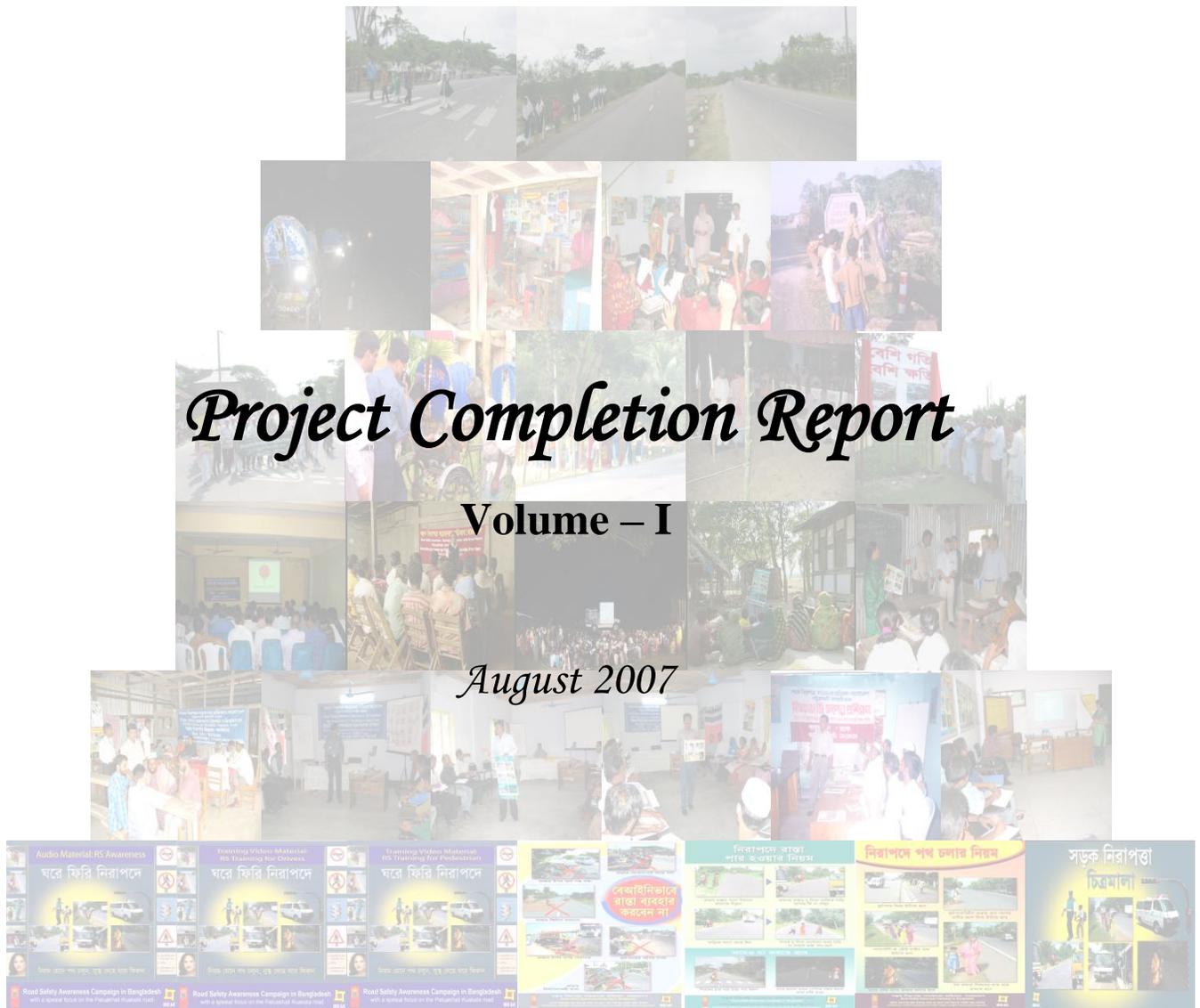


Road Safety Awareness Campaign in Bangladesh
– a component of RHD's Major Roads Project in Patuakhali and Barguna districts
Supported by – Royal Danish Embassy, Dhaka, Government of Denmark



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GLOSSARY

| | |
|--------|--------------------------------------------------------|
| A & F | Aquaculture and Fisheries |
| Appx. | Approximate |
| ASA | Association for Social Advancement |
| BBS | Bangladesh Bureau of Statistics |
| BRAC | Building Resources Across Communities |
| BRTA | Bangladesh Road Transport Authority |
| BTV | Bangladesh Television |
| CBO | Community Based Organisation |
| C & B | Construction and Building |
| CD | Compact Disk |
| CEO | Chief Executive Officer |
| CRSG | Community Road Safety Group |
| CS | Campaign Spot |
| DANIDA | Danish International Development Assistance |
| DPHE | Department of Public Health Engineering |
| GDP | Gross Domestic Product |
| IEC | Information, Education and Communication |
| LGED | Local Government Engineering Department |
| M & E | Monitoring and Evaluation |
| NGO | Non Government Organisation |
| NMV | Non-Motorised Vehicle |
| NRSSAP | National Road Safety Strategic Action Plan |
| RFLDC | Regional Fisheries and Livestock Development Component |
| RHD | Roads and Highways Department |
| RS | Road Safety |
| RSPAC | Road Safety Public Awareness Campaign |
| RTI | Road Traffic Injury |
| STC | Student Traffic Cadet |
| Tk. | Taka (Bangladeshi currency) |
| TNO | Thana Nirbahi Officer |
| TRL | Transport Research Laboratory |
| TSU | Technical Support Unit |
| TV | Television |
| UK | United Kingdom |
| UN | United Nations |
| US\$ | United States Dollar |
| URSC | Upazilla Road Safety Committee |
| WSSP | Water Supply and Sanitation Project |

Road Safety Public Awareness Campaign in Bangladesh: with a Special Focus on the Patuakhali Kuakata road

An Agreement was signed on 27 April 2006 by HE Mr. Niels Severin Munk, the Ambassador of the Royal Danish Embassy, Bangladesh and Executive Director, BRAC Mr. Abdul-Muyeed Chowdhury for undertaking a Road Safety Awareness Campaign in Bangladesh: with a special focus on the Patuakhali Kuakata road from 01 May 2006 to 31 May 2007. Accordingly, BRAC commenced the campaign 01 May 2006 and completed it in due time. The final report (project completion report) on implementation of the campaign is presented below:

Introduction

Road traffic Injury (RTI) is a major threat in public health and hence is a social and economic burden worldwide and Bangladesh is no exception. Despite the growing menace of RTIs round the world, it is still a silent, hidden and unrecognised epidemic; especially in developing countries like Bangladesh.

In Bangladesh- the most densely populated country in the world with 123.1 million and 834 persons per sq. km. (BBS 2000), road transportation is extremely important for its economy. About 12% of GDP and 20% of the annual development budget are spent on transport, and 9.4% of the national employment is in fact in the transport sector. Unfortunately the road accidents are increasing frighteningly with the construction of high-speed roads rapid increase of population, urbanization, motorization and inadequate road safety. Today, there are over 0.70 million registered motor and 1.5 million non-motorised vehicles in Bangladesh (NRSSAP, 2002 – 2004). At the current growth rate, the number of vehicles in the country is expected to double in the next ten years. The complexity of road environment with mixed traffic of motorised and non motorised transports is another reality of road transportation in Bangladesh (Hussain, 2003), where road designs are not appropriate for mixed traffic standards.

Bangladesh has one of the highest accident fatality rate in road accidents – higher than 73 deaths per ten thousand registered motor vehicles (NRSSAP, '02 – '04) as against the developed countries, where the rate is below 5. It is estimated that 10 to 12 thousand people are killed due to road accidents annually. But data constraints and widespread under reporting of accidents prevent understanding the real magnitudes of road accident problems. National loss due to road accident is estimated to be about Tk.15 billion (US\$ 300 million) every year (NRTA report, 2002). The major victims of accident are the poorer pedestrians at 52%, which often rise up to 70%. One third of the victims are adult males at their most productive age between 21-40 years (NRSSAP, '02-'04; Khan, 2004). In absence of any highway ambulance service, post accident first aid, trauma management and subsequent victim support programme – deaths due to bleeding are very high after serious injury accidents and few who survive become poorer and often disable for lack of support.

The empirical studies and published reports reveal that RTIs are multifaceted and can be prevented or alleviated through understanding the magnitude and nature of the problem, by adopting appropriate community based strategies, collective responsibility, co-ordination and communication at all levels (Shafinaz et. al, 2004; UN, 2003; TRL, 1997). The community itself by virtue of its expertise, participation, resource and network can greatly enhance existing programmes and about 30-40% of accidents and injuries could be reduced through such community based programmes (Vermaak, 2003; Svanstrom, 1993 & 2002).

