



CHILD ROAD SAFETY IN THE AMERICAS

San Jose, Costa Rica 7-8 May, 2015

Plans of the FIA for Child Road Safety Post-2015



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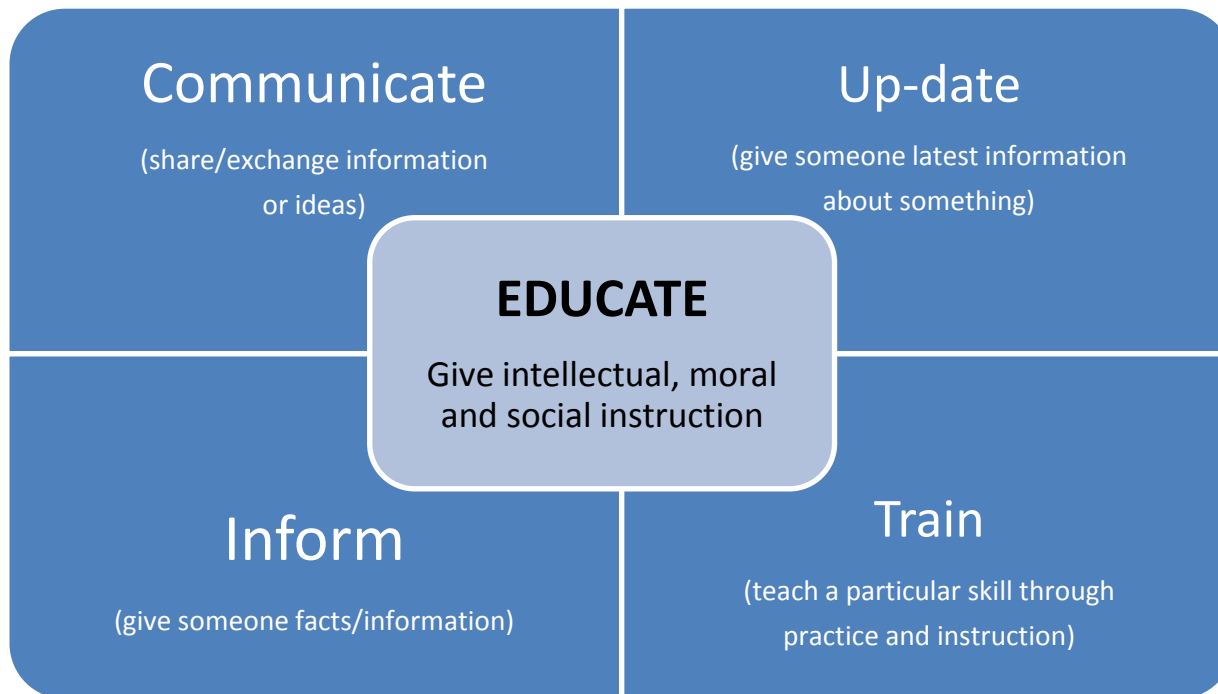
FEDERATION
INTERNATIONALE
DE L'AUTOMOBILE

FIA.COM

- Safe System & Children Safety
- Promoting initiatives on the field
- Supporting FIA members
- Strengthening Cooperation



