



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

Road Injuries Prevention through RHAS programs

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صحتي قرار
Choose Health

ROAD INJURIES IN JORDAN (Youth and Children)

- **2.2** Million Students in Jordan
- **34.2%** Road injuries rate (< 18 yrs)
- **17%** Mortality rate of road injuries (< 9 yrs)
- **96%** of road injuries are caused by a human factor

About RHAS



- RHAS is a non-governmental Organization (NGO) established in 2005
- **Vision:** A Healthy and Safe Jordan
- **Mission:** Empower people to **adopt healthier lifestyles** by raising public health awareness and building an **environment** conducive to healthy behaviors

RHAS Programs



عيادة
المجتمع الصحي



شبابنا

HEALTHY SCHOOLS

- A **national Program** implemented in collaboration with the MoH and the MoE since 2008 and still on going.
- The program aims to create **health-promoting environment within schools**, reflecting positively on students' physical and social growing, as well as their academic performance



HEALTHY SCHOOLS

- The program focuses on **health education to empower children to adopt healthier behaviors such as:**
 - Safety
 - Healthy eating habits,
 - Physical activity,
 - Personal hygiene,
 - Oral hygiene,
 - Drugs prevention and tobacco control.



Road Safety Awareness in Schools

- Public Security Directorate (PSD)/Traffic department conducted road safety education within RHAS' Healthy Schools Program'.
- The awareness sessions targeted school students with experiential learning; **addressing traffic signs, pedestrian safety, safe street crossing, and traffic laws and regulations**



The Healthy Schools- In Numbers:

700 Participating
Schools



1,400+ Trained
Teachers



130+ Community
Initiatives



Let's See a Video:

<https://youtu.be/Yq0EkWaLeyY>

Think First



Think First

- An **interactive program** aims to integrate injury prevention measures in the daily lives of children (KG to 7th grade), through innovative, child-friendly multimedia and other engaging teaching methods.
- Established in partnership with MoE (since 2009), last year of implementation was 2019.
- The program adopts **educational material** and techniques helps children practice the necessary **safety habits** which will minimize their risks of brain or spinal cord injury.
- The Program educates students about **personal vulnerability and risk taking, encouraging safer behavior and practices**, while developing skills in **problem solving** and **critical thinking analysis**.



Think First Curriculum

- Think First is delivered to students through one of **two modalities**:

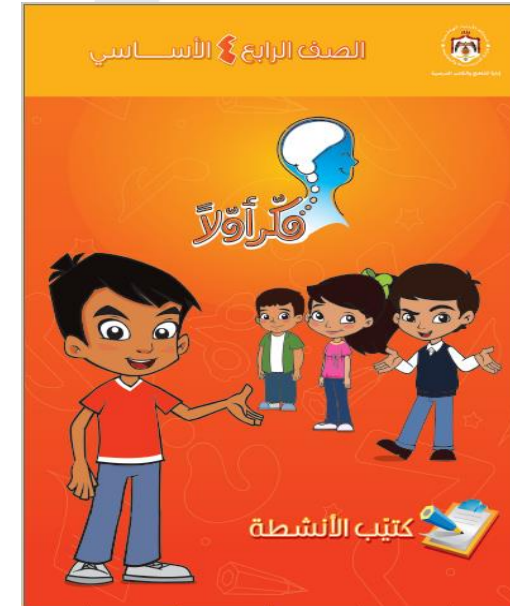
The E- Curriculum: cartoon lessons depicted of real life situations as well as activities to enhance student understanding

The Hard Curriculum: uses similar methods through hard copies containing the same information.



Topics covered in the Curriculum:

- Brain and spinal cord injury prevention
- Vehicular and pedestrian safety
- Choking & suffocation hazards
- Safety around weapons
- Environment safety
- First Aid



Think First Implementation

Total number of participating schools, students, and teachers in the program since 2009 is:

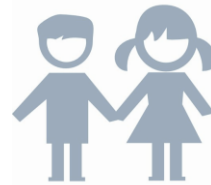
248

SCHOOLS



135,000

STUDENTS



2300

TEACHERS



Think First Impact

- Schools implemented Think First program had a **24%** decrease in documented injuries
- Number of students who reported being injured 3 times or more during the previous 12 months decreased from **12.4% to 8.2%**
- Injuries during playing reported by the students were decreased from **31.3% to 24.6%**



RHAS as the local chamber of **Safe Kids** in Jordan

- Several road safety events and activities were done

- RHAS conducted 3 events under the theme “Leadership for Road Safety #SpeakUp” in partnership with Jordan Traffic Institute, Traffic Department and funded by **Safe Kids** that reached to more than 1000 students. Decision makers delivered students demands and started the implementation at the selected schools.



Testimonials

“The program was very beneficial on a personal level at school, home and even at the garden, through learning the traffic signs and brain functions. I will share this information with my friends outside school”

Jana Anas: Student

“The Think First Program has a clear impact that teaches children in a nonconventional way. Because of the interactive learning techniques the students are now more aware of the everyday dangers to avoid. “

Ahlam Mansour / Think First Coordinator / Khafsah Bint Omar School

“The curriculum is comprehensive and purposeful. The e-platform is easy to use and implement and contains a lot of important facts. Even the Kindergarten students can participate. “

Mahmoud Malad (Core Team Member)

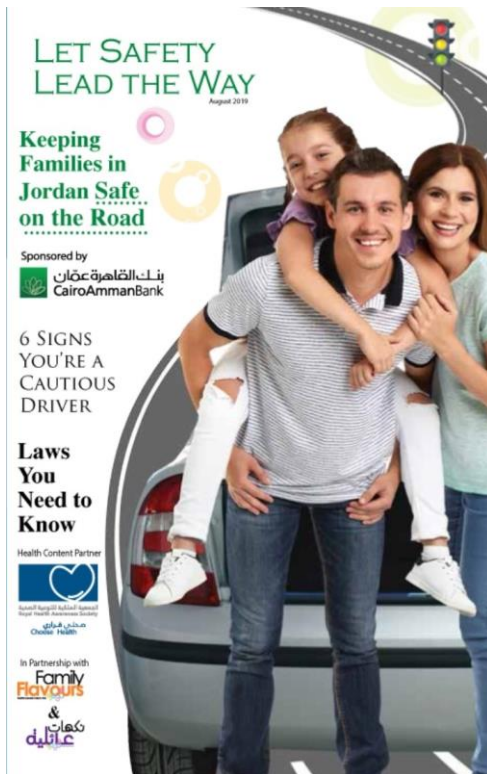
Advocacy and Partnerships

- RHAS officially submitting a request for PSD to enforce laws related to children safety, as well as increasing the fine on violators; namely “Banning children under 10 years from sitting in front seats”.
- RHAS is a member of the Preparation Committee for the World Traffic day and Arab Traffic Week Event which is conducted annually and organized by Public Security Dep.



Advocacy and Partnerships

- RHAS Launching of Parents Traffic Awareness Booklet in partnership with Family Flavors magazine and Jordan Traffic Institute.



Recommendations

- To join forces for a mass national road safety public awareness campaigns and activities
- Partnership and strengthening of civil societies role
- To nationalize and institutionalize Road Safety Programs as core modules for all schools in Jordan.
- Community mobilization and advocacy to increase compliance by and enforcement of road safety laws



Thank you

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