The greatest number of fatal accidents by far involves heavy vehicles and buses hitting pedestrians. It has been identified in various studies that ineffective traffic enforcement and management, inadequate road safety engineering facilities particularly for pedestrians, untrained drivers and lack of people's awareness of safe use of road are the main reasons of road accidents. It has been further identified that the accident-prone areas are mostly in the huts, bazaars, villages and growth centers through which the busy highways pass.

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, huts/bazaars, parked vehicles, vehicles in repair/maintenance sometimes leaking petrol/lubricant blocking drainage facilities by dumping garbage, stealing traffic signs etc. are frequent due to lack of ownership and the sense that roads are built for communities benefit.

To address these road safety problems, BRAC has conceptualised an innovative "Community Road Safety Programme". The programme mobilizes community living along busy roads, make them aware of road safety and facilitate them to plan, undertake and sustain their local road safety initiatives. Through its programme, BRAC involves the community through motivation, education and self-help resulting a developed sense of ownership of its own road safety.

The Government, civil society, NGOs, press and public in general are very concerned about the increasing trend of road accident. Many of the international funding agencies, donor countries and private sector businesses are now coming forward to contribute towards road safety in the country.

This project has been undertaken by BRAC with the support of the Royal Danish Embassy in Dhaka, Bangladesh for undertaking road safety awareness campaign in Bangladesh with special focus on the Patuakhali Amtoli road.

Objective

To increase road safety awareness of people living beside and using Patuakhali Amtoli road by involving community with a view to reduce road accidents.

Scope of Services

Through this project, the BRAC Road Safety Awareness Programme carried out road safety awareness campaign both at national and community level. The project interventions included creation of 4 episodes of road safety animation film and airing of those on BTV as a road safety

awareness campaign at national level. Beside the people living within 500 metres on both side of the road and using 31 km of Patuakhali Amtoli road leading to Kuakata sea beach were brought under a comprehensive road safety awareness campaign at the community level.

A quick reconnaissance of the 31 km of Patuakhali Amtoli road before commencing of the road safety campaign was carried out. The status of the project road, road safety/accidents situation, road safety engineering facilities, roadside community, institutions etc were collected during the reconnaissance which are described below:

Patuakhali Amtoli Road

The project road is national highway of Roads and Highways Department being repaired, widened and rehabilitated at present. Since the road leads to Kuakata sea beach resort, it is expected to be heavy and high speed traffic road shortly exposing it to high accident risks. The road that is going to be without footpath, bus bay/shed and necessary traffic calming measures increases the vulnerability of pedestrian to accidents. Markets, educational institutions, growth centres, villages, shops, homesteads, etc. exist dangerously adjacent to the road, junctions and roundabouts making the road users more prone to road accident. Although bus, human hauler, auto rickshaws and specially the highly unstable “Tomtoms” – the locally made three wheel vehicles ply on the road, there are a few bus bay/shed and stands. These public transports as a result use carriageway for stopping, parking, dropping, picking and waiting for passengers. Inadequate traffic signs, road markings and absence of any kind of traffic-calming measures make the road use further dangerous. There is no street lighting that makes it dangerous for pedestrians and rickshaws, animal pulled carts usually found without lights. There are at least 33 feeder roads (17 metallic, 16 non metallic) accessing the road from the sides.

Road safety and Accident scenario

Incidents of loss of lives and injuries due to road accident on the road are topics of regular discussion among the local road users. Tomtom - the locally made three wheel auto rickshaws using shallow irrigation engine having no system of applying brake properly is the major cause of accidents. Incidentally, as of now Tomtoms are the predominant mode of transportation locally. Besides entire fleet of Tomtoms and the majority of other human howlers and public transports do not have the required fitness certificate from BRTA. An important and alarming cause of the poor record of road safety is the absence of genuine and valid driving license of the drivers. Since the local drivers have no driving training and knowledge on road safety, they do not apply for the regular driving license issued by BRTA. Considering all these shortcomings added together, it is feared that the number of road accidents are expected to shoot up when the rehabilitation and widening of the road is completed.

A total of at least 30 people were killed due to road accident during one year immediately before the road safety campaign was started as revealed during the reconnaissance. The incidents of injuries were many times more. The names of the places where these accidents occurred were:

Patuakhali District

| Place of accident | Persons killed |
|--------------------------|-----------------------|
| Bad ghat | 4 |
| Kakia Fotulla | 5 |
| Barobari culvert | 4 |
| Patuakhali | 2 |
| C & B bazaar | 1 |

Amtoli, Barguna District

| Place of accident | Persons killed |
|--------------------------|-----------------------|
| Chunakhali stand | 1 |
| Chunakhali stand | 1 |
| Amragachia | 4 |
| Ismail dactarbari stand | 2 |
| Ghatkali | 3 |
| Amtoli | 3 |

The case stories of recent two road accidents are given below:

Nuruzzaman Mia (24) a daily labourer was hit by a tom tom in July '05 at Amtali- Borguna intersection while crossing the road. According to local people the cause of the accident was break failure. Nuruzzaman Mia now walks using a stick and cannot do any heavy work as before. Local people raised Tk. 20,000 and arranged his treatment.

Sultan Ahmed (40) of village Rahmatpur, a local grocery shop owner of Amragachiya bazaar under Amtali Upazilla was ran over by a bus early this year while he was trying to get into it. With 2 sons and 2 daughters, the wife of Sultan sold the grocery shop. She is now in an adverse economic situation and living hand to mouth.

Transportation

The main modes of local public transportation are some 350 three-wheel Tomtoms and 125 Trawler tempos. Besides at least 20 rental minibuses, 80 buses, 225 motor cycles 10 trucks and 10 covered vans use the road for carrying passengers and cargo. In addition non-motorized vehicles numbering over 7200 rickshaws, 200 rickshaw vans and 500 bicycles were found to ply on the road. The transport routes of buses comprise of trips from Kuakata to Dhaka, Barguna, Barisal, Patuakhali, Khepupara and Galachipa.

Community information (within 500 m) beside the project road

Information related to population, their occupation, households, bazaars/growth centers, educational institutions, NGOs etc within 500 metres on both sides of the road are given below:

| | | |
|------------------------------------------|---------------------------|-----------------------|
| Households (appx): 7350, | Patuakhali sadar-3220, | Amtoli upazila - 4130 |
| Population (appx): 51,450, | Patuakhali sadar-20, 237, | Amtoli upazila -15778 |

Main occupation: Daily wage labourer, agriculture, fishing & service

Roadside bazaar/growth centre

Big size bazaars 06 (with over 150 shops)

Amtali Upazila: Amtali bazaar- 500 shops, Amargachiya- 200 shops and Mohishkata-150 shops

Patuakhali Sadar: Kalikapur-Shaymoli-300 shops, Boshak-50 shops and Fatulla-170 shops)

Small size bazaar 02 (with less than 150 shops)

Potukhali Sadar: Patukhali C&B-50 shops, Shakharia- 50 shops,

Growth centres: 10 (with less than 30 shops)

Educational institutions

Total 48 (College- 3, High School- 8, Primary School- 14, NGO School 7, KG- 4, Madrasa-12)

Students (appx): 9,900 Teachers (appx): 336

NGO/CBO

CBO 9 (2 on Patuakhali, 7 Amtali road)

Local NGOs 8 (2 on Patuakhali, 6 Amtali road)

National NGOs 7 (ASA, BRAC, Dhaka Ahsania Mission, Grameen Bank, CODAC, PROSHIKA)

Pictures taken of the project road and the community are given in volume – II, Annex – 1.

Approach and Methodology

The project followed participatory methods and approaches throughout the campaign period. A certain amount of flexibility was adopted in the campaign activities to ensure wider mobilisation of community and more coverage of different segments of local road users. The local circumstances and preferences of roadside communities influenced considerably the design of interventions and the process of implementation.

Reconnaissance

Reconnaissance of the road was carried out through visiting the bazaars, growth centres and villages situated on the road. For this the project staff had to visit each and every built up areas and villages along the road, talk to shop keepers and villagers and obtain information about road accident, knowledge and behaviour of road use and use of road engineering facilities as mentioned earlier.

Selection of Campaign Spots (CS)

A total of 8 areas on the road were selected as campaign spots.

The transport terminals from where vehicle originate and ply on the project road were selected for road safety training of drivers.

