

Government of the People's Republic of Bangladesh
Ministry of Communications
RRMP-III, Roads and Highways Department

**Road Safety
Public Awareness Campaign
On Dhaka-Sylhet Highway**



**Final Report
June 2005**

Volume-I



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GLOSSARY

BRAC	Bangladesh Rural Advancement Committee
BRTA	Bangladesh Road Transport Authority
C&B	Construction & Buildings
CBO	Community Based Organization
CEO	Chief Executive Officer
CRSG	Community Road Safety Group
CS	Campaign Spot
DFID	Department for International Development
DRSC	District Road Safety Committee
FNB	Federation of NGOs in Bangladesh
IEC	Information, Education and Communication
MOU	Memorandum of Understanding
MP	Member of Parliament
MV	Motorised Vehicle
NGO	Non Government Organisation
NMV	Non Motorised Vehicle
NRSSAP	National Road Safety Strategic Action Plan
NRSC	National Road Safety Council
NRTA	National Road Traffic Accident
ORD	Operations, Research and Development
RAC	Rapid Action Campaign
RHD	Roads and Highways Department
RRMP	Road Rehabilitation and Maintenance Project
RS	Road Safety
RSPAC	Road Safety Public Awareness Campaign
STC	Student Traffic Cadet
TNO	Thana Nirbahi Officer
TOR	Terms of References
TRL	Transport Research Laboratory
UK	United Kingdom
UP	Union Parishod
URSC	Upazilla Road Safety Committee

Executive Summary

Bangladesh has one of the highest fatality rate in road accident. 42% of these fatal accidents occur on its highways. Added with accidents the management of highways is another serious problem faced by road authorities. The important factor contributing to these problems is lack of awareness to use road and road engineering facilities safely and properly. With a view to increase road safety awareness of people living beside and using Dhaka-Sylhet Highway, BRAC commenced Road Safety Public Awareness Campaign (RSPAC) on this 225 km of road link from 02 May 2004 as per a MoU signed with the Project Director, RRMP-III, RHD.

A rapid survey revealed existence of as many as 80 growth centres, villages and accident prone areas on the highway. Considering the constraint of time and resources, RSPAC was launched on 42 such spots. The pedestrians, roadside business communities and drivers were the targets of the campaign.

The campaign interventions were selected on the basis of the experience and lessons learnt from the action research project on community road safety education carried out jointly by BRAC and Transport Research Laboratory, UK at Betila under sadar Upa zila of Manikganj district in 2003. The local circumstances and preferences of roadside communities were taken into consideration in designing and implementation of campaign interventions.

The road safety campaign has been undertaken with close participation of the communities living beside the highway. To this end suitable local NGOs were selected and Community Road Safety Groups (CRSG) were formed. Each of the 42 CRSG comprising of 10 to 12 local leading members of different segments of community played significant role in RSPAC. They are contributing towards sustaining road safety initiatives within the locality even after the campaign. The local NGOs who live at the grass root level effectively coordinated the implementation of the campaign interventions. BRAC provided them with all necessary support.

The interventions of the campaign comprised of an elaborate week-long training for 24 selected local NGOs and day long training for the members of CRSG (598), teachers (249), students (244) and Student Traffic Cadets (117). The trained teachers and students of the selected 238 educational institutions including Madrasas situated beside 42 campaign spots have brought 105,000 students under the road safety education campaign.

Theatres were created on true incidents of local road accidents and staged to make spectators aware of the causes and consequences of road accidents and the ways to deal with it.

Multimedia technology was used for the awareness of pedestrians, public transport passengers and training of commercial vehicle drivers (974 trained already) plying on the highway. The rickshaws which pose serious visibility problem added with lack of its pullers' awareness were brought under the campaign activities. High intensive reflective stickers were attached on 12,500 rickshaws after they attended awareness class on how to use highway safely. Other campaign interventions included awareness of people attending jumma (weekly) prayers and waz Mahfils (religious gatherings), flood affected people in road side shelters, hawkers, shopkeepers, road-side house inmates and activating Upa Zila Road Safety Committees.

Appropriate IEC materials like a training flip chart, two posters for pedestrians, one poster on proper use of road and road engineering facilities, one audio cassette with road safety messages and instructions in the form of drama and song sung by popular singer Momtaz, one 18 minute and another 44 minute video material for pedestrian awareness and driver training were produced and extensively used in the campaign.

The learning and recommendations that have come out prominently from RSPAC indicate necessities of similar awareness campaigns on other highways, using of the developed IEC materials for students of educational institutions nationwide, activation of Upa Zila Road Safety Committees, provisions of more road engineering options in favour of pedestrian, NMVs, school children, bus passengers etc.

Road Safety Public Awareness Campaign on Dhaka Sylhet Highway RRMP-III

A Memorandum Of Understanding (MOU) has been signed on April 26, 2004 by the Project Director, RRMP-III, RHD and Director, In Charge of Road Safety, BRAC for undertaking Road Safety Public Awareness Campaign (RSPAC) for one year on Dhaka Sylhet Highway. A copy of the MOU is enclosed. Accordingly BRAC commenced RSPAC on 02.05.2004 and have completed the projected activities. The final report is presented below:

13. Introduction

Road Safety Scenario: The statistics reveals that Bangladesh has one of the highest fatality rate in road accidents higher than 73 deaths per 10,000 registered motor vehicles every year (NRSSAP, 2002 -2004). The national loss due to road accident is estimated to be about 15 billion taka i.e., US\$ 300 mil (NRSSAP 2002-2004).

A recent road traffic accident report shows that more than 42% (NRTA report, 2003) of all accidents occur on National Highways of which 75.5% are fatal. Accident-prone areas are mostly the hats, bazaars, intersections, road bends and growth centers. Highway accident victims are residents of surrounding villages to a substantial extent. Analyses of accident indicated that generally the major victims are pedestrians followed by public transport passengers.

Dhaka-Sylhet Highway and Road Safety: From Kachpur of Narayanganj district to Bodikona roundabout of Sylhet district - the 225 km of Dhaka Sylhet Highway passes through 7 districts namely Narayanganj, Norshindi, Kishoreganj, B.baria, Habiganj, Moulvibazaar and Sylhet. The road has many locations where accidents occurred repeatedly as reported in NRSSAP, 2002 – '04.

There are as many as 80 growth centres, markets, villages and built up areas along the highway. Some of these areas are urban like district head quarters, municipalities while others are rural. These areas ranging between 50 to 700 metres in length, have 30 to 1000 shops, 300 to 700,000 population and numbers of education institutions. Locations like Bhulta, Madhabdi and Baburhat have weekly bazaars frequented by over 7 hundred thousands people coming from all over the country. On bazaar days unauthorised occupation of road, roadside and footpath by traders, hawkers and shopkeepers are regular features. Residents and business communities living by the sides of highways frequently misuse road space, road furniture, drainages etc. which affects road safety, hinder traffic flow and damage road. Highway management is a serious problem faced by RHD.

The Dhaka-Sylhet Highway presently being developed as a most modern highway is already seriously affected by road accident. After the on going widening and reconstruction work, the highway is expected to be a scene of high speed and increased motorised traffic. This will expose the local road users particularly pedestrians to more accident risks. The civil work of Dhaka Sylhet Highway Project therefore, includes provision of road safety engineering measures like footpath, bus-bay, traffic signs, road marking, drainages etc at important growth centres to reduce road accident and ensure unhindered traffic flow. But lack of road safety knowledge and of using these facilities particularly by pedestrians and drivers added with encroachment of road and roadside by hawkers, shops and markets are being viewed to be the major road management problem in future. And hence is the urgency of an effective road safety public awareness campaign.

NGO and Road Safety: It has been experienced in the country as well as abroad that local NGOs who live close to the community and work at grass root level can play major role in providing road safety awareness. BRAC has accordingly conceptualised an effective and innovative road safety programme, which involves community to identify their local road safety problems, solutions and then design and implement counter measures to improve local road safety. The required technical assistances are provided by BRAC along with its road safety network of NGOs.

14.Objectives

Broad Objective

To increase road safety awareness of people living beside and using Dhaka-Sylhet highway by involving community with a view to reduce accidents.

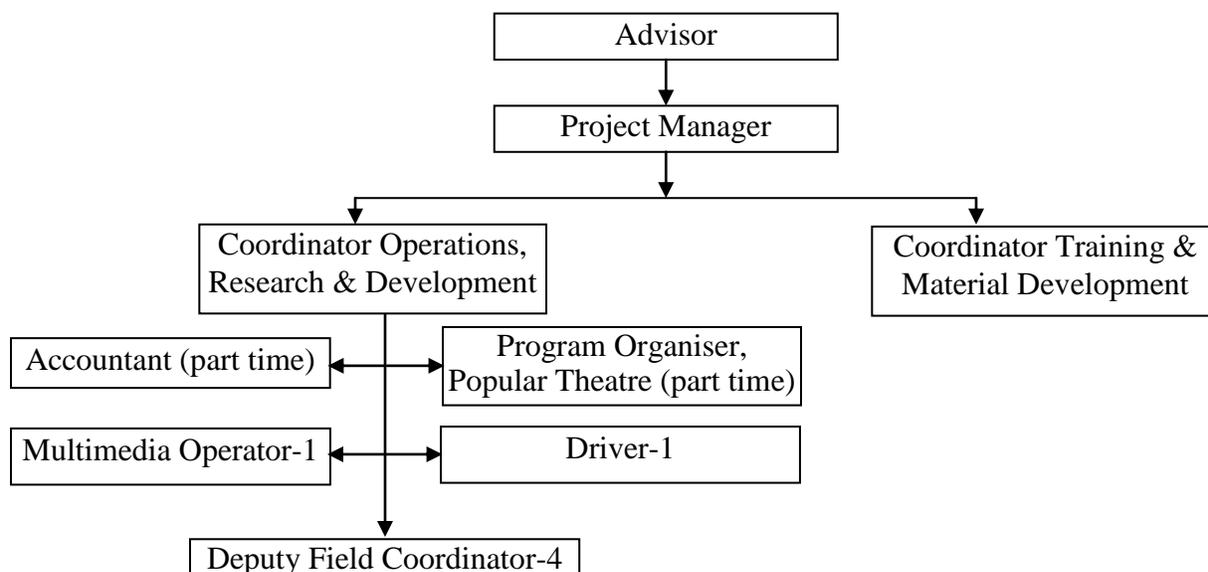
Specific Objectives

- Make communities aware that road safety issues are a major community concern
- Actively engage community in identifying their road safety problems and solutions
- Identify suitable local NGOs/CBOs, develop capacity and establish their linkages with road safety institutions enabling them to assist the communities to plan, manage and sustain their own road safety
- Educate people about proper use of available road safety engineering facilities
- Make drivers aware about road safety

15.Staff and Office

The project staff numbering 12 were appointed by BRAC. Project Office based at Bhairab Bazaar BRAC Area Office complex having a chamber of the Coordinator ORD and one training cum meeting room was within 1.5 km distance from Dhaka Sylhet Highway. Four Deputy Coordinators were located at Madhabdi, Norshindi, Sutang and Auskandi of Norshindi, Hobiganj and Moulvebazaar districts respectively. The Operator of campaign equipments and the driver along with the vehicle operated from Bhairab Project Office.

Organogram



16. Methodology

The project has followed participatory methods and approaches throughout the campaign period. A certain amount of flexibility has been followed in the design and extent of campaign activities to ensure wider mobilisation of community and more coverage of different segments of local road users. The local circumstances and preferences of roadside communities influenced considerably the design of interventions and the process of implementation

4.1. Reconnaissance: Dhaka-Sylhet Highway

Reconnaissance of the Dhaka-Sylhet Highway was carried out through visiting the bazaars, growth centres and villages situated on the highway on three occasions i.e. on second, third and fourth week of May 2004. For this the project staff had to visit each and every built up areas and villages along the road, talk to shop keepers and villagers to obtain information about demographic details, road accident, trip generations, knowledge and behaviour of road use and use of road engineering facilities. Some pictures taken during these visits are given in Volume-I and II, Annex – 1.

4.2. Selection of Campaign Spots (CS)

To bring change in road safety knowledge and behaviour of road users, an effective awareness campaign on and around such a long length of road is a gigantic task. It requires sufficient time and cost. It has not therefore been possible to implement the campaign at all the 80 spots within the given period of one year and available budget. Hence 39 spots which were more vulnerable to road accidents with comparatively larger share of population, trade, business and trip generation have been selected out of these 80 spots to bring under RSPAC. The transport terminals from where vehicle originate and ply on this road have been selected for awareness of drivers. But acknowledging the demand of the local people and responding to the request of the client, the total number of CSs have been raised to 42 from 39. The following criterion were used to select these 42 CSs:

- Prevalence of accident
- Community unaware of the use of road facilities like footpath, road/road side, bus bay, road signs, road markings, drainages etc.
- Poor and disadvantaged road users are exposed to risks of accidents
- Willingness of community to participate in road safety initiatives
- Generation of more pedestrian trips
- Road safety engineering facilities are provided

Of these 42 selected CSs, 8 are located within municipal areas, 2 are industrial areas and the rest are rural areas. In other words, the selected spots comprise of urban, semi urban and rural areas in character. The list of 42 selected CSs is enclosed in Volume- I and II Annex-2.

It is hoped that attracted at the developed road safety capacity and improved road safety awareness of the community on the 42 selected CSs, the residents of other spots may be self-motivated to replicate similar road safety initiatives at their areas. Alternatively seeing the result and response of the campaign there may be a 2nd phase of the project. The remaining 38 areas may be brought under the similar road safety campaign by BRAC if RRMP-III and RHD so desire

4.3. Identification of Target Group

The review of accidents on the highway revealed that accident occurred repeatedly on certain locations and the majority of the victims were pedestrians. Lack of knowledge about safe walking and crossing of roads have been the main reasons of pedestrian involvement in accidents. The heavy vehicle and public transport drivers - the other major users of the highway are equally unaware of safe driving. To address these awareness deficiencies, the Governmental steps are extremely inadequate. There is no effective initiative of road safety education of pedestrians, drivers nor there is any presence of police patrol on the highway to enforce discipline. Besides, the local community and community-based organizations who are well placed to make the road users aware about road safety, are unaware themselves in this regard.

