

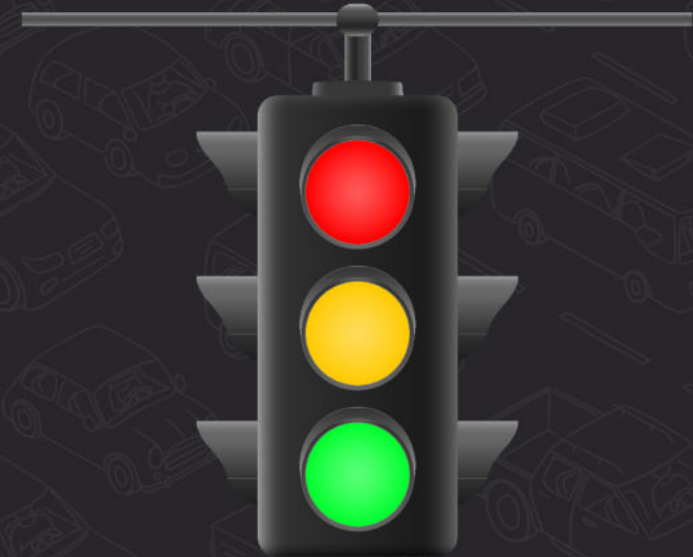
Road Safety Awareness

Campaign Report

2024

April - June

In Collaboration with **United Way Mumbai & HSBC**



Project Overview



From April to June 2024, Youngistaan Foundation, in collaboration with United Way and HSBC, launched a comprehensive Road Safety Awareness Project. This project focused on educating children and adolescents about road safety through a multifaceted approach that covered behavior, skills, rules, and infrastructure. The goal was to improve safety and quality of life by instilling key road safety messages at various levels—personal, school, street, and neighborhood.



The collaboration successfully educated children and adolescents about the importance of road safety, helping them become better equipped to navigate roads safely. This project aimed to create a safer community by embedding essential road safety knowledge and practices into the daily lives of young people.



Empowering communities with essential road safety education—engaging children through interactive sessions, practical drills, and protective gear distribution for a safer life.



Significance



India's road safety statistics are alarming, with the country leading globally in road accident-related deaths. Every hour, 17 people lose their lives on Indian roads, and road crashes cost the nation ₹4.07 lakh crores annually. Tragically, 25 children die each day due to road accidents, with over 10 lakh people having been killed in such incidents over the past decade.

Globally, 700 children die daily from road accidents, with 25 of these deaths occurring in India. Despite being a highly vulnerable group, children's safety is often overlooked in road safety measures. This initiative addresses this critical gap by providing targeted education and resources to children, enabling them to navigate roads safely.

17

people die every
hour

25

children die each
day, in India due to
road accidents

700

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from road accidents,
globally.

Target Beneficiaries



Grade Levels - 5th to 8th

Age Range - 10 to 14 years old

Types of Schools

- Government schools
- Private schools
- Public schools
- Low-income institutions

of Schools: 13 different schools

of Teachers Trained: 12 schools

Inauguration of the Project

At the event, representatives from United Way Mumbai, Traffic Police Inspectors Puli Yadagiri and Bala Krishna Goud, and the Founder of Youngistaan Foundation, Arun Yellamaty, were in attendance.



Project Implementation



This summary outlines the actions taken in each phase to engage and educate participants on road safety.

ACTIVITY	DETAILS
Partnership Development	We collaborated with United Way Mumbai and HSBC and established connections with Traffic Police Inspectors and school management to support the project.
Awareness Sessions	We conducted sessions to demonstrate the critical need for road safety education . Informed children, teachers, and parents about the specific dangers children face on the roads.
Distribution of Materials	Provided materials covering traffic rules, pedestrian safety, and the responsibilities of road users. Distributed helmets to children , stressing the importance of protective gear.
Interactive Learning Sessions	Organized supervised practice sessions, mock drills, and interactive exercises. Enabled participants to apply theoretical knowledge in real-world scenarios, reinforcing safe behaviors.
Peer Education & Demonstrations	Encouraged children to share their understanding of road safety through presentations and demonstrations. Built a culture of safety awareness among students through peer education.
Teacher Training	Conducted training sessions for teachers called "Armour Up" at 13 schools, equipping them with the knowledge to continue road safety education. Enabled teachers to share personal experiences and engage students in activity-based learning.

