

DRAFT LOGICAL FRAMEWORK FOR ROAD SAFETY EDUCATION AND PUBLICITY

Narrative	Objectively Verifiable Indicators	Means of Verification	Assumptions
<p>Goal: To achieve safe road use in [country]</p>			
<p>Purpose: 1 To establish an effective national programme of road user education and publicity</p>	<p>1.1 Random checks show road safety education being taught at schools and 2 national campaigns a year.</p> <p>1.2 50% increase in knowledge and demonstrated improvement in behaviour at selected schools along major highways by 2002.</p>	<p>1.1 NGO surveys</p> <p>1.2 NRSC report</p> <p>1.3 Campaign reports</p> <p>1.4 Before and after testing and behavioural observations at selected schools</p>	<p>1 a) Funding mechanism established</p> <p>b) Coordination with all relevant organisations</p> <p>c) Full time education/publicity officers in Secretariat</p> <p>d) Technical Working Group established</p>
<p>Outputs: 1 Permanent trained full time staff in NRSC Secretariat</p> <p>2 Road safety included in formal and non formal curricula</p> <p>3 Teachers trained in Road Safety Education</p>	<p>1.1 2 members of full time staff in post by 1999</p> <p>1.2 2 members of staff attend BITER Phase II Training Course by 2000</p> <p>2.1 New road safety syllabus integrated into curricula and in use nationally by 2002</p> <p>3.1 New road safety syllabus agreed for Teacher Training Qualification and Open University by 2002</p> <p>3.2 Agreed syllabus in use nationally by 2002</p> <p>3.3 At least 100 teachers' seminars on teaching road safety conducted in</p>	<p>1.1 Salaries paid</p> <p>1.2 Certificate of attendance</p> <p>2.1 Progress reported by Curriculum Board/Non Formal Education</p> <p>2.2 Department</p> <p>2.3 School curricula published</p> <p>3.1 Road safety included in curriculum</p> <p>3.2 Use of syllabus in PTIs, Universities and BOU reported</p> <p>3.3 Record of seminars conducted in schools.</p> <p>3.4 Feedback from teachers</p>	<p>1 a) Funding available</p> <p>b) Appointments approved</p> <p>c) NRSC coordinator in place</p> <p>2 a) Curriculum Board/Non Formal Education support and approval</p> <p>b) Revision cycle occurs within project life time</p> <p>c) Syllabus referred to is standard set by project final report</p> <p>3 a) Road safety in national schools curriculum</p> <p>b) Ministerial support and approval.</p> <p>c) Revision cycle occurs within project life time.</p> <p>d) Schools are willing/</p>

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4 Supplementary materials/teachers guide in use	<p>government and NGO primary schools along major highways by 2001</p> <p>4.1 Approved teaching materials produced and in use in government and NGO primary schools along major highways by 2001.</p> <p>4.2 Expanded to be in use nationally by 2002.</p>	<p>4.1 NRSC report</p> <p>4.2 Record of distribution.</p> <p>4.3 Feedback from teachers</p>	<p>able to hold seminars.</p> <p>e) Teachers able to attend.</p> <p>f) Staff in NRSC Secretariat trained</p> <p>4 a) Curriculum Board approval</p> <p>b) Field testing conducted on schedule.</p> <p>c) Funding.</p> <p>d) Existing dissemination systems can be used.</p>
5 Road safety articles included in media to raise general awareness	5.1 At least one article on road safety on national TV, radio or in press every month by 2000	<p>5.1 Press cuttings, tapes of radio/TV articles</p> <p>5.2 NRSC report</p>	5 Media interest
6 National targeted campaigns developed and implemented	6.1 At least 2 national data - led campaigns per year targeting road users at risk or specific behaviours by 2001	<p>6.1 Campaign materials</p> <p>6.2 Campaign reports</p> <p>6.3 NRSC Report</p>	<p>6 a) Funding/sponsorship</p> <p>b) Adequate accident data or other data sources available</p>
7 Local targeted campaigns developed and implemented	7.1 At least 2 local data-led campaigns per year, to support local initiatives or to address specific localised accident problem by 2002	<p>7.1 NRSC report</p> <p>7.2 Record of distribution of materials</p> <p>7.3 Campaign materials</p>	<p>7 a) Funding/sponsorship</p> <p>b) Coordination with police and engineers</p> <p>c) Accident data available</p>