


## UN ROAD SAFETY FUND CALL FOR PROPOSALS 2020

### APPLICATION FORM – STAGE I

*Read the Application Guidelines carefully before filling in the Application Form. Do not modify the form's original format. Modified forms will not be accepted. Submission deadline is 31 Jan. 2021 (23:59 CET)*

#### 1. COVER PAGE

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|---|--|
| <b>Project title</b>                    | <i>Expanding Safe School Zone Models in selected highly urbanized cities in the Philippines</i>  |
| <b>Participating UN Organization(s)</b> | <i>UNICEF</i>  |
| <b>Implementing organization(s)</b>     | <p><i>[non-UN organizations that will receive project funds from the participating UN organization(s) to implement the project] NGO Implementing Partners (To be determined)</i></p> <ul style="list-style-type: none"> <li>• <i>University of the Philippines - National Center for Transportation Studies Foundation, Inc. (UP-NCTS)</i></li> <li>• <i>Philippine Legislators Committee of Population and Development (PLCPD)</i></li> <li>• <i>Human Development and Empowerment Services (HDES)</i></li> <li>• <i>SafeKids Worldwide Philippines</i></li> <li>• <i>Research Institute for Mindanao Culture</i></li> </ul>  |
| <b>Other UN partners</b>                | <i>World Health Organization Country Office</i>  |
| <b>Other partner(s)</b>                 | <p><i>[other non-UN organizations/entities that will partner in the implementation of the project but will <u>not</u> receive project funds]</i></p> <p><i>(1) National Government Partners: Department of Transportation (DOTr), Department of Education (DepEd), Department of Health (DOH), Department of Interior and Local Government (DILG), Department of Public Works and Highways (DPWH), Department of Social Welfare and Development (DSWD), Department of Trade and Industry (DTI), Council for the Welfare of Children (CWC), Metro Manila Development Authority (MMDA), National Council for Disability Affairs (NCDA), National Youth Commission (NYC), Philippine Information Agency (PIA), Philippine Statistics Authority (PSA);</i></p> <p><i>(2) Local Government Partners : City of Valenzuela, City of Zamboanga</i></p> <p><i>(3) Non-Government Organizations: Automobile Association of the Philippines (AAP), Girl Scouts of the Philippines (GSP), Global Road Safety Partnerships Philippines (GRSP), Philippine Red Cross (PRC), Health Justice Philippines (HJP), Imagine Law, Initiatives for Dialogue and Empowerment through Alternative Legal Services (IDEALS), Motorcycle Development Program Participants Association (MDPPA), Motorcycle Philippines Federation (MCPF) Inc., National Center for Commuter Safety and Protection, Inc. (NCCSPI), New Vois Association of the Philippines (NVAP), Philippine Advocates for Road Safety (PARS), Safety Organization of the Philippines Inc. (SOPI), Youth Peer Education Network (YPeer) Philippines;</i></p> <p><i>(4) Private Institutions: Philippine College of Emergency Medicine (PCEM), Philippine Pediatric Society (PPS), Rappler, University of the Philippines Manila - College of Public Health, Vera Files</i></p> |
| <b>Beneficiary country(ies)</b>         | <i>Philippines</i>   |

|   |   |
|---|---|
| <b>Country category</b>   | <input type="checkbox"/> Low-Income <i>indicate % of total budget: _____</i><br><input checked="" type="checkbox"/> Middle-Income <i>indicate % of total budget: <u>100%</u></i>                              |
| <b>Total budget including co-financing (in US\$)</b>                      | <i>USD 935,364</i>  |
| <b>Budget to be funded by UNRSF (in US\$)</b>                             | <i>USD 535,364</i>  |
| <b>Estimated start date</b>   | <i>1 October 2021</i>   |
| <b>Estimated end date</b>   | <i>1 October 2023</i>   |
| <b>Duration (in months)</b>   | <i>24 months</i>  |
| <b>Primary contact person</b><br><i>Name, title, e-mail and telephone</i> | Malalay Ahmadzai, Health and Nutrition Section Chief, UNICEF Philippines<br><a href="mailto:mahmadzai@unicef.org">mahmadzai@unicef.org</a> , +63282495425 ext. 5425   |
| <b>Submitted by</b>   | Name and title: Rory Nefdt, Senior Health Advisor, Health Section, UNICEF<br><br>Signature: <br><br>Date: 21 September 2021 |

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## 2. PROJECT DESCRIPTION

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### 2.1 BRIEF DESCRIPTION

*In a sentence, state the objective (i.e., the overall intention) to be achieved through this proposed project.*

The project aims to expand models for improved road safety and a safe journey to school for children in high-risk schools, with contributions to road safety awareness, policy advocacy, health systems strengthening and partnership building, in support of the national target of reducing road traffic fatalities by 50 per cent by 2022.