Considering the prevailing lack of awareness as mentioned above the following have been selected as “target group” of the awareness campaign:

- Pedestrians among road side residents like students, teachers, road-side shopkeepers, hawkers, traders and buyers
- Drivers of bus, truck, NMVs
- Community leaders and local NGOs

4.4. Selection of Local NGOs

One of the key approaches of the project is to develop road safety capacity of local communities. Local NGOs that deliver different services to people at the grass root level has been considered to be uniquely placed as effective community organizations to work for road safety with adequate training. Hence, an important feature of the project activities has been to identify and select suitable local NGOs, training them on road safety and using them to help implement the project activities. With this end in view, repeated field visits were made to explore presence and activities of local NGOs along the road.

Although Bangladesh is known for laudable NGO activities located all over the country, their existence along Dhaka - Sylhet Highway has been found to be not encouraging. The reason may be traced in the facts that many areas along the road are developed socio economically. To fill up the gap of non availability of NGOs at such areas, a few Community Based Organizations (CBO) active within their locality having good track record were selected for the campaign. Again at a few selected spots presence of even CBOs could not be found. Educational institutions willing to participate in the proposed road safety activities have been identified and selected at those spots to carryout project activities. It was interesting to find that students, teachers and executive committee members of these educational institutions in the past suffered dearly due to road accidents. This seemed to have raised their motivation and commitment to work for road safety.

The inhabitants of the areas on the highway under in B. Baria district were found to be highly religious and against NGO activities as the latter mostly focus on empowerment of the women involving them in socio economic activities without observing “pardah” (privacy) in public. Due to this, organizations had to be selected for Chandura area of B. Baria sadar CSs which are known as Islamic NGO. They are involved in activities strictly fulfilling religious requirements as believed by them on involvement of women in works

outside their homes. Here certain project activities like staging theatre, which involve performance of women, had to be restricted to conform to the local religious sentiments.

In the backdrop of the realities mentioned above, a total of 24 grass root organisations comprising 15 NGOs, 5 CBOs, 1 college and 3 High schools were selected for the campaign after visiting their offices and interviewing the members of their executives/governing boards.

One selected NGO has been engaged to carry out RSPAC at one CS. But among the 42 selected areas there were big spots with larger population and small spots with less population. Again there were spots situated far from the nearest one while there were spots very near to the adjoining one. The spots situated very nearer to another and comparatively smaller in size have been bracketed in group. One single NGO has been given responsibility to carry out campaign activities at the areas of such group of CSs.

On June 09, 2004 two committees formed to select Project NGOs finally, called the CEOs of these NGOs/CBOs/Educational institutions at BRAC head office in Dhaka and Training and Resource Centre at Sreemongol for interview.

Selection Criteria of NGOs

- Be local organization having office, staff and executive committee and CEO a local resident
- Have registration/affiliation with appropriate authorities
- Having good reputation and track record of implementing socio economic development activities locally
- Not involved in any active party political activities
- Willing to work for road safety as member of Road Safety NGO Network

The list of finally selected NGOs / CBOs / Educational Institutions, with addresses and names of CSs they were responsible for are given in Volume I and II, Annex - 3.

17. Activities of the Campaign

An Action Research Project on road safety education was undertaken by BRAC jointly with the Transport Research Laboratory (TRL), UK between June 2003 to February 2004 at Betila under Manikganj district. The project adopted participatory methods and tools to identify local road safety problems of the community through interview survey, focus group discussions and behaviour observation. The community then suggested their preferred counter measures to address the identified problems and participated in the implementation of their suggested counter measures.

After the implementation, assessment of the impact in their road safety knowledge and road use behaviour was conducted. The result came out to be very encouraging. *The interventions, which resulted such positive outcome, have been selected as road safety activities of RSPAC.*

As the campaign proceeded, certain unavoidable and unintended activities came on the way. These additional activities have also been carried out as well for wider mobilization of community. The campaign activities undertaken in the project are described below:

5.1. Suitable IEC Material Developed

The necessity of using appropriate information, education and communication materials for road safety campaign needs no further emphases. After detailed consultation with professionals, community members and field test at campaign areas, the following IEC materials were developed and used in the campaign:

5.1.1. Flip Chart

A comprehensive and well researched road safety training flip chart, complete with trainers guide at the back of each page has been produced. The chart was used extensively for the training of the members of the Community Road Safety Group, teachers, students and student traffic cadets. The flip chart having 14 colourful pages provides information and instruction on:

- Road vocabulary
- Types and parts of road,
- Safe walking and crossing rules,
- Consequences of illegal uses of road/footpath/shoulder,
- Traffic signs, road markings,
- Importance of visibility at night,
- Children safety practices,
- Good practices for public transport passengers,
- Needs and ways of post accident Medicare,
- How to lodge accident information to police and claim insurance compensation etc.

The flip charts have been distributed not only to partner NGOs, CBOs and educational institutions, responding to persistent demands; these were distributed to many other educational institutions beyond the campaign areas as well. Those institutions used the flip chart exhaustively for road safety awareness training. It has also been given to some Upa zilla road safety Committees, RHD and RRMP-III staff on demand. (Annex-)

5.1.2. Posters

Posters for road safety awareness are useful as it is big, readable from distance due to its larger fonts, understandable by illiterates as well and more portable for using in rallies as festoons and for door-to-door contacts. 3 posters were developed for the campaign. 2 posters were on safe walking and crossing of road and 1 on proper use of road and its facilities like foot path, road signs, bus bays etc. The posters were handed over to partner NGOs and educational institutions for road safety publicity. Some posters have been with tin mountings. The tin mounted posters have been used for training purpose and were distributed to selected shops, restaurants, houses and offices for training and display. While the posters without tin mountings were pasted on walls of bus stands, shops, public places and schools, it was extensively used as festoons and placards during road safety rallies held to commemorate national road safety day in October 2004.

5.1.3. Audio Cassette

One audiocassette of 30 minutes duration containing road safety messages, instructions safety guides in the forms of drama played by a drama group of Bhairab and songs sung by popular singer Momtaz has been developed. This has been played through powerful

speakers fitted on the motor van decorated with colourful large road safety posters and messages.

5.1.4. Multimedia Materials

Two multimedia training materials, one for pedestrian and one for driver road safety awareness have been developed. The durations of the material for pedestrians is of 19 minutes and for the driver is 44 minutes. The materials contain live scenes of the road, road safety demonstrations, detail information and lessons on speed, load, parking, defensive driving, vehicle fitness, road sign, road marking etc. For making the film entertaining, songs written on safe driving skill, safe pedestrian and passenger practices sung by popular folk singer Momtaz and appeals by famous hero and heroines of film industry have been included in the material.

The pedestrian material was presented before a group of communication and public education professionals. On the basis of their feed back, the material has been improved. The improved version of the material was field-tested at Purinda High School Ground and at Shahzibazaar Fateh Gazi Government Primary School.

The material for driver training was field tested at Mahakhali Bus Terminal, Tejgaon, Dhaka on 11 February 2005 before 34 bus drivers. Their comments on education aspects, length, sound, picture-quality, understandability and effectiveness of the material for driving training were positive.

5.1.5. Reflective Stickers for Rickshaws

For making rickshaws visible at night, honeycomb reflective stickers with logos of RHD and BRAC and the word SHABDHAN (careful) written in the center was developed and pasted at the back of rickshaws and rickshaw vans.

Stickers for rickshaws measure 6x4 inch. The stickers for rickshaw van were pasted on aluminium plate measuring 2 X 2 inch and nailed on (two each) the wooden rear chassis.

A field test on pasting sticker was held at Boroichaya Girls High School Ground on 18 February 2005. 92 pullers appeared with their vehicles, received stickers and said these will improve their visibility at night.

5.1.6. Bill boards

Eight big bill boards containing road safety messages and instructions, measuring 10.5 x 7 feet have been designed and installed at important spots on the road. Well researched and most suitable messages have been selected and written on bill boards after getting feed back through presenting these before drivers and communication professionals. The following aspects have been kept in mind while designing the contents of the bill board:

- Entire bill board is only viewed for 07 seconds.
- Message should be read within 03 seconds.
- Use less than 08 words
- Can be read easily while driving at 80 to 90 km per hour.
- Font to be used must be clear and easy to read.

The messages with pictures, the places where the bill boards were installed and the specifications are given in Volume-I Annex -5

5.2. Road Safety Institution Building and Capacity Development at Community Level

It is important to build institutions and develop capacities at community level for undertaking road safety education at large scale and to make it sustainable. It was therefore, necessary to identify local NGOs and community leaders and impart training to them on road safety through using suitable training materials.

5.2.1. Capacity Development of Local NGOs

Residential training-course titled “Community Road Safety Management” was conducted from 26 June to 01 July 2004 at BRAC Training Centre, Savar, Dhaka. The idea of this exhaustive training was to create motivation and commitment on road safety and to develop the capacity of the executives of NGOs in a way so that they can carry out road safety campaign at community level independently. Chief Executives or their selected Executives, teachers nominated from the selected educational institutions and 4 Deputy Field Coordinators numbering 28 attended the training. The participants reported for training a day earlier on 25 June 2004 for pre training briefing. The following resource persons conducted training on the subjects as mentioned:

- | | |
|------------------------------------|-------------------------------------|
| ▪ Mr. S.M. Shafiqul Alam, RHD | Road Safety Engineering and Audit. |
| ▪ Mr. Tozammel Hossain, RHD | Highway Law and MV Act. |
| ▪ Mr. M. Tajul Islam, Director FNB | Communication and Motivation. |
| ▪ Dr. Anjan Kumar Nag, BRAC | RS Victim’s First Aid and Medicare. |
| ▪ Mr. A. N. Hussain, BRAC | Community Road Safety |
| ▪ Mr. AKM Khairuzzaman, BRAC | RSPAC Activities |
| ▪ Mr. Md. Rezaul Karim, BRAC | Research and RSPAC |
| ▪ Mr. Debashish Sarker, BRAC | Use of Road Safety Materials |

Training modules and handouts developed in Bangla were used by trainers and given to the participants. After the training, certificate of successful participation were distributed by Dr. Salehuddin Ahmed, Deputy Executive Director, BRAC, Mr. Shamsul Alam, Additional Project Director, RRMP III (Dhaka-Sylhet Highway) and Mr. Ahmed Najmul Hussain, Director, BRAC and Adviser RSPAC. At the end of the training the participants evaluated the training course and gave some useful comments. The module of the training course and the certificate of participations are enclosed in Volume- II, Annex – 4 and Annex-5.

5.2.2. Community Road Safety Group (CRSG): Lead and sustain road safety campaign at grass root level

Awareness of the community about its own road safety problem, the suffering and loss road accidents inflict on them and the knowledge on ways to improve road safety is crucial for reducing road accident. Besides commitment and ownership of the community to road safety is important as well for sustainability of road safety activities at local level. Formation of CRSG to this end has been an important work of the project.

Objectives of CRSG

- To create informed community on road safety
- To lead road safety initiatives at grass root level
- To identify local road safety problem, their solutions, prepare community road safety action plan and implement
- To mobilise local resources to sustain the programme
- To reduce road trauma
- To liaise with various road safety institutions.
- To protect road and road furniture

Formation of CRSG and Identification CRSG members: Formation of CRSG and identification of CRSG members are therefore very important. A set of criteria have been prepared as follows and followed to identify the CRSG members:

- Must be respectable, having good reputation, leading in own field and residing locally
- Not involved in any active party political activities
- Willing to give time to work for road safety
- Group will comprise of teacher, business community, women activist, journalist, cultural activists, philanthropists, Imam, scout/girl guide, retired government/armed forces personnel, road accident victim/family members etc.

On the above criteria 39 CRGSs were formed for 42 camapign spots which comprise 598 members. Although the groups were required to be of 12 to 15 persons, contributions to improve own and community's road safety appealed to local people so much that actually more people than 10 to 15 per area joined the CRGSs.

Road safety training for CRSG: The 657 members of CRSG were given a daylong training on road safety at selected venues within their campaign areas. Road safety training flip chart and posters developed under the project were used as training material. Necessary and useful handouts were provided to the participants. The subjects included in the training were:

- Road safety situation analyses of the area
- Role and functions of road safety institutions
- Rules on walking and crossing roads
- First aid for accident victims
- How to claim accident compensation
- How to write FIR and register accident case with police.

The training was conducted by the trained executives/teachers of the local NGO/institutions who attended weeklong road safety training conducted by BRAC earlier. The project Coordinators supervised the training to ensure quality. Deputy Commissioner cum President of District Road Safety Committee, Superintendent of Police, officers from RHD and RRMP-III, Upazilla Nirbahi Officer, Upazilla Education Officer etc. attended and distributed certificates of participation in the training. The training module and certificate are enclosed in Volume- II, Annex – 6 and 7.

Local road safety Action Planning and its implementation: Daylong workshops leading to the preparation of the Community’s Road Safety Action Plan were held at all campaign spots participated by the CRSG members and facilitated by the trained executives/teachers of local NGOs/educational institutions. The workshop programme included:

- Presentation of road safety scenario prevailing in the country and the particular campaign area.
- Presentation of a case study of one tragic road accident with death of a child, woman or a known individual of the community. Relatives of the deceased or victims of road accidents were motivated to attend and present these stories.
- The participants through group-works identified their local road Safety problems.
- Identification of a set of plans to solve local road safety problems.
- Presentation of Community’s Road Safety Action Plan by a group member.

