

# Empowering Youth for Safer Roads



**AI & Me**  
EMPOWERING YOUTH  
FOR SAFER ROADS

**Presenter:**

**Shanna Lucchesi** | Project Coordinator  
International Road Assessment Programme (iRAP)



# ABOUT US



## Vision

A world free of high risk roads

Because every life counts.

## PARTNERSHIPS FOR 2030 IMPACT

A WORLD FREE OF HIGH-RISK ROADS – PROGRESS BY JUNE 2024



irap.org irapsavinglives iRAPfb

\* De 2016 a dezembro de 2024. Pesquisa da Universidade Johns Hopkins publicada na PLOS ONE.

# WHY AI&Me



Our world is home to 1.8 billion young people between the ages of 10 and 24. Meaningful engagement with youth can help foster greater ownership of road safety issues.

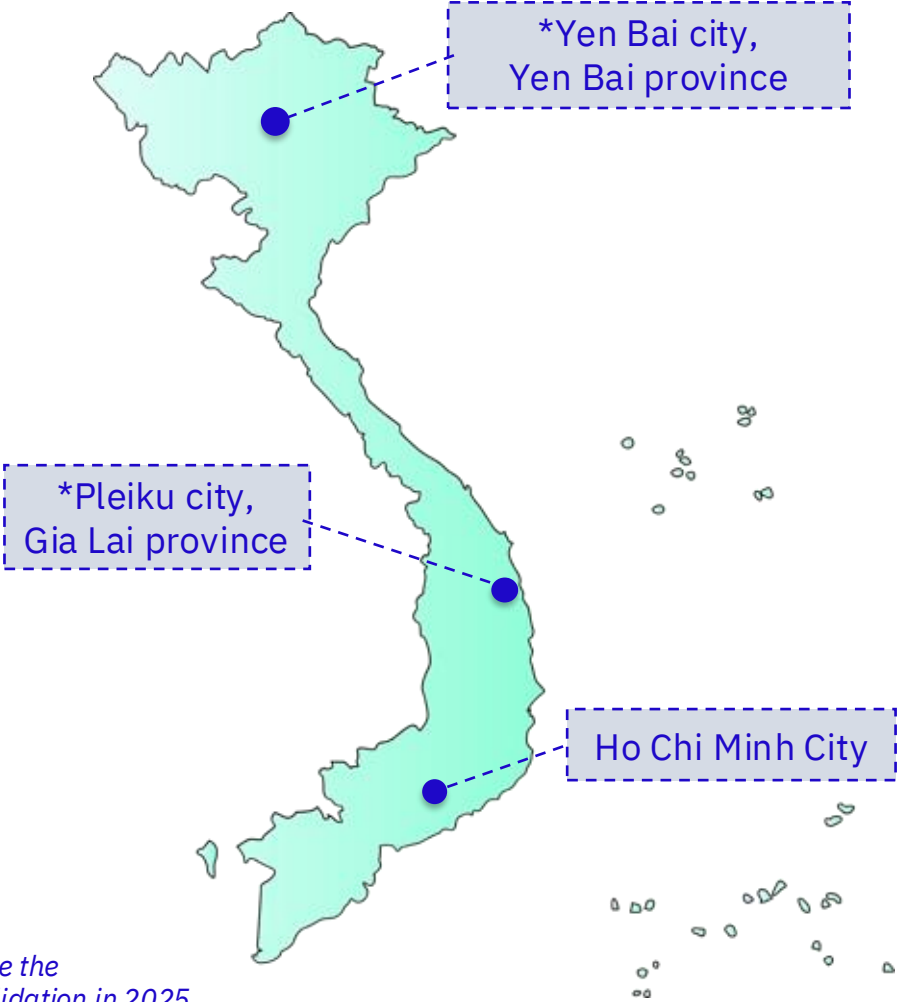
# WHY AI&Me

In Vietnam, road crashes  
are the third leading cause  
of death for

**15-49** year olds.



# PROJECT OVERVIEW



*\*Before the consolidation in 2025*

**Objective:** Harness proven and emerging Big Data Screening and digital technology to support governments in focusing life-saving road upgrades and speed management toward the locations where young people have indicated they need it most.

