

# Model School Zone

A project of Safe Kids Vietnam,  
represented by the Asia Injury Prevention Foundation  
Presentation by Bui Thi Diem Hong ♦ June 20, 2013



**SAFE  
KIDS**  
VIETNAM

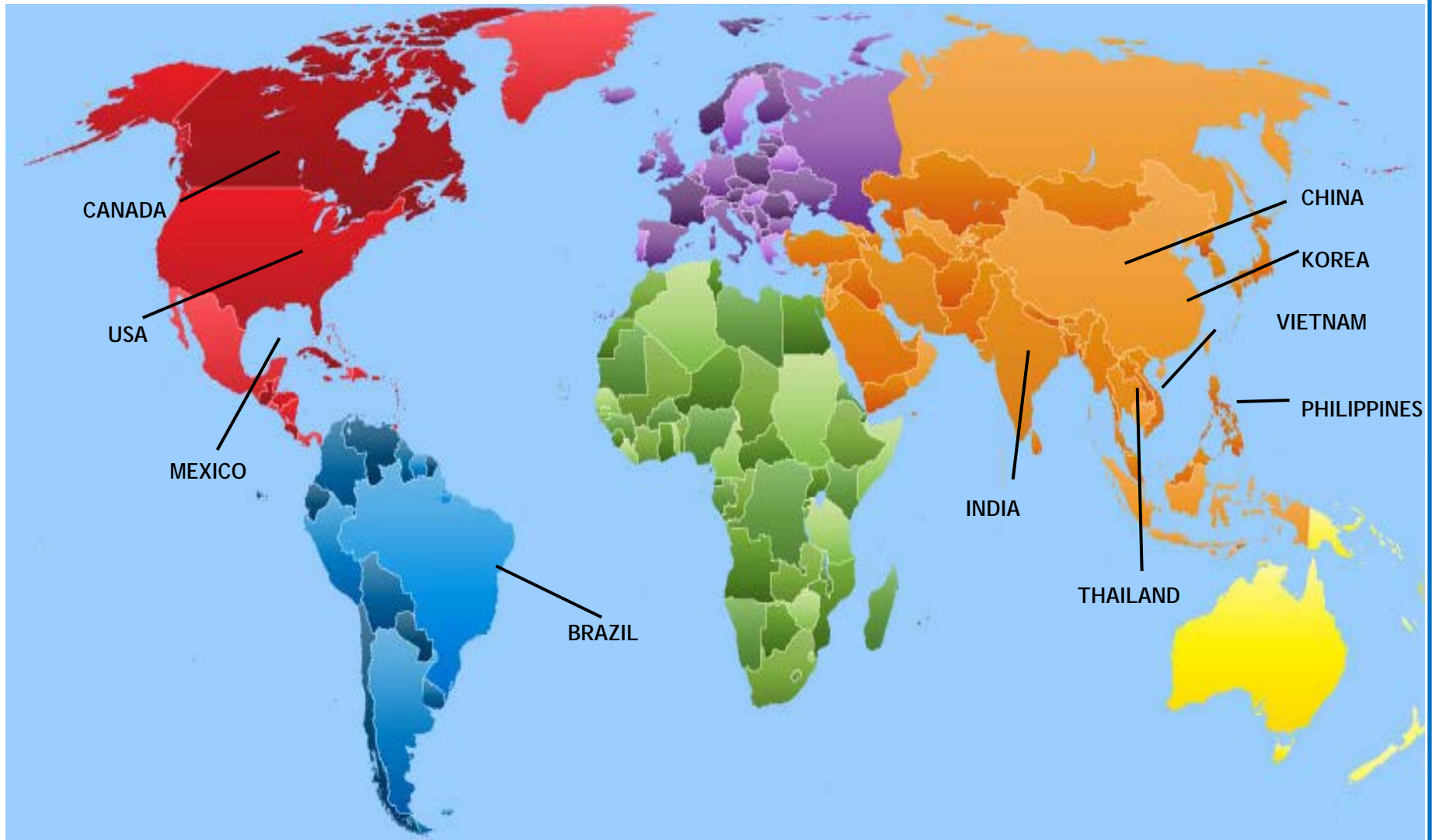
**AIP** FOUNDATION  
MAKING ROADS SAFE

# Asia Injury Prevention Foundation

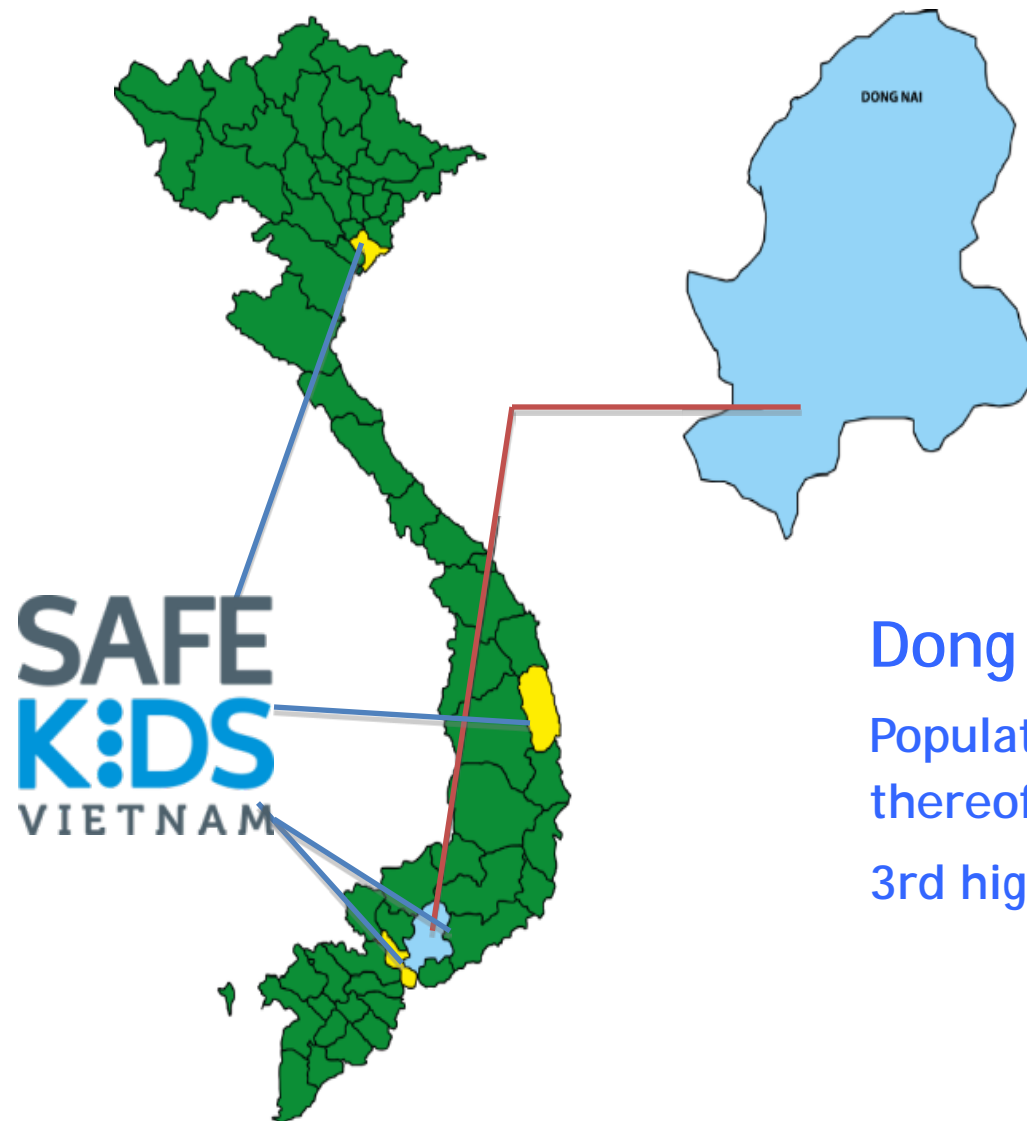
**Mission:** To provide life-saving traffic safety knowledge and skills to the developing world with the goal of preventing road traffic crash fatalities and injuries.



# Pedestrian Safety: Safe Kids Model School Zone



# Model School Zone in Vietnam



## Dong Nai Province:

Population	2,5 million
thereof <15	>600,000
3rd highest rate in road fatalities	

# 3 Phase Approach

1

Assessment



2

Intervention

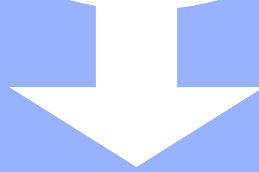


3

Evaluation



Phase  
I



Assessment

# School Selection

Black Spots

Identify District

Walkability Checklist

School Zone Assessment

Nguyen Thị Minh Khai  
School



# School Selection



- 615 school students
- High percentage of students walk
- Unsafe environmental infrastructure
- Uncovered drainage channel

# Stakeholder Engagement

Identify  
relevant  
stakeholders

Create  
Working  
Committee

Establish  
project  
objectives



# Baseline Assessment



## Roadside Observations

- Driver Behavior
- Pedestrian Behavior



## Parent Survey



## Student Survey



# Baseline Assessment

- Students were vulnerable to the road safety
- 16.1 percent of students have been hit by vehicle
- A high percentage of students didn't feel safe walking around the school
- A high percentage of parents didn't feel comfortable to let their children walk



Identify safety issues for improvement



Phase  
II

Implement Model School Zone

The background image shows a classroom setting. A male teacher in a white shirt is standing and speaking to a group of students. The students, also in white shirts, are seated at a table with a yellow and orange floral tablecloth. A projector screen in the background displays a street scene with pedestrians. A banner with the text "Scratch the surface" is visible on the wall to the right.