A typical Action Plan of the community comprised of a list of local road safety problems, plans to deal with those problems with identification of the group members responsible to implement different actions within a given

ভেলানগর কমিউনিটি সড়ক নিরাপত্তা কর্ম পরিকল্পনা					
ক্রমিক	সড়ক নিরাপত্তার বিধাসমূহ	বিধার কারণে সৃষ্ট সমস্যাসমূহ	সমাধানের উপায়	সমস্যা সমাধানের জন্য গৃহীত পদক্ষেপ	অঙ্গগতি
০১.	শাহিন, সুভদ্রা, আহমদ রকিবুল পানের সোকান ফুটপাথ ঘেঁষে	পথচারীকে মূল সড়কের মধ্যে দিয়ে হাঁটতে হয়।	সোকানদারদের দুর্ঘটনাকরা।	নিআর-এসেজি সদস্য আশ্রাব উশ্বীদ, অরুন আহাম্মদ মাধ্যমে এমভিএস	অঙ্গগতি হয় না।
০২.	রহমান ও কাইয়ুমের মুরগীর সোকান ফুটপাথের চাপুড়ে।	পথচারী মূল সড়কে হাঁটে।	সোকানদার দুর্ঘটনাকরা।	নিআর-এসেজি আশ্রাব, আহাম্মদ এর মাধ্যমে এবং এমভিএস।	সামান্য সরানো হয়েছে।
০৩.	দারু মিয়ার কাচা মালের সোকান এবং দুসু, কসাই সোকান ফুটপাথে।	পথচারী ফুটপাথ দিয়ে হাঁটতে পারে না মূল সড়কে হাটে।	সোকানদারদের দুর্ঘটনাকরা।	নিআর-এসেজি অরুন, আওহারুল আহাম্মদ, এমভিএস এর মাঝে	অঙ্গগতি সামান্য হয়েছে। একটু সরানো হয়েছে।
০৪.	মোকার ঘেঁষার সাইকেল ও পেট্রোলের সোকান ফুটপাথের চাপুড়ে।	দুর্ঘটনার ঝুঁকি বাড়ছে।	মোটর সাইকেল মেকারকে দুর্ঘটনাকরা।	নিআর-এসেজি সদস্য আশ্রাব ও এমভিএস এর মাঝে	সোকান নীচে নামানো হয়েছে।
০৫.	প্রদম, আহাম্মদ আলীর চারের সোকান ফুটপাথের সাথে পানানো।	পথচারী ফুটপাথ দিয়ে হাঁটতে পারে না।	চারের সোকানদারকে দুর্ঘটনাকরা।	নিআর-এসেজি সদস্য আশ্রাব বোকা এমভিএস এর মাঝে	অঙ্গগতি হয়নি।
০৬.	ত্রিভুজিক পুলিশ মূল সড়কে দাঁড়িয়ে মসজিদের সামনে টালা আদার করে।	যানজট	প্রমাণিত ব্যবস্থা দিতে হবে।	আহাম্মদ নিআর-এসেজি সদস্য এবং এমভিএস রেশাসনের সাথে যোগাযোগ	অঙ্গগতি হয় না।
০৭.	শাবনের কাপড়ের গাইড ফুটপাথের উপর আশ্রাব পানির গাশে।	পথচারী ফুটপাথ দিয়ে হাঁটতে অসুবিধা হয়।	দুর্ঘটনাকরা।	নিআর-এসেজি আশ্রাব আহাম্মদ অরুন, এমভিএস এর মাধ্যমে সরানো।	অঙ্গগতি হয় না।
০৮.	রিজ্বা ড্যান হাজার উপর রেখে ঘাসী ওঠানো করে রাস্তাে বাধি রাখেনা।	যানজট	দুর্ঘটনাকরা, প্রদীক্ষণের ব্যবস্থা করা।	নিআর-এসেজি অরুন জাহাঙ্গীর আহাম্মদ এর মাধ্যমে।	এখন অধিকাংশ রিজ্বায় বাধি রাখতে দেখা যায়।
০৯.	মুর পায়ের বাস মূল হাজার উপর দাঁড়িয়ে ঘাসী গঠি নামা করে।	যানজট	চলকনের দুর্ঘটনাকরা।	এমভিএস এর মাধ্যমে দুর্ঘটনাকরা।	কিছু কিছু পাড়ি বাস বে-তে ধামায়।

time. The communities have started taking initiatives to solve local road safety problems in pursuance of their Action Plans. They have been able to improve proper use of road, footpath; motivate NMVs to use light; relocate vehicle repair workshops away from road; influence traders not to use road for selling commodities on market days; reduce loading and unloading of construction materials on the road; prevent drying of hay stack/straw on road, ensure use of bus bays; help cleaning garbage thrown on the road; ensure presence of traffic police at certain places etc.

Immediate Outcome of Involving Community:

Encroachment Control: Highways are constructed spending a lot of money for smooth traffic. Unfortunately shops, markets and hawkers, cattle rearing, drying of straw and paddy, keeping construction materials and timber, vehicle repair shops etc often carried out on road and footpath affecting road safety and smooth traffic flow. These practices take place for lack of awareness of the perpetrators of these malpractices and also for lack of efforts to ensure and enforce related laws by appropriate agencies. CRSGs included in their action plans the effects of these misuses of road and took initiatives to control misuse of road and footpath. To name a few examples:

“Was observing if any objection comes against the shop I constructed on road-side” said Rafiqul Islam son of late Riasut Islam of Nurpur. He filled earth on the eastern side of the highway, erected 4 RCC poles and was about to construct a 30 X 20 feet permanent

shop. When asked why he was constructing the shop illegally occupying government land, he said, “ I knew this is illegal. I was constructing slowly and observing. I would not have continued with the construction if any objection came from anybody. I f you say no, I will remove my shop elsewhere” and so he did within few hours after motivation and awareness as to why it is not safe to erect shop on road shoulder, how it damages road and traffic flow and the fact that he can be fined and jailed for the offense.

“I erected temporary shop before somebody else does so” said Rasil Mian of Olipur, UP-Nurpur near Ratanpur. He erected temporary shop on the western side of road shoulder. His mother in his absence said that since a bazaar will develop on the land soon for sure, his son occupied a portion of road-side before other people do so. They removed the shop at the intervention of the CRSG members.

A major portion of road stretch between Sutang and Jagadishpur was being used by local residents for drying seasonal straw. People guarding the straw including women were told about its bad effects and the risks of accident they had. The practice stopped since then.

“Meet the unauthorised occupant” At the successes of maintaining road sides clear through the efforts of RSPAC, local people facilitated launched a special campaign from 17.12.04 to 20.12.04 between Ratanpur and Noapara. Aim was to make people aware of good points if road side are kept clear from unauthorised occupations. Participated by local road safety NGO, local government elected representatives, members of CRSG, STCs and RSPAC staff, a team visited area, spoke to the local people and made them aware about the bad effects of occupying road side from angles of road safety, traffic flow etc. The posters designed under the project were used as the campaign materials.

Sponsorships: The level of ownership and commitment generated within the members of CRSG, resulted in sponsorships of different road safety activities by CRSG members themselves or by other members of the community through their persuasion. At few campaign spots, (Purinda, Tarabo, Noyapara and Rotonpur) Student Traffic Cadets (STC) have been sponsored for one to two years beyond the project period. Bus owners association donated Tk. 30,000 for road safety training of local drivers of Norshindi. Leaf lets, handbills, wall writings, community traffic warden and stickers containing important road safety messages were printed and distributed to road users at Pachrukhi, Bhairab, Boroicha, Madhabdi and Shaistaganj sponsoring by the local people.

Community’s voice on road engineering: The well aware CRSG members after their newly aquired knowledge on road safety engineering facilities often ensured proper use of road engineering features. For example:

Bus bays: Neither the bus stopped nor the passengers waited for bus at bus bays which are newly constructed on the road. As a result bus bays were frequently misused for purposes other than using for bus. The local people often claimed that passengers would have used these if bus sheds were built on bus bays. Since bus bays are very good safety addition on highway, CRSGs succeeded in making the local passengers wait at the bus bays and the buses as a result stopped there to pick them. This happened in Purinda, Pachrukhi and Chandura.

Community demand for road safety engineering facilities: Now that the CRSG members were aware about road safety engineering facilities for pedestrians and passengers, requests for more bus bays, footpath, zebra crossings started coming. The important Shaistaganj Ubahata intersection used by over 1000 buses to pick and drop passengers standing right on the carriageway just for not having a proper bus stand. The queing up buses and trucks often on the road create obstruction to traffic flow. Recently a resturant boy was killed under the wheel of truck. Local people were demanding for long a bus stand with a bus bay on the road.

Constraints

Presence of law is not enough, its awareness and enforcement among the people is equally important. The enforcement of the provisions of existing Highway Act, 1974 has a serious problem both due to shortage of required manpower and the inadequacy of the law as well. A new law has been drafted and is being processed for enactment. This should be expedited.

Monthly Follow-up Meetings: The CRSG members sit in monthly meetings to review the overall road safety situation of their area. The meeting reviews progress of implementation of their Action Plan, recent incidents of accidents if any, status of RSPAC activities and measures required to implement the campaign initiatives successfully. The trained executive/teacher or a pre assigned member of the CRSG presents a particular road safety subject to improve their knowledge. For example subject like immediate first aid and evacuation of road accident victims, how a First Information Report (FIR) is written and lodged with Police Station etc were covered in recent monthly meetings of CRGSs.

5.3. Education for Roadside educational institutions

“Brac’s road safety campaign is doing good to us, it can stop further accident-death like my father”

– said Nipa, a student of Class VI who lost her father (bus driver) in a road accident.

238 schools, madrasas and colleges situated beside the highway at the selected 42 campaign spots were identified for the intervention. A training module has been developed and used for a daylong road safety training of one selected teacher and one selected senior student each of 5 educational institutions in average per campaign spot. A total of 244 students and 249 teachers of the selected educational institutions have received this training. They were awarded certificates for participation. The training module included local road safety situation, walking and crossing rules, traffic law, first aid, accident information to police, and claiming insurance compensation. Initially one teacher and one student of each selected school were given the training by the trained executives/teachers of the NGOs/educational institutions. The project Coordinators supervised the training to ensure quality. The flip chart developed for the campaign has been used for the training. The trained students and teachers in turn have imparted road safety training to the entire students of their institutions. In this process over 105,000 students of the selected educational institutions have been brought under road safety education campaign. The trainers (teachers, students) told the students to convey these road safety messages to their parents, brothers, sisters, friends and neighbours. Posters were given to numbers of

educational institutions outside the campaign areas at their requests where similar campaign was carried out. The training module and certificate are enclosed in Volume- II, Annex - 8 and 9.

A special drive styled as Rapid Action Campaign (RAC) to re-convey the basic road safety good practices like walking and crossing road have been undertaken in addition to strengthen the lessons imparted to the trained students and teachers previously. Road safety posters were used for the RAC. The students of Boroicha High School during their annual sports, simulated road environment and showed practically how to use it for safe walking and crossing.

Zahed Hasan, a student of Class-VI of Haji Nuruddin High School, Barpa, Rupganj was adjudged as “Student Road Safety Ambassador” of Dhaka Sylhet highway. This was in recognition to Zahed’s acquisition of excellent knowledge on road safety he demonstrated during a visit of the World Bank mission to the school on 6 November 2004. President of the Institute of Road Traffic Education (IRTE), Delhi, India, Mr. Rohit Baluja who was a member of the World Bank mission announced the award at the time of the mission’s visit. The award to Zahed Hasan included a crest and Tk.2001 from President IRTE in addition to a certificate declaring him as “Student Road Safety Ambassador” jointly by IRTE and BRAC.



Mr. Faruq A. Choudhury, Adviser BRAC handed over the certificate, crest and the cash to Zahed Hasan.

When asked by Mr. Abdul-Muyeed Chowdhury, Zahed said he will spend the cash award after his education.

5.4. Road Safety Theatre

BRAC’s theatre program, by depicting various social problems that the poor, and particularly the women face attempts to create social awareness among its target group. This is done by encouraging the audience to think about the issue brought up in the play, generating discussions about these issues after each performance and by providing information about legal rights and duties. At the same time, this program is helping to maintain a rich tradition of folk art and drama in rural areas and providing some free entertainment for the rural poor.

Likewise creation and staging of theatre on road safety was an important activity of RSPAC. It took BRAC staff over three months to find true stories of local road accidents, select people to perform, train them, rehearse, organise premier shows and finally stage the theatres. Eight (8) separate theatres, four for pedestrians and four for drivers have been produced and staged. Efforts were made to reflect the dialects, customs, ethnicity etc

which differed much among the communities living within different areas of the project-road at 17 Upa Zilas of 7 districts. This necessitated creation of 4 theatres to cope with such divergences. 61 theatre shows have been staged which were witnessed by 26,625 inhabitants including drivers living in the locality. It is hoped that a very large percentage of the viewers of these theatres will be aware of the basic pedestrian and driving good practices along with the knowledge of sufferings and loss caused due to accidents.

Key features of road safety theatres

- Based on actual local accident case study.
- No written script.
- A group consisting of 11 local non-professional actors and actress
- 45-60 minutes with 9-12 sequences.
- Staged in an open place/courtyard
- Encourage audience to think about RS issues and generate discussions.
- Provide RS messages to audience with demonstration.
- Question and answer session.
- Keeping accident story in mind, the whole theatre is composed by the players sitting together.
- Each theatre has a theme song composed by players.

Spectator of theatre shows tried to identify the characters of the play with their own dead or injured dear ones. The dramas produced unprecedented reaction within the spectators. Hardly any spectator could check tears in their eyes. The spectators having seen in the plays why accident happens and how accident can be avoided tried to relate the incidents of their dear ones and could find reasons and failures. And this perhaps was reason of so much of their tears.

After seeing the play many including elderly said that they have been hearing since childhood that one should walk on left side of the road. Today the performers in the play say that was wrong and we must walk on the right side. This initiated a lively discussion. At this stage the actors, actresses and BRAC workers participated in the discussion. When they were explained the advantages of facing the approaching vehicles by walking on right side they were convinced.

Some outsiders who witnessed the show demanded of BRAC that such theatres should be created and staged in their areas also.

Briefs on these theatres are shown in Volume- I, Annex - 4.

5.5. Student Traffic Cadets (STC)

Student Traffic Cadet is an innovative and unique component of RSPAC. The STCs were used to perform the following duties:

- Be a role model mainly for the students of their schools and other road users of the locality
- Help old, children and disabled to cross road
- Motivate for proper use of road, road safety engineering facilities and road furniture

- Participate in community road safety awareness activities and rallies.

