

SAFE ROADS 4 YOUTH



A RESEARCH-ACTION PROJECT IN EMERGING COUNTRIES

3rd GRSP Africa Road Safety Seminar

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SAFE ROADS 4 YOUTH is the first scientific project that studies simultaneously the impact of community-based interventions on youth and drink driving in three different countries (Argentina, South Africa and Vietnam) and very different cultural environments.”

Dr Jean-Pascal Assailly, Scientific Chair **SR4Y** project





What types of community programs are effective in preventing drink driving especially among youth and how does their effect vary across countries and cultures?



Project overview

Project Overview

- **Three year participatory project at community level aimed at mobilising citizens through training and empowerment of the target group (youth)**
-
- **Analyse the role of the cultural context and social representations in prevention strategies and their outcomes.**
-



Research-Action Project in 3 emerging countries

A world map with a dark background and light-colored landmasses. Three countries are highlighted in red: Argentina in South America, South Africa in Africa, and Vietnam in Southeast Asia. Three blue callout boxes with white text are positioned around the map. The largest box is centered over Europe and Africa, containing text about the overall coordinator and main implementing agency. Two smaller boxes are positioned over Argentina and South Africa, and a third box is positioned over Vietnam. The text in the boxes lists the countries and the organizations involved in the project.

PAU Education in SPAIN – Overall Coordinator
and Main Implementing Agency
INRETS – Coordinating Research Agency

ARGENTINA
Argentina Red Cross
Universidad de Mar del
Plata / CONICET

SOUTH AFRICA
GRSP AND SARCS
University of Stellenbosch

VIETNAM
Handicap International
University of Stellenbosch
Hue University of Medicine
and Pharmacy

SR4Y South Africa



National Coordinator GRSP-ZA
Western Cape Coordinator GRSP-ZA
Mpumalanga Coordinator SA Red Cross

Belhar

About 60 000 inhabitants
Province Western Cape
City – Cape Town

KaNyamazane / Lekazi

About 50 000 inhabitants
Province Mpumalanga
City Mbombela / Nelspruit

Methodology



Research: What will the project measure?

PROCESS

- Type of **actions that are most effective** in combating drink-driving in the communities where we worked
- The **process effectiveness** during the project with a view to providing insight into potentials and barriers related to implementation.
- **Lessons learnt and implications** for the development of best practices.

IMPACT

- Impact of the interventions on **youths Knowledge, Attitudes and Behaviors** related to Drink Driving (vs. control sites).
- Impact of the project on the **community's ability to mobilize stakeholders and engage youth**.
- **Sustainability of actions** and approach developed.

Research: How is it measured?

- A **baseline study** was carried out to better understand youths knowledge, attitudes and behaviors related to drink driving. The initial findings were shared with communities in order to orient the preventive actions.
- The **process evaluation** aims to provide on-going feedback to communities to enhance effectiveness of interventions. In addition, it is a central part of the evaluation as it provides data on what was done and how.
- The **post evaluation** aims to evaluate how effective the interventions have been in changing attitudes, values and behaviours amongst young people and the outcome of the actions in each community.
- The pre and post evaluation is carried out in the **intervention as well as control communities**, in order to be able to better discern the impact of the interventions.

