

Road Safety Public Awareness Campaign on Dhaka-Sylhet Highway: A GO-NGO Collaboration



Workshop Report

Workshop held at BRAC Centre on June 06, 2005

Organised by

Roads and Highways Department (RHD) and BRAC



Workshop on Road Safety Public Awareness Campaign on Dhaka-Sylhet Highway A GO-NGO Collaboration

This report is a summary of the Workshop on the Road Safety Public Awareness Campaign (RSPAC) on the Dhaka-Sylhet Highway, organized by BRAC and the Roads and Highways Department of the Government of Bangladesh. The workshop was held on June 6th, 2005 at the BRAC Centre Auditorium in Dhaka. The goal of the workshop was to share the experiences and lessons learned from RSPAC, and to make recommendations on how to proceed with similar programs for the future. New programming to raise road safety awareness is critical in Bangladesh, a country with one of the highest rates of accident fatalities in the world. Traffic accidents are a major cause of both rural and urban poverty, and the number of accidents in Bangladesh is steadily increasing each year.

During the course of the workshop, a number of recommendations were made both during the plenary session and the technical sessions. Below is a summary of various recommendations that guest speakers, special guests and participants made during the opening plenary session.

- A community-based approach is essential to ensure that future road safety programs are sustainable. It is hence important to institutionalize community road safety awareness campaigns
- The Dhaka-Sylhet Highway project can be replicated elsewhere in Bangladesh
- Future road maintenance projects should include a road safety awareness component. In order to secure funding, contractors should incorporate this component when bidding for contracts. They can then sub-contract this work to local NGOs or consulting firms
- BRAC should conduct a study to assess the success of its road safety awareness programs, measuring the types and frequency of road accidents before and after the campaign as well as the impact of the campaign on awareness of different types of road users
- A truly comprehensive program requires collaboration between governmental and non-governmental organizations
- The “three E’s” are critical: Engineering, Education, and Enforcement, the middle “E” (education) being most important in reaching the goal of safer mobility

- Effective education and increased awareness require activities at the grassroots level, in which NGOs and community based organizations (CBOs)—with support from the government—can play a central role. BRAC coordinate and implement such GO NGO initiatives
- Training and law enforcement (especially of “vicarious liability”) should target vehicle owners, who are responsible for hiring incompetent drivers and keeping defective vehicles on the road
- More educational films like Lal, Holud aar Shobuj should be created and televised. Special attention should be subjects relating to drivers, traffic laws, and alcohol abuse.
- Legal action needs to be taken against wrongdoers. NGOs and the government should encourage public action to get compensation for the loss of life.
- BRAC or other NGOs should take advantage of the mass communication facilities available through the Bangladesh Ministry of Communications to disseminate information on road safety to the public
- The driver’s license system must be improved and more closely monitored
- Road design should have built-in road safety features at places like growth centers, market and populated areas that prevent pedestrians from going onto the main road
- There is a need to raise awareness about third party insurance compensation for victims and more adequate mechanisms to administer it
- Insurance companies can and should be persuaded to contribute money to a special “road safety fund,” which would be used to prevent accidents. The government could initiate the collection of a small fee during vehicle registration and license renewal that would be contributed to a road safety fund. The government should allocate funds from the national budget toward road safety fund
- The government could initiate a “matching grants” program with NGOs

Sharing Experiences from The Road Safety Public Awareness Campaign on the Dhaka-Sylhet Highway and a Comparative Perspective from Kerala, India

Ahmed Najmul Hussain, Director in charge of BRAC Road Safety Programme in his PowerPoint presentation outlined the methods and approaches employed by BRAC during the Road Safety Public Awareness Campaign and provided some background information on the collaboration between the Government and NGOs in road safety. From initial impact assessments, the RSPAC project appears to have been successful in its goal of improving road safety awareness for communities living along the Dhaka-Sylhet Highway. Pedestrians who were interviewed showed significant gains in their knowledge of safe ways of walking and crossing the street, and safe use of footpaths. The assessment also indicated that drivers' knowledge of traffic signs such as centerlines, pedestrian crossing, and speed limits improved notably after the campaign he said. Hussain talked on different components of RSPAC like