117 students including one girl from the roadside schools and Madrasas were selected on the basis of a selection criterion, which included

- Must attend a day long course on road safety
- Qualify a written examination on road safety.
- Have at least two years before appearing in SSC exam
- Physically fit and willing to voluntary works
- Meritorious and needy

The STCs after being selected for the work resumed their duties from 30 September 2004. They received a monthly stipend of Taka 200 as an incentive. They were provided with yellow jackets printed with logos of RHD and BRAC and having the name of the project i.e., Road Safety Public Awareness Campaign on Dhaka Sylhet Highway in Bangla. The first week of their deployment has been observed as “Student Traffic Cadet Week” from 02-07 October 2004 to make them very visible and familiar to the community. During STC week, they were involved in road safety awareness on highway for one hour before their classes resumed and 15 minutes after the class every day. When school was open, they performed their duties at similar times but on alternate days. Their duties remained suspended during their examinations. After examinations they performed their duties twice a day – once in the morning and once in the afternoon on every alternate days.

The performance of STCs wearing yellow jackets, active and visible on the have invited appreciation of the people. As a result, local leading people have come forward with the demand of continuing STCs even after the RSPAC project. The training module of STCs and certificates awarded to them are enclosed in Volume- II, Annex-10 and 11.

Motivation and commitment of STCs were found to be mixed. The spirit of volunteerism need to be raised further. Important feed backs were received from focused group discussions held with selected STCs on how to improve their performances. This will be made use of in future programmes.

5.6. Mobile Audio Campaign

Road safety awareness through a 29 minutes audiocassette played and transmitted through loud speakers fitted on a pick up van decorated with large digital printed posters containing different messages for pedestrians and drivers was used extensively for the campaign. This publicity campaign was inaugurated on 05.9.2004 at Bhairab bazaar bus terminal. Mr. Fakrul Islam, Superintendent of Police and Mr. Zahid Khan, Additional Deputy Commissioner of Kishoreganj District raised flags to roll the pick up van and commence the mobile road safety awareness campaign. The audiocassette having two songs sung by most popular folk singer Momtaz (Guinness Book of records for highest number of audio cassettes) and a drama skit played by radio artists turned out to be a good entertainment with road safety messages and instructions. The content provides information on vital do's and don'ts / good practices on road safety for drivers and pedestrians.

People particularly the drivers and passengers after hearing the audio campaign approached BRAC staff and demanded copies of the audio cassette. When approached the Project Director of RRMP-III allocated additional necessary fund through which it was possible to produce more 500 cassettes and distribute to bus drivers.

5.7. Billboard

Bill boards conveying road safety messages and instructions installed beside highway are very effective because people are using road increasingly for travel and at the same time spending more time in their vehicles now than ever before for traffic congestion. Or perhaps messages through bill boards reach more people for cheaper prices than any other type of media. Since bill board advertising is increasing so much, it has been considered important to use this for road safety awareness.

Targets of the bill boards were the drivers primarily.

Eight big bill boards containing road safety messages and instructions, measuring 10.5 x 7 feet have been designed and installed at important spots on the road. These will constantly remind the road users particularly the drivers to think about road safety and obey rules.

Messages of bill boards
1. More speed more damage.
2. Drive carefully and save yourself for dearest.
3. Kill speed kill disability.
4. Use bus stop reduce accident.
5. Give way for pedestrians.
6. Overtaking at bend is major cause of accident.
7. Reduce speed save pedestrian.
8. Ensure Medicare for injured within an hour of accident.

The criteria used to select sites for bill boards are as below:

- Where vehicles automatically slow down
- A place that can be visible from long distance
- At the entry of an accident prone area
- On a natural raised place that can not be obstructed by other vehicles

Following the above criterias the bill boards have been installed at 8 different spots on the highway. The messages with pictures, the places where the bill boards were installed and the specifications are given in Volume- I, Annex - 5.

5.8. Awareness through multimedia

People of all ages visit growth centres and bazaars on Dhaka Sylhet Highway to sell or purchase commodities. Being unaware of the rules of traffic and safe use of road, they often encroach road for selling, loading and unloading commodities and parking vehicles. There are bazaar committees, the members of which are not aware and motivated to use road properly.

“Chobita amar bhalo lagse karan ete rastae amar jan bachae cholar kotha bola hoise” (I enjoyed the film because it tells how to save our lives on the road)-said Hannan (farmer) at Purinda, Araihasar, Narayanganj.

For the road safety awareness of pedestrians, shop keepers and traders of the major growth centres and bazaars on Dhaka Sylhet Highway, a well researched multimedia training

materials has been produced under RSPAC. This was shown through multimedia projector on big screen at the selected campaign spots.

The 19-minute multi media training material on proper use of road and road safety engineering facilities available for pedestrians, hawkers, shopkeepers, traders etc. have been shown at 12 busy campaign spots along the road. Three shows in average have been shown at each area. 400 to 2000 people witnessed each multimedia show. Around 17,000 people have witnessed these film shows.

Viewers included adult male, children, housewives, students, UP members, local motor vehicle/non-motor vehicle drivers etc. People used adjacent roof and treetops frequently to watch the video as school ground or the field where the shows were held filled up.

5.9. Driver Road Safety Training

“Chobir madhayame ei training anek beshi unnoto, eta adhunik juger jonno projojjo” (this training through film is much improved it is suitable for current requirements) -said Md. Gias uddin a bus driver for 5 years of Mohakhali bus terminal, Dhaka.

A very effective training package was developed and used for training the commercial vehicle drivers who ply vehicle on Dhaka Sylhet highway. Considering the fact that the vehicle owners do not usually like to spare their drivers for training missing trips, the duration of the training

was kept for three hours and at a venue within transport terminal and stands. The trainees were in service drivers already. They knew the basic driving. Through this training attempts were made to make them aware about certain facts they did not know like defensive driving, rules of road safety their health etc. The training package comprised of the following sessions:

- Discussions on road safety scenario of the country and Dhaka-Sylhet Highway and importance of safe driving for reducing road accidents
- Viewing of the training video film on safe driving titled “Ghore Firi Nirapode” (return home safely)
- Discussion on driving lessons shown in the film, questions/answers and expressions of commitment to abide by rules while driving in future.

Road safety training for drivers was conducted at Bhairab, Kishoreganj, Sylhet, Hobiganj, Sherpur, Maulvi bazaar, Norshindi, Vulta, Shaistaganj,, Ashuganj, Shibpur, Shah Protap, B. Baria, Doyamir, Tajpur, Sayedabad and Gulistan bus terminals.

2019 drivers attended the training and received certificates of participation.

The training subjects included the following important aspects of driving which provide advance knowledge and thereby motivation to drive safely and responsibly:

- Impact of over speeding on vehicle and its inmates
- Risks in dangerous overtaking
- Problem caused by overloading
- Risks posed by vehicles parked on highway
- Effects on driving under influence of alcohol and drugs
- Driving safely at night

- Use of traffic signs and road markings
- Drivers' rest and health
- Use of bus stop/bay
- How to drive at accident black spots etc.

Real life motion and animated pictures were filmed and used along with commentaries on safe driving in the training video film so that even drivers without education would understand by seeing it.

Certificates of participation were distributed to the drivers who attended the training by a key members of the Upo zila Road Safety Committee or members of CRSG. The certificate bears the signature of the Manager, Road Safety Cell of BRTA and Adviser RSPAC of BRAC. One audiocassette developed and being used for publicity through microphone was presented to each driver free of cost.

The module developed for the training, the trainers' guide and the certificate of participation used for the programme are enclosed in Volume- II, Annex- 12 and 13.

In view of additional demand received from the transport association leaders and drivers in general for providing the training continuously to other places, BRAC is seriously considering a separate project on this intervention.

5.10. Road Safety Day Rally

Road Safety Day (RSD) is observed in the country on 22 October. To commemorate the day, an elaborate programme was chalked out and implemented at 42 campaign spots from 22 October to 26 October 2004. The rallies comprised of:

- Sharing experiences of post accident sufferings by local road accident victims in the meeting
- Discussion meetings on the road safety action plan prepared by the CRSG.
- Poster campaign through pasting, displaying and distribution of the 3 posters developed for the awareness of pedestrians and businessmen/traders/shopkeepers of roadside bazaars.
- Processions carrying posters, banners and festoons by local road users.
- Publicity through microphone playing road safety audiocassette.

The rallies were participated by Chief Executives and representatives of District and Upozila Road Safety Committees at numbers of places in addition to magistrates, police officer, consultat's staff, education officers, health administrators and local elites. Some national and local news papers printed news on the observed rallies.

18. Activities Came on the Way: Additional Interventions

During implementation of different activities mentioned above, certain more interventions came up as essential for the campaign as asked by local community, client and due to natural calamity. These activities were carried out additionally that covered other segments of road using community effectively not originally included in the project. A brief description of these activities are given below:

6.1. Flood Emergency Road Safety Campaign

RSPAC had to be suspended as the areas around Dhaka-Sylhet Highway have been worse affected due to flood. Poor people from the adjoining areas left their homes with family members, belongings including cattle and took shelter on roadside exposing them to serious risks of accidents.

“We may have to skip one meal without relief materials but we will die if we don’t learn how to stay safely on road-side”

- A mother at roadside flood shelter, Choitabo, Pachdona, Norshindi (07 Aug 2004).

In view of the accident risks that exposed the flood victims at road-side shelters, the project staff and partner NGOs/educational institutions immediately redirected the road safety awareness campaign from 01.8.2004 to make the flood affected roadside people aware of their safety under the changed circumstances. They visited the roadside shelters, distributed relief goods and trained the flood victims on how to cope with accident risks they have been exposed to. Posters on safe walking and crossing road were used as assisting materials.

The flood victims were found eager and enthusiastic during this campaign. Demand for replicating similar campaigns has been raised from roadside flood victims of other areas. RHD, RRMP-III staff and Government officers of Upazila level attended some of these campaign activities. News of these floods emergency road safety campaign published in some newspapers.

6.2. Road Safety Awareness of Rickshaw Puller followed by Pasting of Reflective Sticker

Notwithstanding the fact that non-motorized vehicle (NMV) are not supposed to ply on highways and there are traffic signs to that effect, the reality is they are there. The NMVs are slow, pullers are illiterate, untrained and unaware of traffic rules, they require manpower intensive traffic policing to regulate which is absent on highways. Yet NMVs are in high demand for travel and transportation of passengers and cargo on highways just because these are cheap, short haul and locally and readily available transports.

The real problem of rickshaw is their visibility at night. The light they are supposed to use for visibility at night is absent. As a result, rickshaws are dangerous from accident point of view because one can see them at night before coming to very close distance. Many accidents are taking place due to this and the main victims are rickshaw pullers themselves and its passengers more than the motor vehicles, which hit them. Since most of these accidents are hit and run, there is seldom information/case lodged to police on these accidents.

It was therefore decided to design and produce high intensive honeycomb reflective stickers for pasting at the back of rickshaws and rickshaw vans. Accordingly, separate stickers were designed and produced for them. A total of 12,500 stickers (rickshaw-9500, van-3000) were pasted/fixd on rickshaws and vans. The programme titled “Road safety awareness and pasting of sticker on rickshaws” organised to this end is described below:

- Lecture and discussion session on case study of a local accident involving a rickshaw/van puller, cause of accidents, classes and use of roads, traffic signs, parking, night riding, visibility and maintenance of stickers.

- Attaching of stickers on rickshaws/vans personally by local guests, members of CRSG, STCs and project staff.

A module has been prepared for this 2-hour training and sticker attaching programme, which is enclosed in Volume- II, Annex- 14. Specimens of the stickers are attached in Volume- II, Annex –17.

6.3. Religious Forum

Hadith – the holy book for the Muslims containing instruction of Prophet Muhammad (SM) invites devoted Muslims to walk on the right side of the road for safety. Preaching this and other road safety good practices by the Imam of mosques at Friday Jumma prayers to educate the vast majority of Muslims who say weekly prayers has been considered to be urgent and a challenging opportunity. In addition if these respected Imams and the religious leaders like Pir and Alem who deliver religious sermons at large gathering called “Waz Mahfil” urge the devotees to follow road safety good practices mentioning the lessons of Hadith, this will be a big boost towards RSPAC on the highway.

Mosque Forum: Accordingly, the project staff, partner NGOs and members of CRSG approached Imams of their local mosques and through them the Peer and Alems. They were explained about road accident losses suffered in the country and requirements of awareness for visitors of Mosques and Was Mahfils.

Shaistaganj, Sylhet: Five Imams received lessons on road safety. They are discussing road safety before Jumma prayers in their mosques. The Imams who received road safety lessons are giving Maktab students road safety lessons.
Noapara, Hobijonj: Similar training of Imams like Shaistaganj took place at Noapara.

The project staff and the trained executives/teachers of NGOs/Educational Institutions organised road safety training for the Imams of local mosques using handouts and other training materials. The trained Imams are now better educated to talk on road safety in Jumma prayers.

Waz Mahfil: On 22 October 2004, at a Waz Mahfil held at Eidgaon Maidan, Kodomtola, Tajpur, Hazrat Maulana Tajuddin Ahmad asked 1000 to 1500 devotees who attended the gathering to walk on right side of the road, to use road shoulder for walking, not to gossip on road and for not using main road to walk etc.

Similarly Pir Saheb Akhtar Hossain urged over 1200 attendees of Waz Mahfil held at Chandura bazaar ground on December 04 2004 for walking on right side of road and stop, look and listen before crossing roads etc.

On 28 December 2004, a Waj Mahfil was held at Auskandi High School Ground. Maulana Zubair Ansari spoke on road safety in his speech at the gathering.

On 26 December 2004 Maulana Fazlul Haque Amini, MP and Maulana Zubair Ahmed addressed a Waz mahfil at Horoshpur Badralia under B. Baria district. Maulana Zubair Ahmed exhorted devotees to practice road safety safe practices to avoid sufferings due to road accident.