Our Approach



The Road Safety Awareness project was rolled out with an engaging and hands-on approach that captured the attention of our beneficiaries and made learning about safety both fun and practical.

Our volunteers involved them in practical activities rather than just theoretical learning. This method, which focused on learning by doing, allowed participants to interact directly through demonstrations, practice sessions, and real-world applications.

The project was divided into four key activities:

SENSITIZE

Raising awareness about the importance of road safety among all participants.

EQUIP

Providing the necessary tools and knowledge for safe road usage.

PRACTICE

Offering hands-on practice sessions to apply the learned concepts.

DEMONSTRATE

Allowing participants to show what they know through practical demonstrations.

This approach helped everyone involved (children, teachers and parents) gain a comprehensive understanding of road safety.



Sensitize

To start, the project involved children, teachers, and parents in interactive sessions about road safety. Working with local traffic police and school management helped show the importance of the program and encouraged community participation.

The awareness sessions focused on the dangers children face, explained traffic rules, and stressed the importance of staying alert and responsible. Visual aids and discussions were used to make the sessions more engaging and effective.



Equip

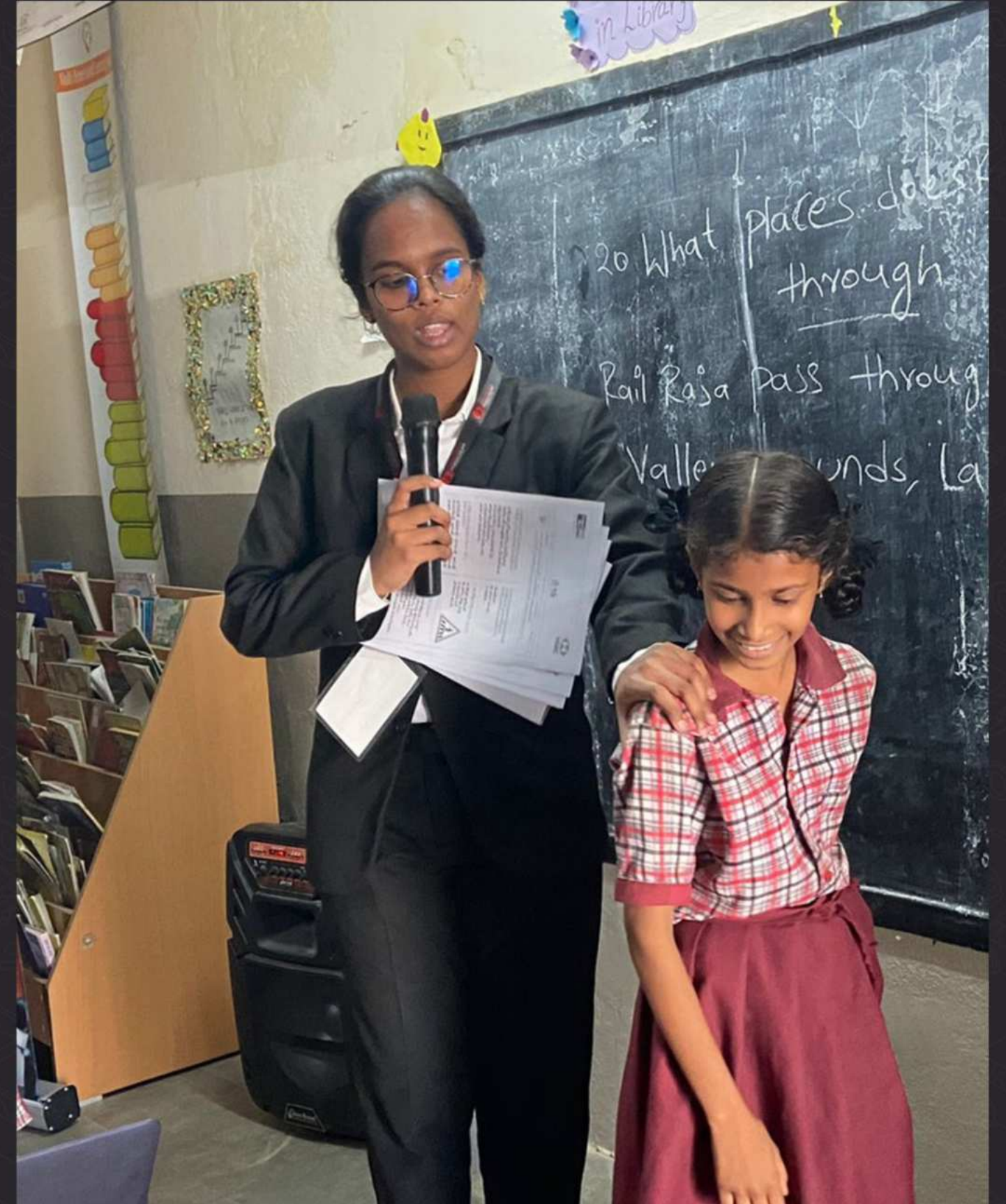
Educational outreach was a key part of the project. Participants received comic books about traffic rules, pedestrian safety, and road user responsibilities. Trained volunteers conducted sessions to teach children about safe road practices. Helmets were given to the children to show them the importance of protective gear, along with lessons on how to wear and maintain them. Demonstrations showed how helmets can prevent injuries.





