



KEY PRINCIPLES WEBINAR

23 JUNE 2020



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LEVERAGING EDUCATION TO
ADVANCE ROAD SAFETY NOW!



Fundación
MAPFRE



European Transport Safety Council



DEFINITION



Traffic safety and mobility education covers all measures that aim at positively influencing traffic behaviour patterns, with an emphasis on:

- Gaining knowledge and understanding of traffic rules and situations;
- Developing and improving skills through training and experience;
- Strengthening and/or changing attitudes and intrinsic motivations towards risk awareness, personal safety and the safety of other road users to contribute towards a safety-minded culture;
- Providing the tools necessary for a well-informed choice of transport mode.

THE LEARN STATUS REPORT



January 2019

1968 VIENNA CONVENTION

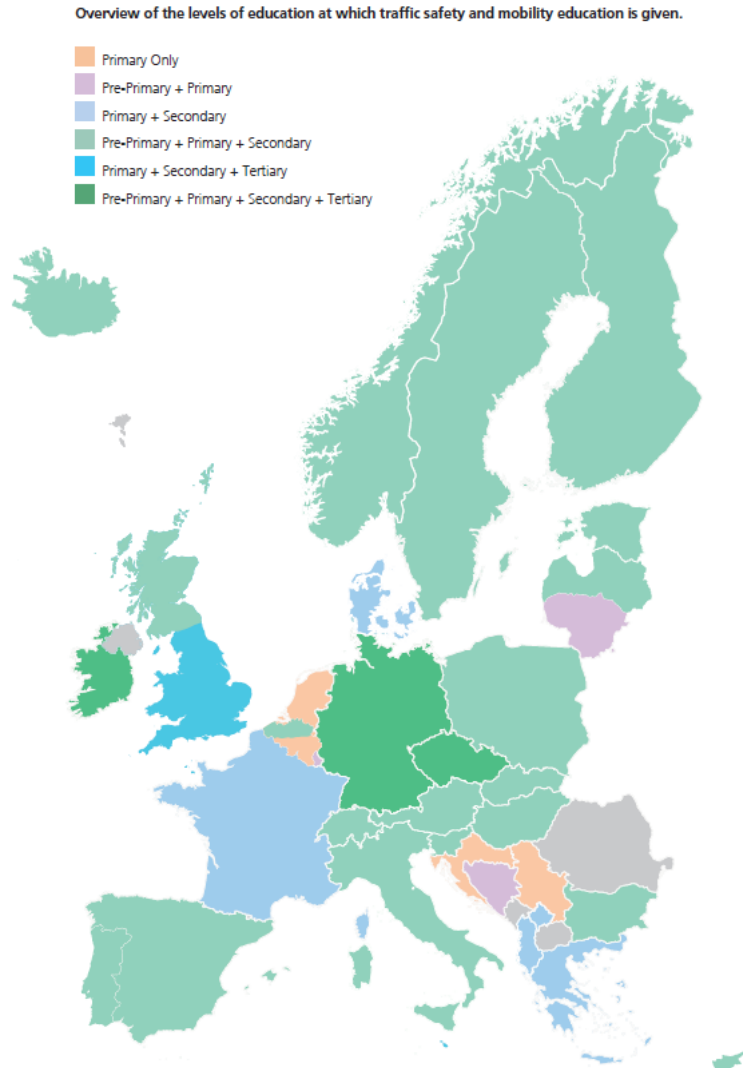


UNECE's "1968 Vienna" Convention on Road Traffic

"Article 3(5bis). Contracting Parties will take the necessary measures to ensure that road safety education be provided on a systematic and continuous basis, **particularly in schools at all levels.**"

Cyprus, Iceland, Ireland, Kosovo and Malta have not signed the Convention on Road Traffic

THE STATUS IN EUROPE



Traffic Safety and Mobility Education is **given** at:

- Primary level in **all** states
- Pre-primary in **69%** of the states
- Secondary level in **81%** of the states
- Tertiary level in **5** states