### 2.2 PROJECT SUMMARY

*Provide a summary of the project by including the following: background and problem statement, proposed solution and approach in the targeted country(ies), its intended impact, linkages/synergies with ongoing initiatives, national strategies, SDGs, UN General Assembly resolution A/RES/74/299, possible scale-up/replication and finally, any noteworthy innovations (max 1500 words).*

#### Background and problem statement

Injury and violence are major killers of children under the age of 18 and it is estimated that around 2,270 children die every day as a result of unintentional injuries.<sup>1</sup> Global death rates related to road traffic injury have continued to rise over the years. With an estimated 1.35 million people dying each year, road traffic injury has become more fatal than HIV/AIDS, tuberculosis and diarrheal diseases.<sup>2</sup> In the Philippines, around 35 road crash fatalities are happening per day or an estimated 12,690 fatalities in a year. This likewise accounts for an estimated PHP145 billion in economic losses each year.<sup>3</sup>

Children have higher vulnerabilities to road traffic injuries. Due to their evolving physical and developmental capacities, they are less able to see over obstructions and have difficulty estimating the speed of approaching vehicles.

From the age of 5 years, when children start going to school, there is an increasing incidence of road traffic injuries involving children, leading to unnecessary deaths or lifelong disabilities. From age 10 to adolescence, injuries are now the leading cause of death relative to the higher risk-taking behaviours observed among this age group.

The United Nations actively supports countries to improve global road safety<sup>4</sup> and achieve the Sustainable Development Goals Target (3.6) to halve the number of global deaths and injuries from road traffic incidents by 2020. Guided by our Child Road Safety Framework,<sup>5</sup> UNICEF works worldwide to improve child pedestrian safety and ensure safe passages to school, working with government, civil society, academic and private sector partners to achieve these goals.

This project is focused on two highly urbanized cities included in the UNICEF Philippines Country Program 2019–2023. The geographic focus of the country programme was based on consultations with partners, which aims to take a multi-sectoral approach to promote greater synergies with sectoral programmes on health and nutrition, water sanitation and hygiene, child protection, education and social policy. This ensures that our local government partners are aligned with our work at the national level. These cities are:

- 1) **Valenzuela City:** Located in the National Capital Region (NCR), also called Metro Manila. Valenzuela City is a new UNICEF convergence site for child-centred programming, with a population of 620,000 individuals (2015 Census). It provides a modelling context for child road traffic injury prevention in the highly urbanized central capital of the country. UNICEF engaged with local partners during the 2nd quarter of 2019. Modelling

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<sup>1</sup> Global health estimates, World Health Organization, 2008

<sup>2</sup> Global Status Report on Road Safety 2018. Geneva: World Health Organization; 2018.

<sup>3</sup> WHO; IMF World Economic Database; The True Cost of Road Crashes. 2018.

<sup>4</sup> As mandated by the General Assembly, the UN has a leading role of Road Safety globally, providing guidance and leadership, advocating, monitoring progress and global legislation, establishing norms, and providing technical assistance to member states, April 2004.

<sup>5</sup> UNICEF's Child Road Safety Framework employs strategies on data building, systems strengthening, advocacy and implementation sustainability through strengthened partnerships.

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of safe school zones in Valenzuela will be critical for scale-up plans in the National Capital Region which is home to around 12.88 million people. <sup>6</sup>

- 2) **Zamboanga City:** A first-class highly urbanized city, it is the third largest in the country in terms of land area and the 6th most populous (861,766 inhabitants in the 2015 Census). Zamboanga City is in Mindanao, the second largest island group in the country. The city prioritizes programmes and initiatives for children's welfare and safety. Given the current challenges of road traffic congestion and outdated urban planning systems, Zamboanga could be a safe school zone model for scaling up interventions for provincial and regional levels. This has been confirmed during consultative meetings with national government partners, academic institutions and civil society partners in ongoing initiatives.

