ROAD SAFETY SOCIAL INVESTMENT IN SHELL

Third Africa Road Safety Seminar

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Restricted

Shell's Goal and 4 Themes on Road Safety Social Investment

Goal: Decrease fatalities and injuries due to motor vehicle incidents in communities with Shell operations

Heavy Goods Vehicle Safety
Decrease fatalities and injuries that result from crashes involving deficiencies in heavy goods vehicles

Pedestrian Safety
Decrease fatalities and injuries of pedestrians involved in motor vehicle incidents as a result of pedestrian behavior or road infrastructure

Driver Behavior
Decrease fatalities and injuries that result from crashes attributed to unsafe driver behavior such as speeding, texting, or not wearing seat belts

Emergency Response
Decrease fatalities and injuries that result from insufficient emergency response to motor vehicle incidents

These focus areas work together towards the same goal, though the community context and challenges dictate which would be most appropriate in a specific location

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Source: www.decadeofaction.org; www.grsproadsafety.org.

Specific Conditions Can Help Inform which Road Safety Sub-Themes Are Most Relevant

Behavior-Based Programs

- ❑ Seatbelt usage rate is low in Shell community where Shell operates
- ❑ Rate of mobile phone use while driving is high in community
- ❑ Law enforcement is willing to help enforce compliance with safe driving practices
- ❑ Distinct population groups are involved in most motor vehicle incidents
- ❑ Available road safety statistics cover seat belt usage, pedestrian safety, mobile phone usage, and other specific practices
- ❑ Research partners exist, including universities or NGOs

Emergency Response Programs

- ❑ Community often asks Shell to respond to fires and other emergencies
- ❑ Community's emergency response capabilities do not meet local needs
- ❑ Local authorities have limited resources but significant interest in improving community capacity
- ❑ Community is prone to fires, floods, or other disasters in addition to road incidents
- ❑ Shell operations place additional capacity needs on current community resources

Behavior-based or emergency response programs are most likely to connect to existing Shell expertise

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Specific Conditions Can Help Inform which Road Safety Sub-Themes Are Most Relevant

Pedestrian Safety

- ❑ The rate of pedestrians who are injured / killed in motor vehicle incidents is relative high
- ❑ Landscape research ("hotspot mapping") identifies local deficiencies in infrastructure associated with pedestrian safety (e.g., signs, crosswalks, speed bumps)
- ❑ Shell has relationships with local authorities responsible for road infrastructure
- ❑ Construction capacity exists, either within Shell or in the community, to make improvements

Heavy Goods Vehicle Safety

- ❑ Fatalities / injuries in motor vehicle incidents are often associated with heavy goods vehicle deficiencies
- ❑ Shell has local heavy goods vehicle safety training programs for its own employees
- ❑ Shell has facilities for heavy goods vehicle inspection
- ❑ Drivers and / or their employers have funds available to repair vehicles after deficiencies are identified
- ❑ Local authorities have capacity for vehicle inspections

Some countries or assets may choose to engage in more than one type of program depending on available resources and community need

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Recommended Road Safety – Pedestrian Safety Logic Frame and KPIs

Problem	**Pedestrians in communities of importance to Shell often do not use road safety practices and / or do not have safe infrastructure to support those practices, leading to high fatality / injury rates among pedestrians involved in motor vehicle incidents**		
Goal	**Decrease fatalities and injuries due to motor vehicle incidents in communities close to Shell operations**		
SI Type / Suggested resource allocation	**Philanthropy**	**Social Investment**	**Strategic Social Investment**
KPIs			
Input	Amount of Shell spend / Amount leveraged from partners	# hours of Shell staff time designated / donated	
Social Output	# of members of target population reached with educational programming	**# of teachers / care givers / crossing guards trained**	
Social Outcome		# of community improvements made (e.g., crosswalks, signs) % increase in level of awareness of importance of road safety as a pedestrian **Rate of fatalities / injuries due to motor vehicle incidents** % of motor vehicle incidents involving pedestrians	
Business Output		**% decrease in complaints lodged with Shell due to road use / heavy traffic**	
Business Outcome			Decreased fatalities and injuries for Shell, contractor and 3rd parties as a result of motor vehicle incidents close to Shell operations

Priority KPIs for Pedestrian Safety sub-theme

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Iraq Road Safety Social Investment Programmes - Majnoon