- Community Road Safety Groups (CRSG): Called the “force to lead and sustain the campaign,” CRSGs are road users forums established by BRAC at the grass roots level. They create road safety action plans, mobilize local resources, and work with other institutions to address the needs of the community.
- Road Safety Education for Students: As a way of “engaging the next generation,” BRAC conducted training in schools and encouraged students and teachers to spread knowledge informally in their communities.
- Student Traffic Cadet (STC) Stipend Scheme: Students were selected and trained to serve as Road Safety role models, spreading awareness and giving assistance to road users. They are given 200 Taka in compensation per month as stipend.
- Road Safety Theatre: Performing artists produced dramas based on actual and recent road accidents in the community, and spectators were encouraged to generate a discussion on the issues portrayed. The shows average 50-70 minutes in length, with roughly 500 audience members on average.
- Mobile Video Projector and Mobile Microphone: To raise mass awareness, videos on safe road usage were screened to audiences of 700. Following shows were audience discussions on the subject. In addition, a vehicle decorated with road safety slogans broadcasted recorded messages, music, and dramas on the subject.
- Drivers Training: Bus drivers were given a half-day training session covering topics such as accident causes and impacts, black spots, traffic and parking rules, speeding, drivers health, and traffic signs. This particular intervention proved to be so effective that the Chairman of the BRTA as well as Transport Association leaders requested that driving training be available for all bus terminals and new drivers license applicants.

- Additional Campaign Interventions: Such interventions included emergency road safety awareness training for people sheltered on the shoulder of the road during the floods (2004), a door-to-door road safety awareness campaign, conveying road safety messages through local religious institutions, reflective stickers for rickshaw pullers, and activating Upazila Road Safety Committees (URSCs).

While highlighting the **lesson learned** from the project he said that

- The project resulted in interface and linkages between government and non-government road safety providers in a transparent manner
- Participatory, flexible, and conjunctive approaches played a key role in the campaign's success
- People are generally unaware that occupying the road and roadsides is both unsafe and a legal offence
- The Ministry of Communications should activate the Executive Committee for road safety NGO initiatives formed earlier by the GOB

Mr. Stein Lundabye, Senior Transport Engineer for The World Bank in Washington, DC presented experiences from a road safety initiative in Bangladesh's neighboring country, India. The conference was a particularly momentous occasion for Mr. Lundabye, given that it was his final mission to Bangladesh after thirteen years of working in the country.



Mr. Lundabye gave some history of the evolution of the World Bank's cooperation with the Bangladeshi government and NGOs. In 1996 he suggested a workshop be held on the role of NGOs in traffic safety. In 1999, Mr. Lundabye along with others developed the first community road safety initiative in the World Bank, but the Bank's management turned down the proposal, suggesting that they integrate the initiative with other ongoing projects. It was a year ago that BRAC took the lead on this project and undertook RSPAC. Mr. Lundabye noted the importance of road safety awareness for communities not accustomed to living with or near major roads.

He highlighted the structure of Kerala's road safety program and the various mechanisms employed to heighten people's awareness concerning safe road usage. Kerala has the second highest traffic accident problem in India with an estimated 25,000 people killed each year and half a million seriously injured. To implement the program, a local

consulting firm called Sherwood Technocrats and Consultants Pvt. Ltd. was hired. There were no NGOs like BRAC available for this undertaking he said.

Finally, Mr. Lundebye highly recommended that all future road improvement projects should include a road safety awareness campaign. In order to secure funding, consultants should include a community road safety awareness component in the bid documents for construction. Technical requirements should be modified to incorporate road safety as well. The road safety campaign work can be subcontracted to local NGOs or consulting firms. This way, the materials would have already been developed as opposed to having to reinvent the wheel. To finish his presentation, Mr. Lundebye screened a video produced by Sherwood Technocrats and Consultants that highlighted the points he made in his speech concerning the Kerala State Transport initiative on road safety awareness.