Action: Local Promoting groups

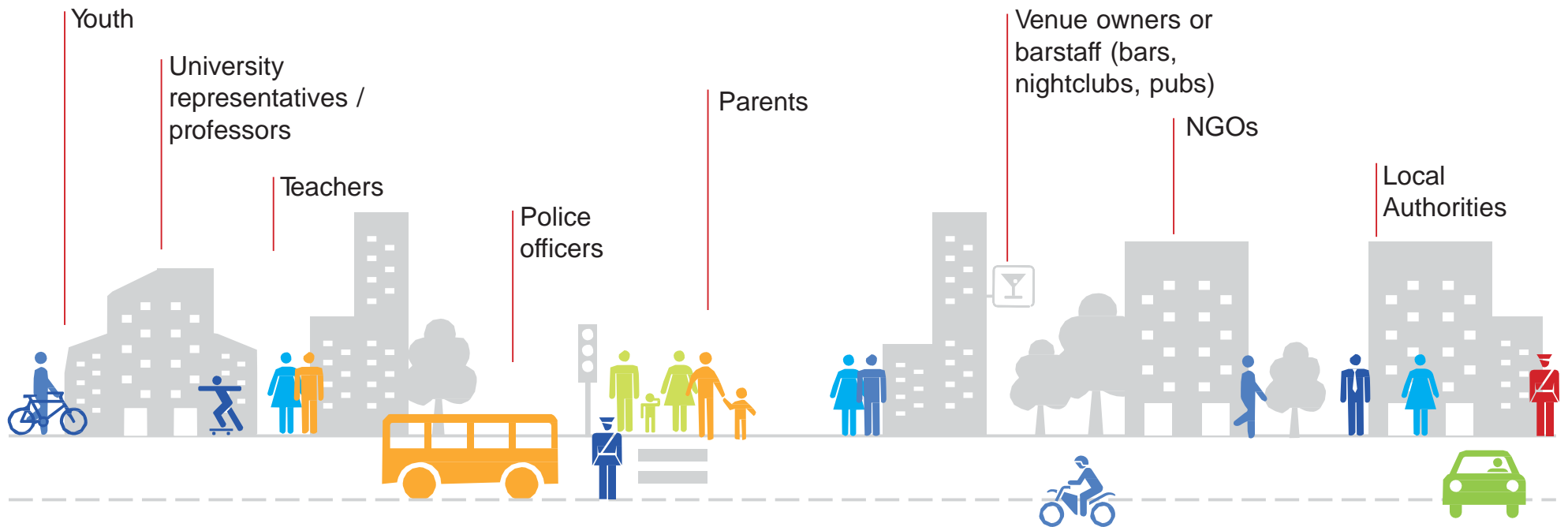
The **Local Promoting Group (LPG)**, is an innovative and unique way of ensuring real participation and engagement by community members and youth. Their role is to:

- Promote and disseminate the objectives and contents of the project;
- Facilitate inter-institutional, inter-departmental and community dialogue and relationships;
- Identify reference (resource) persons, places and settings for the proposed actions; create conditions for their effective realization:
- Ensure sustainability



Action: Local Promoting groups

Local actors who can participate in the Local Promoting Group include



Action: Engaging youth

- **Authentic participation is a key element** to ensure that young people are actively engaged enabled to assume responsibility of their safety and their lives.
- In order to mobilize the communities, **SR4Y local coordinators and facilitators** work in each community with Local Promoting Groups and local actors. This has promoted active involvement of many community members on a voluntary basis.
- **Capacity building** of all the actors involved (local teams, LPGs, youth intervention groups) has proven crucial to support the local actors, promote project objectives and methodologies and ensure similar approaches across countries.



The baseline study

First results: Baseline survey

- **The baseline survey** is one of the largest surveys carried out in emerging countries regarding youth and drink-driving, involving **more than 11,000** young people. It offers in-depth insights into the behaviour and attitudes of young people aged 15-25 in these countries, where motorization is rapidly increasing and there are very few scientific studies.