Qaomi Madrasa: A large number of children opt for education at Madrasas (religious schools). There are two groups namely Aliya madrasa and Qaomi madrasa. The former follows the government syllabus and do involve in road safety activities. The Qaomi group on the other hand are extremely religious and do not like to use posters, flip charts having pictures of men and women for road safety training. A meeting has been held with Maulana Sajedur Rahman and Maulana Mohd. Helal Uddin of B. Baria to work out a way so that Qaomi madrasah students may be reached to receive road safety lessons. Development and using of separate IEC materials conforming to their religious requirements and belief would be able to bring them under future RSPAC.

6.4. Door to Door Awareness Campaign

At a point of time during the campaign, it has been noticed that a section of shop keepers, traders, hawkers and house wives very busy with their businesses have been left out from the different awareness activities. The just could not leave their own businesses, to attend the awareness activities were the main reasons behind. With a view to bring them under the awareness activities. To bring them under awareness campaign without hampering their business, a rapid programme of reaching out to their doors were undertaken at *Kanchpur, Barpa, Ikhola, Kamertek, Noyapara, Ratanpur and Syedpur* campaign spots. The NGO executives were given an orientation on this programme, which comprised of visiting each shop and house within their campaign area, discuss with them about the road safety problem created for pedestrians and vehicles due to misusing of facilities like occupying road and footpath for selling and buying commodities. Posters produced on proper use of road safety engineering facilities and rules of safe walking and crossing were used. A total of 14,625 shops/houses were covered in this campaign.

6.5. Supporting Upa Zila Road Safety Committees (URSC)

Ministry of Communications through a gazette notification (Annex-16) issued order for formation of Upa Zila Road Safety Committees (URSC) headed by Thana Nirbahi Officer at all Upa Zilas situated beside highways of the country. Trained executives/teachers were told during their training by BRAC about this Government order and the TOR of the URSC. It was noticed during Coordination visits to the Upzaila Officers that URSCs have not been formed at many Upa zilas on Dhaka Sylhet highway as per the government order. The committees, which were formed, have not been active. The members of CRSG, project staff and executives/teachers of NGOs/Educational Institutions approached TNOs, gave them copies of the government notification and persuaded them to form the committees and call for meetings as per the TOR. The result was very encouraging. 14 URSCs have been formed out of 17 Upozilas on the highway and are active. In Shibpur URSC of Norshindi District RSPAC partner NGOs namely TALHA Social Development Society and Jagoroni Mohila Kallyan Shangstha along with three members of CRSG have been inducted as members of the newly formed URSC. Efforts are being made to form such committees at the remaining Upazilas keeping our partner NGOs and CRSG members in the committee as members. There were demands for IEC materials and presentations on RSPAC activities before the committee members. Flip chart and posters developed under RSPAC have been provided to the TNOs on demand who are using these for the road safety awareness of the committee members and others.

It is mutually beneficial for URSC and RSPAC if the partner NGOs and CRSG members are members in URSC This will help URSC becoming informed, active and for RSPAC to sustain its activities in future after the project closes down.

Latest status of the URSC are given below (as on 17 March 2005)

SI No	Name of Upa Zilas	Committee	Remark
01.	Sonargaon, Narayangonj	Formed	After RSPAC started
02.	Rupganj, Narayangonj	Formed	After RSPAC started
03.	Araihazar, Narayangonj	Formed	
04.	Sadar, Narsinghdi	Formed	After RSPAC started
05.	Shibpur, Narsinghdi	Formed	
06.	Raipura, Narsinghdi	Not formed	
07.	Belabo, Narsinghdi	Formed	After RSPAC started
08.	Bhairab, Kisoregonj	Formed	After RSPAC started
09.	Ashugonj, B. Baria	Formed	After RSPAC started
10.	Sadar, B. Baria	Not formed	
11.	Madhabpur, Hobigonj	Formed	After RSPAC started
12.	Sadar, Hobigonj	Formed	
13.	Bahubal, Hobigonj	Formed	After RSPAC started
14.	Nabigonj, Hobigonj	Formed	After RSPAC started
15.	Sadar, Moulvibazar	Formed	After RSPAC started
16.	Balagonj, Sylhet	Not formed	
17.	Sadar, Sylhet	Formed	

The partner NGOs are persuading the URSCs to convene meetings on regular basis and undertake road safety initiatives within the locality.

19. Monitoring

Monthly monitoring meetings attended by the executives and teachers of partner NGOs/educational institutions were held regularly at the Project Office, Bhairab. The meetings reviewed the implementation progress, road accidents occurred during last month, responses from community etc. Besides, the NGOs/educational institutions submitted a monthly progress report describing the status of the campaign activities. Feedbacks were given to them after scrutinising their monthly reports. Close monitoring resulted in termination of the contract of Goplar Bazaar Gonokendro Pathagar for unsatisfactory progress of work. It was replaced by Auskandi RP High School and College. Similarly partner NGO, SUK terminated its Executive Mr. Shamsul Asad Bhuyan engaged for the campaign on our instruction for false reporting and appointed Mr. Md. Majedul Haque who carried out project work satisfactorily.

The World Bank mission of RRMP- III headed by Mr. Stein Lundebye paid a visit on 06 November 2004 to Dhaka Sylhet road to supervise BRAC's Road Safety Public Awareness Campaign. The mission observed the activities of Student Traffic Cadets at Kachpur, attended a

monthly meeting of CRSG at Tarabo, observed road safety education at High School, Barpa, witnessed pedestrians' multimedia film's field-test and participated in the road safety rally organised at Volta. A brief on the visit is given in Annex - .

Focused Group Discussions were held with STCs, teachers and drivers at Tajpur- Sylhet, Kamartek- Narsinghdi and Bhairab- Kisoregonj. On the basis of feed back received from the participants the work plan was readjusted and modified which helped implent the campaign interventions effectively and in time.

20. Coordination and Linkage

Road safety campaign programmes involving community seemed to disappear immediately after the completion of the project. One of the challenges is to organize the project in a way so that the community representatives or its leaders are empowered enabling them to link and exploit local resources and road safety institutions for their road safety concerns. An important objective of the campaign was therefore to link up the CRSG members and local NGOs with URSC, RHD, Police etc. Accordingly all campaign activities were carried out keeping DRSC, URSC, Local Government elected representatives, police, RRMP-III staff, and RHD officers informed and involved, as it would appear from this report. Different training courses, workshops, and rallies were attended by Deputy Commissioners of the districts, Superintendents of Police, Project Managers of RHD, Resident Engineers, TNOs, local government elected representatives and other members of URSC. This enabled the NGOs and CRSG members opportunities to know others and let others know what are their concerns and what they like to do. This worked very well. This linkage, coordination and knowledge about each other and activities enabled some of the NGO and CRSG members becoming members of URSC and DRSC even. They will be attending their monthly meetings and rallies and able to communicate their road safety problems and can get support.

21. Assessing Road Users' Awareness

To see the impact of RSPAC interventions among roadside residents and drivers, a study was conducted at a small scale. Highlights of the study are given below:

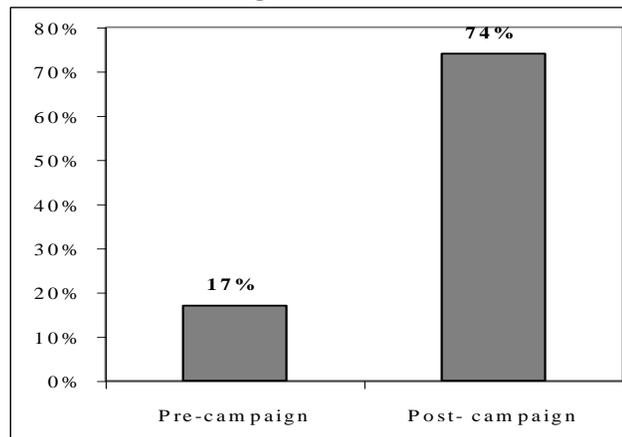
9.1. Pedestrians' Road Use Awareness

Methodology: The study area, size and occupation pattern of sample were kept the same at both pre and post campaign assessments. Roadside businessmen, shopkeepers, hawkers, daily labourers, students and housewives were interviewed. The sample size was limited to 180 respondents due to time and resource constrains. Semi-structured questionnaire (enclosed) was used to collect information. The assessment has covered six campaign spots namely Madhobdi and Goala bazaar (urban type); Itakhola and Syedpur (rural type) and Ratanpur and Noapara from newly constructed bi-pass link.

Key findings

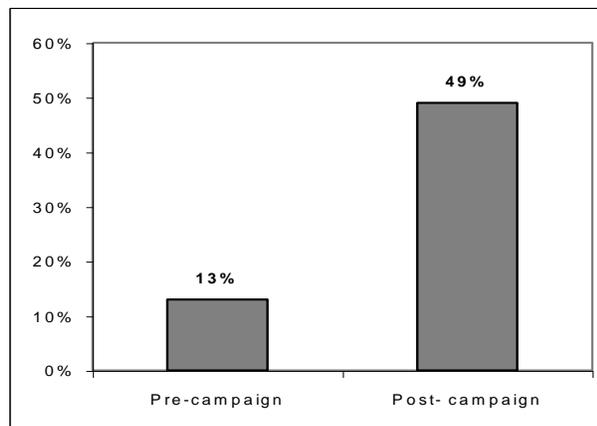
Knowledge about safe ways of walking on road (Figure-1): The study demonstrates that changes in the level of knowledge of pedestrians about walking on right side of road facing on coming traffic, which is safe, improved noticeably. Before the campaign 17 % respondents knew about walking on right side facing on coming traffic while this knowledge improved to 74 % after the campaign.

Figure-1



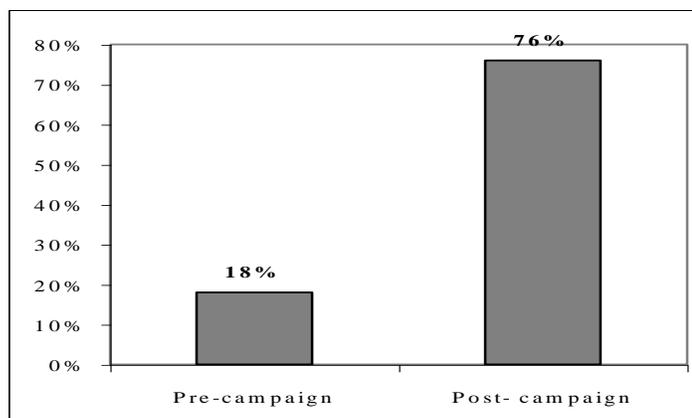
Knowledge on safe ways of crossing road (Figure-2): The findings reveal that pedestrians' knowledge on safe crossing-rules i.e. stop, look, listen and cross have improved noticeably. The level of knowledge improved from 13% to 49 %.

Figure: 2



Knowledge on proper use of footpath (Figure-3): Before campaign 40 % respondents said footpath is for selling goods/repairing vehicles/shelter of poor, 18% knew it was for walking while 42% did not know why footpath is provided. The knowledge on proper use of footpath improved remarkably from 18% to 76 % after the campaign.

Figure- 3



9.2. Drivers’ Road Safety Awareness

Methodology

A total of 102 commercial vehicle drivers were interviewed of whom 67 were bus drivers from Bhairab, Narshingdi town, Kadamtali (adjacent to Sylhet bi-pass), Shibpur and 35 truck drivers from Ashuganj river port, Shahepratap and Moulovibazaar truck stands.

Key findings

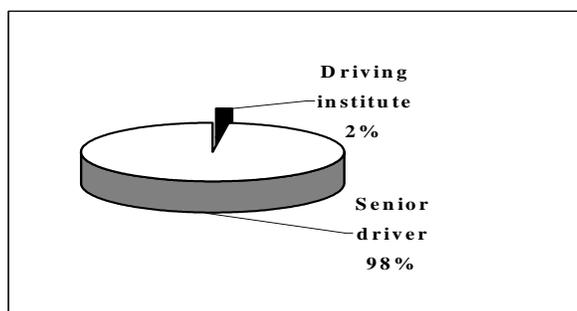
Source of driving training (Figure-4):

“One can become a skilled driver by cleaning tire and body of a vehicle and by working as an assistant of a ustaad (senior driver). The driving training provided by existing training centres covering only theoretical issues and less practical training is very inadequate for driving.”

--- said Helal Mia, President of Bus Workers Association located at Bhairab.

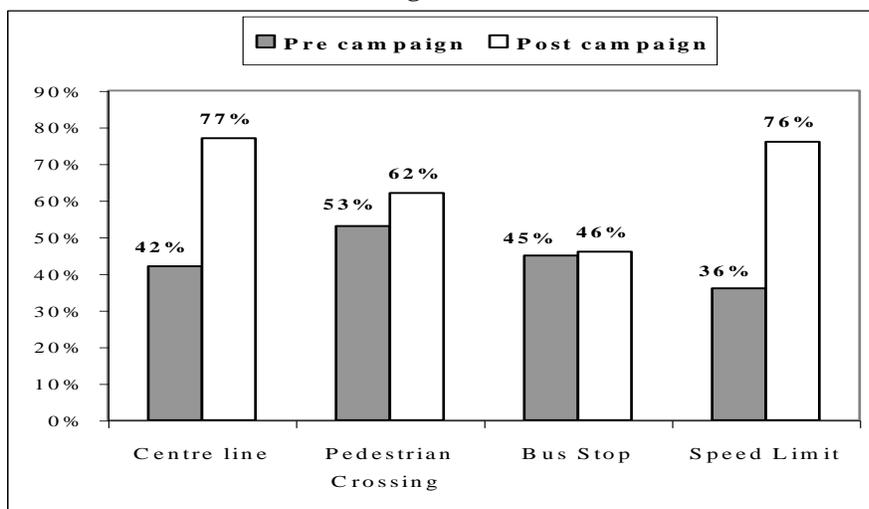
For the study the respondents were asked about the source from where they received driving training. It was found that only two percent of the interviewed drivers received training from professional driving training institutions.

