



**ROAD  
SAFETY  
PROGRAM**



**Be Safe. Be Smart. Be Seen**

# **ROAD SAFETY AWARENESS PROGRAM IN BANGLADESH 2019-2020**





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## PREFACE

Road Safety is the set of terms and conditions for all road users. It is directly related to a safe life. Road safety is a serious issue and it should be considered with strong efforts to curb road accidents and save lives. The measure undertaken in order to prevent road accidents and ensure safety is all about but should it not be that everyone on reading should be mindful of safety. Ironically it is not the case and hence the need has come to discuss road safety.







## GLOSSARY

BRTC	= Bangladesh Road Transport Authority.
CBO	= Community Based Organisations.
URSC	= Upazila Road Safety Committee.
TSU	= Technical Support Unit.
TRL	= Transport Research Laboratory.
TNO	= Thana Nirbahi Officer.
STC	= Student Traffic Cadet.
RTI	= Road Traffic Cadet.
RS	= Road Safety.
NRSSAP	= National Road Safety Strategic Action Plan.
NMV	= Non-Motorised Vehicle.
M&E	= Monitoring and Evaluation.
IEC	= Information Education and Communication.
RSPAC	= Road Safety Public Awareness Campaign.
LGED	= Local Government Engineering Department.
CRSG	= Community Road Safety Group.
BBS	= Bangladesh Bureau of Statistics.
ADI	= Approved Driving Instructor.
CODES	= Crash Outcome Data Evaluation System.
NPSP	= National Priority Safety Program.
TSI	= Transportation Safety Institute.
VMT	= Vehicle Miles Traveled.
DRSC	= District Road Safety Committee.





## GROUND

Road traffic crashes are a routine occurrence on roads through the world. Thousands of people lose their lives on the roads everyday. Millions more are left with disabilities or emotional scars that they will carry for the rest of their lives. Children, Young and adults are among the most vulnerable.

Road accident means an accident which occurred originated on a way or street open to public traffic resulted in one or more persons being killed or injured and at least one moving vehicle was involved. A road accident is any injury due to crashes originating from terminating with on involving a vehicle partially or fully on a public road. It is Projected that road traffic injuries will move up to the third position. Globally 1.2 million people were killed and 50 million injured in traffic collisions on the roads around the world. The standard measures used in assessing road safety interventions any fatalities.

So this writes up is basically aimed at creating awareness by highlighting the fundamentals of road safety.





## PURPOSE

The ultimate goal of each road safety awareness program is to reduce the number of crashes and casualties. Therefore the crash reduction could also be considered as the ultimate evaluation criterion for the effectiveness of road safety awareness programs.

## SUBSTANCE

"Velocity Thrills but kill" despite having so many accidents every day. People want to accelerate their daily routine. There has been such a terrible environment due to a lot of accidents on the road of Bangladesh that now all this is seen as a big concern for road safety management. Road safety on road accidents like how many people were injured and how many deaths occur and think of many ways to reduce them. On each road, the accidents are reported and the data related to accidents is also collected and these data are also reviewed. Due to very less information, the implementation of remedial measures on the basis of these reports are also not possible. The cause of the accident is "Unsafe conditions or Unsafe acts". Which is due to the condition of the road or due to the driver's positions. This program shows that the public and drivers are still not aware of road safety and this improvement road safety program has highlighted the lack of road safety awareness.





## ROAD AND TRAFFIC

Total Networks of roads in Bangladesh is 21,118 kilometers. It is one of the large networks. The roads are classified as:-

1. National Highway.
2. Regional Highway.
3. District roads.

At least 7855 people were killed and 13330 others injured in 5516 road crashes across the country in 2019. According to a platform working for passenger welfare. It means more than 21 people rest their lives on roads each day. The total number of registered motor vehicles in Bangladesh 40,12,131 as of June 2019.

An accident is an incident occurring unexpectedly and unintentionally. It is occasioned by human negligence. Every road accident is an avoidable happening. Road management is another serious problem faced by road authorities. Certain elements of residents living beside roads incur damages to it. Its furniture drainages etc hindering traffic flow and deteriorating road safety. Occupation of carriageway and road shoulders by hawkers, shops, hats/bazaars parked vehicles in repair maintenance. Sometimes leaking petrol/lubricant, blocking drainage facilities by dumping the garbage. Stealing of traffic signs etc are frequent due to lack of ownership and the sense that roads are built for communities benefit.





## TARGET BENEFICIARY

Those who will benefit from over road safety campaign. Here the beneficiaries can be divided into two parts.

- i. Direct
- ii. Indirect

### i. Direct beneficiary people:

Direct beneficiary people are driver, rickshaw puller, students, passenger, shop, seller, and pedestrian people.

### ii. Indirect beneficiary:

Indirect our family, neighbor beneficiary. The families of those who are directly involved in our program will be able to know it overall We, our family and all Bangladeshi people are benefiting from our road safety program.







## ACTIVITIES OF THE CAMPAIGN HAVE GIVEN BELOW

The necessity of using appropriate information educations and communication materials for road safety campaigns.

### FLIP CHART

The flip chart having colorful pages provides information and instruction on road vocabulary types and parts of road safe working and crossing rules use of road safety facilities. Flip chart is very useful to help evaluators work in the field with rural people. The Flip charts were distributed to educational institutions and roadside people it also handed transport passengers. Flip chart is also is given Upazila road safety office.







## REFLECTIVE STICKERS

Reflective labels are printed on a silver-based stock. When light is shined on reflective stickers or decals, the sticker will bounce the light. The sticker or decal is glowing. For making rickshaws visible at night, a honeycomb reflective sticker can be used.