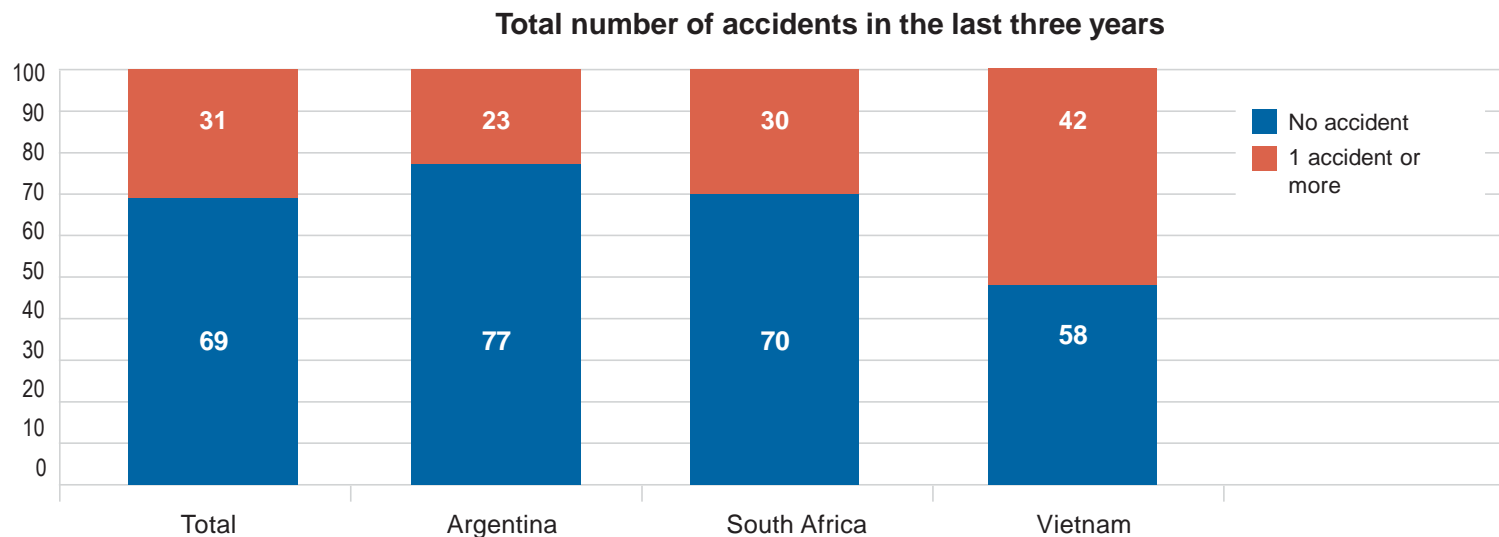


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First results: Baseline survey

- **The amount and frequency of alcohol use among young people has been underestimated in emerging countries.** Alcohol consumption reported by youth in our study is for many subjects well over the usually recommended health thresholds.
- **Traffic safety is an important issue among youth** (23-42% of youth have been involved in some kind of accident in the last three years). Of those, 47% of required medical attention, 20% for severe injuries.



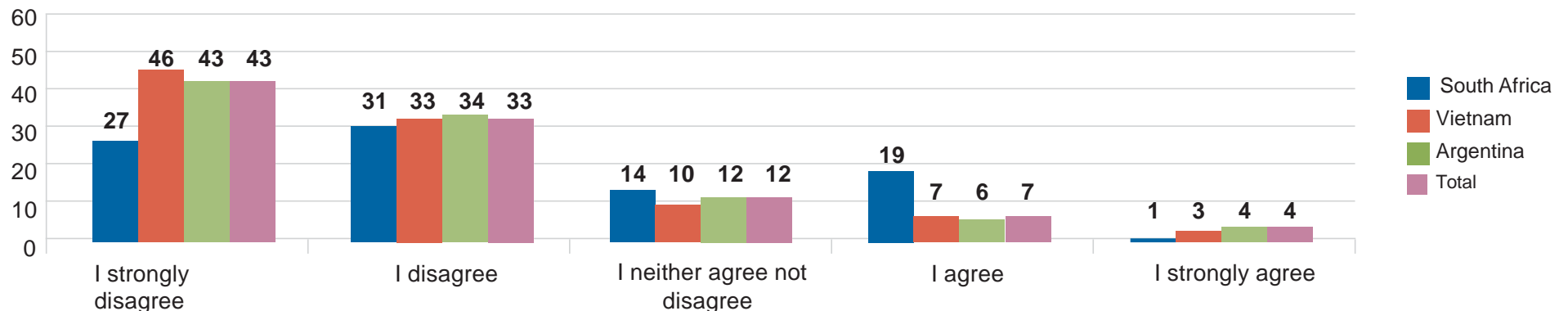
The study reveals high frequencies of drinking and driving by young people as well as other risk factors:

- **Being the passenger of a drunk driver** is even more frequent (nearly half of the subjects in all the age groups);
- **Drinking and driving by adults living in the same house** is also very important (up to 70% of young people report this happens at least once a month), as this is quite a relevant aspect in the intergenerational transmission of behaviours, and
- **Drinking and driving by a close friend** is also very significant (up to two thirds of the subjects report it) and important in terms of social norms influences.