Launch of Lal, Holud, Aar Shobuj (Red, Yellow, and Green): Animation Film Series on Road Safety

The Chief Guest for the workshop, Barrister Nazmul Huda, M.P., Honorable Minister for Communications launched the first public screening of *Lal, Holud, Aar Shobuj*, (Red, Yellow, and Green—symbolizing the colors of a traffic light), an animated film series designed to reach the youngest road users in Bangladesh with road and traffic safety messages. The series of four episodes have just been produced by BRAC with funding from RRMP- III of the Roads and Highways Department of the Ministry of Communications.



The films portray children and special animals as characters in real-life situations on road and sing-along songs. Some of the messages featured in the film are walk on the right side of the road facing on coming traffic, wait until traffic clears to cross, avoid dangerous places for crossing and do not sell and buy commodities on road. This film series, which is the first of its kind in Bangladesh, is being aired on Bangladesh National Television Channel on every Saturday and Monday since June 11, 2005.

Address of Special Guests and Chief Guest

Special Guest Mr. A.K.M. Faizur Rahman, Chief Engineer of the Roads and Highways Department (RHD) of the Government of Bangladesh. He emphasized the need for

updated safety and geometrical standards in Bangladesh, as the country's road infrastructure is far from completely developed.

The Chief Engineer commended the work of The World Bank, BRAC, Globekids, and



other NGOs in their effort to raise public awareness about road safety issues. He strongly supported the notion that future road safety program in Bangladesh should follow the RSPAC “coordinated approach” of GO and NGO collaboration. Grassroots level interventions require NGOs and Community Based Organizations (CBOs), where as legal, financial, and policy support can only come from the government. This combined effort, he said, was the key to sustainable road safety

programs. Mr. Faizur Rahman also talked about the three E's: Engineering, Education, and Enforcement. They are interdependent, the middle “E” (education) is most important in reaching the goal of safer mobility. This is perhaps where NGOs and CBOs can play the most significant role in road safety interventions.

He further recommended that BRAC conduct a study to assess the success of the Road Safety Public Awareness Campaign, covering the types and rates of accidents before and after the campaign and the impact of the campaign on various types of road users.

The inclusion of road safety awareness is being made compulsory in all major RHD development programs he said.

Address of Special Guest Mr. Abdur Wahab, Additional Secretary, Ministry of Communications, Government of Bangladesh

Special Guest Mr. Abdur Wahab, Additional Secretary in The Ministry of Communications, Government of Bangladesh gave a brief address in which he emphasized the importance of road safety initiatives in Bangladesh, commended the projects of the various NGOs, and outlined the road safety awareness efforts being made by Ministry of Communications (MOC).



Mr. Wahab noted that Western-style road engineering safety features (such as road

barriers) are too expensive for most developing countries to install on a large-scale. However, Bangladesh and other developing nations could improve road safety significantly through employing awareness campaigns, such as the *Lal, Holud, Aar Shobuj* animation film series, as well as the approaches of the RSPAC project of BRAC.

He gave his thanks to BRAC for organizing the seminar, and expressed that the Ministry of Communications had much to learn from its innovative road safety program.

Address Made by Chief Guest Barrister Nazmul Huda, M.P., Honorable Minister for Communications

The workshop's Chief Guest, Barrister Nazmul Huda, M.P. graciously congratulated BRAC in their campaigns to increase road safety awareness in association with the Road and Highways Department. The Honorable Minister's address was particularly concerned with accountability and awareness for drivers, vehicle owners, and those who build and design roads.

The Honorable Minister indicated the importance of changing the road design to incorporate built-in safety features. He said roads should be designed to decrease the risk of pedestrians going onto the main road. He suggested a service lane for non-motorized transports, dividers, indications, etc. to help road users.