The following criterion were used to select the CSs:

- Prevalence of accident
- Community unaware of the use of road facilities like footpath, roadside, bus bay, road signs, road markings, drainages etc.
- Poor and disadvantaged road users are exposed to risks of accidents
- Willingness of community to participate in road safety initiatives
- Generation of more pedestrian trips

Of these 8 selected CSs, 2 are located within municipal areas and the rest are in rural areas. In other words, the selected spots were both urban and rural in character.

Identification of Target Group

The review of accidents on the highway revealed that accident occurred repeatedly on certain locations and the majority of the victims were pedestrians. Lack of knowledge about safe walking and crossing of roads have been the main reasons of pedestrian involvement in accidents. The heavy vehicle and public transport drivers - the other major users of the highway are equally unaware of safe driving. To address these awareness deficiencies, the Governmental steps are extremely inadequate. There is no effective initiative of road safety education of pedestrians, drivers nor there is police patrol on the highway to enforce discipline. Besides, the local community and community-based organizations that are well placed to make the road users aware about road safety, are unaware themselves in this regard.

Considering the prevailing lack of awareness as mentioned above the following have been selected as “target group” of the awareness campaign:

- Community leaders and local NGOs
- Pedestrians among road side residents
- Road-side shopkeepers, hawkers, traders and buyers
- Drivers

Selection of Local NGOs

One of the key approaches of the project is to develop road safety capacity of local communities. Local NGOs that deliver different services to people at the grass root level have been considered to be uniquely placed as effective community organizations to work for road

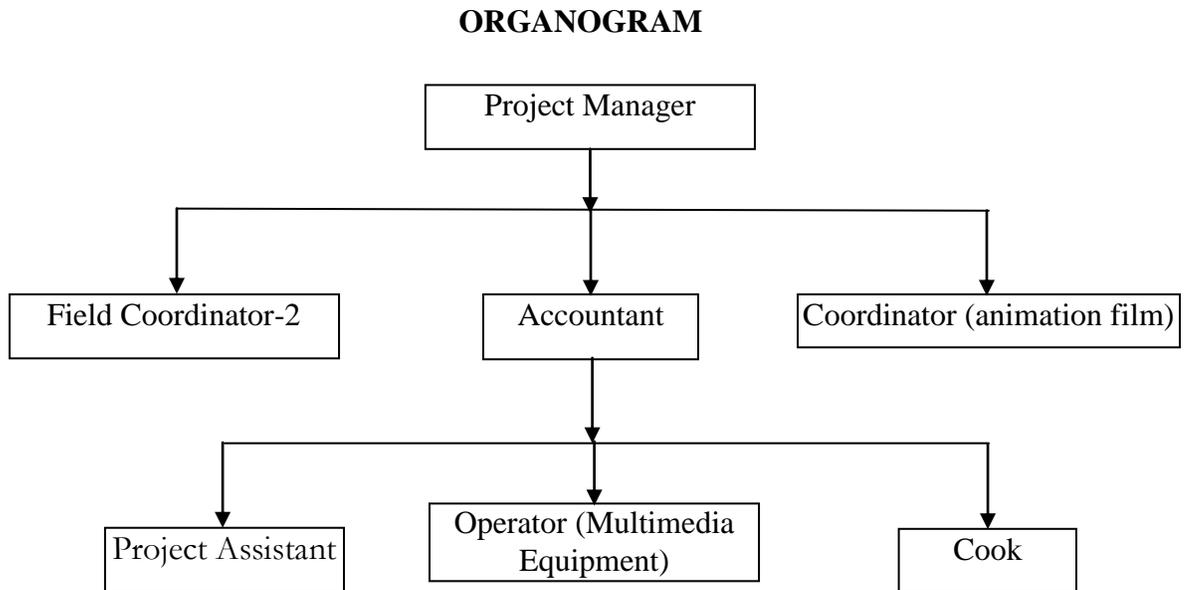
safety after provided with adequate training. Hence, an important feature of the project activities has been to identify and select suitable local NGOs and training them on road safety. With this end in view, repeated field visits were made to explore presence and activities of local NGOs along the road.

- Selection Criteria of NGOs**
- *Be local organization having office, staff and executive committee*
 - *Have registration/affiliation with appropriate authorities*
 - *Have track record of implementing socio economic development activities locally*
 - *Not involved in any party political activities*
 - *Willing to work for road safety as member of Road Safety NGO Network*

A short list of NGOs/ and CBOs were prepared. The Project staff then visited their offices and interviewed the members of their executives/governing boards. The committee formed earlier to select the NGOs finally, called the CEOs of the listed NGOs/CBOs at BRAC office Patuakhali, interviewed them before final selection.

Staff and Office

The project staff numbering 12 duly appointed by BRAC was engaged with the campaign work as shown below:



The Project Offices were established at the following places:

Project Head Office, BRAC Centre (6th floor), 75 Mohakhali, Dhaka – 1212
 Phone – 9881265, 8824180 Ext. 2115, 2116, Fax – 8823542, 8823614,
 E-mail: najmul.ah@brac.net, roadsafety@brac.net

Field Project Office

Road Safety Awareness Campaign in Bangladesh, BRAC Area Office, District- Patuakhali.

Phone- 0441-63249, 01714-091401

Field Project Office

Road Safety Awareness Campaign in Bangladesh, BRAC Area Office, Amtoli, District- Barguna.

Phone- 01714-091402.

Activities of the Campaign

An Action Research Project on road safety education was undertaken by BRAC jointly with the Transport Research Laboratory (TRL), UK between June 2003 to February 2004 at Betila under Manikganj district. The project adopted participatory methods and tools to identify local road safety problems of the community through interview survey, focus group discussions and behaviour observation. The community then suggested their preferred counter measures to address the identified problems and participated in the implementation of their suggested counter measures.

After the implementation, assessment of the impact in their road safety knowledge and road use behaviour was conducted. The result came out to be very encouraging. The interventions, which resulted such positive outcome, have been selected as road safety activities of this project.

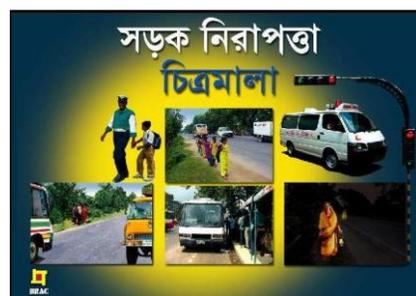
The campaign activities undertaken in the project are described below:

Suitable IEC Material Developed

The necessity of using appropriate information, education and communication materials for road safety campaign needs no further emphases. After detailed consultation with professionals, community members and field tests at campaign areas, BRAC has developed IEC materials and used those for road safety campaigns before. These materials suitably re designed and improved with logos of DANIDA and BRAC were used in this campaign:

Flip Chart

A comprehensive and well-researched road safety training flip chart, complete with trainers guide at the back of each page was used extensively for the training of the members of the Community Road Safety Group, teachers, students and student traffic cadets. The flip chart having 14 colourful pages provides information and instruction on road vocabulary, types and parts of road, safe walking and crossing rules, use of road safety engineering facilities, consequences of illegal uses of road/footpath/shoulder, traffic signs, road markings, importance of visibility at night, children safety practices, good practices for public transport passengers, needs and ways of post accident Medicare, how to lodge accident information to police and claim insurance compensation etc. The flip charts were distributed to the NGOs, CBOs and educational institutions. Those institutions used the flip chart exhaustively for road safety



awareness training. It has also been given to some Upa zilla road safety Committees, RHD, DANIDA and other government officers and staff on demand.

Poster

Posters for road safety awareness are useful as it is big, readable from distance due to its larger fonts and more portable for using in rallies as festoons and for door-to-door contacts.



A total of 3 (30in X 20in) posters were used for the campaign. One poster was on safe walking, one on safe crossing of road and one on proper use of road and its facilities like foot path, road signs, bus bays etc. The posters were handed

over to partner NGOs and educational institutions for road safety publicity. All the posters have been with tin mountings. The tin mounted posters were used for training purpose and were distributed to selected shops, restaurants, houses and offices for training and display. These were also extensively used as festoons and placards during road safety rallies held to commemorate UN road safety week during 23 – 29 April 2007.

Audio Cassette

One audiocassette/CD of 30 minutes duration containing road safety messages, instructions safety guides in the forms of drama played by a drama group and songs sung by popular singer Momtaz has been developed by BRAC earlier. These these audio cassettes/CDs were distributed to the drivers trained on road safety for playing in their vehicles to help make passengers and others aware on safe use of road.