*Proposed solution and approach in the targeted country*

In the Philippines, UNICEF and its partners are implementing a Child Road Traffic Injury Prevention (CRTIP) Program targeting 50 high-risk schools as models in two highly urbanized cities for child road traffic safety programmes, strengthening collection and analysis of disaggregated data on child road traffic injuries, promoting a conducive policy environment, enhancing multisectoral action for children's safety and improving learning instructions for school children on road safety.

This proposal builds on the gains of the CRTIP program since 2018.

- **Local modelling of safe school zones:** The modelling for safe school zones utilizes an evidence-based approach for assessing and monitoring risks for road traffic injuries, incorporating criteria for safety infrastructure, engineering development, traffic policy implementation, as well as proper speed management in school zones. The program has gained the support of the mayors of the cities, the regional transportation office where the cities are located, and key national partners. The proposal will build on the initial gains of CRTIP and will initiate a sub-regional scale-up from the modelling done in Valenzuela City and Zamboanga City within the National Capital Region (NCR) and Region 9 (Zamboanga Peninsula), respectively. Actions for sub-regional scale-up will be pursued through the leadership of government counterparts with technical support from UNICEF. The project will continue to monitor the work being done on the first 50 schools under CRTIP, to be expanded to 100 schools with improved road risk ratings. Corrective actions requiring infrastructure support will be coordinated and leveraged for Local Governments to allocate funds for it.
- **Data strengthening:** To improve child-focused data on road traffic injuries, operational support will be provided to the national child road traffic injury (CRTI) data hub. Data strengthening work is ongoing through the University of the Philippines - National Center for Transportation Studies (UP-NCTS) in collaboration with national and local government authorities. Three operational research studies are being conducted by UP-NCTS related to risk rating of schools to road traffic injuries, travelling characteristics of children to and from schools, and triangulation of databases to isolate child road traffic injuries. The research findings will contribute to the development of the CRTI data hub. This project will support the operationalization of the CRTI data hub, the use of data for programming and advocacy, to be piloted in the cities of Valenzuela and Zamboanga.
- **Legal and public advocacy work:** The project will continue to work to address gaps in child road safety in national policies which will focus on the passage of the road safety education law, rollout of the child restraint law and to incorporate safe journeys to school with safe return to schools policy of the Department (Ministry) of Education. CRTIP has supported national government agencies to improve road safety and injury prevention policies, namely: (1) the Department of Health in updating the national policy on child injury prevention, which was complemented by a health communication plan that would serve to guide the conduct of health promotion activities on child injury prevention, and (2) the Department of Transportation as part of a Technical Working Group to develop the Implementing Rules and Regulations (IRR) of Republic Act 11229 (RA1129), the Child Safety in Motor Vehicles

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<sup>6</sup> Philippine Statistics Authority. NCR Population based on the 2015 Census.

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Act, which has put in place better regulations all over the country in ensuring the safety of children when aboard motor vehicles. Policy mapping is being done to advocate for the passage of road safety education bills in the Senate and Congress. There are currently eight pending bills related to road safety education in the current congress.

This project will particularly work to further assist the DOTr in rolling-out the implementation of the Child Restraint Law through public awareness campaigns, follow through advocacy work for the prioritization of the road safety education bills and assist the Department of Education to roll out learning and teaching support materials on road safety and prepare for the re-opening of schools for in-person learning in the context of COVID-19. Safe return to schools is meant to strengthen infection prevention and control measures against COVID-19. The rollout of the Department of Education Learning and Teaching Support Materials (LTSMs) will build on the modules that are currently being developed by the CRTIP project under the school's Music-Arts-Physical Education-Health (MAPEH) subject, which expands on road safety tips for children on pedestrian safety between home and schools. The modules were developed by curriculum writers of the Department of Education division offices in Zamboanga and Valenzuela, with technical inputs from road safety experts from the National Center for Transportation Studies, the Land Transportation Office and UNICEF. This integration of road safety modules in the basic education curriculum will be piloted in 50 schools within the two CRTIP model cities. The lessons learned in this pilot rollout will provide good insights for the planned eventual scale-up and replication at the regional and national level. Consultations are currently being held with the Department of Education central office for the results of the pilot implementation to be presented to senior officials at DepEd triggering discussions for nationwide implementation.

The work on school and pedestrian safety of students with the Department of Education will likewise tap into school management systems that the education sector is currently using, specifically ISO39001 and ISO39002 that is being rolled out by DepEd national, regional and local offices.