## MULTIMEDIA VIDEO TRAINING EQUIPMENT

Multimedia technology has been exploited often for improving teaching and learning videos are a tool for engaging the verbal, visual, and musical intelligence of the people in the learning process, especially in the self-learning process. For making films on road safety and awareness making song, writing the safe driving song.









## ACCIDENT DUE TO DRIVERS

Some accident causes are happening for drivers are given below:-

1. Not Having an idea about the road sign.
2. Carrying passengers on the roof of the vehicle.
3. Lack of training on road safety.
4. Driving with mechanical defects.
5. Using a mobile while driving.
6. Ignorance about safe road use.
7. Not driving under control all the time.
8. Driving by untrained person.
9. Overtaking.
10. Carrying Extra Goods.
11. Drive Fast.
12. Defective road and design.
13. Not Followed traffic rules.
14. Unauthorised license holder.







## SHORT FILM ON ROAD SAFETY

Educational road safety short film. These short films have been used to convey road safety messages. The messages of these short films are about safe driving, safe walking, road crossing rules, and to discourage street-side vendors from encroaching the road. Children are easily attracted to the imaginative and entertaining aspects of video/film. Pathway produced a road safety short film to provide road safety education on television. Those films were produced that focus on essential knowledge for using road safety.







## ROAD SAFETY EDUCATION FOR STUDENTS

Road Safety education is very much essential in today's Bangladesh as road traffic is becoming increasingly busy years ago. It was safe for your child to travel on the road without a care. There are more cars, scooters, motorbikes, buses etc on the road. Road safety posters are installed in classrooms and practical demonstration classes on safe crossing and walking are organized at schools. Students are encouraged to share their gained with new knowledge with the parents, neighbors, and relatives.





## INSTRUCTIONS FOR RICKSHAW PULLERS AND MOTORCYCLE DRIVING

The rickshaw is a three-wheeler non-motorized vehicle and a very common mode of transportation in Bangladesh. Pullers of these vehicles are mostly illiterate, untrained, and unaware of traffic rules. The rickshaws have no lights compromising its visibility at night.



## ROAD SAFETY GAMBHIRA

Gambhira Song and dance held to raise road safety awareness. These are held at major growth centers and bazaars. The audience is involved in demonstrate the road safety message delivered during the show and a discussion is held afterward.







## ROAD MARCH, RALLY DISCUSSION

Road safety refers to the method and measures used to prevent road users from being will on seriously injured. Typical road users include cyclists, motorists, vehicle passengers on-road public transport.



## DOOR TO DOOR CAMPAIGN

Door to door is canvassing techniques that are very helpful for people to realize the road safety. The good option is to reach these people at their houses and shops at the side time and convey road safety messages to family and customers of sharps and possible.





## ROAD SAFETY SEMINAR

The seminar on tackling main causes, fatalities and injuries in Bangladesh to achieve road safety targets of the sustainable development goals was held to share experience on road safety, speeding, alcohol and drug-impaired driving. Road safety seminar is an important part of our campaign program. There are many people who were present in our seminar. Our honorable guest TIB chairperson Sultana Kamal, BUET assistant prof. Kazi Md Shifun Newaz, Ex-minister Shahjahan Khan, Bangladesh labour federation secretary M. Osman Ali etc. was present in our seminar.







## ROAD SAFETY MEDIA COVERAGE

Social media is very important for society. It is very helpful to our people. Social media is connected to the upper-level and lower-level people. Media is a powerful tool to instigate publicity which creates awareness as well as changes individual opinions. PATHWAY uses social media to work closely with the government on road safety. Social media is one of the best ways to raise road safety awareness programs.







## COMMUNITY ROAD SAFETY

Community road safety is based on the idea that people living in a particular community are best placed to know what the local road safety issue is. Community road safety groups can play an important role in creating a culture of road safety. They can take action so that the community is better informed, safer behaviors are encouraged, and neighborhoods, shopping areas, and community hubs are safer. They can influence decision-makers to consider safety outcomes for example in the development proposal.



## INFORMAL EDUCATION

One last thing to take into account is that the approaches illustrated above can be put to good use beyond trying to influence the behavior of the target audience themselves. To maximize their potential impact, one might look beyond the principal targets of the message. Indeed we do not just learn traffic behavior from formal education and campaigning. Rather a lot of what we learn comes from our experiences and what we observe in others. Therefore, it might be worthwhile to look not just at how we might influence the initial elements of a campaign. But also at how these recipients might further influence others around them. We will stipulate that it would take some form of protesting to see it if is possible to obtain such indirect results by means of a road safety campaign.





## COSTING

We have some expenses for this road safety campaign. The campaign has cost 175000 Taka.

## COORDINATION AND LINKAGE

The Campaign activities were carried out by BUET assistant prof. Kazi Md Shifun Newaz, Lef. Colonel Mir Md Motaher Hasan, DTC Chairman Nurnobi Shimu, actress Simon Sadik, Irin sultana, Traffic police, Hospitals , NGOs etc involved in this Campaign.





## COMPLETION

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Expectant, with this article. we accomplished what we set out to do and that is to provide some inspiration for the future of road safety the campaign, whatever this is ultimately achieved by having a good hard look at methods that are already widely implemented or by turning to new and alternative ways to influence road user behavior. Most Importantly and we cannot stress this enough is that any forays into selling up road safety. Campaigns are formally and through evaluated. Because as they say, the proof is in the pudding and the careful presenting and evaluating of these and other approaches are the only way to determine whether the pudding is worth having.





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