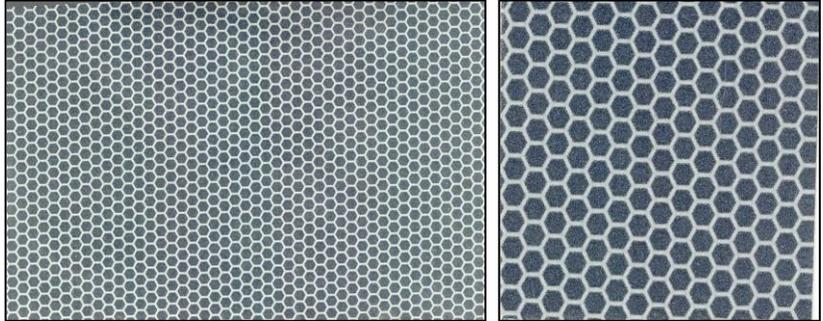
Multimedia Video Training Materials

Two multimedia training materials on road safety, one for pedestrian of 19 minutes and one for driver of 48 minutes duration containing road safety messages were used for awareness of road side community and drivers. For making the films entertaining, song written on safe driving sung by popular folk singer Ms. Momtaz and appeals by famous hero and heroines of film industry have been included in the material.



Reflective Stickers

For making rickshaws visible at night, honeycomb reflective stickers were used. The highly visible stickers were pasted at the back of rickshaws and rickshaw vans. Stickers for rickshaws measure 6 x 4 inches. The stickers for rickshaw van were pasted on aluminum plate measuring 2 x 2 inches and nailed on (two each) the wooden rear chassis.



Road Safety Institution Building and Capacity Development at Community Level

It is important to build institutions and develop capacities at community level for undertaking road safety education at large scale and to make it sustainable. It has been experienced in the country as well as abroad that NGOs who live close to the community and work at grass root level can play major role in providing road safety awareness and services to the community. It was therefore, necessary to identify local NGOs and community leaders and impart training to them on road safety.

Local NGO

BRAC identified, selected, trained, and provided resources to local NGOs with a view to developed their capacity and sustain road safety initiatives locally even after the implementation of the project. Besides the selected local NGOs are well placed at grass root levels to help BRAC in mobilizing the community for implementation of the road safety campaign.

The capacity building of local NGO/CBOs has been aimed to enable them to:

- Act as bridge between the community and road safety service providers like URSC, police, LGED, hospitals/clinics, transport associations etc.
- Contribute in sustaining road safety initiatives locally with support and sponsorship from local philanthropists, private sector businesses etc.
- Involve in the implementation of this project on voluntary basis.
- Encouraged them to apply and become member of URSC in the slot of NGO membership.
- Make them capable to submit project proposal for improving local road safety to NGO Foundation or other donors/fund providers with technical support from BRAC.
- Included them in BRAC's Road Safety-NGO Network and keep constant contact with BRAC for updates on road safety good practices, materials etc.

- Use the flip chart and posters received from this project and make different local groups of road users aware on road safety
- Take active role and participate in any road safety activities organized by URSC, DRSC, and Road authorities, Police etc.

Selection of NGOs

A total of 8 local NGOs were selected from the 8 selected campaign areas. As said before the process followed to select local NGOs comprised of local visits, short-listing, seeking/receiving applications, physical verification and final interview by an appointed committee. A set of criterion was prepared and used to select the NGOs.

Training on Road Safety for NGOs

Residential training-course titled “Community Road Safety Project Management” was conducted from 17 – 22 June 2006 at BRAC Training Centre, Barisal. A total of 16 Executives/ Coordinators representing selected 8 NGOs attended the weeklong training. The Chief Executives and one designated staff for the project attended the training. The participants reported for training a day earlier on 16th June 2006 for pre training briefing. The following resource persons conducted training on the subjects as mentioned:



- | | |
|------------------------------|-------------------------------------------------|
| ▪ Dr. Lubna Jahan, BRAC | Immediate Support to Accident Victim: First Aid |
| ▪ Mr. AKM Khairuzzaman, BRAC | RSACB Activities |
| ▪ Mr. Debashish Sarker, BRAC | Use of Road Safety Materials |

Training modules and handouts developed in Bangla were used by trainers and given to the participants. At the end of the training the participants evaluated the training course and gave some useful comments. The successful trainees were awarded certificates.

Monthly refreshers training and progress review meetings

Regular monthly meetings were held with the trained executives of the selected local NGOs in which the training given was followed up. In the monthly meetings key road safety issues were introduced and discussed and the progress of the project implementation was reviewed.



Management support/incentives for NGOs

The project field coordinators visited the NGOs, facilitated preparation of their weekly plan and reviewed the progress of project implementation. The selected NGOs were compensated with financial incentive for the services and support rendered.

The list of NGOs with contact addresses and responsible for finally selected Campaign Areas, training module, list of training participants and training certificate are given in volume – II, annex – 2, 3, 4 and 5.

Community Road Safety Group (CRSG)

Awareness of community about its own road safety problems and knowledge on how to address those is crucial for improving and dealing with local road safety. Besides, commitment and ownership of the community to road safety is important for sustainability of road safety initiatives at the local level. Formation and activation of community group styled as CRSG was therefore an important and unique work of this project.

Objectives of CRSGs

- Creating an informed community on road safety
- Identification of local road safety problems, preparation and implementation local road safety action plan
- Mobilising local resources to sustain the programme
- Providing support to accident victims immediately after accident
- Liaison with various departments in case of any road safety needs.
- Protection of road and road furniture
- Contact and motivate different groups including bazaar committees towards better use of road safety engineering facilities.

Identification and Formation of CRSG

A group of 15 active people hailing from different sections of each campaign area, having good reputation and willing to work for road safety have been identified and formed into CRSG. A total of 8 CRSGs formed at 8 campaign spots comprised of 122 members (male 115, female 7).

Road safety training for CRSG

A daylong training was given to the 122 members of CRSG on road safety at selected venues within their campaign areas. Road safety training flip chart and posters developed under the project were used as training material. Necessary and useful handouts covering vital subjects like road safety situation of the area, rules on walking and crossing roads, first aid for accident victims, claiming of accident compensation etc. were distributed to the participants. BRAC trainer conducted the



training with the assistance of trained executives of the NGOs who attended weeklong road safety training conducted by BRAC earlier. The project Manager supervised the training to ensure quality of training and distributed certificates of participation in the training.

The training module and certificate are enclosed in volume – II, annex – 6 and 7.

Workshop for Action Planning by CRSG

Daylong workshops to plan Road Safety Actions of the community were held at all campaign spots participated by the CRSG members and facilitated by the Project Field Coordinators and trained executives of NGOs were held. The workshop programme included:

- Presentation of road safety scenario prevailing in the country and the particular campaign area.
- Presentation of a case study of one tragic road accident with death of a child, woman or a known individual of the community. Relatives of the deceased or victims of road accidents were motivated to attend and present these stories.
- The participants through group-works identified their local road safety problems.
- Identification of a set of plans to solve local road safety problems.
- Presentation of Community's Road Safety Action Plan by a group member.



A typical Action Plan of the community comprised of a list of local road safety problems, plans to deal with those problems with identification of the group members responsible to implement different actions within a given time. The communities have started taking initiatives to solve local road safety problems in pursuance of their Action Plans. They have been able to improve proper use of road, footpath; motivate NMVs to use light; relocate vehicle repair workshops away from road; influence traders not to use road for selling commodities on market days; reduce loading and unloading of construction materials on the road; prevent drying of hay stack/straw on road, ensure use of bus bays; help cleaning garbage thrown on the road; ensure presence of traffic police at certain places etc.

A specimen Action Plan is enclosed in volume – II, annex – 8.

Monthly Follow-up Meeting

The CRSG members sat in monthly meetings and reviewed the overall road safety situation of their area. The meeting reviews progress of implementation of their Action

Plan, recent incidents of accidents if any, status of the road safety campaign activities and measures required to implement the campaign initiatives successfully. The trained executive or a pre assigned member of the CRSG gave a presentation on a particular road safety subject. Subjects like immediate first aid and evacuation of road accident victims, how a First Information Report (FIR) is written and lodged with Police Station etc were covered in recent monthly meetings.

Education for Roadside Educational Institutions

Teaching road safety to children can provide life long benefit to society. It is important to teach children to have skills to choose safer road to school, not to play on road, how to walk and cross busy roads etc. Again there is no point in a child being taught the ways of crossing road if they choose to put them in practice at a dangerous location. There is much evidence that practical training on real roads under proper teacher/adult supervision is the most effective way of improving children's road safety skill.



