

# **Road Safety through Community Education**

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## **Abstract**

The World Health Organisation forecasts that road crashes will be the third most important cause of death and disability worldwide by 2020. An estimated 1.2 million people are killed in road crashes every year, with 85% of road traffic deaths and injuries occurring in low-income countries.

The UK's Department for International Development (DFID) has a long history of commissioning research into improved road safety, including the development of road safety education resource materials for use in the school curriculum. However, it is widely recognised that in developing countries not all children attend school, and that parents and other members of the community can also have a significant influence on the behaviour of children; and that adults themselves may not have benefited from any formal education they may have experienced.

DFID's developing emphasis on poverty, livelihoods, and sustainability issues, suggested the need for a broader 'community' approach to road user education. This paper provides a review of such programmes, comparing developed with developing country practices, and a summary of empirical research undertaken in countries of Africa and Asia using 'participatory' research techniques to test the effectiveness and sustainability of community road safety education programmes.