The study promotes a **better understanding of the psychological mechanisms leading to drink driving**, and this suggests tracks for the preventive actions to be implemented:

- **Lack of knowledge and misperceptions**, as relevant proportions of subjects ignore the legal limit and overestimate the number of drinks to be consumed in one hour to drive legally or safely.
- **False beliefs leading to overconfidence** (such as “drinking a little alcohol can improve a driver’s reflexes”, “drinking coffee helps to lower the blood alcohol concentration”).

I would never stop drinking alcohol because I had to drive



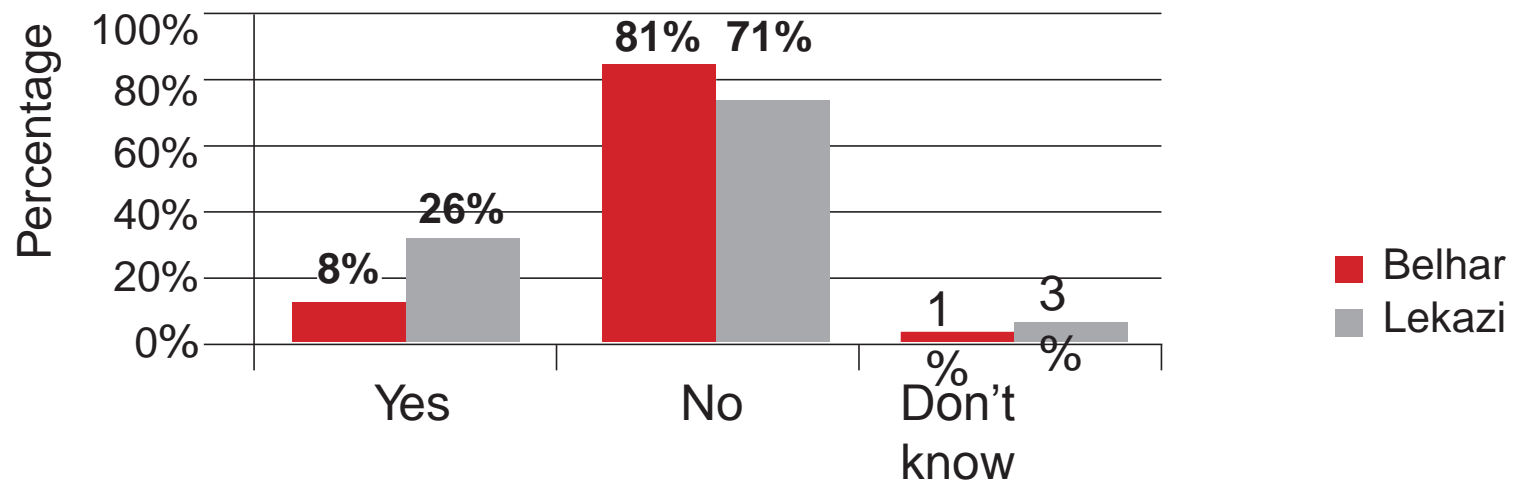
Frequency of drink driving in SA communities

- ❑ **23.6%** of drivers **admit to having driven drunk** in the past three months.
- ❑ **45%** of youths in Belhar and, **18%** in Lekazi **admit to having been the passenger of a drunk driver** in the last three months



Knowledge in SA communities

Q: Do you know what the legal alcohol test limit is for your country?



- Very low level of knowledge and understanding of the legal constraints on drinking and driving and the impacts of alcohol on human performance.