The existing lessons on road safety in school textbooks are not adequate nor are imparted properly enough to make them safe road users. As a result a good percentage of children become victims of road accidents due to their ignorance of even basic rules like walking and crossing busy roads. Road safety-educated students have other roles to play. Many of the trained students when they grow up will be leaders of communities forming opinions and many more will be driving vehicles and riding motor cycles. This road safety education will influence their attitude and behaviour in days to come.

A total of 49 educational institutions including 4 colleges, 14 high, 19 primary, 4 community schools and 8 madrasahs situated beside the project roads were selected by the project staff. Information was exchanged with teachers and students on local accidents and road use practices. 96 suitable teachers (male-64, female-32), 2 from each educational institution were selected in consultation with the head masters and the members of governing bodies of the institutions. The selected teachers were given 2 days road safety training by the road safety trainers of BRAC at a suitable venue along the project road.

The trained teachers in turn trained the entire students of all classes of their educational institutions on road safety good practices and proper use of road safety engineering facilities. Each educational institution was provided with 2 flip charts to use for training of students. Besides adequate numbers of posters were provided to the institutions so that a set of 3 posters were available to hang prominently on a wall in each classroom. The flip chart and posters were used as training materials.



Local NGOs and CRSG organized this training programme facilitated by Project Field Coordinators.

A total of 551 teachers and 12,703 students of the selected 49 educational institutions situated beside project roads were brought under this road safety education intervention.

The students were encouraged to share their acquired knowledge on road safety with their parents, brothers, sisters, friends and neighbours.

To encourage the students and to test awareness on road safety, quiz competitions on acquired road safety awareness were organized in each educational institutions. The best road safety-aware 193 student were given token prizes i.e., one umbrella each with road safety message and logo of DANIDA and BRAC on it.



Each institution was provided a fund monthly as management support incentive for devoting their time, energy and resources to accommodate these additional activities.

The training module and certificates are enclosed in volume – II, annex – 9 and 10.

Student Traffic Cadets (STC)

Student Traffic Cadet is an innovative and unique component of the campaign. A total of 24 motivated, needy and bright students selected from scouts and girl guides from 8 campaign areas on the road by the education institution authority, recommended by CRSG, NGO and approved by the Project Manager to receive stipend of taka 250 per month as support to their education. A set of criteria was used to select the STCs. In turn they extended road safety services in the locality as volunteers and assisted implementation of project activities. The work hour were selected in consultation with them and their teachers. Their role and responsibilities of STCs were to

- Act as road safety role model of their own institutions and the community
- Participate in project interventions
- Help old, children and disabled to cross road
- Campaign and motivate for safe walking, crossing, proper use of bus stop/bay and footpath/roadside

The selected STCs were provided road safety training for two days at Patuakhali project office. Road safety trainer of BRAC conducted the training. They were provided with yellow jackets and caps printed with logos and name of the



project. They wore the jacket and cap while performing their duty.

The STCs were deployed on 1st October 2006 and would remain to till 30th September 2007.

The training module and certificates are enclosed in volume – II, annex – 11 and 12.

Road Safety Theatre

BRAC's theatre program, by depicting various social problems that the poor, and particularly the women face, attempts to create social awareness among the people. Encouraging the audience to think about the issue brought up in the play, generating discussions about these issues after each performance and by providing information about legal rights and duties at the same time, this program is helping to maintain a rich tradition of folk art and drama in rural areas and providing some free entertainment for the rural poor.

Likewise creation and staging of theatre on road safety have been an important activity of the road safety campaign. It took BRAC staff over three months to find true stories of local road accidents, select people to perform, train them, rehearse, organise premier shows and finally stage the plays. Four (4) separate theatres, two for pedestrians and two for drivers were produced and staged. Local dialects, customs, ethnicity etc were reflected in the theatres. A total of 35 theatre shows were staged which were witnessed by some 17650 inhabitants including drivers living in the locality. This very large number of the viewers of these theatres have become aware of basic pedestrian and driving good practices and also have known the sufferings and loss caused due to road accidents.

Spectators of the theatres tried to identify the characters of the play with their own dead or injured dear ones. The dramas produced unprecedented reaction within the spectators. Many spectators could not check tears in their eyes. Having seen in the plays why accident happens and how accidents can be avoided, they tried to relate the incidents of their dear ones and could find hopes and failures. And this perhaps was reasons of so much of tears in the eyes of so many.



Some outsiders who witnessed the theatre shows demanded of BRAC that such theatres should be created and staged in their areas also. Examples of

these theatres are as follows:

Pedestrian focused theatres

Theatre – 1

| | |
|-----------------|-----------------------------|
| Name of theatre | Aahazari (the cries) |
| Areas staged | Sadar upazila of Patuakhali |

Theatre – 2

Name of theatre Mashul (the consequence)
Areas staged Amtoli upazila of Barguna

Driver Focused Theatres

Theatre – 3

Name of Theatre Shwapno (the vision)
Areas staged Barisal, Patuakhali and Galachipa transport terminals

Theatre – 4

Name of Theatre Aar Na (No more)
Areas staged Amtoli, Kalapara and Barguna transport terminals

Staging schedule of theatres showing where there were staged is given in volume – II, annex – 13.

Billboard

Bill boards conveying road safety messages and instructions installed beside highway are very effective because people are using road increasingly for travel and at the same time spending more time in their vehicles now than ever before for traffic congestion. Messages through billboards reach more people for cheaper prices as well than any other type of media. Since billboard advertising is increasing so much, it has been considered important to use this for road safety awareness campaign. These road safety messages will constantly remind the road users particularly the drivers to think about road safety and obey rules.

A total of 4 large billboards containing road safety messages and instructions have been designed and installed at 4 important spots beside the road. Well researched and most suitable messages have been selected and finalised for the bill boards after getting feed back through presenting these before a group of drivers and communication professionals. On 06 August 2006 Mr. Abdus Salam, Executive Engineer RHD, Patuakhali and the Project Manager, Major Roads Project Patuakhali and Borguna District inaugurated the installation of 4 billboards at a function organised at Shamoly Bazaar, Patuakhali.



Messages contained on the 4 billboards translated in English read as:

1. The faster you go the harder you hit.
2. Drive carefully and save yourself for dearest.
3. Kill speed kill disability.
4. Look out for pedestrians.

The following aspects were kept in mind while designing the contents of the billboards:

- Entire billboard is only viewed for 07 seconds or less.
- Message should be read within 03 seconds.
- Use less than 08 words
- Can be read easily while driving at 80 to 90 km per hour.
- Font to be used must be clear and easy to read.

Size and types of messages on the billboards are not enough; they must be installed at appropriate spots. The criteria used to select sites for billboards were as below:

- Where vehicles automatically slow down
- A place that can be visible from long distance
- At the entry of an accident prone area
- On a natural raised place that can not be obstructed by other vehicles

Following the above criterion the billboards were installed at the following places on the project road:

- In front of BRAC Patuakhali sadar Area Office, Patuakhali.
- At Shakharia bazaar, Patuakhali Sadar Upazila, Patuakhali.
- Near Chunakhali bus stand, Amtoli, Barguna.
- In front of A.K. School, Amtoli, Barguna.

The billboards measure 10.5 X 7 feet and are mounted on 20-foot high G. I. poles installed on a solid concrete base.

Multimedia for Awareness

*“Chobita amar bhalo lagse karon ete rastate amar jan bachae cholar kotha bola hoise”
(I enjoyed the film because it tells how to save our lives on the road) – said Hannan (farmer)*

People of all ages visit growth centres and bazaars on the Patuakhali Amtoli road to sell or purchase commodities. Being unaware of the rules of traffic and safe use of road, they often encroach road for selling, loading and unloading commodities and parking vehicles. There are bazaar committees, the members of which are not aware and motivated to use road properly. Besides, accidents on these areas are caused by motor vehicles, which usually come from Barisal, Dhaka and other cities or some transport terminals in between. The drivers of these vehicles are mostly untrained and unconcerned of safe and defensive driving particularly at places frequented by pedestrians.

For the road safety awareness of pedestrians, shop keepers, traders of the major growth centres and bazaars and public transport passengers, a well researched 19 minute video training materials produced earlier by BRAC has been modified and improved. This new version of the

video training material was used for the campaign. The training video contains instructions and lessons on proper use of road and road safety engineering facilities as well.