- **All four levels** of education in
 - the Czech Republic
 - Germany
 - Ireland

- Three levels in **21** states
 - With Pre-Primary, Primary and Secondary most frequently used (**19** states)

THE STATUS IN EUROPE

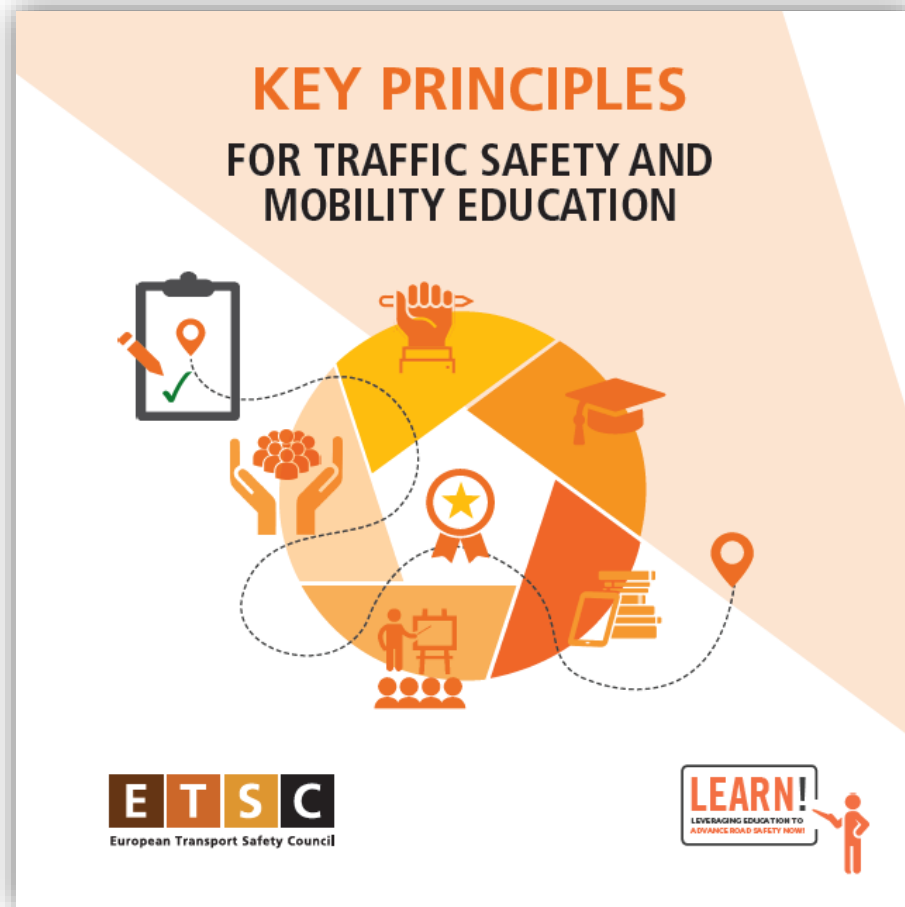
However, significant differences:

- **Hours.** Amount of lessons (/hours) given differs between states, and between educational levels in states.
 - Sparsely addressed at secondary education.
- **Type of Lesson.** A shift towards more theoretical-only lessons given at secondary schools

Conclusion:

- The Status Report shows that in practice, the European states' UNECE commitment is not always fulfilled, and **there is a lot of room for improvement** in that regard, notably at secondary education.

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January 2020

- 17 Key Recommendations with accompanying Best Practice Examples
- Drawn up by the LEARN! Expert Panel
- Aimed at National and Local Decision/Policy Makers...
- ...as well as head teachers and organisations!

WHY TRAFFIC SAFETY EDUCATION IS IMPORTANT

WHY TRAFFIC SAFETY AND MOBILITY EDUCATION IS IMPORTANT

In order to achieve Vision Zero in road safety, the EU and its Member States need to implement an integrated approach to road safety. **Education is considered an essential part of this integrated approach**, alongside measures focusing on, inter alia, vehicle safety, infrastructure safety, enforcement and awareness-raising.