The Honorable Minister stressed on the need to take legal action against drivers particularly vehicle owners being accountable for hiring incompetent reckless drivers and using defective vehicles on the road, two major causes of fatal road accidents. In addition, he insisted that victims or their families take action to get compensation for injury or death due to accidents. The Honorable Minister invited BRAC to come forward and help victim or victims' family to lodge cases for compensation for the loss of lives. He noted that victims or families could recover quite a substantial amount of money from the owner of the vehicle by way of "vicarious liability," through which car owners are liable by default. Tortuous claim can very easily be made against the accident vehicle owners for accident caused by his driver, which will make owner careful about the vehicle and recruitment of drivers thus cutting down the rate of accidents he said.

The Honorable Minister was very enthusiastic about the educational animation film series produced by BRAC in association with Globekids, Inc. He said that they were very effective and will definitely improve road users road safety awareness. He also suggested

that more similar films—especially addressing issues related to drivers knowledge, drug abuse, etc.— be made and screened nationwide.

Commending the Project Director of RRMP-III for supporting BRAC in this road safety awareness campaign, the Chief Guest invited all the Project Directors to have in their entire major road project a component built in and dedicated towards improvement of road safety awareness.

The Honorable Minister also pointed out that The Ministry of Information has mass communication facilities and trained personnel available that can be easily used to disseminate road safety information to the roadside communities. He suggested that BRAC could work with roads and highways department and take advantage of these resources. He also encouraged NGOs and other organizations to make use of the government’s extensive and virtually unused vehicle inspection machinery in an effort to ensure that only safe vehicles are allowed to travel the roads.

Finally, the Honorable Minister recognized the problem of unlicensed and unqualified drivers on the road. To this end, he was optimistic about the Bangladesh Road Transport Authority (BRTA) program that provides seven-day training sessions for drivers. However, the Honorable Minister did admit that a much better system for issuing and monitoring drivers’ licenses should be devised.

The Honorable Minister ended his address on an optimistic note, saying that in the spirit of the UN-declared International Year of Road Safety (2004), he hopes that Bangladesh will take advantage of the many international initiatives on road safety.

Closing remarks by Mr. Abdul-Muyeed Chowdhury, Executive Director BRAC and Workshop Chair

Executive Director of BRAC and the Workshop Chair, Mr. Abdul-Muyeed Chowdhury apologized for the hour delay of the program, which was ironically caused by a traffic jam. As Mr. Chowdhury noted, poor roads make traffic notoriously congested and therefore slow-moving in Bangladesh. However, as road improvements are made, people drive at higher, more dangerous speeds. Mr. Chowdhury emphasized the partnership between BRAC and the Government of Bangladesh in carrying out the Road Safety Public Awareness Campaign. RSPAC, he noted, is not a BRAC project, but rather a government project implemented by BRAC.



Mr. Chowdhury expressed his gratitude to the Honorable Minister for his constant support of road safety initiatives. He mentioned that BRAC was “pleased and honored” to partner with the government, especially since the organization has a vested interest in safe roads. There are currently 36,000 BRAC staff, more than one-third of whom travel by motorcycles or bicycles to perform their duties each day. There are also 4.8 million rural participants of BRAC programs who use roads every day to travel to BRAC Village Organisation meetings, area offices, and clinics.

Mr. Chowdhury drew attention to the fact that while Bangladesh is small in terms of area; the number of transports on the road is rising rapidly. The country has a highly developed road network, and there is a tendency for drivers to drive extremely fast without realizing that other road users are not accustomed to this speed. Mr. Chowdhury stated “involving the community is extremely important because the government cannot do everything itself, but the government can support the community through the programs we have developed.” He continued on to say that community road safety action plans are specific to different areas, each with their own ideas and ways to address the challenges specific to an area.

Mr. Chowdhury revealed that BRAC had received many letters of solicitation to conduct more driver training sessions. He elaborated on this notion of BRAC as a distributor of training, saying that BRAC has developed the expertise and is in a good position to train other NGOs to disseminate road safety information.

The Project Director Of RRMP-III had gone beyond the normal call of his duty in developing the design, and in timely negotiation and implementation of this project so that the road safety awareness campaign is undertaken and road accident is reduced for which Mr. Chowdhury extended his personal thanks to him.