In all 48 sessions of road safety awareness using this training video were conducted at 16 growth centers through multimedia projectors on large screen. BRAC's road safety trainer conducted these awareness sessions along with discussions with the viewers.

As open-air documentary film on large screen staged at night, these awareness sessions



resulted in large gatherings, public interest and easy message dissemination. The training video shown at 16 busy campaign spots along the road. Three shows were shown at each area witnessed by about 500 people in average. A total of 23785 people have witnessed these film shows.

Viewers included adult male, children, housewives, students, UP members, local motor vehicle/non-motor vehicle drivers etc. People used adjacent roof and treetops frequently to

watch the video as school ground or the field where the shows were held filled up.

The schedule with venue of the sessions is given in volume – II, annex – 14.

Driver Road Safety Training

It has been found in studies that over 80% of road accidents are caused due to human errors. Rush and negligent driving by untrained drivers is the major factor contributing to the road accidents. Besides, the accidents caused by drivers at different accident-prone areas are mostly non-locals. In their journey from one location to another on the highway they cause accidents without caring for the traffic rules. They stop and park their vehicles at will, over speed, overtake and overload dangerously and show no respect to pedestrian, children and other vulnerable road users. Apart from ignorance of driving rules and skill, they also suffer from the lack of proper attitude and behaviour. This road safety training apprised them of the presence of accident-prone locations, necessity of safe and defensive driving and of showing restraints to vulnerable road users like pedestrians, Children and women.

“Chobir madhayame ei training anek beshi unnoto, eta adhunik juger jonno projojjo” (this training through film is much improved it is suitable for current requirements) -said Md. Gias uddin a bus driver of 5 years experience.

To ensure that drivers plying vehicles on the road are trained and become sensitive to road safety, 500 drivers and driver assistants were put through this training on road safety. Training was conducted at Barisal, Patuakhali, Barguna and Amtoli bus terminals.

BRAC has prepared a well-researched one-day training programme on road safety for in service drivers. In the training programme, a 44-minute training video is used and discussed by trainers using multi media projector. Live, animated and motion pictures have been filmed and

used along with trainers' commentaries on safe driving so that even drivers without education/literacy would understand. The training video contains lessons on

- Speed limits, its impact on vehicle, pedestrian, passengers
- Load, overtaking
- Theories of braking distance
- Lane driving
- Right of way, entering, exiting intersection and round about
- Parking rules
- Effects of driving under influence of drink and drugs
- Night driving rules
- Use of traffic signs/markings
- Necessity of drivers' rest, health
- Impact and damage caused by accident
- Use of bus stop/bay
- How to drive at accident black spots etc.

Showing of the training video has been packaged in training session of 1 day that comprise of the following:

- Discussions on road safety scenario of the country and Highway and importance of safe driving for reducing road accidents
- Viewing of the training video on safe driving titled "Ghore Firi Nirapode" (return home safely)
- Discussion after each of three parts on driving lessons shown in the video
- Evaluation through questions/answers and expressions of commitment to abide by road safety rules while driving in future.

Deputy Police Commissioner, Barisal Metropolitan Police, Assistant Director and Motor Vehicle Inspector of BRTA Barisal etc. awarded certificates of participation to the trained drivers. The certificate bears the signature of the Director Enforcement of BRTA and Director, BRAC.

One audiocassette/CD already developed containing lessons on the training was distributed to each participating driver free of cost. Besides the trained driver were given Tk. 125 each as a compensatory allowance in lieu of missing their day's salary for attending this training.



The trained drivers who did not have genuine driving licenses were provided necessary official forms and guidance to fill these up to receive learners' driving license.

The module developed for the training, the trainers' guide and the certificate of participation is enclosed in volume – II, annex – 15 and 16.

Road Safety Awareness of Rickshaw Puller followed by Pasting of Reflective Sticker

The rickshaws and rickshaw vans ply on the project road side by side with motorised vehicles. Notwithstanding the fact that non-motorized vehicle (NMV) are not supposed to ply on highways and there are traffic signs to that effect, the reality is they are there. The transports are slow; pullers are illiterate, untrained and unaware of traffic rules, require manpower intensive traffic policing to regulate them which is absent and yet are in high demand for travel and transportation of passengers and cargo.

The real problem of rickshaw is their visibility at night. The light they are supposed to use for visibility at night is absent. As a result, rickshaws are dangerous from accident point of view because one can not see them at night before coming to very close distance. Many accidents take place due to this and the main victims are rickshaw pullers themselves and its passengers more than the motor vehicles, which hit them. Since most of these accidents are hit and run, there is seldom information/case lodged to police on these accidents.

The intervention titled “Road safety awareness of rickshaw pullers and pasting of sticker on rickshaws” was therefore developed and implemented to make rickshaw pullers aware about plying rickshaws on highways safely and to become visible at night through sticking reflective sticker at the back of their vehicles. This intervention designed to this end was therefore packaged as below:

- Rickshaw pullers received two hour of participatory road safety training session which included a case study of a local accident involving a rickshaw/van puller and the causes of accidents, classes and use of different roads, traffic signs, parking, night riding, visibility and maintenance of stickers.
- Subject to receiving the above training stickers were attached on rickshaws/vans personally by local guests, members of CRSG, STCs and project staff.

A total of 7151 rickshaw pullers and 337 rickshaw van pullers were put through the road safety awareness sessions. High intensive reflective stickers were stuck at the back of their vehicles after they attended the awareness session. Mr. Shafiqul Islam, Superintendent of Police of Patuakhali District inaugurated the rickshaw pullers' awareness session on 27 July 2007 at Kalikapur-Shamoly Bazaar, Patuakhali. He spoke to the trainees and requested them to remember and follow what has been taught to them. At the end he attached stickers at the back of rickshaws and rickshaw vans.



A training module has been prepared for this 2-hour training and sticker attaching intervention, which is enclosed in volume– II, annex– 17. Specimens of the stickers are attached in volume– II, annex – 18.

Door to Door Awareness Campaign

It has been experienced that a portion of community particularly the women, non school going children, old and the likes can not often participate in usual road safety awareness activities that take place outdoor. Besides shop keepers and hawkers do not like to leave their businesses to attend other activities. The good option is to reach these people at their houses and shops at suitable time and convey road safety messages in presence of as many members of the family and customers of shops as possible.

Project staff visited 7,369 households and 3521 shops in the first round and 7200 households and 3119 shops in the second round and made the people present aware about road safety through participatory discussion and practical demonstrations on skills of using road. Training



posters were used for these discussion and demonstration sessions. Each household was provided with 2 posters containing instructions about safe walking and crossing roads. Similarly roadside shops and households were provided with 3 posters each containing instructions about safe walking, crossing and the other one on proper use of road and roadsides. The members of the households and shopkeepers along with customers of their shops were encouraged to participate in the discussion. This allowed building of common understanding of

road safety issues affecting them and the ways how they could be safe while using road as pedestrian, public transport passenger, road side shop keepers, hawker etc.

Field Communicators numbering 5 were selected and appointed as contract staff to conduct this direct and intensive campaign. Before commencing the work the Field Communicators were given three-day long training at Patuakhali project office, which helped them deliver the service properly and effectively.

Road Safety Animation Film: A unique approach to road safety education

BRAC has undertaken road safety animation film programme titled *Lal, Holud aar Shobuj* (LHS) to provide road safety education in an entertaining way on television. The name *Lal, Holud aar Shobuj* means Red (Lal), Yellow (Holud) and Green (Shobuj) - the three colours that are used in expressing the basic rules of safe use of road in the form of traffic lights. Besides, these colors are commonly found in Bangladesh and are popular in her common culture.

It is expedient to mention that unlike any other medium, animation's appeal is universal, crossing gender, age and cultural barriers. And, due to these qualities, animation which is also becoming increasingly affordable, could play an important role in educating and changing behavior, especially that of the children who are easily attracted to animation's imaginative and entertaining aspects. In this context BRAC has examined previously produced similar

animation programs. One such project, shown in several Asian countries including Bangladesh, is *Meena*.

Lal Holud aar Shobuj is a unique initiative conceived as a series of short 2.30 (two and half) minute animation films focusing on the essential knowledge required for using the roads safely. Implemented by BRAC through a unique partnership with development partners, it is first of its kind as education initiative for road safety.