Examples of Activities: Vietnam

- ➤ Video clip design development
- ➤ Debate contest
- ➤ Painting/poster design contests
- ➤ “My story”: youths share their experiences of DD accidents
- ➤ Theater productions by youths
- ➤ Sports –football matches with DD awareness activities
- ➤ Trainings for core groups on behavior change and design of action plans



Examples of Activities: Argentina

- ➤ Training workshops for students on drink-driving and first aid
- ➤ Murals in the city designed and painted by young people
- ➤ Peer to Peer workshops
- ➤ Activity with youth and police with breathalyzers
- ➤ Alternative leisure activities with young people without alcohol
- ➤ Graphic design contest centered on drink driving
- ➤ Radio program written by youth
- ➤ Activities with alcohol simulation goggles to spark the debate
- ➤ Secondary students design and implement training course for students from other schools





EXAMPLES OF SAFE ROADS 4 YOUTH ACTIVITIES IN SOUTH AFRICA

ACTIVITIES BELHAR WESTERN CAPE PROVINCE

- Learning-by-doing project
- Open mic sessions
- Road safety / alcohol drama
- Participation in international / national road safety events
- Jamie-Lee's peer education programme (Led by learners)
- Parent to parent programme
- Taking control
- Hiking project



Learning by doing project



- Focus on imparting knowledge about alcohol and the effect on your body and mental capacities
- Anywhere (open spaces, public spaces, malls)
- 24 permanent youth promoters trained initially – now about 40
- Different modules to illustrate effects
- **What works?**
 - Reach “no go” areas in Belhar
 - Peer to peer
 - Personal growth of promoters

Road Safety / Alcohol Drama



Open mic sessions



- The consequences of drinking
- Explores the influence of relationships and social contexts of drinking
- Anywhere (open spaces, public spaces, malls)
- What works?
 - Explore difficult social context and peer influence

- Talent show with alcohol focus
 - Rap songs, poems
 - Aimed at “drop out” youth
- What works?
 - Use the strong element of “showmanship” culture in the Belhar community

OTHER PROJECTS

- ❑ Jamie Lee's peer education project
- ❑ Parent to parent
- ❑ Taking control
- ❑ Hiking project



▪ LEARNING

- To influence youth you cannot only transform youth
- As different community groups aligned towards the project goals, more of them wanted to take part through their specific passions



Safe Roads 4 Youth Belhar Cape Town
August 10 near Kuils River

Breaking news!!

Jamie-lee Pretorius and Nicole Hendricks have developed a first time ever SR4Y BELHAR PEER PRESSURE/ ALCOHOL AWARENESS SCHOOL PROJECT. "Peer pressure leads to binge drinking" (Currently running on one high school)

- met with school governing body all my themselves
- met with teachers all by themselves
- did most of the logistics for their project.
- developed a roleplay demonstra... [See More](#)

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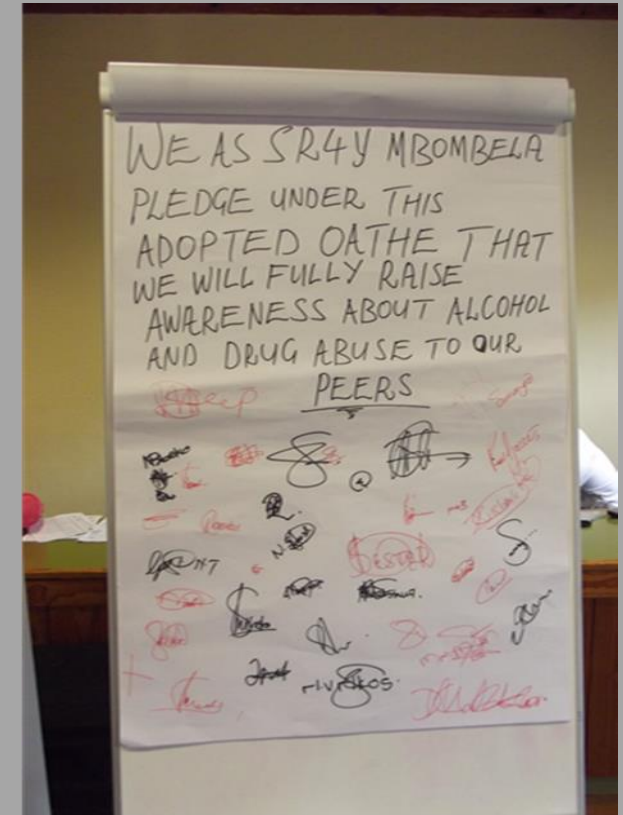


Maria Bercetche 🎉🎉🎉 Congrats!!