Figure: 4



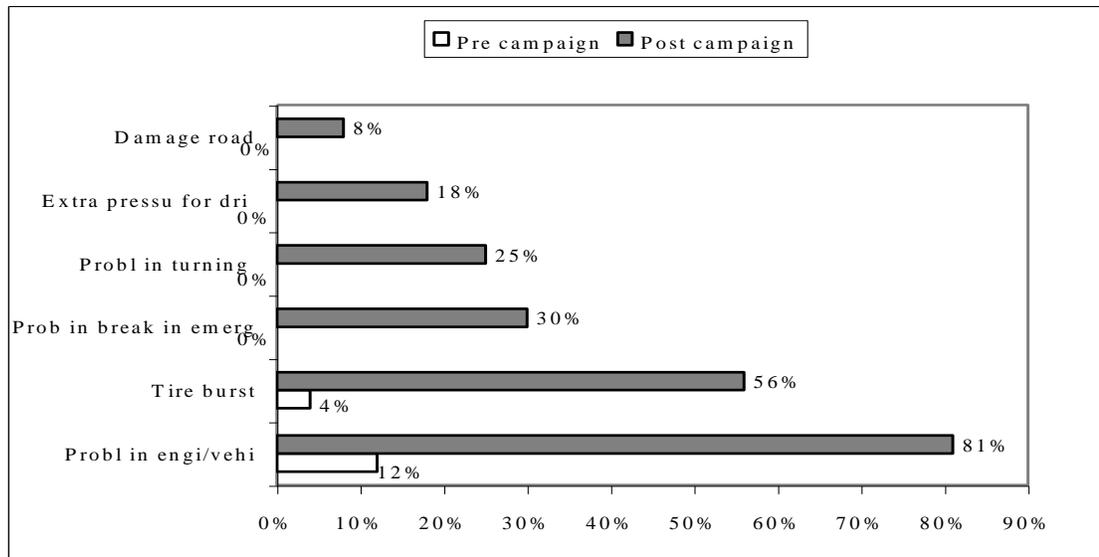
Knowledge on traffic signs (Figure-5): The respondents were shown road signs on centre line, pedestrian crossing, bus stop, speed limit and asked about their meaning and purposes. The knowledge on centre line and speed limits improved sharply as it is shown in figure-5 while little improvement was noticed on pedestrian crossing and bus stop signs.

Figure-5



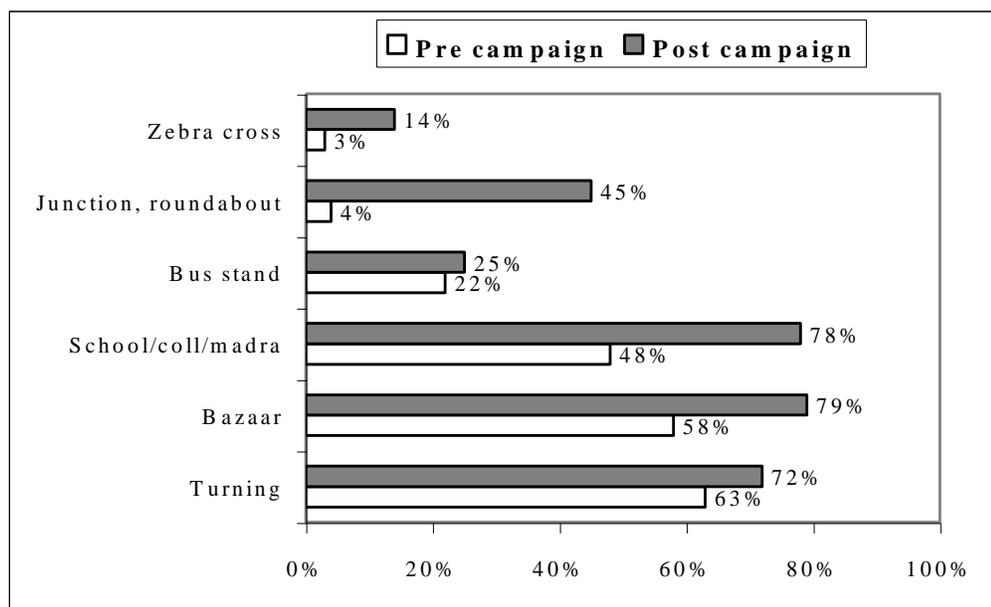
Problems caused due to over loading (Figure-6): The knowledge on different consequences caused due to overloading improved. It is interesting to note that knowledge on problems in emergency breaking, turning, extra labour on drivers, damage to road and giving side to overtake due to overloading was zero before campaign. Knowledge on problems caused due to overloading on the engine of the vehicle and in tire burst improved considerably after the campaign.

Figure-6



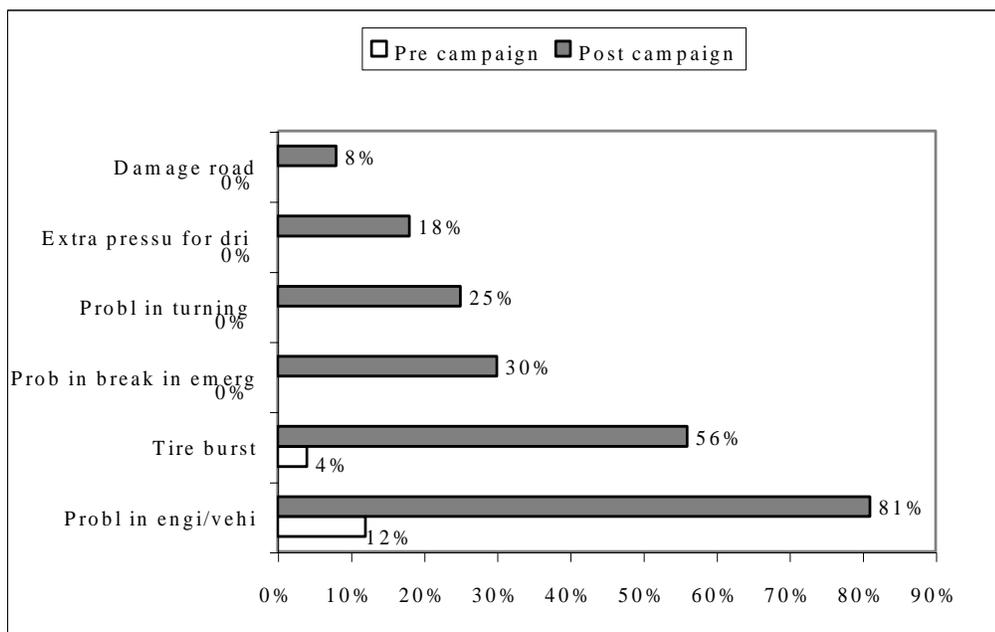
Places where speed should be reduced (Figure-7): The knowledge about reducing speed at roundabout improved from 4 percent to 45 percent. Similarly knowledge to reduce speed near educational institutions and bazaar improved from 48 % to 78% and 58% to 79% respectively.

Figure-7



Where overtaking is prohibited (Figure-8): The respondents’ knowledge on places where overtaking is prohibited was tested as it is one of the major reasons of accident on highways. The findings shown below indicate that the respondents’ knowledge on prohibition of overtaking at road junction and round about improved most from 4 percent to 29 percent.

Figure-8



22. Advocacy through Dissemination

Advocacy of community’s road accident issues, concerns and their potential in contribution towards road safety through discussions and presentation in seminar and workshops with participation of functionaries at policy making and implementation level was considered very important. With this aim in view half way through the project period, one seminar was held and once the campaign activities of the project ended a workshop was held. These events were well attended and covered in BTV and NTV channels and important daily news papers.

The final workshop with the theme, “ **Road Safety Public Awareness Campaign on Dhaka-Sylhet highway – A GO NGO Collaboration**” was organised on June 6 at 2005 at BRAC Centre, Mohakhali, Dhaka. The aim of the workshop was to share experiences and lessons learnt from RSPAC on Dhaka Sylket highway and to make recommendations on how to proceed with the similar programmes for the future. The whole day workshop comprised of a plenary followed by a technical session. Keynote presentations, guests’ speeches and open discussion took place in the plenary while the technical sessions, facilitated and participated by selected professionals, deliberated in four groups and recommended on four important road safety issues i.e., road safety advocacy, road safety engineering, drivers’ road safety training and accident victim support and rehabilitation.

Barrister Nazmul Huda MP, Minister of Communications attended the workshop as Chief Guest. The workshop was chaired by BRAC Executive Director, Mr. Abdul-Muyeed Chowdhury. Special Guests included Mr. Stein Lundebye, World Bank, Mr. A.K.M. Faizur Rahman, Chief Engineer, RHD and Mr. Abdul Wahab, Additional Secretary, Ministry of Communications, Government of Bangladesh.

Ahmed Najmul Hussain, Adviser RSPAC and Director, BRAC, presented the experiences and lessons learnt from implementing RSPAC on the 225 km of Dhaka-Sylhet Highway from May 2004 to April 2005. Special Guest Mr. Stein Lundebye of the World Bank spoke about the necessity and benefits of road safety awareness programme and presented a video on Community Road Safety awareness initiatives in Kerala, India.

The Chief Guest Barrister Nazmul Huda MP, Minister of Communications in his speech graciously congratulated BRAC in their campaigns to increase road safety awareness in association with Roads and Highways Department. He said roads should be designed to decrease the risk of pedestrians and cater for a lane for NMVs. The honourable Minister invited BRAC to come forward and help accident victims and their families to lodge cases for compensation. Commending the Project Director of RRMP-III for supporting BRAC in this road safety campaign, the Chief Guest invited all the Project Directors to have in their entire major road projects a component built in and dedicated towards improvement of road safety awareness.

Mr. A.K.M Faizur Rahman, Chief Engineer, Roads and Highways Department and Special Guest in his speech wanted all future road safety awareness programme to follow the RSPAC “coordinated approach” of GO and NGO collaboration. Grassroots level interventions require NGOs and Community Based Organisations (CBO), whereas legal, financial and policy support can only come from the government.

Special Guest Mr. Abdul Wahab, Additional Secretary, Ministry of Communications outlining the road safety efforts being by the government noted that Western-style road engineering safety features are too expensive for most developing countries. Developing countries like Bangladesh could improve road safety significantly through employing road safety awareness campaigns and as well as adopting approaches of the RSPAC project of BRAC.

The workshop Chair and the Executive Director of BRAC Mr. Abdul-Muyeed Chowdhury emphasizing the partnership between Government and BRAC in carrying out road safety awareness campaign noted in his speech that RSPAC is not a BRAC project rather a government project implemented by BRAC. He highlighted the needs of involving community in road safety awareness campaigns for sustainability through the programme as BRAC has developed, using BRAC’s expertise and position to train other NGOs to disseminate road safety information, availing opportunity of recovering compensation for accident damages from insurance companies and vehicle owners and for setting up a road safety fund by the government to be used to prevent accidents and relieve victims suffering.

At the workshop, the Chief Guest Barrister Nazmul Huda, MP, launched a 4-episode road safety animation film titled ‘Lal, Holud aar Shobuj’, or ‘Red, Yellow and Green’, symbolizing the colors of the traffic lights. The animation film, focused on essential knowledge required for using roads safely, is the first of its kind as an education initiative for road safety which was aired on Bangladesh Television every Saturday and Monday at 5.55 pm for 4 months. The four episodes of ‘Lal, Holud aar Shobuj’ were funded by RRMP III project of Roads and Highway Department and produced by BRAC in association with Globekids Digital Ltd.

The technical session of the workshop was participated by selected road safety professionals, educationists, engineers, drivers, transport association leaders, communication/media practitioners, NGO representatives and community members living beside Dhaka Sylhet highway. The participants deliberated in groups on current burning road safety issues,

advocacy for road safety, road safety engineering, drivers' road safety training and accident victim support and rehabilitation. At the end of the group discussions important recommendations were made by the participants. The facilitators for this session consisted of experts like Prof. Md. Jobair Bin Alam BUET presently working for Accident Research Cell, Dr. Golam Samdani Fakir, Director, BRAC Training Division, Mr. Afsan Chowdhury, Director, Human Rights and Advocacy, BRAC and Md. Iqbal Karim road safety planner of Planning Commission. The technical session allowed participants to give direction on the future road safety campaign.

A midterm seminar was also held on 21 October 2004 at the BRAC Centre Auditorium. Barrister Nazmul Huda MP, Honourable Minister of Communications, Government of Bangladesh attended the seminar as Chief Guest. Special Guests included Mr. M. Shafiqul Islam, Secretary, Ministry of Communications, Mr. Michael Scott, Head of Infrastructure, DFID, Bangladesh, and Mr. David Hughart, Acting Country Director, World Bank. Professor Jamilur Reza Choudhury, Vice Chancellor, BRAC University chaired the seminar. Mr. A. Najmul Hussain, Project Adviser made a power point presentation describing the implementation progress of RSPAC and how RSPAC project-design have benefited from the lessons learnt from the action research project on community road safety education conducted jointly by BRAC and TRL earlier at Manikganj. The International Guidelines on community road safety education that were prepared on the findings of the action research project was presented and launched at the seminar as well.

Mr. Allan Quimby and Annabelle Davis of TRL presented the International Guidelines on community road safety education and findings of TRL's similar projects undertaken in India, Ghana and South Africa.

The Honourable Minister of Communications Barrister Nazmul Huda inaugurated the Audio Cassette, developed under RSPAC. The presentations were followed by open discussion participated by the representatives of partner NGOs, educational institutions, CRSG members and STCs working for RSPAC on Dhaka-Sylhet Highway among others.

23. Lesson Learned

The final report on implementation completion of RSPAC on Dhaka- Sylhet Highway provides us an opportunity to draw important lessons which are given below:

1. RSPAC offers a good example of collaboration between NGOs, government agencies and road user community at the grass root level.
2. The CRSGs act as people's road user forum at grass root level. The groups have resulted interface and cross linkages between the community, government and NGO service providers in road safety in transparent way.
3. The linkages established with RHD and project (RRMP-III) agencies/executives through community representatives have been significant in accessing their resources like bus bays, road marking, zebra crossing, traffic signs etc.
4. GO NGO linkages helped provision of addl. RS engng facilities like bus bays, zebra crossings, signages etc.