Practice

The project included supervised practice sessions for children, teachers, and parents. They applied their knowledge in real-world scenarios through mock drills and interactive exercises. These activities simulated crossing streets, understanding traffic signals, and responding to road hazards. This made learning fun and helped build quick and appropriate responses to potential road dangers.





Demonstrate

Children were asked to show what they learned about road safety through presentations and demonstrations.

These activities helped them understand the topic better and allowed them to teach their friends, spreading the knowledge within the community. This way, more people became aware of road safety, creating a larger impact.





By equipping teachers with vital road safety knowledge and tools, we helped them guide students towards safer behaviors, ultimately shaping a generation that valued safety and contributed to a safer world.



Teachers' Training Overview

The training sessions for teachers were designed to be interactive, incorporating activities, videos, and the use of detailed data sheets. The data sheets provided an overview of key Road Safety concepts and statistics, allowing teachers to better understand and teach road safety principles.

Key Topics Covered

PERSONAL SAFETY

Enhancing awareness of safety precautions and actions to ensure personal well-being.

ROAD SAFETY KNOWLEDGE

Improving the understanding of road safety measures and their importance.

ROAD USER BEHAVIOR

Encouraging responsible behavior among road users to reduce accidents.

TRAFFIC RULES

Improving the understanding of road safety measures and their importance.

INFRASTRUCTURE AWARENESS

Awareness on how infrastructure improvements contributes to road safety.

Good Samaritan Law – This law exists in India, but awareness is low. The sessions stressed the importance of citizens' knowledge and responsiveness during emergencies, especially in providing post-crash care during the 'golden hour.'

Post-Session Monitoring & Evaluation

After the training sessions, several key monitoring and evaluation (M&E) strategies were discussed to ensure the sustainability of the program's impact. These included:

HELMET USAGE MONITORING

Teachers were encouraged to monitor and promote consistent helmet use among students, particularly those arriving as pillion riders. Ideas such as regular helmet checks and classroom discussions on helmet safety were explored.