- The partnership building that started with the creation of the National Coalition will continuously be strengthened under this project will now include support to the rollout to regional coalitions, aligned with the work on expanding city models towards regional modelling. The National Coalition for Child Road Traffic Injury Prevention was launched in June 2019, with regular multisectoral meetings being conducted, and having so far engaged 38 separate institutions from government, non-government, civil society and private sector. Included in this coalition are notable civil society organizations (CSOs) in the country advocating and implementing road safety programs that are aligned to the overall goals for child road safety, such as IDEALS and IMAGINE LAW. These CSOs worked on speed limit management and the use of child restraint systems, the GRSF World Bank-supported initiatives on the DOTr DRIVERS database, and the FIA Foundation-supported initiatives on safe schools.

The organizational structure of the national coalition has been developed, with the Department of Transportation as chair, the Council for the Welfare of Children (CWC) as co-chair, and four Technical Working Groups covering sectoral responses to Education, Enforcement, Engineering, and Evidence (policy and data). The national coalition has since developed a three-year strategic plan and a national communication and advocacy plan that are aligned to the Philippine Road Safety Action Plan (PRSAP). The project will continue to support the operations of the national coalition that has been initiated by the CRTIP, including technical support to roll out and monitor the national strategic plans, and its expansion to regional coalitions. Regional coalitions will initially be set up in the National Capital Region and the Zamboanga Peninsula to build on the gains of the CRTIP modelling in Valenzuela City and Zamboanga City, respectively. Additional focus for this project will be enhancing youth participation that will include mapping, engagement and training of youth organizations to become advocates for child road safety. The national coalition will likewise be the avenue for project implementation reporting as it contributes to the achievement of outputs under the Philippine Road Safety Action Plan 2017–2022.

#### Intended impact

By 2023, the project will reach 100 high-risk schools with 300,000 direct beneficiaries through improved road safety conditions to and from school. Curricular changes and the national policy will reach over 20 million children.



Linkages/synergies with ongoing initiatives, national strategies, SDGs, UN General Assembly Resolution A/RES/74/299.

The project strategically aligns itself to support the country in the implementation of the UN 2<sup>nd</sup> Decade of Action for Road Safety and the UN General Assembly Resolutions. The project supports national and regional strategies and action plans for health, transport, urban planning, climate change and healthy environments while building back from COVID-19. The Child Road Traffic Injury Prevention (CRTIP) Program supported the creation of the National Coalition for CRTIP. The three-year Strategic Plan of the National Coalition is aligned with the Philippine Road Safety Action Plan (2017–2022) and the Sustainable Development Goals (3.6 and 11.2).

Possible scale-up/replication

Modelling of Child Road Traffic Injury Prevention Programs

- Advocacy for the adoption by regional level offices of the Metro Manila Development Authority, Regional Department of Transportation, Department of Education, and through advocacy with mayor’s organization (League of Cities of the Philippines)
- City-wide adoption of safe schools by mayors, scaling up to implement standards in both public and private schools
- National transport policies and laws can potentially impact at least 20 million school children enrolled in public schools
- Learning and Teaching Support materials developed for the Department of Education would be readily available for potential rollout to expansion schools

Any noteworthy innovations

- Youth engagement will be an integral part of the National Coalition work but will be an overarching component impacting all key result areas: modelling, assessments, and policy advocacy
- The use of the Star Rating for Schools (SR4S) of the International Road Assessment Programme (IRAP) has initiated the use of an evidence-based tool for prioritizing interventions to increase road safety
  - The rating system is also an accountability tool for implementors.
  - The use of mobile technology for the assessments is also noteworthy.
  - Results generated could be used for comparability analysis given SR4S is an internationally recognized assessment tool being used in different countries.
- The CRTI data hub will be powered by an innovative data collection software currently named RadySys, which aims to bridge the gap of interoperability between data systems. The system aims to triangulate data from transportation, health and police to be used for program development and policy advocacy.