5. Edu. to students is best investment in RS for future, back home they educate active road user parents/family members. Country wide RS awareness of school students using the flip chart and posters were found effective
6. The CRSG has provided the communities with access to justice through assisting and influencing registration of accident cases to PS and negotiating accident compensation from vehicle owners.
7. CRSG often provided a “participatory RS monitoring” in the local level. The presence of informed community members, STCs on road often resulted in improved performance by concerned RS institutions and transparency in their duties.
8. Selection of appropriate people for CRSG has been found to be absolutely crucial to the success of road safety campaign. Bias in selection may frustrate the spirit of having CRSG and as a result the effectiveness of the campaign.
9. CRSGs/NGOs continue RS activities, some are expanding to adjacent areas
10. NGOs submitted projects for local road safety to NGO Foundation – are searching support/sponsors
11. Drivers responded remarkably to the short, terminal centric RS focused training using interactive video, requested expand this training
12. Participatory, flexible and conjunctive approach played key role campaign’s success
13. People are generally unaware that occupying road and roadsides is unsafe and offence
14. Thana Education Officer and District Education Officers are included in DRC and URSC. As members of these committees they can play vital roles in road safety education of students
15. Provision of road safety engineering facilities demands greater consideration
16. Executive Committee formed by MOC for RS initiatives by NGOs should be made active
17. Development and using of separate IEC materials conforming to their religious requirements and belief would be able to bring them under future RSPAC.
18. Highways are constructed spending a lot of money for smooth and safe traffic. Unfortunately unopposed illegal occupation of road space take place affecting road safety and smooth traffic flow. The main reasons are lack of awareness of the perpetrators of these malpractices and also an absence of efforts to deter these practices through enforcement of related laws by appropriate agencies.
19. The extent of requests received for more drivers road safety training and reflective stickers for NMVs indicate the concern and demand for road safety at field level

24. Recommendation

- More GO NGO road safety initiatives are needed to improve road safety situation and for the sustainability of the partnership

- The existing legislative provision are not considered adequate to ensure safe driving practices and for keeping road and road-side free of squatting and encroachment.
- RSPAC on DSR has successfully established that RS initiatives can be taken up through community and local institutions in a collaborative framework and should be scaled up to cover wider area particularly those beside highways.
- The scope of rs training focused on the students of educational institutions situated beside highwas was has been considered highly beneficial and hence may be brought under a national campaign through an executive order of the MoE.
- Implementation of similar road safety campaign activities at areas not covered under RSPAC on Dhaka-Sylhet Highway will be helpful for improving road safety awareness of roadside community living beside the entire highway.
- Upa Zila Road Safety Committees are yet to be activated as desired under the Government order issued in this regard earlier. Induction of Upa Zila Education Officer and District Education Officer in URSC and DRSC as members will help improving road safety education of students.
- Flip Chart and posters developed and used for the campaign may be sent to the Ministry of Education for use as supplementary training materials for lessons on road safety provided in the textbooks of primary schools.
- Driver training workshop may be conducted nationwide under road safety component of other road projects using the format and the multimedia material produced and used in RSPAC.
- The enactment of newly drafted Highway Act and its stringent implementation will prevent the rampant and unabated encroachment of road and roadsides.
- The tendencies of passengers not using bus bays provided on the highway will reduce with provision of passenger sheds on bus bays.
- Provision of pedestrian options through engineering measures on all highways is absolutely necessary.
- Provision of foot over bridge or underpass at points having very high pedestrian trips (like Kachpur) should be made a design consideration of highways in favour of those vast majorities who walk.
- Provision of separate lane may be considered at lower level for NMVs like Nalka Hatikamrul road whenever an existing road will be rehabilitated or a new road built.
- Provision of guardrail in front of schools situated on the highway will help reduce children fatality due to road accident.

Pictures of some areas taken during reconnaissance



Remnant of one accident bus, 14 passengers were killed in mid



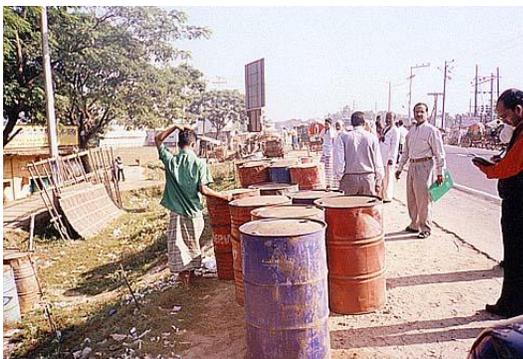
Tempo stand on intersection



Vehicle of fatal accident in which 3 were killed in early December 2003



Picking and dropping passenger by bus obstructing traffic



Roadside occupied by oil drums on sale



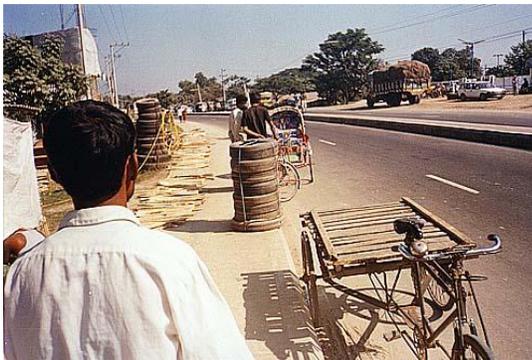
Spilled mobil on a carriageway tempo stand



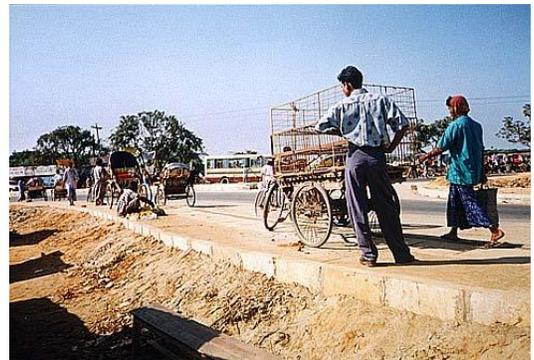
Drying paddy and mixing cement and sand on footpath



Vegetable market occupying roadside



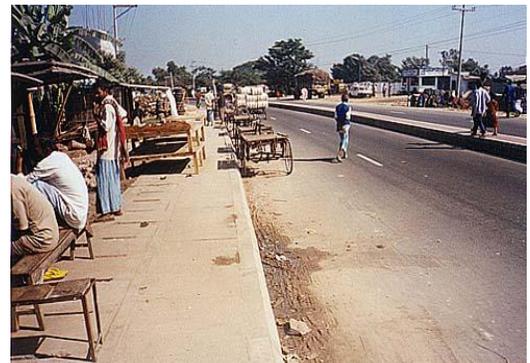
Motor workshop, old tires on sale and parked rickshaws on carriage way



Selling poultry and bananas on footpath



Blocking drainage by keeping firewood on sale



Tea stall and furniture making shop on footpath

List of selected RS Campaign Spots (CSs)

Road Safety Public Awareness Campaign Project, Dhaka – Sylhet road

District	Upazila	CS No.	Campaign Spot	Remarks
Narayangonj (06)	Rupgonj	01	Kanchpur inter section	
		02	Tarabo round about	Pourashava
		03	Barpa	
		04	Bhulta-Gausia	
	Araihazar	05	Panchrukhi	
		06	Purinda	
Narashingdi (11)	Sadar	07	Madhabdi	Pourashava
		08	Baburhat/Shekerchar	
		09	Panchdona	
		10	Shahaprotap	
		11	Velanagar	Pouroshava
	Shibpur	12	Itakhola	
		13	Shristigar	
		14	Chaitanaya bazaar	
		15	Kamartek	
	Raipura	16	Morjal	
	Belabo	17	Bariachaya	
Kisoregonj (02)	Bhairab	18	Laxmipur	Pouroshava
		19	Kamolpur	Pouroshava
B. Baria (06)	Ashugonj	20	Ashugonj	Pourashava
	Sadar	21	B. Baria inter section	
		22	Nasirnagar inter section	
	Sadar	23	Shahabazpur	
		24	Chandura	
Hobigonj (10)	Madhabpur	25	Madhabpur	Pouroshava
		26	Noyapara bazaar	
		27	Chhatian bazaar	
	Sadar	28	Ubahata (Sayestagonj inter section)	Pourashava
	Bahubal	29	Mirpur	
		30	Duba-Oi	
		31	Puntijuri	
		32	Digomber	
	Nabigonj	33	Paniumda	
		34	Goplar bazaar	
		35	Aushkandi	
36		Sayedpur		
Moulovibazar (01)	Sherpur	37	Sherpur round about	
Sylhet (05)	Osmani Nagar	38	Goala bazaar	
		39	Tazpur	
		40	Doyamir bazaar	
	Sadar	41	Najir bazaar	
		42	Lala bazaar	

NB: Highlighted Campaign spots are taken on request of project staff of RHD.

List of Selected Local NGOs
Road Safety Public Awareness Campaign Project, Dhaka – Sylhet road

Sl. No.	Name of NGOs	Type	Contact Address with phone number	Allocated Campaign spots
01	Institute of Rural Development (IRD)	NGO	Field Office: Vill & PO- Tarabobazaar, UZ- Rupgonj Dist- Narayangonj, Ph. 0189-471419 Head Office: Dr. Saiful Islam Dilder, MD 278 Gulbagh, Malibagh, Dhaka-1217 Ph.- 02-9361353, 0171-522129	Kanchpur IS Tarabo IS
02	Rupgonj Artho-Samajik Unnayan Sangastha (RASUS)	NGO	Joynal Abedin Bhuyan, CEO Vill- Bhulta, PO- Bhulta, UZ- Rupgonj Dist- Narayangonj, Ph.- 0171-120383	Barpa Bhulta
03	Panchrukhi Begum Anawara College	College	Anath bandhu Sarkar, Principal (acting) Vill & PO- Panchrukhi, UZ- Araihasar, Dist- Narayangonj, Ph. 0172829394	Panchrukhi Purinda
04	Janakallayan Samittee	CBO	Md. Ilias Ali, President Vill & PO- Madhabdi, UZ- Sadar, Dist- Narsinghdi, Ph.- 0171-533316	Madhabdi
05	Samajik Sachetonata Unnayan Sangstha	NGO	Bahija Abedin, ED Vill- Kabirajpur, PO- Panchdona, UZ & Dist- Narsinghdi, Ph.0173-503733	Shekher char Panchdona
06	Mothers Development Society (MDS)	NGO	Fahima Khanom, ED 247/1 College road, Velanagar, Narsinghdi. Ph.- 0172-089724, 0189-819727	Shahaprotap Velanagar
07	Jagorani Mohila Kallayan Samittee (JMKS)	NGO	Moslema Jahan, ED Vill- Kamartek, PO- Joshor, UZ- Shibpur Dist- Narsinghdi, Ph.- 0171-487593	Itakhola Shristigar
08	Talha Social development Society	NGO	Md. Bashirul Islam Executive Director Vill- Kamartek, PO- Choitanaya, UZ- Shibpur Dist- Narsinghdi, Ph.- 0171-249180	Chaitanaya bazaar Kamartek
09	Poverty Alleviation through Participatory Rural Initiatives (PAPRI)	NGO	Field Office: I. Morjal busstand, Raypura, Narsinghdi II. Bariachaya busstand, Belabo, Narsinghdi Head Office: Md. Abu Based, ED Vill & PO- Narayanpur, UZ- Belabo, Dist- Narsinghdi, Ph.- 0171-533610	Morjal Bariachaya
10	Social Association for Development of Bangladesh (SAD)	NGO	Matiur Rahman Sagar, CEO Vill- kamalpur Amlapara, PO & UZ- Bhairab Dist- Kisoregonj, Ph. 0171-461227	Laxmipur Kamolpur
11	Panjery Samaj Unnayan Sangstha (PSUS)	NGO	Md. Ishaque Mia, CE Vill- Ashugonj. PO & UZ- Ashugonj Dist- B.Baria, Ph.- 0189- 951902	Ashugonj

Sl. No.	Name of NGO's	Type	Contact Address with phone number	Campaign spots
12	Samaj Unnayan Kendra (SUK)	NGO	Abdul Momen, ED Vill- Baddapara by pass, PO & UZ- Sarail Dist- Brahhamon Baria, Ph.- 0171-456813	B. Baria IS Nasirnagar IS Shahabazpur
13	Al- Ifadah Society	CBO	Moulana Sawkat, Chairman Vill- Amtali bazaatr, PO- Satgaon, UZ- Sadar Dist- Brahhamon Baria, Ph. 0189-193392	Chandura
14	MadhabPur Bohumukhi Nari Mukti Sangstha	NGO	Mrs. Amiya Prava Choudhury, ED Thana Road, PO & UZ- Madhabpur Dist- Hobigonj, Ph. 0172-247956,	Madhabpur
15	Madhabpur Upazila Adibasi Kendrio Bohumukhi Samobay Samittee	CBO	Mr. Shuvas Chandra Karmakar, Chairman Vill- Noyaparabazaar, PO- Noyaparabazaar, UZ- Madhabpur Dist- Hobigonj Ph.0172249591 (on req.)	Nayapara Chhatian Bazaar
16	Sayestagonj Theatre	CBO	Jalal Uddin Rumi Team Leader Girls High School Road, PO- Sayestagonj UZ- Sadar, Dist- Hobigonj, Ph. 0172151131	Ubahata (Sayestagonj IS)
17	Chhoytara Jubo Unayan Sangstha	NGO	Dr. Md. Hafizur Rahman, ED Vill & PO- Mirpur bazaar, UZ- Bahubal, Dist- Hobigonj, Ph. 0171-910022 (on req)	Mirpur
18	Putijuri S.C. High School	High School	Kanu Prio Chakraborti, Head Master Vill- Mirepara PO- Putijuri, UZ- Bahubal Dist- Habigonj, Ph. 0172-055259	Duba-Oi Puntijuri Digomber
19	Ragib Rabeya high school & college	High School	Md. Sirajul Islam, Asstt. Teacher Vill & PO- Paniumda, UZ- Nabigonj Dist- Habigonj, Ph. 0189-653909 (on req.)	Paniumda
20	Aushkandi RP High school & college	High School	Md. Iqbal Ahmed, Lecturer Vill & PO- Aushkandi, UZ- Nabigonj Dist- Habigonj	Goplar bazaar Aushkandi
21	Youth Activities for Rural Development (YARD),	NGO	S. Mobashir Ali, ED Vill- Sherpur, Post- Afrozgonj bazaar UZ- Sadar, Dist- Moulvibazaar, Ph.0189-855575	Sayedpur Sherpur IS
22	Unnayaner Pathe Manush (UPAMA)	NGO	Naser MS Bakth, ED Vill-East Kadomtali, PO-Tajpur, UZ- Balagonj Dist- Sylhet, Ph. 0172139010	Goala bazaar Tazpur
23	Ekota Samaj Kalayan Sangstha (ESKS)	CBO	Badrul Alam Choudhury, General Secretary Vill & PO- Doyamir bazaar, UZ & Dist- Sylhet Ph. 011-319967	Doyamir bazaar
24	Sylhet Samaj Kalayan Sangstha	NGO	Field Office: Vill & PO- Lalabazaar, UZ & Dist- Sylhet Head Office: Belal Ahmed, General Secretary Machhu Dighirpar, Sylhet Ph. 0821-721307, 0171-356336	Najir bazaar Lala bazaar

ROAD SAFETY THEATRES

Pedestrian focused:

Theatre – 1

Name of theatre	Pothic Shono (listen pedestrian)
Area suitable	Norshindi and Narayanganj district
Messages	Walk facing on coming traffic.