POSITIVE REINFORCEMENT

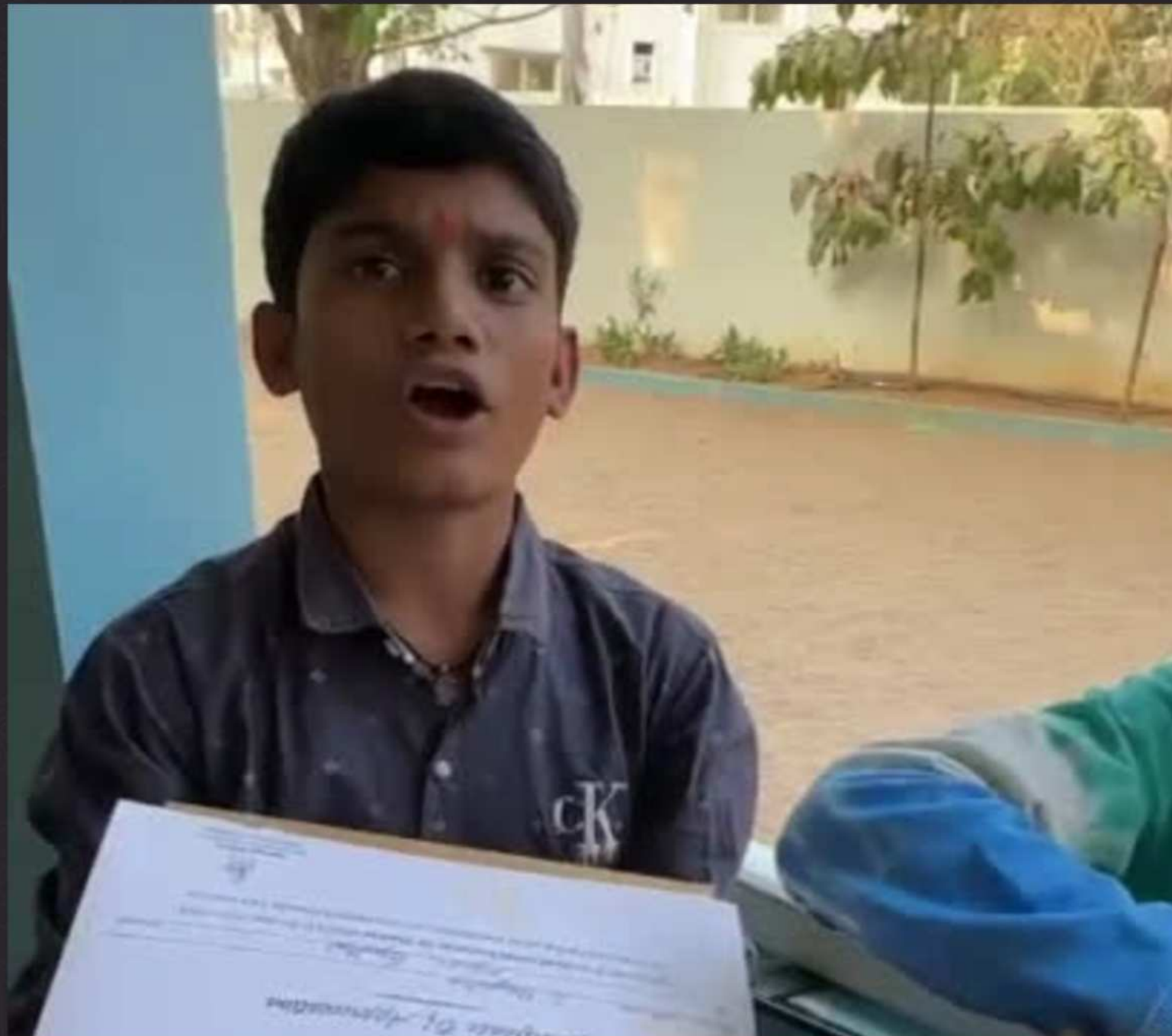
Suggestions were made on how teachers can reward or reinforce students who adhere to helmet safety practices, thus motivating others to follow suit.