BRAC piloted the programme in 2004 through producing the first episode of LHS. This was aired on private TV channels. Another 4 episodes were created in 2005 and were shown 16 times on BTV before 6 pm local news. While the pilot episode was produced and aired on TV by BRAC from its own resources the subsequent 4 episodes received support from the World Bank's RRMP-III project executed by RHD. These episodes focused on essential and basic road safety measures, i.e. road is not for playing, walking on the right side of the road, crossing the roads safely, dangers of occupying the roads for buying and selling goods, and dangerous points on the roads not to use for crossing. According to the extensive research works carried by BRAC, these are among the many other vital issues that our average road users lack knowledge of. Limited numbers of people of selected areas were interviewed about the benefit they derived from seeing LHS episodes on TV and how they would like it to be improved in future. The lessons learned from these interviews were:

- Although “Lal, Holud aar Shobuj” was shown on national television at before 6 pm local news for constraints of fund, the impact of the film on viewers has been encouraging and found to be very effective tool for dissemination of road safety message nationwide.
- The majority of the viewers of the film have retained the road safety messages conveyed as each episode is focused on one-road safety issue and messages delivered through fun, pleasure and cartoon characters.
- The film will cover greater television viewers if these are aired just before news at 8 pm on BTV.
- Airings of the films need to be repeated.
- Dissemination of road safety messages through animation & cartoon medias proved to be acceptable and effective.

Considering the above, another 4 episodes of Lal, Halud aar Shobuj were produced under this project. Every 2.30 (two and half) minute episode focused on one fundamental issue of road-safety. These episodes of LHS were shown on BTV just before 8pm news on 23 April 2007 coinciding with the observance of UN Road Safety week. Later 15 more shows of these episodes were aired on BTV from 26 April to 11 May 2007. Awareness on 4 particular road safety issues depicted in these 4 LHS episodes were as follows:

- Risks in traveling on bus roof
- Unsafe overtaking
- Danger in over speeding

- Golden hour for accident victims

A brief on LHS is given below:

The Film: LHS take place in a semi-urban setting which is typical in the landscape of Bangladesh. It boasts the natural beauty of the lush green country, while also presenting the deadly threat of frequent road accidents due to a national highway running along the community. The characters of the film are exposed to these threats and through their experiences they communicate the risks and ways to avoid them. The episodes adopted an entertaining storytelling style to ensure the attention of the audience, and communicate the serious issues of road safety in an effective manner.

The characters of LHS:

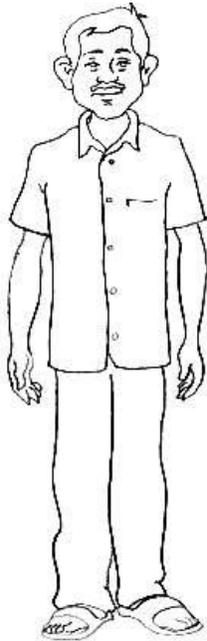
Raja: Raja is an eight years old boy, a third grade student in a primary school. He is thoughtful, smart and compassionate. Raja's big black eyes speak a lot about his unselfish personality. He is very caring to his younger sister Rima. Raja wants to be a doctor.



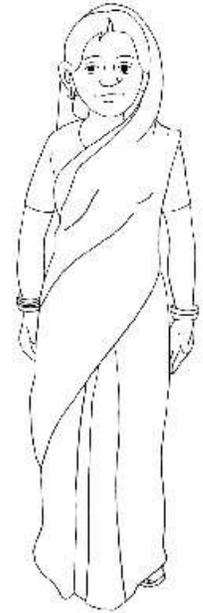
Rima: Raja's sister Rima is six year old. She is matured compared to her age keeping all innocence of childhood. She can't stay quiet for more than one minute. Her favorite food is achar.

Rinku: Rinku is a four months old baby goat. He is with Raja's family for last two months. Raja is his best friend. He is also very fond of Raja's mother because she gives him the vegetable peels. Rinku and Rima's relationship goes off and on because Rinku couple of times ate Rima's guavas.





Raja's father: Raja's father works as a health-care staff in a local hospital. In the morning he goes to work on motorbike. Raja keeps an eye if his father forgets the helmet. He never does. Being a health-care staff he sees at work how a small negligence on road could cause a disaster.



Raja's mother: Raja's mother teaches at a nearby BRAC school. She is also very good at needlework. She has supplied embroidered cloths to some of Dhaka's big shops. Raja believes that his mother has a special power otherwise how could she figure out what goes on in his mind.

The Landscape:

Raja, Rima and Rinku are growing up in a semi-urban Upa-zilla sadar where a small river flows by the south, parallel to that a highway passes through the sadar and in the north ten farming villages draw the sadar's boundary. In the east and in the west there are long stretching rice fields.



Visit of the Royal Danish Embassy Team

A team from the Royal Danish Embassy, Dhaka headed by Mr. Poul Richardt Jenson visited the campaign area and observed project activities on 31.1.07. They visited Hetalia High School where

a class on road safety was in progress of grade VIII students. He asked the students, on which side of the road they should walk? A student answered 'right side'. Then he asked the reason of walking on right side. Another student replied it is safe to walk facing and seeing on coming traffic because it is possible to move away in case of danger.



Mr. Jensen then was introduced to the Student Traffic Cadets of the school.

Mr. A.K.M. Khairuzzaman, the Manager of the project attended Mr. Jensen and accompanied him to Kuakata. Enroute the Manager briefed Mr. Jensen about other interventions of the project and showed him the billboards containing road safety messages and rickshaws fixed with reflective stickers plying on the road.

A pedestrian focused road safety theatre titled "Aahazari" meaning "cries" was staged at Kuakata for the team members. Depicted on a recent true tragic local incident of fatal accident and performed by residents trained by BRAC Theatre Programme, the spectators were full of praise and appreciation. Some comments were:

"Amazing! It is possible to communicate messages to the rural people in such short time spending so little"

– Peter Quist Thomsen, Sr. Adviser, RFLDC, TSU, Barisal.

" Could not feel when tears rolled down my cheeks"

– Abdullah Al Masum, Coordinator, Aquaculture and Fisheries, RFLDC, TSU Barisal.

A meeting was held on 01.02.2007 at Patuakhali DANIDA office. Mr. Harunur Rashid, Sr. Programme Officer, Royal Danish Embassy, Dhaka in the meeting appreciated BRAC for successfully implementing the road safety campaign with a high standard of professionalism. The field staff of DANIDA who ride motorcycles should take training from BRAC on safe riding of motor cycles added Mr. Harun. He said if there is any leaflet on motorcycle riding, BRAC may like to provide to their field staff. Manager Mr. Khairuzzaman thanked DANIDA for supporting its road safety campaign expecting replication elsewhere in the country. The team comprised of the following:

- | | | |
|-------------------------------|--------------------------------------------|-----------------------------------------------|
| 1. Mr. Poul Richardt Jensen | Counselor | The Royal Danish Embassy, Dhaka. |
| 2. Mr. A.S.M. Harun Ur Rashid | Sr. Programme Officer, Transport Sector | The Royal Danish Embassy, Dhaka. |
| 3. Dr. Arifur Rahman Siddiqui | Sr. Programme Officer | The Royal Danish Embassy, Dhaka. |
| 4. Mr. Peter Quist Thomsen | Senior Advisor | RFLDC, TSU Barisal. |
| 5. Mr. Emdad Hossain | Manager, M & E | RFLDC, TSU Barisal. |
| 6. Mr. Abdullah Al Masum | Coordinator, A & F | RFLDC, TSU Barisal. |
| 7. Mr. Md. Moazzem Hossain | Component Advisor (acting) | DPHE-DANIDA WSSP in coastal belt, Barisal. |

Assessment

Very high rate of involvement of bus and truck made it desirable knowing the life style of drivers behind the steering wheel. The knowledge was likely to provide an insight on the causes of accident by them. And, in turn find a way out for minimizing accidents. These arguments in fact prompted us to conduct the study on bus and truck drivers. An approach integrating both quantitative and qualitative methods was taken for this study. A total of 416 drivers were interviewed with 33-36 from 12 districts through survey. Twelve case studies and participant observations on 111 drivers were also conducted.

A profile covering demographic, social, economic, and health of the respondents and their families have been presented to provide readers with some basic ideas on them. It was reported that 96.4 percent (401) of the respondents learnt driving from *ostads* (drivers). The rest (3.1 percent) became driver by attending driving schools and by paying professional drivers. In the case of years of driving, majority (50 percent) was driving for 1-9 years. On an average respondents were of 36.3 years of age and had only 4.6 years of schooling.