**Timeline:** March 2021 – March 2024

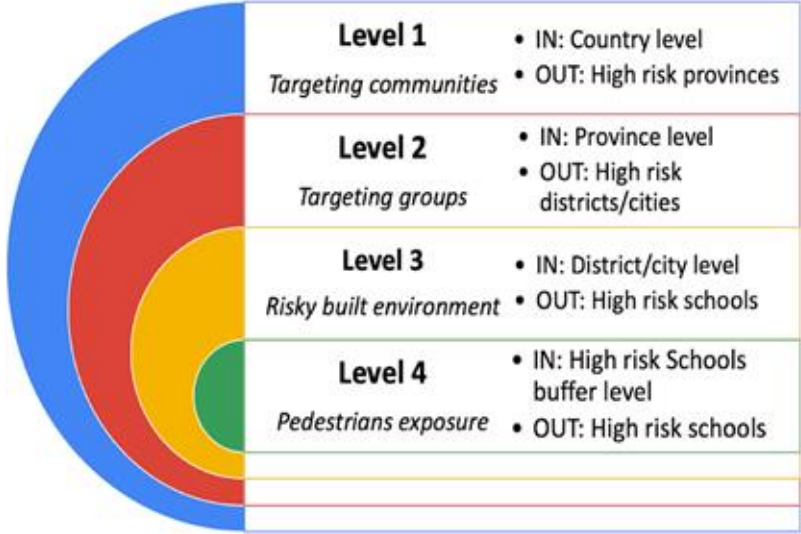
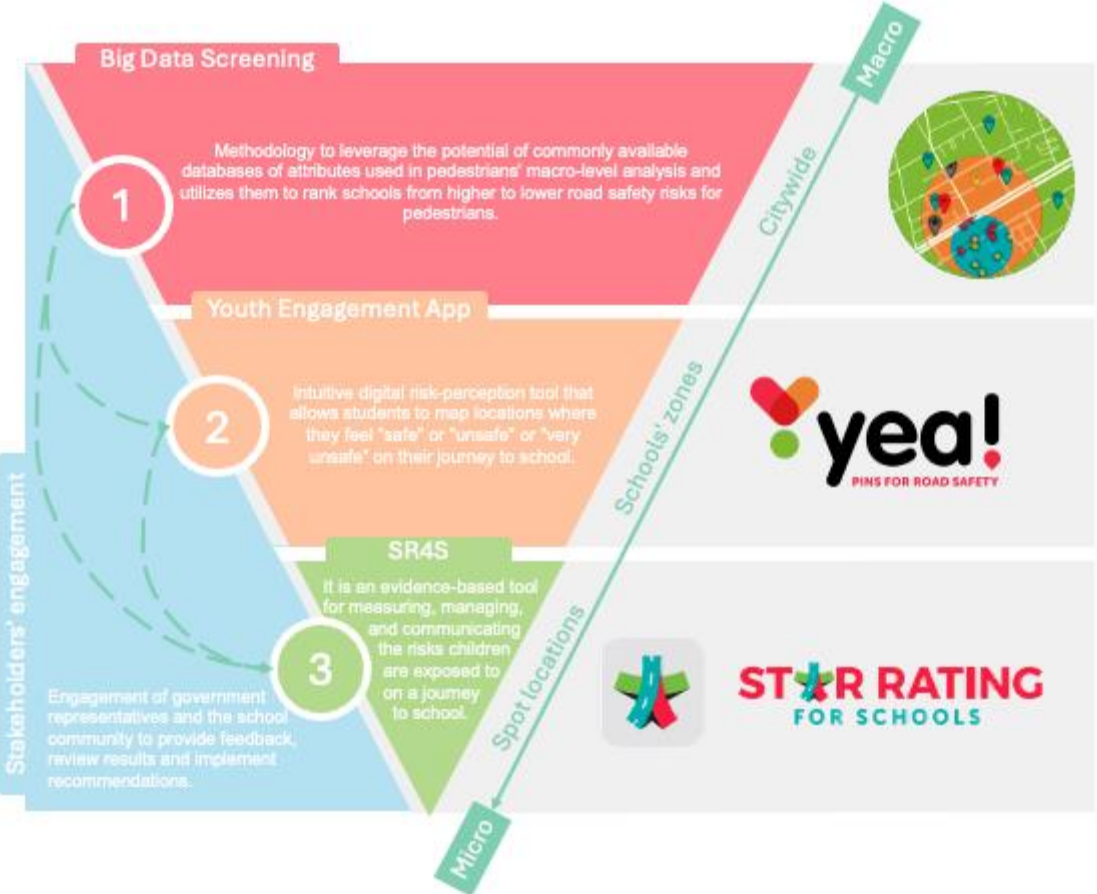
### Project Funders