ROAD SAFETY & STORYBOOKS

Teachers proposed celebrating Road Safety Day at their schools and using storybooks to engage students in understanding and sharing their learning on road safety with their peers and families.

The Road Safety project increased awareness and provided training for teachers and support staff. Through interactive learning, data sharing, and promoting safe behaviors, the project is helping to create lasting improvements in road safety practices within school communities. Ongoing monitoring and reinforcement of these activities will help maintain and strengthen the project's impact over time.

Beneficiary Testimony



Boy 1

"When the red signal comes on, you can only walk on the zebra crossing. When you see the yellow signal, it means you should be ready to go. When the green signal comes on, that means only then can you go."

Boy 2

"The sir taught us that there are steps to follow when walking on the road:

1. Wait and look around for vehicles and stay on the footpath.
2. You look left, look right, and listen for sounds of vehicles coming at a fast speed or any horns.
3. When you don't hear any noises, you can safely walk or cross the road."

Boy 3

"When on a bike or bicycle, you must always wear a helmet. When in the car, you must always wear a seatbelt."

Boy 2

"The reason you must wear helmets is to protect your skull and brain from being hurt."

Boy 1

"When you do not wear a helmet, you risk injuring your skull or even losing your life."



Click the video to watch their Testimony



School Faculty Testimonies



Click the videos below to watch the Teacher Testimonies



Mrs. Deepika Reddy, Headmistress of St. Marks Progressive School



Mrs. Sangeeta, Hindi Teacher from Ushodaya School



Mrs. Fatima



Mrs. Andrea Marihold, Incharge Correspondent from St. Marks Progressive School

Closing Ceremony of the Project

The closing ceremony at Ushodaya School was attended by Inspector of Police Srinivas from Narsingi and Arun Yellamaty, Founder of the Youngistaan Foundation.



Impact Overview

IMPACT ON THE COMMUNITY

- Increased community involvement in safety.
- Raised lasting awareness to reduce accidents.

INCREASED SAFETY FOR TWO-WHEELER PASSENGERS

- Distributed helmets to students and teachers.
- Encouraged helmet use for safer travel.



1,500

helmets & education kits distributed



1,500

children reached

PEER EDUCATION

- Students shared the knowledge they learned from the awareness sessions through presentations.
- Encouraged learning from each other.
- Students educated their peers and families, spreading safety awareness.



CHANGED BEHAVIORS

- Students and teachers now understand road safety better from the awareness sessions.
- More people wearing helmets.
- Young participants remember the importance of safety.



216

teachers and support staff trained

SDG's Advanced

3 GOOD HEALTH AND WELL-BEING



SDG 3: GOOD HEALTH AND WELL-BEING

By promoting safe road usage and distributing helmets, the program aimed to reduce injuries and fatalities among children, enhancing their overall well-being.

11 SUSTAINABLE CITIES AND COMMUNITIES



SDG 11: SUSTAINABLE CITIES & COMMUNITIES

The project contributed to safer urban environments by educating young road users and encouraging responsible behavior, thereby making streets safer for all.

4 QUALITY EDUCATION



SDG 4: QUALITY EDUCATION

Integrating road safety education into the school curriculum ensured that children received a comprehensive education that included critical life skills.

17 PARTNERSHIPS FOR THE GOALS



SDG 4: QUALITY EDUCATION

Integrating road safety education into the school curriculum ensured that children received a comprehensive education that included critical life skills.

In the News



MOHSIN REPORTER
SARA NEWS CHANNEL 24X7
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Road Safety Program at Ushodaya High School, Attapur Ram Bagh - Sara News Feature

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At Youngistaan Foundation, we believe in the power of working together to create meaningful change. You can help transform communities, drive sustainable growth, and enhance engagement. Whether you want to volunteer, donate, or form a partnership, we welcome your involvement. Follow us on social media to stay updated on the latest impact we're making!

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