Improving the safe routes to school program in Rio de Janeiro

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Traffic crashes are the leading cause of unintentional death among children aged 0-14 years in Brazil.

Unintentional deaths among children and adolescentes in Brazil:

- Traffic crashes: 1,190
- Drowning: 954
- Suffocation: 777

Drowning 26%
Suffocation 21%
Traffic crashes 32%
Outros 6.1%
Intoxicação 2.7%
Quecas 4.9%
Queimatura 5.9%
The combined transportation system is the major factor in crashes, rather than road user behavior alone.

Road safety paradigms

Unavoidable consequences ("accidents")

Inadequate behaviour

Shared responsibility

1st paradigm

2nd paradigm

3rd paradigm

Safe Systems approach to road safety

Adapted from: James Gómez Gonzávez, CAF
Focus is to reduce death and serious injuries through road design that accommodates human mistakes and injury tolerances.
Our streets are part of the problem

40% ~ 60% students walk to school

In Rio de Janeiro public schools
Cities in Brazil are required to allocate 5% of the traffic violation revenue to education initiatives. 

...but should be complemented with other measures.
Streets need to be safely designed
On the way to school program
On the way to school program
Many had crosswalks installed in front of the school as a result, few had more significant improvements implemented.

From 2008 to 2018, 611 schools hosted traffic education activities, reaching nearly 50,000 students.
Improving the existing program
With the support of teachers, the students develop the school area road safety risk assessment.

The core educational activities used in the program with schools were maintained and technically improved.
Six workshops were held with CET-Rio technical staff.

Pilot intervention was the means to deepen the knowledge of concepts about safe systems, safe school environments and different methods to assess road safety and walkability.
Pilot intervention
Rio faz ação para melhoria na mobilidade de alunos em Realengo

Pesquisa feita em parceria com ITDP visa proteger estudantes do Ciep Frei Veloso e EM Stella Guerra Duval que vão estudar a pé

Rio fará projeto piloto para aumentar segurança dos estudantes no caminho de casa à escola
Conjunto de medidas a serem adotadas nas intervenções para mitigar o risco e induzir o comportamento seguro por parte dos usuários da via.
Important things to consider when we are presenting

Development of guidelines
First replication
Launch of “Rio Cidade Cidadã” program highlighted the safe routes to school program.
Other replications

18 interventions expected to be implemented in 2022
Other replications

6 interventions completed by June, new staff added to the program.
Future replications:

Awareness raising

Design & implementation quality

Integration

Monitoring & evaluation

Final comments
Thank you!

Hvala Vam! Obrigada!

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