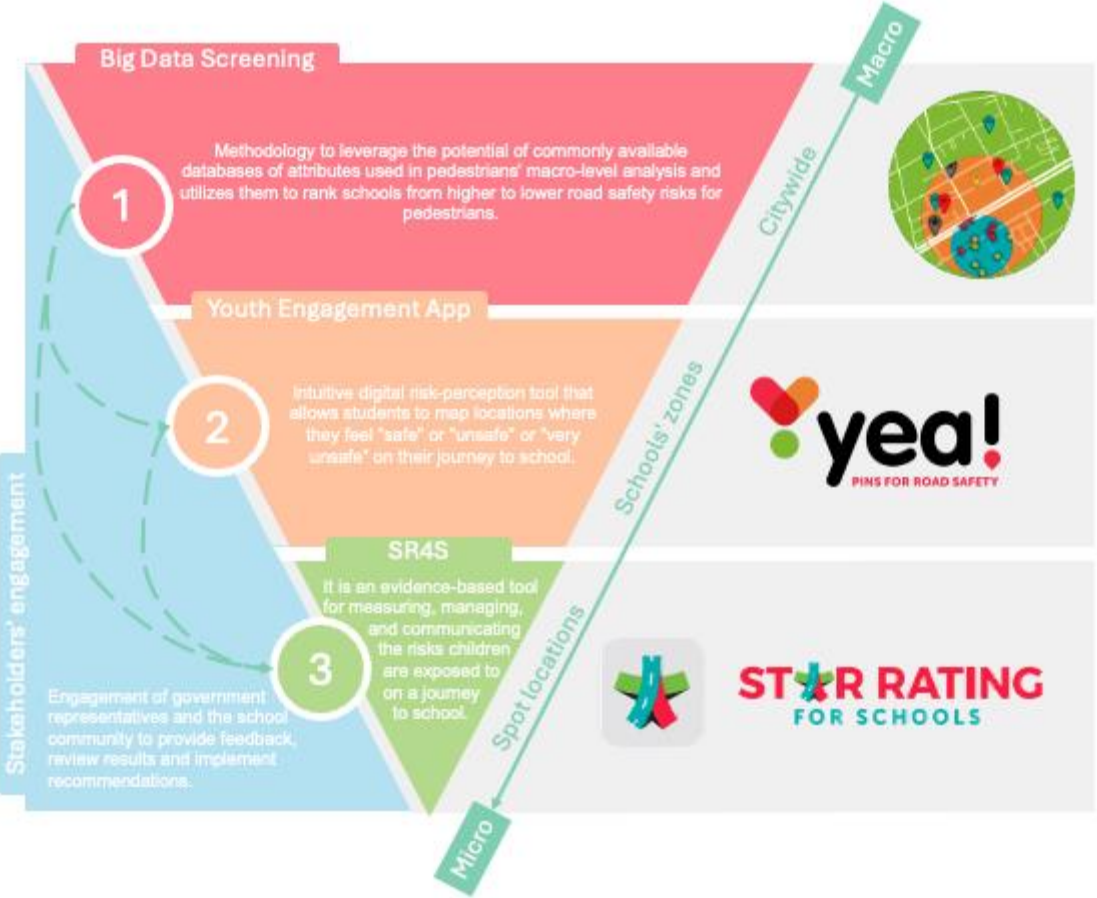
### Project Partners



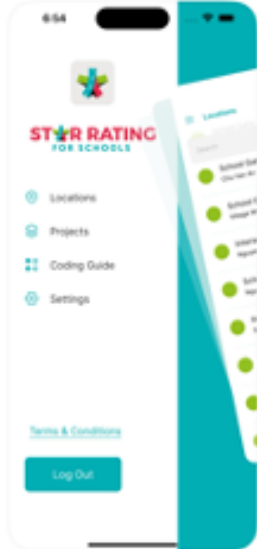
# HOW EVIDENCE-BASED TOOLS CAN TARGET ACTIONS



# HOW EVIDENCE-BASED TOOLS CAN TARGET ACTIONS



# HOW EVIDENCE-BASED TOOLS CAN TARGET ACTIONS



Scan and download



Entrance > Cardphone > Star Rating > 3381

Dashboard Establish a Project My Data Reviews Admin My Account

Entrance > Cardphone

school: Zorba

Items Recorded

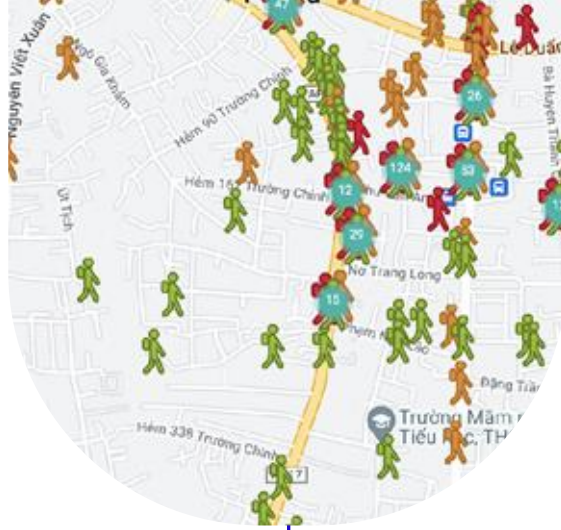
Land Use Left	Land Use Right	Divided Carriageway Type	Area Type	Vehicle Parking	Sight Distance	Number of Lanes
MEDIUM	NOT PRESENT	POOR	MEDIUM			POOR
Lane Width	Shoulder Rumble	Road Condition	Grip	Grade	Middle of Road	Lines & Signs
NOT PRESENT	NOT PRESENT	NOT PRESENT				
Street Lighting	School Warning	Crossing Supervisor	Sidewalk Left	Sidewalk Right	Road Edge Left	Road Edge Right
Crossing Main Road	Crossing Side Road	Crossing Quality	Pedestrian Fencing	Vehicle Flow	6-25 Left Side Flow / Hr	1-5 Crossing Flow / Hr



# WAYS TO ENGAGE YOUNG PEOPLE INVOLVED IN DRIVING CHANGES



1,805 students trained



Share safety perceptions on their ways to school



Peer-to-peer awareness raising



Share voices with local authorities

# HOW APPROACH GOVERNMENT WITH CHANGES



Understanding and meeting the needs of the government

Government engagement and capacity building

Study visit and pilot implementation of a safe school zone model for replication

Actions based on youth's feedback

# KEY ACHIEVEMENTS

The students created:

**19,160**  
PINS FOR LOCATIONS  
near their schools



Pre- and post-intervention surveys demonstrated a respective increase in:

**STUDENTS' KNOWLEDGE**  
**FROM 55.8% TO 82%**

**STUDENTS' ATTITUDES**  
**FROM 42.1% TO 58.6%**

**STUDENTS' BEHAVIORS**  
**FROM 39.6% TO 57.1%**



**9,397,309** PEOPLE REACHED

# KEY ACHIEVEMENTS



Based on Big Data screening,  
a risk score list was created with:

**106** PRIORITIZED  
SCHOOLS

from a total of  
**1,063**  
SCHOOLS

in  
**3**  
TARGET CITIES



Out of  
**106 HIGH RISK SCHOOLS**  
identified by Big Data screening,

**98 SCHOOLS**  
HAVE 1-2 (OUT OF 5)  
STARS RATINGS

# KEY ACHIEVEMENTS

AI&Me and other donor-funded projects improved

## 9 SCHOOLS.



The local government developed and implemented upgrades

## 89 MODIFICATION ITEMS AT 13 OTHER SCHOOLS.



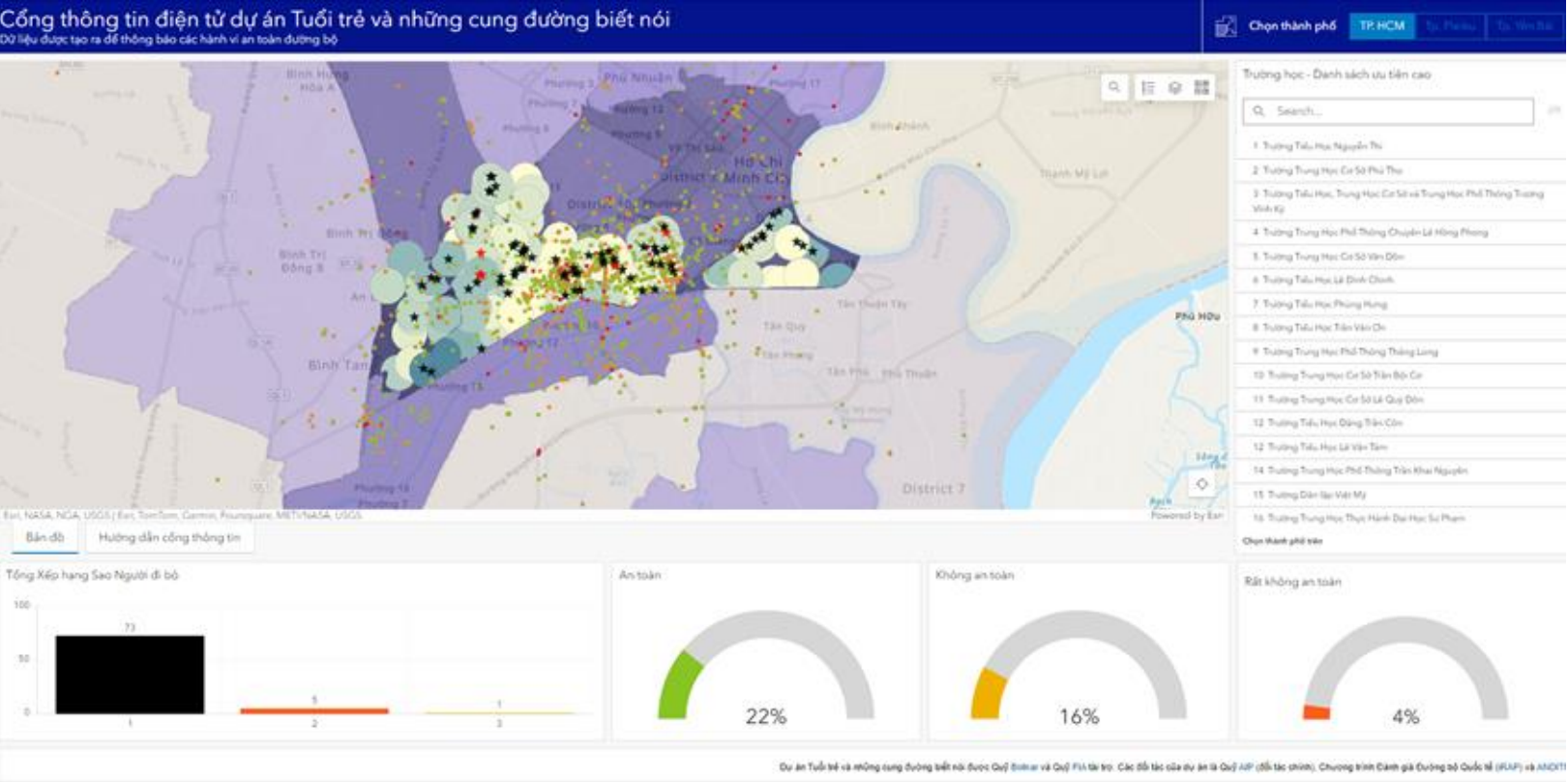
*Pre modification*



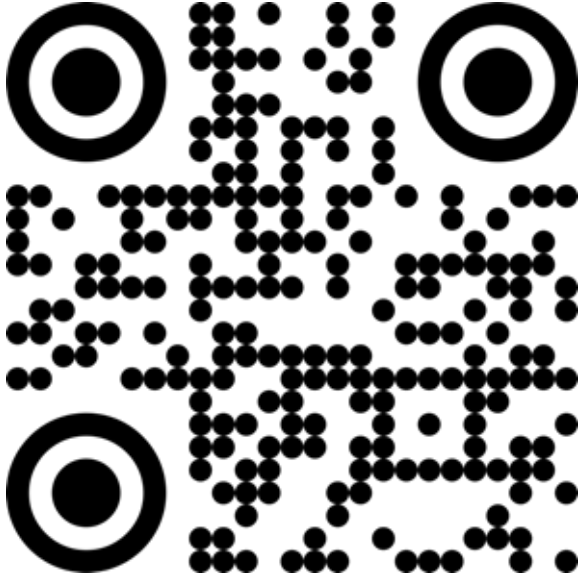
*Post modification*

# KEY ACHIEVEMENTS

The combined Big Data Screening, YEA and SR4S results and the recommendations for further improvements were put on the Citizen Portal embedded in provincial government websites.



SCAN ME



# LESSONS LEARNT



Greater government buy-in allowed the project to directly influence road safety decision-making.



Public-private partnerships involving multiple partners (government, AIP Foundation, iRAP, Anditi, GRSP) and funders (Fondation Botnar, FIA Foundation, Prudence, Boeing) have developed as a strong and successful method for improving road safety and the well-being of young people and children.



Perception do not need validation. Everyone perceive the environment differently, there is no right or wrong.

# THANK YOU!



*To download the  
AI&Me Public Facing Report*

---

*For further information on the AI&Me project*

**Shanna Lucchesi**

Project Coordinator | iRAP  
[shanna.lucchesi@irap.org](mailto:shanna.lucchesi@irap.org)