If good habits are established when children are still small, it is likely that they will **grow up to become responsible road users**. Road safety education therefore helps in laying the groundwork for the realisation of Vision Zero. It furthermore prepares young people to navigate the streets safely when they are young adults, the high-risk age group between 18 and 30 years old.



Over **25,000** people lost their lives on European roads in 2018. And while the road safety of children and youngsters under the age of 18 has improved considerably in almost all European countries over the past decade, **1,154** children and youngsters were killed in the EU in 2017 alone.⁷ More than 19,500 have been killed over the last decade and many more sustained life-changing injuries.⁸

Children and youngsters have a **right to grow up in safety**. Traffic safety should be an important and **natural part of everyday life**. After all, every person, including children and youngsters, is a road user every day: as a passenger, as a pedestrian, as a cyclist, or as a user of nascent modes of transport such as electric scooters.

Road safety involves everyone and should therefore be a **shared responsibility**. Adult road users have to be educated to understand the limitations of child behaviour in traffic and **the responsibility for keeping children in traffic safe has to be directed towards adults**. After all, young children have physical and cognitive limitations that make them more vulnerable in road traffic than adults.⁹

Adults are also important role models. The choice of form of transport to the day-care centre and to school, work and leisure time activities affects the child's mobility education. Schools and kindergartens must also consider traffic safety and mobility as part of their health and safety work, their cooperation with parents, and the implementation of activities scheduled throughout the year.

Traffic safety and mobility education is important to the **implementation of the Safe System approach**¹⁰, as it helps develop safe road users. Human behaviour is a key cause of collisions and education can teach safe behaviour and correct unsafe behaviour.

Traffic safety and mobility education is a **life-long learning process**. Each age group may face different challenges, yet all should benefit from gaining more knowledge, improving their skills and contributing towards a safety-minded culture. **Education is therefore a broad approach that reaches everybody** and should be seen as long-term work and long-term investment.

Road safety also interlinks with many other policies, such as mobility, sustainability, and health. Synergies between the topics allow for education on one topic to also cover the other related topics, and **cooperation between the ministries** of transport, education, health, and sustainability (as well as other relevant ministries, authorities and agencies) is therefore vital.

The European countries that are regarded as frontrunners in the provision of traffic safety and mobility education are also among the **best performing European countries** with regards to road safety, as they **have the fewest deaths among children and youngsters**.



¹⁰ For more information on the Safe System approach to road safety: OECD/International Transport Forum (2016), Zero Road Deaths and Serious Injuries: Leading a paradigm shift to a Safe System. <http://bit.ly/2QF2shw>

⁷ European Commission (2018), Fatalities by age for 2017. <http://bit.ly/2RiXwhX>

⁸ For more road safety statistics on children and youngsters under 18: ETSC (2019), The Status of Traffic Safety and Mobility Education in Europe. <http://bit.ly/LearnStatus>

⁹ ETSC (2018), Reducing child deaths on European roads. <http://bit.ly/ChildPinFlash>

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Ensure The Right To Receive Traffic Safety And Mobility Education

1. All children and youngsters should receive high quality traffic safety and mobility education with continuity and progression
2. Integrate traffic safety and mobility education in the curricula for schools, including a minimum amount of teaching hours
3. Set strategic, tactical and operational goals
4. Allocate sufficient resources for traffic safety and mobility education

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Engage and Support Schools

5. Engage and support school management
6. Motivate schools to have a traffic safety and mobility policy
7. Appoint a traffic contact teacher at school
8. Strengthen teachers' competence and support them

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Ensure High Quality Education

9. Ensure that traffic safety and mobility education is about knowledge, skills, attitudes and motivations as well as training in traffic
10. Keep traffic safety and mobility education up to date
11. Use quality standards
12. Undertake tests, process and/or outcome evaluations
13. Assess pupils and let pupils evaluate themselves