# Education

Distribution of  
Pedestrian Safety  
Curriculum  
& Safety Equipment

Teacher Training  
& Teaching Tools

Student Training

Parent Education

# Environment Modifications (1)



# Environment Modifications (2)



# Enforcement (1)



Reinforced Patrols

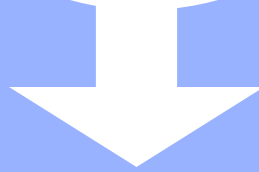
# Enforcement (2)



Crossing Supervision



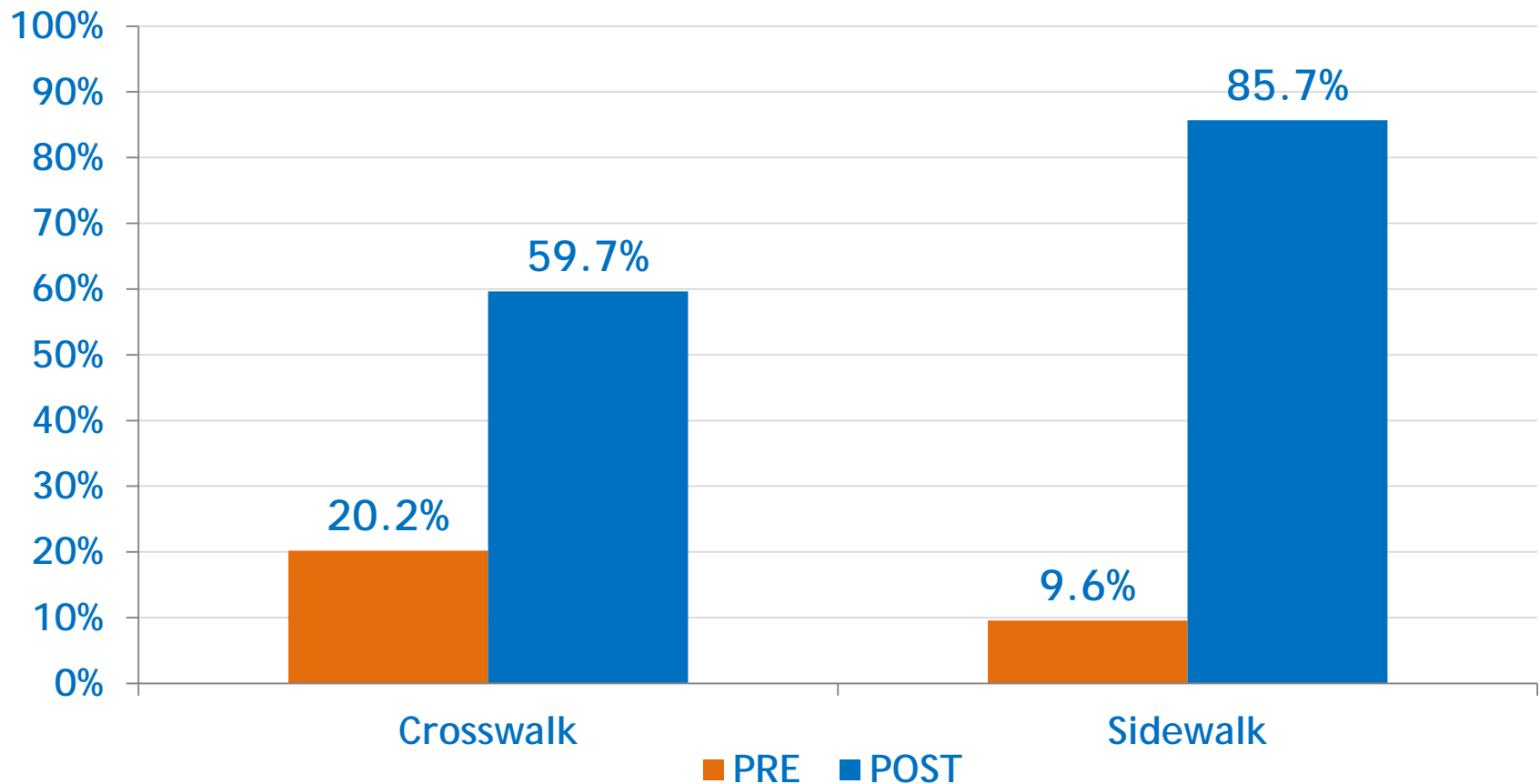
Phase  
III



Post-Intervention Assessment

# Cross Walk & Side Walk Use

Percentage of crosswalk & sidewalk use in pre- & post-assessment



# Visibility & Sense of Safety

Use of reflective jackets:  
0% - 61%

Comfort level of parents to let their  
child walk to school doubled



# Fatality Reduction



Fatalities from Jan-Apr 2012: 24  
During the same time one year later: 8



# Lesson learned

- **Inconsistent and incomprehensive infrastructure**
- **A lack of human resources from traffic police and local public security officers.**
- **A lack of budget from government for replication**
- **A big investment is required**

# Thank you!