Basra Province Seatbelt Safety Media Campaign

- Program Aim is to raise awareness of seatbelt wearing
- Campaign target groups:
  - Primary – males 25-40 years
  - Secondary – females 25-40 years
- Strategic approach underpinned by research (underway)
- Campaign elements:
  - TV, radio, outdoor, print, educational DVD, collateral
- Campaign location:
  - Basra Province
- Key stakeholders - Police, Health, Educ, SOC, IFRC, WHO

Pilot School Safety Zones in Al Nashwa

- Program Aim is to reduce travel speed to 30km/h around
  - Al Hur Al Reyahi school (200 students)
  - Al Shaeed Khalaf /Al Efa schools (520 students)
  - Al Hawafidh & (TBC) Al Rasid schools (250 students each)
- Key Activities
  - Procure infrastructure (underway)
  - Produce School Safety Zone designs & tech specs
  - Contract local engineering agency to install traffic calming devices, signs etc to specs.
  - Train school staff in School Safety Zone supervision
  - Support student training in School Safety Zone use
  - Implement winter School RS campaign

School Road Safety Education Programs Yrs 1-4

- Aim is to establish RSEd Program in 162 Primary Schools
- Key Activities:
  - Develop Yrs 1-2 Program resources (final stage dev.)
  - Develop Professional Training Workshops for Principals & Yr 1 & 2 Teachers (development underway)
  - Implement Workshops for around 550 staff
  - Develop Yrs 3-4 Program, including Teachers Guideline Booklet (completed by Shell) & Program resources 7 trial
  - Pilot Yrs 3-4 program in schools & evaluate with DOE
  - Produce Yrs 3-4 Road safety Education Program

Community RS Education Program Implementation

- Program Aim is to deliver education to parents of pre-school children in Al Nashwa, Al Dayr, Al Qurna & Al Thagher via
  - 64 x Women's Health Volunteers
  - 6 x WHV Program Supervisors
  - 12x Mobile Health Clinic staff
  - 30x Basra Directorate of Health staff
- Key Activities:
  - Annual & quarterly capacity building workshops
  - Monthly project meetings
  - Home education for over 3,000 rural families/month
  - Mobile Clinic & PHCC road safety education delivery
  - Road Safety Drama Shows to over 2,000 children
  - Eid Child Road Safety Campaign

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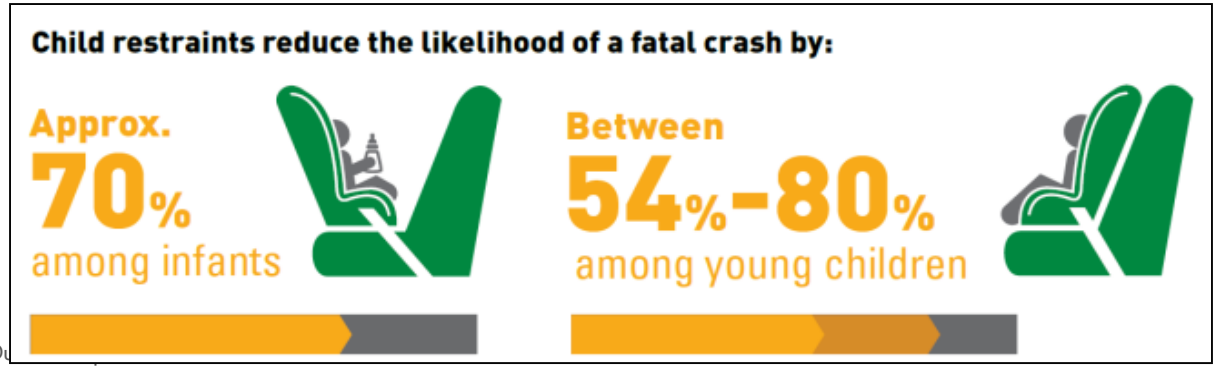
2014 - Child Car Safety Program & Program Evaluation

Community Child Car Safety Program

- ❑ Program aim is to initiate awareness of child car safety seats
- ❑ Key Activities:
  - AMAR Foundation to distribute 1,000 subsidized child car seats to targeted, high profile 'Child Car Safety Champions' (Shell local staff, Traffic Police, local leaders, school principals & teachers & health workers)
  - AMAR Foundation to monitor use by above
  - Shell to produce Child Car Seat Information & Publicity Campaign (doctors, Police & car seat Champions)
  - 64 WHVs Mobile Clinic staff & PHCC staff to deliver child car seat information in Al Nashwa, Al Dayr, Al Thagher and Al Qurna
  - Teachers to implement seatbelt safety information to Yrs 1& 2
  - Shell to conduct program evaluation