The remarks of the Honorable Minister of Communications were echoed when Mr. Chowdhury mentioned the enormous opportunities available to take action in claiming damages from vehicle owners in the case of accidents. He noted that Third party recovery of insurance compensations exists in Bangladesh, but that people are not fully aware of it. In addition, there is no adequate mechanism with which to implement the system.

He closed the plenary session by submitting two items for consideration by the Honorable Minister:

- Insurance companies can and should be persuaded to contribute money to a road safety fund set up by the government, which can be used to prevent accidents and relieve victim suffering.
- The government can—in a transparent manner (i.e. one that includes representatives from interested parties such as vehicle owners and insurance companies)— collect a small fee when individuals register or renew vehicles. This collective fund can also be used toward road safety awareness programs

TECHNICAL SESSIONS- Group Discussion and Brainstorming

The technical sessions were divided into four sub-topics: Advocacy, Engineering, Victim Support, and Driver Training. The aim of this session was for specialists and practitioners to sit together and draft a set of recommendations on various current road safety sub issues. The following describes the highlights of the the technical sessions:

Technical Session: Road Safety Advocacy

Facilitator: Mr. Afsan Chowdhury, Director Human Rights and Advocacy BRAC.

Participants: Ms. Momtaz Mannan, Mr. Alauddin Ahmed, Mr. Ashrafal Alam Ratan, Tozammel Hossain, Ms. Moslima Jahan, Matiur Rahman Sagar, Md. Moshir Rahman, Mrs. Mohsena Khatun, Md. Abdul Hossain, Mr. J. Alam, Mahfuza Jesmine, and Christina M. Rozario.



The advocacy group identified some issues for advocacy on road safety in a broad framework as well as proposed more specific actions to reform existing laws on road safety and raise legal awareness. The group identified eight major steps that need to be taken, the mechanisms by which they can be taken, and the appropriate institution through which they can be taken.

- 1) **Review of existing laws on road safety to explore reforms and ensure timeliness.**
The existing laws on road safety are both inadequate and inaccessible. The laws do not function because of a lack of awareness among vehicle drivers and the general public.
 - Mechanism: Colloquium with policy makers, government officials, and activists
 - Responsible Authority: Ministry of Communication and Bangladesh Road Transport Authority (BRTA)
- 2) **Increase awareness on existing road safety laws through social communication.**
This must be supported by the availability of materials and products as well as information.
 - Mechanism: Disseminate information through mass media, posters, leaflets, etc.
 - Responsible Authority: Ministry of Communication and Ministry of Information

- 3) **Coordination within the road safety connected departments of the government.** This lack of coordination is a major factor in the weakness of implementation of road safety measures. Focal bodies need to be formulated. There must be a clear division of responsibility, accountability, and public communication at all levels.
 - Mechanism: Workshops, roundtable discussions, and advocacy materials
 - Responsible Authority: Ministry of Communication, BRTA, Ministry of Information, Ministry of Education, NRCs, and NGOs
- 4) **Ensure immediate action after a traffic accident.** Most people are unaware of what needs to be done immediately after an accident occurs, both in terms of medical treatment and legal action such as collecting and preserving evidence and witnesses.
 - Mechanism: Social communication
 - Responsible Authority: Ministry of Communication, Ministry of Education and BRTA. NGOs and civil society could provide support in this initiative
- 5) **Encourage the Upazila Road Safety Committees (URSC) to be more active.** Although URSCs exist in the status quo in every Upazila, they do not function properly or schedule regular meetings.
 - Mechanism: Meetings, workshops, and documentation
 - Responsible Authority: BRTA, Ministry of Communication
- 6) **Ensure victims get legal aid by raising awareness among executives of responsible departments.** Officials of law-implementing agencies should give attention to the victims and encourage them to feel comfortable in coming to them for assistance.
 - Mechanism: Meeting, workshops, and documentation
 - Responsible Authority: BRTA, Ministry of Communication, and Ministry of Home, and Ministry of Law.
- 7) **Provide victims with compensation as soon as possible.** The timeliness of this component is crucial, as a victim's livelihood is severely threatened as a result of a traffic accident as her or his physical, mental, and economic strength are diminished.
 - Mechanism: Policy advocacy, meetings, and roundtable discussions
 - Responsible Authority: Ministry of Communication and Ministry of Information
- 8) **Advocacy to ensure funding for social awareness programs and activities.** The activities outlined above will require funding and resources. Special allocations should be made to allow these activities to be carried out.