**2.3 PROJECT DESIGN**

List expected project results (i.e., expected outcomes, outputs and activities). These results must be measurable and logically connected. Highlight key implementation partners. Include estimated time schedule and budget.

| Description   | Partners                            | Indicators for success  | Start and end dates               | Budget (USD) |
|---|-------------------------------------|---|-----------------------------------|--------------|
| Outcome 1: By 2023, programs for child road safety in model areas improved evidenced by risk reduction of road traffic injuries by 30% and improved program investments for child road safety |                                     | Percentage decrease in risk for road traffic injuries<br>Increase budget allocation for road safety programs in model areas |                                   |              |
| Output 1.1: (MODELLING) Selected schools in pilot Local Government Units (LGUs) have increased capacity to develop and implement child road traffic injury prevention programs                | City Government of Valenzuela, City | # of schools in selected LGUs engaged to implement CRTIP able to demonstrate improvement                                    | 01 October 2021 – 01 October 2023 | 100,000      |

|   |   |   |                                   |         |
|---|---|---|-----------------------------------|---------|
|   | Government of Zamboanga, Department of Education                                | in school road safety rating <sup>7</sup>   |                                   |         |
| Activity 1.1.1: Technical assistance support to establish local implementation teams for CRTIP in pilot schools   |   | # of local CRTIP implementation teams developed   |                                   |         |
| Activity 1.1.2: Development of multi-sectoral implementation plans for CRTIP  |   | # of local strategic plans developed for CRTIP  |                                   |         |
| Activity 1.1.3: Capacity building on evidence based intervention on child road traffic injury prevention  |   | # of local leaders capacitated to implement evidence-based programs on CRTIP                                |                                   |         |
| Output 1.2 (SYSTEMS IMPROVEMENT)<br>Improved capacity of national stakeholders to implement system-wide improvements on CRTIP data, plans and policies.   | Department of Transportation , Department of Health, Philippine National Police | # of national stakeholders capacitated and able to implement system-wide improvements on CRTIP              | 01 October 2021 – 01 October 2023 | 135,000 |
| Activity 1.2.1: Operational research for the enhancement of existing government databases to incorporate child-focused data on road traffic injuries  |   | # of evaluations conducted<br><br># of government databases able to incorporate child focused data on CRTIP |                                   |         |
| Activity 1.2.2: Public information campaigns to advocate for the passage of Child Road Safety Education Bill  |   | # of legislators supporting advocacy for child road safety education  |                                   |         |
| Activity 1.2.3: Technical assistance to the establishment of a monitoring and reporting tool for the PRSAP, with focus on child road safety   |   | Monitoring and reporting tool established   |                                   |         |
| Activity 1.2.4: Development of special coalitions for CRTIP (i.e., subnational coalition, youth coalition for CRTIP)  |   | Special coalitions established for CRTIP  |                                   |         |
| Output 1.3 (BEHAVIOUR CHANGE)<br>Increased knowledge on child road safety and safe school zones of parents, teachers and students in target schools through public awareness campaigns and integration of child road safety in the curriculum | Department of Education (DepEd), City of Valenzuela, City of Zamboanga          | # of people reached by advocacy campaigns with improved knowledge on CRTIP                                  | 01 October 2021 – 01 October 2023 | 90,000  |

<sup>7</sup> At least 3 star rating using the Star Rating for Schools (SR4S) based on the International Road Assessment Program (iRAP)

|  |  |   |  |         |
|--|--|---|--|---------|
|  |  | # pilot schools rolling out integrated road safety modules in the curriculum            |  |         |
| Activity 1.3.1: Public information campaigns on road safety targeting parents, caregivers, children and other members of the public            |  | # of people reached by advocacy campaigns with improved knowledge on CRTIP              |  |         |
| Activity 1.3.2: Deployment of Learning and Teaching Support Materials for child road safety in support of existing curriculum                  |  | # of students with improved knowledge on CRTIP through LTSM packages developed on CRTIP |  |         |
| Activity 1.3.3: Incorporation/integration of COVID-19 infection prevention and control messages and information in school safety interventions |  | # of schools in pilot areas implementing models for safety school zones                 |  |         |
| Direct UNICEF technical support, monitoring, evaluation and staffing costs   |  |   |  | 175,340 |
| Indirect Cost (7%)   |  |   |  | 35,024  |
| SUBTOTAL   |  |   |  | 535,364 |

#### 2.4 APPROACH AND EFFECTIVENESS

*Explain why you consider this approach (scope/timeframe etc.) to be the most effective way to reach the project's objectives and outcomes. Outline why the country(ies) need assistance. (max 1000 words).*