Road Safety Initiative Evaluation

- ❑ Program aim is to ensure, evidence based & effective programs that change behaviour
- ❑ Key Activities
  - **Seatbelt Media Campaign** – pre-campaign qualitative research and concept testing & post campaign social survey
  - **School Safety Zones** - pre & post social and observation surveys and speed surveys (subject to HSE support)
  - **Community RS Education Program** Pre and post surveys – WHV, Mobile Health Clinic & PHCC staff, observational & social surveys of parent practice
  - **Child Car Safety Program** - media tracking, social surveys, observation surveys
  - **School RS Program** Develop evaluation for 2015



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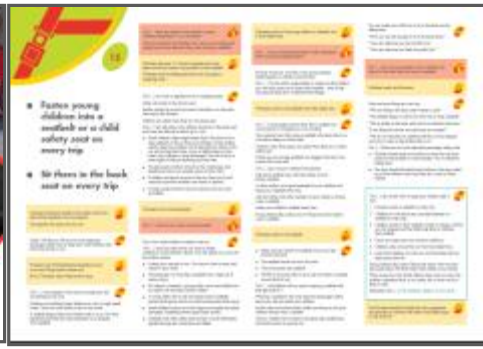
Community Road Safety Program – Launch 17 March

Photo-education family teaching cards (17 sessions)



Pedestrian Safety Posters

Information Booklet

Hand hold Wristbands

School Road Safety Program 160 schools – Launch 5 May

Photo-education teaching cards (20 topics)

Safe Game

Teacher Guideline Booklet

CD Road Safety Songs (6)

Storybook

Teacher Training Program

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Learning from Good Practice - Turkey

In Turkey 10.000 fatalities per year due to traffic accidents - major root causes excessive speeding and low rate of seat belt use

Kocaeli city – awareness and enforcement campaign – from good practice from Bloomberg Philanthropies:

Driver seat belt usage has increased from 29% to 43%,
Passenger seat belt usage has increased from 28% to 36%

		# of Incidents	# of Fatalities	# of Injuries
2012	KOCAELİ	6.975	60	5.140
	TURKEY	325.446	2.062	128.298
2013	KOCAELİ	6.443	50	4.909
	TURKEY	336.518	1.944	133.997
DIFF 12/13	KOCAELİ	-8%	-17%	-4%
	TURKEY	3%	-6%	4%

1st measurement-May 2013, 2nd measurement-Dec 2013

GLOBAL ROAD SAFETY PARTNERSHIP

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Participants in the Shell NEST Program Respond to a Range of Emergencies, Including Road Accidents

Neighborhood Emergency Services Teams Training, Philippines

- **Program description:** Shell has developed the **Neighborhood Emergency Services Team (NEST)** Training Program for local government units in selected areas of Philippines near Shell assets.
  - During the program, local residents are trained in emergency and disaster preparedness and response.
  - In addition, Shell has provided some equipment, including firefighting equipment and first aid kits.

- **Program KPIs:**
  - # of individuals trained
  - # of hours of training delivered

- **Unintended benefits:** Trainees have become first responders for a wide array of emergencies at local levels (e.g., highway accidents, boats sinking off the coast) reaching beyond their immediate communities.

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The Sakhalin Road Safety Partnership Provides Training and Equipment to Emergency Response Professionals

Sakhalin Road Safety Partnership, Russia

1 Problem Statement

In Sakhalin, the average fatality rate due to motor vehicle accidents is 9 deaths per 100 collisions (vs. 3 in 100 for the EU), in part due to deficiencies in rescue efforts and pre-hospital care

2 Program Goal

Understand current capabilities of emergency response professionals and improve their ability to save lives and prevent injuries at the crash scene through capacity building efforts

3 Program Strategies

- Training all traffic police officers in first aid
- Rescue equipment provision
- Mock crash scene exercise to evaluate rescue techniques and cooperation, with follow-on learning

4 KPIs

- # of emergency response professionals trained (P)
- Pre and post training assessments (P)
- Fatality rate due to motor vehicle accidents (C)
- % of road deaths that occur on scene before reaching hospital (C)

I = input, P = output, C = outcome

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Source: Sakhalin Pre Hospital Care System Review, 2007; Sakhalin Pre-Hospital Initiative Press Release.