

**SCHOOL ROAD SAFETY AWARENESS
CAMPAIGN 2016-17**

Road Safety Cell, Delhi Traffic Police

- Spread road safety awareness among different categories of road users to bring attitudinal change
- Use of various methodologies like interactive lectures, classroom mode of teaching, film shows, display of mobile exhibition vans, organizing quiz/painting/debate competitions, practical training at five Traffic Training Parks, etc
- Formation of Road Safety Club is one initiative of Road Safety Cell to involve school children in the cause of road safety.

OBJECTIVE OF THE CAMPAIGN

To Underscore the Importance of Road Safety Education

- Increase in the number of road users (18.6 million) and vehicular population (82 lakhs approx.)
- Increase in the number of violations
- Lack of awareness regarding road safety and personal safety
- Spirit of adventurism/daring among the young while riding/driving a vehicle, riding without helmet, speeding etc.
- Alarming increase in minor drivers

OBJECTIVES

Contd.

- Children can be easily taught and molded they can act as road safety custodians and bring value addition in their families and surroundings to encourage change in attitude of members
- “Catch them young and train them young” for strong value formation and road behaviour at a young age
- Besides, Road safety, we would also be talking on
 - ❖ Safety from Cyber Crimes
 - ❖ Safety of students

WHY ROAD SAFETY ASSUMES SIGNIFICANCE ?

- Road accident data is a cause of concern

| YEAR | TOTAL ACCIDENTS | | TOTAL INJURED | |
|-------------------------------|-----------------|--------------------------|---------------|----------------|
| | Simple | where people were killed | Injured | Persons Killed |
| 2015 | 6343 | 1582 | 8258 | 1622 |
| 2016 30 th Sept | 4346 | 1143 | 5510 | 1180 |

THE CAMPAIGN WILL INCLUDE

- Lectures and interaction
- Movies on traffic safety
- Competitions
 - Road Safety Painting Competition for Junior, Middle and Secondary group
 - Road Safety Quiz Competition for Middle and Secondary group
 - Road Safety Debate Competition for Middle and Secondary group

LAY OUT OF COMPETITIONS

- First Round – School Level – October 2016
- Second Round – District Level – November 2016
- Third Level – Range Level – December 2016
- Final competition – During Road Safety Week in January 2017

First Round – School level

- Road Safety Painting Competition for Junior, Middle and Secondary students in schools
- Road Safety Quiz Competition for Middle and Secondary students in schools
- Road Safety Debate Competition for Middle and Secondary students in schools
(Between 7th and 31st October 2016)

Second Round – District Level

- Road Safety Painting cum Slogan writing Competition for Middle and Secondary group students – **7th November 2016**
- Road Safety Debate Competition for Middle and Secondary group students – **7th to 9th November 2016**
- Road Safety Quiz Competition for Middle and Secondary group students - **10th to 11th November 2016**

Third Round – Range Level

- Road Safety Debate Competition for Middle and Secondary group students – **6th and 7th**
December 2016
- Road Safety Quiz Competition for Middle and Secondary group students – **8th and 9th**
December 2016

Finale

- Road Safety Painting Competition for Middle and Secondary students at Traffic Park Roshanara Bagh
- Road Safety Quiz Competition for Middle and Secondary students at Traffic Park Punjabi Bagh
- Road Safety Debate Competition for Middle and Secondary students
- Final Ceremony

STAKEHOLDERS

The campaign is being organized in partnership with the following organizations and corporates working with us in the cause of road safety:

- IGL
- SIAM,
- Hero Motocorp
- HMSI Ltd.
- Jubilant foodworks

OUR EXPECTATIONS FROM SCHOOLS

- Ensure participation of maximum numbers of students in all the competitions
- Mobilize the support of students, teachers and parents to address the issues pertaining to road safety
- Encourage Road Safety and Student safety Clubs at school level to help Delhi Police to enhance awareness on road safety and personal safety around them



THANK YOU