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Facilitate Framework Conditions

14. Use interdisciplinary material as a means to teach traffic safety and mobility education
15. Educate student teachers about traffic safety and mobility education during their training
16. Follow-up to ensure traffic safety and mobility education is taught

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Involve All Relevant Stakeholders

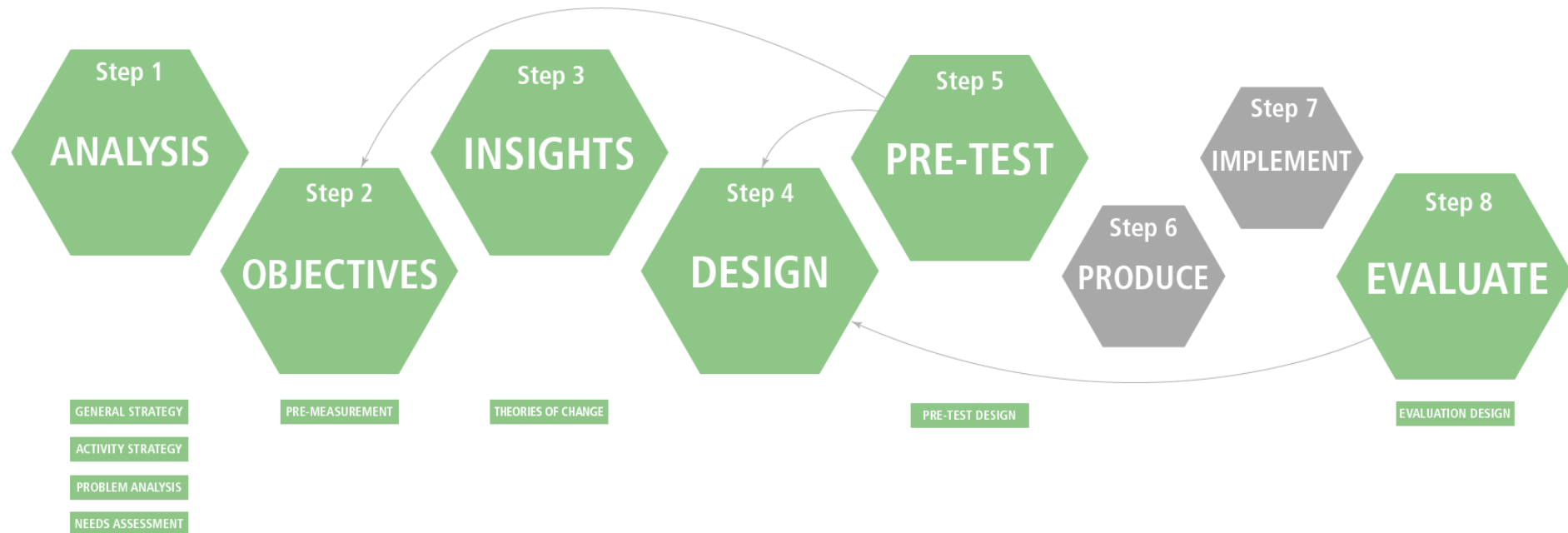
17. Involve pupils, students, parents and all relevant stakeholders

**We call on you to help implement these key principles
in your national or local context!**

THE LEARN! MANUAL

The LEARN! Manual for Developing and Evaluating Traffic Safety and Mobility Education Activities

FORTHCOMING



EUROPEAN TRAFFIC EDUCATION SEMINARS



2020
Brussels, Belgium

EXPERT PANEL



LEARN! Phase Two

LEARN! Phase Two



Focus on dissemination:

- Several Regional Traffic Education Seminars across Europe
- One European Traffic Education Seminar
- Promotion of LEARN! Toolkit (Key Principles, the Manual, and the website)
- New Report on Linking Education on Sustainable Mobility and Traffic Safety

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