Safe Road User Behavior in Bangladesh

Presented by

BRAC Road Safety Programme, Bangladesh
Bangladesh Fact

- **2495** officially reported deaths in 2016
- WHO estimate is over **10** times- **24,954**

- Nearly **70%** fatalities on Rural sections of National Highways
- Road crash deaths are more than deaths of TB, Malaria and HIV together

- **2-3%** loss in yearly GDP

- Vulnerable road users deaths are **70%**
- Road crashes are the **leading cause** of deaths for aged between **15-29 years**.
- Many families are **driven deeply into poverty** by the loss of a breadwinner and the added burden of the disable members

- **61%** poor families are forced to **arrange loans** after road death
1. Contribute to reduce fatalities, injuries from road traffic crashes (SDG 3.6)

2. Safer roads & transport for all especially women, children and disable (SDG 11.2)
Our Programs
BRAC Road Safety Program since 2001

Community Road Safety Program (CRSP)
• Action research with TRL-UK.

• Trained Community people 12,62000, student-500,000, teachers-5500.

Driving Training: Rationale
• 52,19,356 registered MVs, 43,23,263 have driving licenses
• Surakkha trained drivers save 30% cost
• So far trained:
  ➢ Basic driving men 6700 women 2210
  ➢ In service drivers training i.e. Surakkha 11500, TOT 363,
  ➢ Motorcycle driving for men & women 2015

Addressing Gender Issues in Transport System: Rationale
• 94% women are harassed in public transport!
• Lessons learned study by BIGD
Supporting Government Road Safety Institutions

1. National Road Safety Council
3. District Road Safety Committee (DRSC)
4. Upazilla Road Safety Committee (URSC)

Engagement with Government for Road Safety

1. National Road Safety Council (NRSC) chaired by Minister for RT&B
2. Task Force headed by Home Minister
3. Implementation of Prime Minister’s six directives for road safety
4. Controlling two and three wheelers on highway
5. Secretariat of the Working Group formed for recommending standard of Helmet used by motorcyclist
6. Control of light vehicles
7. Outsourcing vehicle fitness test and driving licensing tests
8. Recommend Road Safety Lesson for inclusion in textbooks
9. Recommend publicity & awareness measures through print and electronic media
10. Identify steps to bring discipline in transport sector
11. Selecting criteria for motor vehicle fitness test in private sector
12. Finalization of National Road Safety Strategic Action Plan 2021 - 2024
MOU with Bangladesh Road Transport Authority (BRTA) on driving training and other road safety issues

Agreement with Driving Standard Agency (DSA), UK on training materials for hazard perception and defensive driving

MOU with Bangladesh Road Transport Corporation on Training of Trainers for heavy vehicles drivers

MOU with World Bank on mutual support for road safety campaigns, events, participation in Bank funded projects
Promoting safe helmet use in Bangladesh.
Strengthening Road Safety Laws and Rules

• **Focus**
  
  • Build a supportive environment among policymakers and key stakeholders and provide support for strengthening road safety legislation.
  
  • Build strong support among the public and various sectors for strengthening legislation including rules and regulations on key behavioral risk factors.
  
  • Advocating for and working with BRTA and BSTI for improved guidelines specifying criteria related to **Standard Helmet**. Because there is no reference to any standards in the Road Transport Act 2018.
Key Activities under the project

- Prepared Political Mapping for amendment of law and rules.

- Networking sessions with BRTA, BSTI and RTHD for building awareness.

- Identified and established links to the relevant government agencies to involve them for amendment of Road Transport Law and Rules.

- Helped in drafting of Road Transport Rules 2021 related to key behavioral risk factors which will be notified soon.

- A policy position paper on RTA 2018 is being developed including media campaign strategy for road safety awareness.
Advocated to form a Working Group for fixing Helmet Standards and guidelines under BRTA mandate.

A Policy Recommendations (for setting Helmet Standardization) by the Working Group is finalized and will be submitted to the Government soon.

BSTI will be requested to update existing Helmet Standards according to this Policy Recommendations.
Organized an event in collaboration with the World Bank to promote Helmet Safety Standards as well as showcase UN Standard Helmets in Bangladesh produced by Federation Internationale de l’Automobile (FIA) in Nov 2021.

The event raised awareness and generated discussion among participants representing government agencies and manufacturers and suppliers of motorcycles as well as helmets.

Attended by Honorable State Minister of Planning, IGP, Chairman-BRTA, Country Director of World Bank for Bangladesh and Bhutan, World Bank Vice President for South Asia and FIA representative.

Honorable State Minister of Planning handing over UN standard helmets
Objectives: (Mar 2017 - Feb 2020)

- Raise awareness of the road users on gender responsive and sexual harassment free safe transportation system;

- Develop capacity of selected stakeholders involved in transportation sector to create sexual harassment free environment in public transport, and public places;

- Strengthen knowledge management and policy process for gender responsive model transportation system.
Research findings at the end of Project by Brac University

- Study: **94%** of women are victims of sexual harassment in public transport

- Male belonging to relatively older age group of **41 to 60 years** are the major perpetrators who are responsible for **66%** of such incidents.

- According to research, **34%** respondents using public transport said they faced sexual harassment from male belonging to the age group of **19 to 40 years**.

- The study also mentioned factors including lack of enforcement of law, excessive crowd in buses and no monitoring (such as absence of closed-circuit camera) as the major causes behind the sexual harassment on roads and public transport.
Objectives: (Dec 2021 to Dec 2022)

- Implementing Road Safety Education and Awareness Campaign Project in partnership with LGED in 15 districts beside LGED Roads.
- Educating teachers, students and community people about road safety risks including behavioral risk factors such as road use, road crossing, safe helmet use, speeding, seat belts etc.
- Activating Upazilla Road Safety Committees and creating Community Road Safety Groups to improve safe road user behavior in rural areas.
BRAC Road Safety Programme has been observing the UN Global Road Safety Week since 2017 by organizing various events and campaigns. The recent UNRSW was marked with policy makers and media engagements along with the participation of youths and fresher's.

Print Media Engagements:
BRAC Road Safety Program with the support of BRAC Communication Department took steps to publish sub-editorials and op-eds to the topic in well circulated print media (Bengali and English) highlighting Bangladeshi context and need for policy change. During the week two sub-editorials have been published in Daily Star and Prothom Alo. Both of the sub-editorials were written by Ahmed Najmul Husein, Director Road Safety Program. Besides, two op-eds were published in Dhaka Tribune and NB News Bangla24.com.
BRAC Road Safety Programme Advocates with high-profile policy makers and decision-makers for their support to low speed limits at 30 km/h especially around schools, hospitals, market places, black-spots etc. including allowing local authorities to set safe speed limits.

Mahbub E-Rabbani, Director Road Safety, Bangladesh Road Transport Authority, signed the petition and supports #Love30 campaign

Honorable Mayors of Jamalpur, Jashore, Sherpur, Madhobdi and Jhenaidah signed the petition and supports #Love30 campaign
Observing World Day of Remembrance for Road Traffic victims

This Day has become an important tool in global efforts to reduce road casualties. It offers an opportunity for drawing attention to the scale of emotional and economic devastation caused by road crashes and for giving recognition to the suffering of road crash victims. Every year BRAC Road Safety Programme observed the day with several activities.
Thanks