

Project Be Visible Be Safe

- Owner Playtime.Seychelles
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- Time autumn 2014 -

- **Background**

Growing up in Sweden I am used to see the reflection light of pedestrian reflectors in the evening. The reflectors have in fact been used all over Scandinavia for over 40 years and have proved to cut down the number of accidents between pedestrian and motor vehicle to half. Today personal pedestrian reflectors are used in many countries in the world and they are a cheap life insurance! After living in Seychelles for some year I saw how unprotected pedestrian are here especially after darkness .The winding roads without sidewalks, increasing traffic and speed, makes it dangerous to be pedestrian

- **Target Group**

Children in the age of 4-18 years old.

Children and youngsters are the most vulnerable of the pedestrians. Small children because of their size and that their cognitive and perceptual abilities not are fully developed .Elderly children and youngsters because they often are distracted by headsets, mobile phones and walking in groups talking and not focusing on the traffic, they also are more often out on the streets in the evening after nightfall. Because of Seychelles infrastructure with mostly winding narrow roads without sidewalks and street lights, increasing traffic and speed, the roads are not safe, especially after nightfall, but also in daylight, during the rainy season.

- **Purpose**

To make safer road environment for children. This project is part of another project that we call "Safe Children Happy Parents. Both human suffering and the costs for the society in form of hospital care; disabilities etc. can be reduced by introduce and encourage children to use pedestrian reflector.

- **Goals**

- **Activity goals**

- Inform and meet with Ministers of concerned Departments, Transport, Health and Education.
- Education and guidance of all school teachers.
- Written Information to all parents.

- Encourage the schools to make a theme about reflectors on a parent evening.
- Provide material for these meetings and if asked for, be there in person.
- Provide all children 4-15 age old on Seychelles with reflectors by visiting all schools and class rooms.
- Provide all children age 4-8 with the storybook "What is a reflector?"
- Contact newspapers and national TV.
- Contact import and retailer companies to import reflectors.
- Influence e shops to sell reflectors.
- Collaborate with other Road safety Organizations like Sweden and Australia etc.

- **Project Goal**

- To provide all children of Seychelles with pedestrian reflectors and that pedestrian reflectors shall be available to all people of Seychelles to affordable prices.
- To implement the use of pedestrian reflectors as a habit in Seychelles.
- To awake reflector awareness among the population of Seychelles, reduce pedestrian accidents and make walking safer during the dark hours.

- **Evaluation**

The Pilot project will be evaluated by interview and questionnaires to the children to see what they learned, are they using the reflectors, do they know why, who told them to use it etc. and also ask the teachers what was the difficulties, what was good, what must be changed etc. to get feedback how to proceed with all schools.

Facts about personal reflectors.

- Wearing a reflector reduce the risk of being hit by a car by 85%.
- Without a reflector the driver of a car can don't see a pedestrian until he is 25-30 metres in front of the car.
- Driving at 50kmh (30mph) that gives the driver only 2 seconds to react. A pedestrian's reflector can be seen shining 140 metres in the headlights, giving the driver a full 10 seconds to react.
- The reflector has proved to cut down the number of accidents between pedestrian and motor vehicle to half.
- The risk to get hit or killed by a car increase three times in darkness.
- Already at twilight the risk increases.
- Rain and fog reduces the visibility.

- On small narrow roads without sidewalks, a pedestrian with a reflector gives the driver a possibility to slow down speed and give the pedestrian space.
- Encouraging children and adults to wear reflectors will make them more visible and can help to provide a lowering of the night time death and injury rate.
- Children's vulnerability as road users is centered on their cognitive and perceptual abilities which are not fully developed until young adulthood.
- Wearing a reflector is the easiest and cheapest life investment that can insure that pedestrian get visible to drivers in darkness.