Like · Reply · August 10 at 3:15pm

ACTIVITIES KANYAMAZANE MPUMALANGA PROVINCE

- Community Dialogues
- Peer to peer education campaign
- School awareness raising campaigns
- Door to door visits
- Soul session at local taverns
- Taxi rank awareness raising campaigns
- Taking part in national and international events
- "Ad Hoc" Outreach
 - Health talk at KaNyamazne clinic
 - Church visit



Community Dialogues



- Facilitated sessions by LPG
- Confronting difficult issues in the community
- Explores the parent / youth relationship
- Identifies additional community resources and motivated individuals
- Reach: 700 people

What worked?

Exploring parent / youth situation within a safe context



Soul Sessions in Taverns



- Negotiation with tavern owner
- LPG brings music / DJ / lunch
- Promotes responsible drinking
- Imparts knowledge about the effects of alcohol on the body
- 11 sessions reaching 700 patrons

What worked?

Difficult to reach target groups
Building on an existing programme by an NGO

Door to Door campaign

- ❑ 10 youth promoters in pairs visit homes – can visit up to 40 households per day
- ❑ Talk to families about the consequences of drinking, imparts knowledge about alcohol effects (e.g. binge drinking)
- ❑ Reach: More than 4000 households



Ventures into the parent / youth relationship
Mother / father relationship and power issues

Mobilisation in schools

- Peer Education Programme
 - Learners trained in peer education and alcohol
 - Meetings, competitions
- 7 Schools (High and Middle)
- Special awareness days targeting all learners
- High school dramas
- Learner led activities
- 380 learners actively taking part
- Total awareness reach – more than 9000 learners



Out-of-school youth

- 429 youth trained in peer education
- Take part / lead some of the programmes



Involvement in other community events

- ❑ Taking part in national and international special days
- ❑ Ad hoc involvement (talks at clinics, churches)

What works

SR4Y recognised as knowledgeable and having a mandate



Taxi awareness



Key aspects **SAFE ROADS 4 YOUTH** in South Africa

- Capacity building of youths, learners, NGOs and community groups
 - Youth and learner-led activities
- Partnership with the Red Cross can strengthen the non-political position of the Local Promotion Group
- Access to the community through NGOs and community groups
- Sustained motivation through alignment of these groups with SR4Y goals
- Reaching difficult to reach target groups
- Use of social media to communicate

Some challenges

- Volunteerism,
 - Stipends, personal development
- Community development principles
- Group dynamics
- Road Safety as theme amongst other social issues
(drugs, gangsterism, teenage pregnancy)
- Coordination over distance

GOING FORWARD WITH **SAFE ROADS 4 YOUTH**

☐ JAN TO JUN 2015 Research:

- Ongoing process evaluation
- Participatory evaluation
- Final quantitative survey
- Final assessment of project
- **WHAT TYPES OF INTERVENTIONS WORKED (OR NOT) AND WHY IN 6 DIVERSE COMMUNITIES IN 3 COUNTRIES**
- **MODEL OF GOOD PRACTICE FOR YOUTH, ALCOHOL, ROAD SAFETY**

☐ JAN TO JUN 2015: Implementation

- 6 month period in which funding will be used to close out the current phase

GOING FORWARD WITH SAFE ROADS 4 YOUTH

POINTS TO DISCUSS

- This is a Pilot Project through which
 - Community structures have been created
 - Youth and community groups empowered
 - DistinctSR4Y Identity created
 - A good practice intervention model created across cultures

- Continuation of local structures and activities through local funding??
- Protection of principles and identity of the SR4Y??
- Can GRSP and Red Cross play a role?? Global, National?
- Government Road Safety Department role??
- Would other global or national corporates become involved under the GRSP or Red Cross umbrella

SAFE ROADS 4 YOUTH



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www.saferoads4youth.net