Story: Halima’s husband Sadek Mian lost ability to work due to lack of treatment of the disease he was suffering from. She washes utensils, grinds spices for a restaurant beside Dhaka Sylhet road and somehow sustains her family comprising of disabled husband, daughter Zarina and son Mamun. Mamun goes to school while Zarina looks after the household chores and also helps mother at times. One day Halima after leaving Mamun at school was heading for her work in the restaurant. She was worried as she was late for the manager rebukes when she reaches late. A bus hit her from the back and killed her on the spot. She was walking on the left side of the road. Sadek Mian, Zarina and Mamun become helpless at the demise of their only earning member mother. Zarina takes up house maid’s work and Mamun’s education stops. The restaurant owner out of sympathy offered a job of tea boy to Mamun. Snubbed by a customer to serve tea across the road quickly, Mamun was hurrying with a cup of tea. As he was crossing the wide Dhaka Sylhet highway, a truck hit and killed him. Sadek Mian has become mentally abnormal losing his son and wife in road accidents. Zarina earns little working as house maids to maintain sick father and herself.

Theatre – 2

Name of theatre	BOLTE CHAI (want to speak)
Area suitable	Kishoreganj and B. Baria district
Messages	Walk facing on coming traffic.

Story: Joynal Mian aged 50 is day labourer. His family having wife and widow daughter Rahima whose husband was killed in a road accident. Joynal remains worried of Rahima who lost her husband at such a young age. As he was returning home walking on left side of Dhaka Sylhet road much worried about Rahima’s future, a speeding truck hit him from the back. Some people from nearby Bhairab market hurried him to a local hospital for treatment. One Badsha – a shop keeper of Bhairab bazaar collects money from other shop keepers and supplied costs of his treatment. Joynal survives but as crippled. Now his wife and the widow daughter earn working as domestic servants. Just one accident has thrown Joynal and his family into endless miseries. Utterly uncertain of the future of his family and himself, Joynal only cries with tears rolling down his cheeks.

Theatre - 3

Name of theatre	BE AKHLAMI (Stupidity)
Area suitable	Sylhet
Messages	Not to use road for keeping cattle, Pedestrian good practices, etc.

Story: With three children Abbas Ali’s family of five members was living hand to mouth on his income of day labourer at Balaganj, Sylhet, district. His wife Halima supported the family through working as domestic help to neighbours. Sumon the only son of Abbas Ali could not continue education for want of money. He used to help his father in his work. Sumon wanted to be a rickshaw puller instead of helping his father in his work. He wanted his father to buy him a rickshaw. But Abbas Ali did not have the money for that. He managed a loan of taka 4000 from his solvent younger brother and set off with Sumon for

Balaganj to buy a rickshaw. As they were crossing the road near the bus stand, they were hit by a bus. Sumon died on the spot while unconscious Abbas Ali was removed to the hospital. Doctor amputated his one leg. Abbas survived the accident but lost his son and a leg. Now the entire family lives on the income of Hamida and whatever little Abbas Ali gets out of begging.

Theatre No. 4

Name of theatre POTHIKER TOREY (For Pedestrian)
Area suitable Hobiganj
Messages Pedestrian good practices

Story: Shamsul Mian got his son Barek married but he left him along with his wife after a quarrel and settled in Sylhet town.. Shamsul as a day labour was living hand to mouth with his wife and marriageable daughter Fatime without support of his son's income. Barek started pulling rickshaw. One day Barek sitting on rickshaw was waiting for passengers. A truck hit the rickshaw. He sustained nasty fracture, lost one leg and became unable to drive rickshaw again. Undone he returned to his father's house with his wife and started living on him. Shamsul was on his way to market to buy foods to treat guests who were coming to see his daughter for marriage. A bus hit him coming from the back (was on left side). Both of his legs were severely fractured. Due to lack of money he could not get proper treatment to cure his damaged legs. He came back from hospital and started taking treatment from quack. Fatema and Shamsul's wife started working as domestic help. What to speak of the treatment of Shamsul, whatever they earned was not even enough for having two meals daily by them. And while they were living half fed and ill nourished, Shamsul Mian died due to lack of proper treatment.

Driving focused

Theatre – 5

Name of Theatre BACHAO (Let Live)
Area suitable Narsinghdi and Narayanganj district
Messages Not to drive after half/not slept night and taking liquor

Story: Kamal Saheb known as a selfish man in the locality owned a truck and a car driven by Bashir and Farruk respectively. One day went to sleep late after duty. Very early in the morning Kamal woke him up and sent him with truck to deliver goods. Bashir went to sleep on the wheel when a serious accident occurred. Bashir died on the spot. Farruk on the contrary took a night trip to Mymensingh and reached at 3 A.M. After the passengers left, Farruk consumed liquor instead of having sleep. He started back to Dhaka late at night since he feared traffic police harassment if he started after daybreak. Driving high on drink and for lack of sleep Farruk caused the inevitable accident. Both Faruk and his helper Shundor are now disable due to injuries sustained in the accident. Kamal shaheb did not help them in any way with financial help. Both the families of Bashir and Farruk are now living unfed and half fed with their wives and children just for their fatal mistakes.

Theatre – 6

Name of Theatre PARINOTI (The fate)
Messages Consequence of over speeding and driving without obeying rules
Area suitable Kisoregonj district

Story: Salam – a driver familiar among drivers in the bus terminal as a high speed driver. Bus owners liked him to employ as he earned more making more trips. He drives without bothering to obey rules. He was favourite to helpers, coductors and others of the terminal for his ever helpful attitude and behaviour. His father Akbor Mian of Bhoirabpur village was different though. He drove for 35 years and retired when son Salam took to driving following father’s steps. Salam got married in 2003 with lot of fanfare. He was living happily with his loving wife and younger sister.

Liton Mian, a friend a friend of Salam was BRTC bus driver. He used to advise Salam always to drive safely and to get some driving training. He never listened to the friend. One day he was driving back from Sylhet. He was over speeding as he had to attend the marriage ceremony of a friend. Unfortunately he crashed with another vehicle and was killed on the spot. The helper and the conductor some how survived with serious injuries. His wife is now passing days in financial hardships.

Theatre – 7

Name of Theatre	ABOHELA (negligence)
Messages	Neglecting to take driving training and proper lecense
Area suitable	Hobiganj district

Story: Bus driver Abdul Matins family comprised of only son Kajol, wife and three daughters. Though Matin was driving for long, he did not have a proper driving license. Kajol was studying in school. Matin wanted his son to join other profession not driving. He learned driving from his ostad (senior driver) Kader. He was told by Kader time and again to get a proper license from BRTA after taking their training lessons. Matin never bothered. One day Matin was coming from Madhabpur to Habiganj with his conductor and helper. Kajol having seen his father from his school ground came running to the road to meet him. Waving his hands standing in the middle of the road Kajol was trying to stop Matin’s bus. Seeing suddenly Kajol on the road, Matin braked hard to stop his bus. The bus skidded forward, crashed Kajol under the wheel and over turlted in the ditch in front. While Matin and conductor Babul got seriously injured Kajol died on the spot. Matin’s wife is now living hand to mouth without his son and crippled husband. The old father of the conductor is living some how with the latter’s wife as Babul has become disable aftyer the accident.

Theatre – 8

Name of Theatre	JANTAM CHAI (want to know)
Area suitable	Sylhet district
Messages	Accident due to over loading and racing to pick more passengers

Story: Bus driver Ajkir Mian and and his relative truck driver Ajir Mian used to drive vehicles of Reboti babu of Goala bazaar, Sylhet district. One day Ajir Mian left with his truck taking load much more than permissible. As he tried to overtake another vehicle on a road bend, his vehicle lost balance and fell into a ditch. The fracture leg was so bad the doctors had to amputate his leg ultimately. Now he walks with crutch and left driving. On the other hand Ajkir Mian while racing and trying to overtake another bus just to take the passengers at the bus stop in front, crashed on to a road-side tree. Ajkir died on the spot and conductor Amir Ali lost one hand. The families of both the drivers are living helplessly in utter financial hardships.

BILL BOARDS

Specification of Bill Board

- Board Size: 10.5ft x 07ft
- Frame: 01.5 inch x 01.5 inch MS angle
- Plate: 22 Gauge Steel Sheet
- Poles
 - Number- 03 per board
 - Hight- 20 rft per pole (4ft. underground)
 - 04 inch Dia MS Filter pipe (thickness 3.65 mm)
- Printing Materials:
 - Kodak backlit Ink, Produce in USA
 - XAAR Solvent UV protected ink, Produce in UK
 - Encad GO + Inkjet, Produce in USA
 - ISO certified Vinyl Oracol, Produce in Germany

Places billboard installed

- Tarabo round about, Narayangonj visible both for Dhaka and Sylhet bound traffic.
- Shahpratap roundabout, Narsinghdi visible for Sylhet and Norshindi bound traffic
- Shonamukh/Haji bagan Tek, Narsinghdi: On the eastern climbing of Khampara C & B bridge visible for Dhaka bound vehicles near 2 C site office OR Eastern road bend between Sonamukhi and Haji bagan tek visible both for Dhaka and Sulhet bound vehicles.
- Bhairab, Kisorgonj: Eastern climbing of the fly over visible for Sylhet bound vehicles; a suitable site opposite police station
- B. Baria intersection, B.Baria: On south western side of the roundabout visible for Dhaka and Sylhet bound traffic; at sites to be selected at road bend between B.Baria and Nasirnagar inter section OR one after Sarail BRAC office
- Shaistaganj, Hobigonj: On top of the bridge if permitted by RHD; north eastern side of the round about for vehicles from Sylhet, Hobi ganj and Chunar u ghat bound for Dhaka
- Jagodishpur Roundabout, Madhabpur, Hobigonj.
- Sherpur, Moulvibazar: On top of the bridge if permitted; on round about in front of royal market for Dhaka and Maulvi bazar bound vehicles
- Sylhet bi pass round about, Sylhet: On eastern bend near primary school visible for both Dhaka and Sylhet bound vehicles.

Pictures of Billboard



Reduce speed save pedestrian



More speed more damage



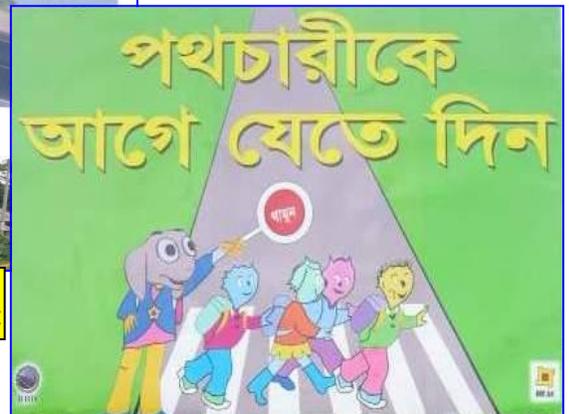
Drive carefully and save yourself for dearest



Use bus stop reduce accident



Overtaking at bend is major cause of accident



Give way for pedestrians



Kill speed kill disability

World Bank Supervision Mission's Visit

The World Bank mission of RRMP- III headed by Mr. Stein Lundebye paid a visit on 06 November 2004 to Dhaka Sylhet road to supervise BRAC's Road Safety Public Awareness Campaign.

The mission observed the activities of Student Traffic Cadets at Kachpur, attended a monthly meeting of CRSG at Tarabo, observed road safety education at High School, Barpa, witnessed pedestrians' multimedia film's field test and participated in the road safety rally organised at Vulta.

In the monthly meeting of CRSG, Tarabo attended by the World Bank Mission, Mr. Shamsul Huq a physician and a member of the CRSG presented their road safety action plan. The meeting was presided by the Head Master of Tarabo High School.

CRSG member Mr. Muzammel Huq who lost his father, daughter and uncle in road accidents near Jatramora bridge, declared in the meeting that he will bear the cost of 4 STCs during the next two years after the RSPAC ends and passenger sheds at bus bays.

Mr. Stein Lundebye addressed the meeting. He stressed on community's initiative to prevent pilferages of traffic signs. The meeting gave him word to do so.

CRSG member Mr. Baten said that rickshaw pullers ply on the carriageway because the road shoulder is uneven, narrow and slope outwardly making it unsafe and difficult for them to ply. He invited RHD to provide the following to address road safety problem at Tarabo and Kachpur:

- Pedestrian over bridge at Kachpur to facilitate safe crossing by female garment factory workers
- Footpath at Kachpur so that thousands of industrial workers including large number of female workers can walk safely
- Road divider from Jatra Mora bridge to Kachpur intersection
- Undertake proper institution based driver training programme