherlands

Courtesy
Mr. Kazi Burhan Uddin
Ms. Asma Ul Hosna
Engr. Mehadi Rabbil
Md. Anwarul Islam

Publication
Centre for Injury Prevention and Research, Bangladesh (CIPRB),
House- B/162, Lane- 23, New DOHS, Mohakhali, Dhaka-1206

July 2015
Every day more than 500 children lose their lives in traffic crashes globally. Thousands are injured. During the Third UN Global Road Safety Week attention was drawn to the urgent need to better protect the safety of children on the world’s road, using the slogan #SaveKidsLives.

In Bangladesh, RTi Research Center of CIPRB in collaboration with Safe Crossings, the Netherlands observed the week to draw the attention of the policy makers about the burden of the problem in Bangladesh and develop simple, low-cost interventions to address this. Throughout the week (4-10 May 2015), various comprehensive program has been organized. The following activities were carried out as part of the UN Road Safety Week celebration.

The program is a combination of low cost highway interventions (speed humps, rumble strips, bus bays, retro reflective paint and signs) and a practical training program for vulnerable road users like school children, pedestrians and CNG drivers.

On May 9th an Inauguration event was organized in Nilkuthi as this was the first project location where all interventions were implemented.

Since 2013, Safe Crossings and CIPRB are implementing an integrated road safety program on the N2 highway in Bangladesh. This road – called the world’s deadliest road by international newspaper The Guardian – contains many sections where children have to use or cross the road to get to and from school.
Next to representatives of CIPRB and Safe Crossings, the Chief Engineer of Roads and Highways Department, Bangladesh (RHD) Md. Feroz Iqbal, attended the program as honorable chief guest.

Prof. Dr. Md. Mazharul Hoque form Bangladesh University of Engineering and Technology (BUET) headed a group of national road safety experts that joined the celebration and chaired the roundtable discussion that was organized during the event.

Md Feroz Iqbal gave thanks to CIPRB and Safe Crossings for taking the initiative and expressed his intention to replicate the project in other highways gradually.

Professor Mazharul Hoque mentioned that the pilot has already borne fruits as in the last five months there has been no fatal road crash while in 2014, 12 people died at these locations as result of road crash. He added that this was also the result of involving local people, especially the drivers and pedestrians, and encouraging them to follow traffic rules.

Prof. AKM Fazlur Rahman, Executive Director of CIPRB, hoped that this project would be a start of a larger roll out and called for a further co-operation between government and private organizations to prevent road crash in the country.

Mr. Jasper Vet, Director of Safe Crossings, emphasized the big difference that these projects make to the people living close to roads and the responsibility we all have to make roads safer for all users. Meanwhile the project has got tremendous media attention all over the country.
On May 6th the *Safe Child Pedestrian Training* – a practical training for school children between 6 and 9 years old – was officially started in Nilkuthi.

Teachers of the selected schools received training on road safety and are now teaching school children practical lessons on how to behave safe in traffic. As part of the training children go to the road and practice the lessons learnt under supervision of their teachers.

A one-day *School Safety Program* was organized in one of the largest schools in Nilkuthi.

After providing basic road safety messages to all students, a drawing competition with the theme ‘road safety’ was held where sixty students participated. The three best drawings were awarded with a prize. Holcim, one of the leading cement companies in the world sponsored the program. Mr. Kwang Se Chung, vice president of Holcim attended as chief Guest.
Advocacy Meeting and Rally

With key stakeholders in the local communities, *Advocacy Meetings* were organized to increase their involvement and obtain their ideas for road-safety. Local influential persons like political leaders, religious leaders, teachers, local market representatives and the president of the drivers association came together to discuss ways to improve road safety for children in their community.

All the participants made a commitment to save children lives from road crashes. The meeting was followed by a rally in the village to highlighting the importance of road safety.

Video Show

A major attraction of the celebration of Road Safety Week was the video shows organized for students.

Children enjoyed the video, which dealt with different road safety topics.

Both before and after the video show discussions were held with the students about road safety. At the end of the session, all participants made a pledge to become a safe pedestrian.
School Safety Program

Contact Details

Road Traffic Injury (RTi) Research Centre  
CIPRB, House No: 162/B, Lane: 23, New DOHS, Mohakhali,  
Dhaka-1206 Bangladesh  
Tel: + 88 (0) 258814988  
Email : roadsafety@ciprb.org  
http://www.ciprb.org/centres/rti-research-centre