

UNRSF Project on “Reducing Road deaths and injuries in Jordan through increasing restraint use”

Third National Dialogue Workshop

On Awareness and Enforcement Campaigns for Road Safety
Amman, Rotana Hotel, 16 March 2023

1. Background:

Within the framework of the UNRSF project, a first national workshop was held under the patronage of the Ministry of Interior on October 12, 2021 to discuss the project activities, the implementation plans, and to engage all related stakeholders to advice on the project's programs.

On September 15, 2022, a second national workshop was held under the patronage of the HE Minister of Interior; the workshop was dedicated to presenting a revised draft on seat belt and child restraint regulatory framework by the project experts, to improve road safety in Jordan by increasing the use of seat belts and child protection seats.

The third national workshop on March 16, 2023, under the patronage of His Excellency the Minister of Interior, will focus on the implementation of the remaining activities of the UNRSF project in Jordan. In particular, the seatbelt and child restraint awareness and enforcement campaigns with illustrations from the experiences of the developed countries in the road safety field, and the training of trainers course in collaboration with the Public Security Directorate.

The workshop's objective is to engage various traffic safety-related stakeholders and invite them to participate in a workshop to discuss the remaining activities and the appropriate implementation methods and plans, exchange the experience and the challenges between all parties to create common ground for the joint work. Furthermore, to advise the relevant stakeholders what is needed to successfully implement the project's remaining activities for the sake of raising the level of awareness on seat belt and child restraint at the national level and ultimately increase the restraining use and save lives. The workshop has main objectives:

- To present and discuss the progress of the project's activities and achievements.
- To present and discuss the proposed implementation methods of the remaining activities to ensure the achievement of the main goal of the project; to increase the rate of use of seat belts and child restraint by raising the level of awareness among the community and enforcing the laws.
- To present and discuss the proposed design of the awareness and enforcement campaigns with the concerned authorities in the Hashemite Kingdom of Jordan.
- To agree on a roadmap for the implementation of the awareness and enforcement

campaigns.

- To discuss and agree on how to implement the training of trainers course to prepare specialized trainers from the Public Security Directorate.
- Compile opinions and suggestions of the participants to agree on the most effective methods to develop a successful implementation plan.

Expected outcomes:

- Stakeholders feedback on the proposed design for awareness and enforcement campaigns.
- A draft roadmap for the implementation of the project's remaining activities, including awareness campaigns, enforcement and training of trainers courses, taking into account the stakeholders feedback.

Outputs:

- Records and notes of each session
- Presentations and workshop material
- Generated reports and official letters as a result of the workshop

Date and location

The workshop will be held at Rotana hotel- Amman on 16th March 2023 from 9.30 AM to 03.00 PM.

Target population

Awareness and enforcement campaigns-related entities from the Ministry of Interior and Ministry of Transport, road safety-related NGOs, and other entities from the private sector.

Main Participants

The main participants of the workshop are the main stakeholders listed below. As well as, there will be participants and attendees from the private sector and local NGOs. The workshop will reach a maximum of 40 participants.

Table 1: Main Participants

No.	Main Participants
1.	Directorate of Public Safety, Traffic and Environmental Affairs / Ministry of Interior
2.	The Jordanian Traffic Institute / Public Security Directorate / Ministry of Interior
3.	Drivers and Vehicles Licensing Department / Public Security Directorate / Ministry of Interior
4.	Traffic Department / Public Security Directorate / Ministry of Interior
5.	Ministry of Transport
6.	Land Transport Regulatory commission / Ministry of Transport

7.	Traffic Safety Directorate / Ministry of Public Works and Housing
8.	Greater Amman Municipality
9.	Jordan Standards and Metrology Organization
10.	Jordan Insurance Federation
11.	Drivers Training Center / Royal Automobile Club
12.	Royal Health Awareness Society
13.	Association of Banks in Jordan
14.	Jordan Customs
15.	Jordan Radio and Television Corporation
16.	The Jordan Society for the Prevention of Road Accidents

2. Tentative agenda

The workshop will contain four topical discussion sessions. These four sessions will be held consecutively. The topic of the workshop is increasing restraint use through awareness and enforcement campaigns.

Table 2: Tentative Agenda

9.30 – 10.00	Registration
10.00 - 10.30	Opening session (Eng. Ayat Qaralleh, UNESCWA Consultant) <ul style="list-style-type: none"> Ministry of Interior, HE Mazin Abdellah Hilal Al Farrayeh, Minister of Interior Dr. Yarob Badr, Regional Advisor on Transport and Logistics, UNESCWA Prof. Khair Jadaan, UNESCWA Senior Consultant
10.30 - 11.00	Session 1: UNRSF Project In Jordan (Moderated by Eng. Eva Hammouda, LTRC) <ul style="list-style-type: none"> “Overview of the UNRSF project and its progress”, Khodor Chehade UNESCWA, (15 min) “Over View on the remaining activities of the Project ”, Ayat Qaralleh, UNESCWA Consultant (15 min)
11.00 - 12.00	Session 2: UNRSF Project Awareness Campaign Design (Moderated by Eng. Khodor Chehade, UNESCWA) <ul style="list-style-type: none"> “Best practices of seat-belt and child restraint awareness campaign and Jordan Campaign Design”, Ayat Qaralleh, UN-ESCWA Consultant (15 min) “Jordan Traffic Institute experience”, Colonel Abdallah Awdeh, Jordan Traffic Institute (15 min)

	<ul style="list-style-type: none"> “RHAS experience in raising awareness”, Reem Jarar, Program Manager, Royal Health Awareness Society (15 min) <p>Q&A (15 min)</p>
12.00 - 12.30 Coffee break	
12.30-13.30	<p>Session 3: UNRSF Project Enforcement Campaign Design (Moderated by Eng. Ayat Qaralleh, UNESCWA Consultant)</p> <ul style="list-style-type: none"> “Best practices of seat-belt and child restraint Enforcement campaign”, Eng. Qasem Al Qasem (15 min) “ The Appropriate Design for enforcement Campaign in Jordan”, Dr. Saad Abu Qadais, UN-ESCWA Consultant (15 min) “Traffic Department experience in enforcement Campaign and challenges”, Colonel Firas Al-Duwairi, Traffic Department (15 min) <p>Q&A (15 min)</p>
13.30 -14.00	<p>Session 4: Training of Trainers Course (Prof. Khair Jadaan, Senior Consultant)</p> <p>Discussion and agreement on the content, methods and date</p>
14.00- 14.45	Session 5: Open Discussion
14.45 – 15.00	Closing Session
Lunch and end of the workshop	

3. Contact Persons:

UN ESCWA	
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