Technical Session: Road Safety Engineering

Facilitator: Prof. Jobair Bin Alam, Ph.D of BUET.

Participants: S.M. Shafiqul Alam, Ms. Shamsun Nahar, Ms. Roxana Ahmed, Bedoura Khondaker, Joynal A. Bhuyan, Mr. Amir Hossain, Kamal Uddin Chy., Md. Helal Miah, Md. Abdul Halim, Jubair Ahmed Shahin, and Mr. Md. Aftab Ali.



The group discussed issues of road safety engineering facilities. Presented below are this groups recommendations:

ROAD

1. Non-motorized transport and Pedestrians are not considered in the design process, but are present in substantial amounts

Solution: Redesign considering pedestrian and NMT movements and behavior. The design procedure and approach followed in Bangladesh is based on the methodology devised in developed countries, which may have different traffic composition and characteristics. The approach should be remodeled to accommodate local issues.

2. Geometric Check

- Horizontal and vertical alignment are not properly designed or constructed
- Super elevation is not incorporated adequately
- Grade is not maintained properly
- Shoulders are not provided according to the design standard

Solution: Adequate measures should be incorporated during construction and maintenance.

3. Signs, markings, and bridge railing provisions are inadequate

Solution: Such items should not only be provided in adequate amounts, but also properly maintained

4. All of the following should be considered at the design and planning stages:

- Training of local people and drivers for adaptation of new roads
- Roadside features/schools/colleges
- The need for shoulders and footpaths and the improvement of bends and curvatures
- Proper location of bus bays and rickshaw stands
- Participatory approach in layout design
- Properly conducted road safety audits that are implemented by law

VEHICLE

- Fitness and checking to be done properly, with integrity and adequate care
- Particular attention should be given to increase awareness on the part of vehicle owners
- List of approved mechanics and certification of garages by the proper authority
- NGOs like BRAC can play an important role in promoting awareness and training of mechanics

Technical Sessions: Victim Support and Rehabilitation

Facilitator: Mr. Md. Golam Samdani Fakir, Ph.D, Director Training BRAC.

Participants: Dr. Aminur Rahman, Shumona Shafinaz, Mr. Abdur Rab, Limia Dewam, Mr. Bashirul Islam, Mr. Belal Ahmed, Mr. Babul Mallick, Md. Idon Miah, Md. Abdul Khaleque, A.H.M. Noman Khan, and Samar Roy.

Road accidents are abundant in Bangladesh, but it is difficult to ascertain exactly how many accidents occur each year. Some studies find that the actual statistics for traffic-related deaths and injuries are four and thirty times higher (respectively) than the official counts. The losses to a victim and her or his family are not only physical, but also financial and psychological. This is why a holistic approach toward supporting victims



and their families must be taken. It must address providing support and rehabilitation in both the short and long term. Immediate needs for a victim are first aid, transportation, emergency medical treatment, and protecting people, vehicles, and public property. The process continues in the future, with victims and their families requiring long-term treatment, assistive devices, rehabilitation, psychosocial and emotional support, and economic support and employment.

IMMEDIATE SERVICES

What are the services?	Who will provide them?	How?
First Aid for victims	Nearby people Vehicle staff Road side petrol pump staff Roadside medical shops Law enforcement agencies Involve local govt. representatives of roadside Union Parishads Involve law enforcement agencies in spreading	General first aid awareness campaign Train bus staff on first aid Train petrol pump staff on first aid, and make all medical services (facilities) info available on site Train medical shop staff Require a first aid box in each highway vehicle Equip Upazila and Union Level govt. health facilities on required immediate victim support Awareness about importance of first aid
Transportation for carrying victims and immediate treatment	Nearby people Vehicle staff Petrol pump staff Roadside medical shop staff Law Enforcement agencies Insurance companies	Provide general awareness on carrying victims Involve law enforcement agencies in awareness campaign Extend insurance coverage to cover immediate treatment and transport costs
Protect people, vehicles, and awareness on protecting public property	Law enforcement agencies Local leaders	Provide general awareness on protecting people, vehicles, and public property Involve local government leaders in the protection of people and property following an accident
Compensation for victim	Legal aid agencies	Negotiate with insurance companies and transport companies