There are three components such as monthly salary, commission and allowance in the remuneration offered for the drivers. They received payment based on trips having more income than those who received payment on daily basis for driving any type of vehicle. On an average the difference between incomes of two types of contracts was Tk.2373.8. Similarly drivers per trip contract had Tk.2820.7 more income than those on daily contract. On an average respondents' families were spending Tk.8583.9 per month. Respondents driving bus were spending mostly Tk.9,045 against respondents driving minibus, i.e., Tk.7,510.3, who were spending least among the groups. On an average they were spending Tk.3126 per month for own consumption, which was about 36.4 percent of total expenditure.

Twenty-three-point-eight percent of the respondents reported to have some health problems, considered to be serious, within last one year. Majority of respondents (44.4 percent) suffered from gastro intestinal track (GIT), indicating problem in stomach, gastric ulcer, typhoid, appendix, piles, dysentery, and diarrhea. Next common health problem was non-communicable diseases (18.2 percent) closely followed by other health problems (17.2 percent). Non-communicable disease includes cardiac problem, blood pressure, cancer, diabetes, tumor, and heart problem. Whereas other diseases included problem in kidney, feeling very tired, jaundice, cough, low pressure, tooth ache, throat swore, and malaria.

Eighty-five-point-six percent of the respondents were staying with their families within a commuting distance from where the vehicles were parked. Rest of respondents who were not staying with their families were mostly residing in hotel (6.7 percent) followed by 3.8 percent in mess, and 2.9 percent staying in the vehicle they were driving. Rest 1.0 percent was residing in the rented room.

Eighteen-point-two percent (76) of the respondents believed that the time they were getting for rest, including sleep, was not sufficient. Respondents driving truck had insufficient rest compared to those driving bus. Again more number of respondents driving heavy-trucks and busses had insufficient rest compared to their counterparts.

With regard to driver's knowledge on traffic rules such as speeding and overtaking, lane, line, signs and symbols, and on other rules that the driver need to know and follow, they knew around 42 percent of the basic traffic rules needed to know and follow. They were most knowledgeable on rules on signs and symbols and least on speed.

Overloading is one of the traffic violations often done by the drivers. Buses were overloaded with passengers as trucks were with goods. There were specific reasons for overloading which in cases were economic but in others was situational. The incentive of overloading was monetary.

Forty-two point three percent of the respondents were not involved in any accident against 29.1 percent who were involved once, 15.9 percent twice and 12.7 percent thrice or more since they started driving. The cause of accident was reckless driving; mechanical problem of the vehicle, hazardous road condition due to heavy rain, impaired vision. Driving under influence of alcohol was another major cause. Other causes were hit by other vehicle, pedestrian came on the way, livestock came by, wheel broke down, brake failed and mental or physical problem.

Respondents believed that they were looked down upon. Common impression about drivers in the society was that they did not have any manner, ill behaved, addicted to drugs and drinks, visited prostitutes and when married invariably would have more than one wife. Not only that, as drivers could not sleep with their wives regularly for being out of home for a long time they also did not have a good character.

A total of 93.3 percent of the respondents mentioned that harassment by police was a serious problem for them. Overwhelming majority of the respondents (96.0 percent) tried to solve the problem with the help of money. Next mentioned method was to take help of arbitration (11.2 percent).

In terms of relationship between drivers and owners it became bad when owner had to bear the expenses for the incidents like accident, driver got involved into litigation, had to bribe police for violation etc. In few cases union of drivers had an influence on the terms and conditions of the agreed with owners.

Forty-nine-point-four percent (206) of the respondents have been driving vehicle of the same owner for a considerable length of time as against 45.9 percent (191) frequently changing the owner. Good relation with the owner was the main reason for remaining in the same job; in contrast less income was the reason for changing the job. Only 4.6 percent of the respondents were satisfied with their income. The big bus and heavy truck drivers were more or less satisfied with their income but their job was unstable.

An exhaustive report on the assessment has been produced and is submitted in volume III.

Coordination and Linkage

The campaign activities were carried out keeping URSC (Upazila Road Safety Committee), Project Director and Manager of RHD, supervisors and consultants of the Royal Danish Embassy, Deputy Commissioner and Superintendent of the District, local Government elected

representatives, traffic police, hospital/clinics, NGO/CBOs etc informed and involved, as it would appear from this report. Different training courses, workshops, and rallies were attended by Deputy Commissioners of the districts, Superintendents of Police, Project Managers of RHD, Resident Engineers, TNOs, local government elected representatives and other members of URSC.

Monitoring

Monthly monitoring meetings attended by the Executives and Road safety coordinators of partner NGOs were held regularly at the Project Office, Patuakhali. The meetings reviewed the implementation progress, road accidents occurred during last month, responses from community etc. Besides, the NGOs/educational institutions submitted a monthly progress report describing the status of the campaign activities. Feedbacks were given to them after scrutinising their monthly reports. Close monitoring resulted in suspension of contract of one local NGO namely Charkhali Social Development Organization for unsatisfactory work and terminated its Road safety Coordinator Mr. Abul Kalam Azad on our instruction for false reporting and appointed Mr. Abul Bashar who carried out project work satisfactorily.

Advocacy and Dissemination of Information

Rallies were organised at 8 campaign areas coinciding with the observance of UN Road Safety Week from 23 to 29 April 2007 on the project road.

The rallies comprised of:

- Sharing experiences of post accident sufferings by local road accident victims in the meeting
- Discussion meetings on the road safety action plan prepared by the CRSG.
- Roadside accident victims, teachers, students, CRSG, Police, scout, girls guide etc. wearing colourful caps joined rally carrying posters, banners and festoons.
- Publicity through microphone playing road safety audiocassette.



The rallies were participated by Chief Executives and representatives of District and Upo zila Road Safety Committees at numbers of places in addition to magistrates, police officer, DANIDA TSU Barisal office's staff, education officers, health administrators and local elites.

The national seminar supposed to have been organised during May 2007 was cancelled for the changes in the political scene of the country.

Finance

The project activities were budgeted for Tk.10486224.00 (One crore eighty six lac two hundred and twenty four). An amount of Tk. 200,188 remained unspent of which Tk. 181,900 was

earmarked for holding national seminar that was deferred in consultation with the Royal Danish Embassy. The audit report is enclosed in annex – 19.

Lesson Learned and Recommendations

The final report on implementation completion of the road safety awareness campaign provides us an opportunity to draw important lessons and recommendations which are given below:

- Implementation of similar road safety campaign activities at areas not covered under this project road will be helpful for improving road safety awareness of roadside community living beside the entire highway.
- The teachers and students took lot of interest in training and learning the road safety skills since they found these as knowledge and skills for their day-to-day survival. Yet it was difficult to repeat these road safety lessons frequently within the regular class for the extensive syllabus of different subjects they have to cover within the session. If the lessons included in the posters and flip charts are included in the textbooks, teachers would be required to teach these within the school time.
- Flip Chart and posters developed and used for the campaign may be sent to the Ministry of Education for use as supplementary training materials for lessons on road safety provided in the textbooks of primary schools.
- Written instruction from DC, DEO, District Primary Education Officer and UNO for arranging and accommodating road safety education informally for students in educational institutions is necessary.
- Driver training workshop may be conducted nationwide under road safety component of other road projects using the format and the multimedia material produced and used in RSPAC.
- The enactment of newly drafted Highway Act and its stringent implementation will prevent the rampant and unabated encroachment of road and roadsides.
- Provision of separate lanes for fast and slow moving vehicles, enough road shoulder space for pedestrians, widening and provision of footpath on road going through hats/bazaars, provision of foot over bridge or underpass at points having very high pedestrian trips inclusion of cost estimate for road safety works in BOQ, construction of guard rails/boundary wall for road side schools and marking zebra crossings in front came strongly from the stakeholders.
- Road use for other than traffic like drying of paddy, putting shed/shutter on shoulders of road etc. causes accidents and hence to be stopped.

- The assessment on drivers suggests that recruitment process of the drivers' helpers should be formalized; license to the drivers and helpers should be issued only by BRTA; people in general should be made aware of traffic rules; programs may be aired in TV and radio to orient people about traffic rules; fitness of the vehicle, and its speed, overload should be checked more frequently and with honesty by concerned authority so that unfit vehicles may not run on the roads; standard job policies appropriate for drivers and helpers should be introduced; the policy should have a legal status and driver's labor union should be in charge of monitoring the implementation of the same; drivers should be oriented about venereal diseases and the process to avoid them by organizing workshop for them.
- An assessment of the TV viewers at the project area revealed that those who watched the road safety animation film on their television have understood the road safety messages, retained those and could say how they will in future use road safely. Publicity on telecasting schedule of the films will attract more TV viewers to watch the films and make more benefits out of it.