

- Project name: Be Visible Be Safe!
- Owner: Playtime.Seychelles.
- Project Leader: Gunilla Holmberg.
- Time 2015-

- **Preface**

More children between the ages 5-14 die as a result of being struck by a motor vehicle than from any other cause, natural or accidental. To provide children with Pedestrian Reflectors can increase children's safety on the roads and help to prevent accidents where children and traffic meets.

- **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 time I saw how unprotected pedestrian are here especially after darkness.

- **Target Group**

Children in Primary School

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 many of them 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 the road environment safer for children. 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 wear pedestrian reflector.

- **Goals**

- **Activity goals**

- Inform and meet with Ministers of concerned Departments, Transport, Health and Education.
- Provide all children in Primary Schools with reflectors by visiting all schools and class rooms.
- Provide all children in Primary School with the picture book "Kisisa en reflekteer?"
- Provide the children in Primary School with an Information letter to give to their parents. *

see below

- Education and guidance of the Primary School teachers two weeks before the handover of the books and pedestrian reflectors to the children.
 - Give one book to all classrooms and encourage the teachers to read the book to the children and also talk to the children about pedestrian reflectors “why and how” to use the reflectors before Playtime Seychelles visits the class rooms for the handover.
 - Encourage the schools to make a theme about reflectors on a parent evening.
 - Provide material for Parenting Meetings and if asked for, be there in person.
 - Contact newspapers and National TV.
 - Promote and inform about Pedestrian Reflectors on different events that takes place in Seychelles.
 - Contact Public Service Operators in Seychelles and offer them to sell Pedestrian Reflectors in collaboration with Playtime Seychelles to the adult population.
 - Influence shops to sell Pedestrian Reflectors in collaboration with Playtime Seychelles to the adult population.
 - Contact Manufactures in Scandinavia, USA, Canada and Europe for donation of Pedestrian Reflectors
 - Collaborate with other Road safety Organizations in Sweden, USA and Finland.
- **Project Goal**
 - To provide all children in Primary Schools of Seychelles with pedestrian reflectors and the book “Kisisa en reflecter?”
 - To implement the use of pedestrian reflectors as a habit in Seychelles.
 - That Pedestrian Reflectors shall be available to all people of Seychelles to an affordable price.
 - To awake reflector awareness among the population of Seychelles, reduce pedestrian accidents and make walking safer during the dark hours.
- **Facts about personal pedestrian reflectors.**
 - Wearing a Pedestrian 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 40kmh that gives the driver only 2 seconds to react. A pedestrian's reflector can be seen shining 150 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.