- Piloting and developing implementation models (for subsequent national scale-up) for promoting road safety and safe school zones were successful in two UNICEF partners cities. Program effectiveness will be measured by a results framework that would be defined by indicators of progress and means of verification. Complementing this will be local government action and commitments to co-fund and sustain the project. The Valenzuela City mayor committed to fund safe school improvements in 16 additional schools from the 25 pilot schools and publicly expressed commitment to make all schools in the city safe. Zamboanga City is making plans to implement the project in another 25 schools.
- This work will build on strong partnerships convened to form the CRTIP National Coalition led by the Department of Transportation. The Department of Transportation is the lead government agency for road safety, including oversight of the implementation of the Philippine Road Safety Action Plan (PRSAP). By demonstrating the important role of advocacy networks to DOTr, DOH, Department of Education and other key government partners, government recognizes these networks as an important part of policy making, dissemination and implementation. In the future, it is envisioned that DOTr will proactively fund these networks.
- The work has built the foundation for scaling up to higher administrative levels by creating the package of local government interventions for child road safety. Aligned with UNICEF's framework on child road safety, expressing the need for changes in systems and behaviours, this will be implemented through a package of activities that would create models for safe school zones, policy interventions, research and development, partnership building, and public and school awareness campaigns. In a devolved government set-up, local governments have the autonomy to institute and implement changes in policies and programs. There exist formal organizations of mayors to advocate for adoption by other local government units such as the League of Cities and Municipalities in the Philippines.
- [The Philippines remains to be a low-middle income country in need of assistance in addressing cross-sectoral issues such as preventive programs for child road traffic injuries. The project partnership with UNICEF with](#)



support from the UN Road Safety Fund is highly welcomed by the Philippine government through the Department of Transportation, as it seeks to contribute to the achievement of the Philippine Road Safety Action Plan (PRSAP) and SDG targets.

## 2.5 CONSISTENCY WITH GLOBAL FRAMEWORK PLAN OF ACTION FOR ROAD SAFETY

Shade the relevant cell(s) of the figure below in gray to indicate which aspects the project will focus on.

| Pillar \ Area                 | Legislation   | Enforcement   | Education  | Technology  | International Regulatory Support                                   |
|-------------------------------|---|---|--|---|--|
|                               | <b>Road safety management</b>                                       |   |  |   |  |
| Safe user                     | Traffic rules<br>Drivers<br>Cyclists<br>Pedestrians                 | Lawful behaviour ensured by police and inspectors                 | Awareness raising, training and examination                    | Supportive technology and equipment, rules reminders                | UN RS legal instruments and resolutions, WP.1, SC.1, WP.15         |
| Safe vehicle                  | Rules and standards for admission of vehicles to traffic            | Certification and inspections by qualified inspectors             | Awareness raising for users, training for inspectors           | Supportive technology and equipment, compliance reminders           | UN RS legal instruments and resolutions, WP.1, WP.29               |
| Safe road                     | Standards for design, construction, maintenance and signage         | Audit, assessment and inspection by qualified teams               | Awareness raising for road managers, users, and for inspectors | Forgiving and self-explaining road design, intelligent road systems | UN RS legal instruments and resolutions, int. standards WP.1, SC.1 |
| Effective post-crash response | Standards for data collection post-crash response and investigation | Oversight of rescue services, investigators investigating crashes | First aid and rescue service training, investigators training  | Supportive technology and equipment                                 | Consolidated resolution, int. standards, WP.1, SC.1                |

## 2.6 BENEFICIARY GOVERNMENT(S) ENDORSEMENT

Please confirm, if the project was requested and/or discussed with beneficiary government(s). Attach the relevant request or endorsement by the beneficiary government(s) to your application. For successful projects, budget funds will only be transferred when a letter of support from the relevant national counterpart(s) is received by the secretariat by the end of the second stage of the application process.

Received

Under discussion

Comments: Government endorsement previously obtained for 2019 UNRSF proposal. Request submitted to government on 18 January 2021. UNICEF has an MOU with DOTr to work collaboratively on child road traffic injury prevention programs under the current Country Programme.

## 3. PRIORITIES OF THE 2020 CALL FOR PROPOSALS

### 3.1 EXPECTED IMPACT

Explain the likely impact of this project on road safety in the project country(ies) demonstrating the linkage of project results towards a reduction of road fatalities and serious injuries. Justify how the results of the project will be sustainable. (max 750 words).

The project aims to expand current models for improved road safety and a safe journey to school for children in high-risk schools with contributions to road safety awareness, policy advocacy, health systems strengthening and partnership building, in support of the national target of reducing road traffic fatalities by 50 per cent by 2022.