LONG TERM SERVICES

Victim

What are the services?	Who will provide them?	How?
Long term treatment support	Government	Provide grants for rehabilitation
Appropriate assistive devices	Insurance companies	Extend insurance to cover devices
Rehabilitation	Social Activists	Social Rehabilitation fund
Psycho-social/emotional support	Social Activists	
Community support	Private initiatives	
Needs-based economic support	Union Parishad	
Income generation skills	Social entrepreneurs, NGOs	Provide necessary skill training to victims

Family

Employment for alternative suitable members	Government
Education and skill support for suitable members	NGOs

In addition to these recommendations for providing victims and their families with long term support, the group also recommended several preventative steps that the government might take, namely the Ministry of Social Welfare, The Ministry of Health and Family Welfare, and The Ministry of Disaster and Rehabilitation. For example, the Bangladesh Road Transport Authority (BRTA) can provide a booklet to drivers at the time of licensing that outlines proper first aid and victim transport procedures, or could even provide a brief training session. The Bangladesh Road Transport Corporation (BRTC) could then initiate follow-up programs regularly and monitor the program. Also, billboards containing contact information for the local police station, police camp, union parishad chairman and members, hospitals, pourashabha chairman and commissioners, fire service, and civil defense station could be put up around bus stops and train stations. Finally, the Association of Transport Laborers and Owners could play a role in accident prevention, as the curbing of accidents benefits these parties in the long term.

Technical Sessions: Drivers Road Safety Awareness Driver Training:

Facilitator: Mr. Iqbal Karim, Planning Commission.

Participants: Hasibul H. Khan, Dr. Fazlul Hoque, Mr. Sudipto Sarker, Mr. A.A. Bhuyan, Mr. M.N. Bhakta, Mr. Bahija Abedin, Badrul Alam Cdhy, Md. Jasim Uddin, Abdus Salam, Md. Salah Uddin, and Abu Bakar Siddique.

The thirteen-member group had a good mix of perspectives, representing policy and planning, implementation, medical aid, road user, and pedestrian interests. The meeting was participatory. The discussion was facilitated toward achieving the objective within the given timeframe. The group discussed the background and context, importance, issues and concerns, and also the partnership approach to improving the conditions of road safety in the country. The summary of the group's findings and recommendations is provided below.



WHO are the targets?

- Drivers with a license
- Drivers without a license or with a fake license
- New drivers (applicants)
- Illiterate drivers

WHY are they being targeted?

- Illiteracy (more than 90% of all drivers are illiterate)
- Inadequate driving tests
- Road unworthy vehicles
- Drunk driving (drugs)
- Long working hours

HOW to campaign

- **Awareness campaign**
 - Mediums
 - *Radio, TV, Newspaper*
 - *Posters, stickers, billboards*
 - *Short Film*
 - Locations
 - *Bus and truck terminals*
 - *BRTA licensing centers*

- **Trainings**

- Subjects

- *Signs and signals*
 - *Good driving practices*
 - *Reorientation*

- Locations

- *Bus and truck terminals*
 - *Licensing centers*
 - *Re-training*

- **Partnerships**

- Drivers' and Owners Associations
 - NGOs and CBOs
 - Bangladesh Road Transport Authority (BRTA)
 - Police (traffic)

List of Participants attended the Workshop on RSPAC on Dhaka-Sylhet Highway: A GO NGO Collaboration

Ministry of Communications

Barrister Nazmul Huda MP	Honourable Minister
Mr. M.A. Wahhab	Additional Secretary
Mr. Ahmed Rezaul Karim	Joint secretary
Mr. Shamim Ahmed	APS to Minister
Mr. Zakir Hossain	Senior Information Officer