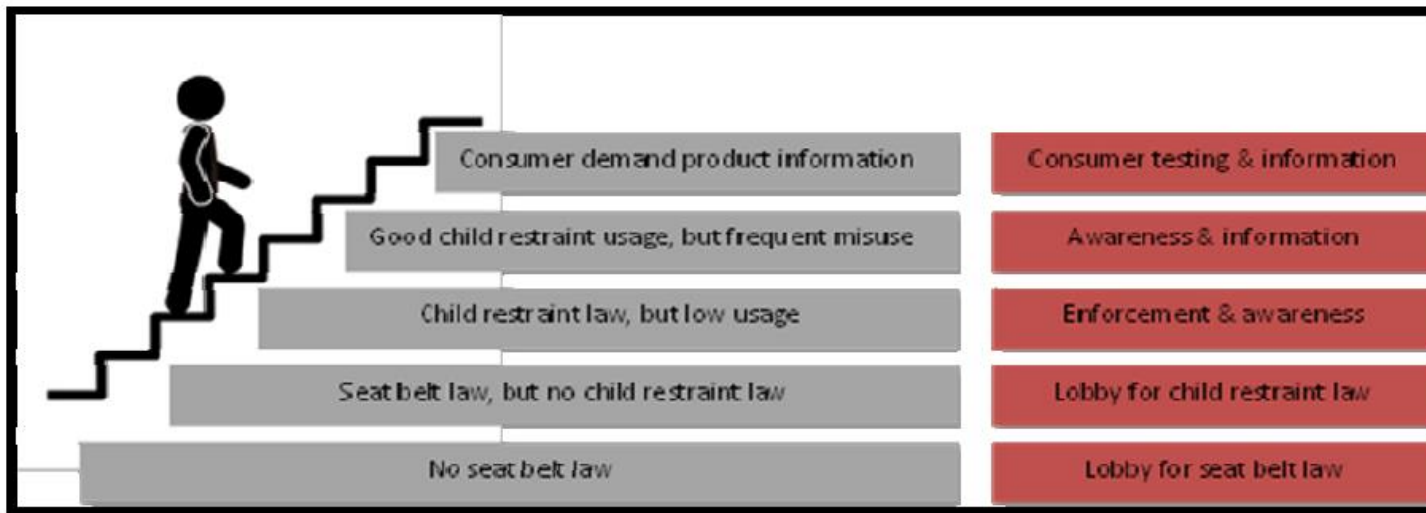
- The role of the School System in creating a “**safety culture**” is key: it is probably at the heart of the Safe System.
- Road education as an activity that can produce a **change in personal behaviour** over the time.....it takes time to do it
- We need to **insert safety mobility in the most important school subject** during the ordinary lessons....only in this way we can educate (and not inform, teach, train,)



- The **FIA Road Safety Grant Programme**, supported by the FIA Foundation, is helping clubs in many countries by funding road safety initiatives that focus on educational projects for safer walking and cycling to school, safer sharing of the road between kids and adults and events and campaigns supporting the correct use of seat belts and child restraints
- **30 initiatives during the UN Road Safety Week** in: AUS, A, BEL, B&E, CR, Costa Rica, CRO, CYP, HK, IND, IRAN, ISR, ITA, JAM, JAP, LEB, NEP, NIG, PAR, PER, PHI, POR, SING, SPA, SYR, THAY and URU



- The FIA is working with RACC Foundation, ADAC and Gonzalo Rodriguez Foundation to develop a toolkit to promote “**Child safety in car**” initiatives based on the staircase approach:
 - Enhance the advocacy capabilities and the technical expertise of FIA clubs;
 - Liaise with other organisations that can play an active role in improving child safety;
 - Promote specific actions and changes in Legislations, attitudes, practices.



TOOLKIT FOR CHILD SAFETY CARS



How to use this TOOLKIT

What is my COUNTRY situation

Basic knowledge ABOUT CRS

level 5
Consumer demand product information
Consumer testing & information

level 4
Good child restraint usage, but frequent misuse
Awareness & information

level 3
Child restraint law, but low usage
Enforcement & awareness

level 2
Seatbelt law, but no child restraint law
Lobby for child restraint law

level 1
No seatbelt law
Lobby for seatbelt law








4. WORKING TOGETHER/ COOPERATION

- Strengthening international cooperation to deliver higher impact on road safety.
- Create awareness about road safety.
- Advocate for funding, an organisational framework, and relevant interventions at the national and local levels.
- Engage with local communities to create a demand from the public for road safety.



**SAFE
K:DS**
WORLDWIDE™



- Supporting Capacity building
 - **Road Safety Indicators** : it focus on benchmarking road safety performance in Latin American countries (as a first step) and support Governments; cooperation with OISEVI.
 - **IRTAD & the cities**: establish relevant indicators for benchmarking cities; exchange information on methodological issues in collecting exposure data; exchange information on road safety interventions in the pilot cities







#SaveKidsLives



READ IT SIGN IT SHOW IT DELIVER IT ABOUT



PLEDGE YOUR SUPPORT TO THE
10 GOLDEN RULES
FOR SAFER MOTORING

TO MAKE THE ROADS
SAFER FOR EVERYONE,
**COME AND SIGN
OUR PLEDGE**

SIGN THE PLEDGE

Thank you for your attention

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A WORLD IN MOTION