CRSG (Community Representatives from Dhaka-Sylhet Highway)

Haji Majid Khan	Kanchpur Intersection, Sonargaon, Narayangonj
Mr. Samsul Alam	Tarabo, Rupgonj, Narayangonj
Mr. Shahadat Hossain	Barpa, Rupgonj, Narayangonj
Mr. Jasim Uddin	Itakhola, Shibpur, Narsinghdi
Mr. Ahmed Ali	Shristigar, Shibpur, Narsinghdi
Mr. Nazim Uddin	Chaitanaya bazaar, Shibpur, Narsinghdi
Mr. Amjad Hossain	Kamartek, Shibpur, Narsinghdi
Mr. Mosharaf Hossain	Morjal, Raipura, Narsinghdi
Mr. Amjad Hossain	Bariachaya, Belabo, Narsinghdi
Mr. Billal Hossain	Kamalpur, Bhairab, Kishoregonj
Mr. Kamal Uddin Chowdhury	Ashugonj, B. Barria
Mr. Eleius Ullah	Samaj Unnayan Songntha, Sarail, B.Barria
Mr. Nazim Uddin Mal	Chandura, Sadar, B. Barria
Mr. Gautom Chakrabarty	Madhabpur, Hobigonj
Mr. Babul Mallick	Systhaganj Theatre, Saistagonj, Hobigonj
Mr. Abul Hossain	Duba-Oi, Bahubal, Hobigonj
Mr. Yakub Ali	Puntijuri-Digomber, Bahubal, Hobigonj
Mr. Md. Abdul Hai	Goplar bazaar, Nabigonj, Hobigonj
Mr. Abdul Wahid	Aushkandi, Nabigonj, Hobigonj
Mr. Md. Nurul Islam	Sherpur Intersection, Sherpur, Moulovibazar
Mr. Md. Baharul Islam	Goala bazaar, Balagonj, Sylhet
Mr. Abdul Kaiyum Chowdhury	Tazpur, Balagonj, Sylhet
Mr. Anwaruzzaman	Doyamir bazaar, Sadar, Sylhet
Mr. Shofik Ahmed	Najir bazaar, Sadar, Sylhet
Mr. Imran Ahmed	Lala bazaar, Sadar, Sylhet

Student Traffic Cadet (STC) and Road Safety Student Ambassador

Mr. Md. Shariful Islam	STC, Sinha High School & College
Mr. Md. Majharul Islam	STC, Sinha High School & College
Mr. Md. Mahidul Islam	STC, Madhabpur Pilot high School, Madhabpur, Hobigonj
Mr. Md. Azam	STC, Madhabpur Pilot High School, Madhabpur, Hobigonj
Mr. Semaranjan Biswas	STC, Madhabpur Pilot High School, Madhabpur, Hobigonj

Mr. Md. Rumon Ahmed
Mr. Md. Jakir Hossain
Mr. Md. Salauddin Ahmed
Mr. Md. Zahed Hossain

STC, Azad Bokth High School, Sherpur, Moulvibazar
STC, Sayed Nagar HS, Itakhola, Shibpur, Narsinghdi
STC, Azad Bokth High School, Sherpur, Moulvibazar
Road Safety Student Ambassador
Haji Nooruddin High School, Barpa, Narayanganj
Father, RS Student Ambassador, Barpa, Narayanganj

Mr. Shahajahan Ali

Teacher from RSPAC area

Mr. Abdul Kader Sarker
Mr. Md. Shahidullah Bhuiyan

Senior Teacher, Sinha HS & College, Kanchpur, N.gonj
Head Master, Haji Nooruddin HS, Rupgonj, Narayanganj

Imam from RSPAC area

Maulana Md. Gofran Ali
Maulana Md. Imdadullah
Moulana Md. Kamruzzaman Siddique
Maolana Shabul Ahmed

Tarabo Jame Masjid, Tarabo, Rupgonj, Narayanganj
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