Identification of high-risk schools are done by a technical working group led by the local government unit, together with the sectoral representatives from education, health, social welfare, engineering, planning, police, transportation and youth organizations. Considerations for selection include the geographic location, traffic risks in the school vicinity, population density, and those who have had reported incidents of road traffic injuries in the area. The selection is then supplemented using the Star Rating for Schools (SR4S), which assesses the status of each school's road environments, sidewalk features, pedestrian fencing and crossings, vehicle flows, intersections and curves, and speed management.

Anchored within UNICEF's global framework for child road safety, the objective is to support the country in ensuring safe journeys of children to and from school, operationalized through system-wide changes in implementing road safety programs and behavioural change interventions. This in turn will be rolled out through support activities for local government modelling, data strengthening, policy advocacy, coalition building and public awareness campaigns.

Engagement of the government system and the school ministry is a key component of the project. By developing model schools exhibiting improved road safety evidenced by at least a 3-star road safety rating, including mechanisms for meaningful involvement of children. The project uses the Star Rating for Schools (SR4S) developed by the International Road Assessment Program (iRAP), which measures risks for pedestrian injury through a star rating system of 1 to 5, from lowest to highest. With the improvement in the star ratings of the targeted schools, there will be a corresponding decrease in risks for children to be involved in road traffic injuries. This in turn will contribute towards reduction of road fatalities and serious injuries, especially those involving children.

The modelling work alongside government counterparts is a key strategy towards project sustainability. The investments made for this project will have more far reaching effects relative to the policies to be put in place, curricular integration of road safety instructions, and building capacity of local and national agencies to effectively implement evidence-based child road traffic injury prevention programs. Specific investments made to support advocacy for the passage of national laws, and the integration of road safety instructions in the school curriculum are strategically geared to strengthen and build on respective government responsibilities to sustain this forward beyond the project timeline.

### 3.2 LINK WITH MANDATE OF PARTICIPATING UN ORGANIZATION(S)

*Explain how this project fits within the programme of work of your respective UN organization(s). Please also outline your organization's experience in relation to the issues targeted in this proposal and in this country(ies) (max 750 words).*

UNICEF's mandate is the protection of the right of every child. By keeping children safe on the road, by ensuring their safe journey between home and their schools, we become champions of the right of children to survival, development and participation. Moreover, UNICEF's multisectoral approach strategically positions efforts to prevent child road traffic injuries within the Health, Education, Child Protection and Social Policy sections. Multisectoral partnerships contribute to the strong convening power of UNICEF and facilitates collaboration with the national ministries so that policy changes piloted at the local government level can be adopted at the national level, effectively bringing the interventions to scale.

UNICEF is strengthening its country support on the first two decades of children's lives in which road traffic injuries are a leading cause of death and disability. Country programmes are now including road safety as part of their strategies and annual workplans.

UNICEF has also recently published guidance on safe and healthy journeys to schools during COVID-19 and beyond. The use of this guidance note will be integral to the implementation of this project, providing more relevance to ongoing challenges being experienced by countries in light of the COVID-19 pandemic and the added risks for road traffic injuries.

### 3.3 SYNERGIES

*Explain how this project maximizes synergies (i) with other past or ongoing road safety projects in the country or beyond; (ii) with national priorities and strategies; (iii) other development challenges and issues (max 1500 words).*

- This project builds on the initial activities that created effective models and convened a national coalition for CRTIP. In system building and strengthening, the work needs to be sustained over the medium to long term.

The National Coalition for Child Road Traffic Injury Prevention was launched in June 2019, with regular multisectoral meetings being conducted, and having so far engaged 38 separate institutions from government, non-government, civil society and private sector. The organizational structure of the national coalition has been developed, with the Department of Transportation as chair, the Council for the Welfare of Children (CWC) as co-chair, and four Technical Working Groups covering sectoral responses to Education, Enforcement, Engineering, and Evidence (policy and data). Workshops to develop Stakeholder Partnership Plans for CRTIP have been conducted both at the national level with the coalition, and local pilot sites in Zamboanga City and Valenzuela City. Through these workshops, three-year strategic plans have been drafted that are aligned to the Philippine Road Safety Action Plan (PRSAP). The synergies developed with the national coalition will continuously be cultivated, which will be the strategic avenue as well to scale up the local models created in the cities of Valenzuela and Zamboanga for regional and national expansion in the future.

- The activities in this project are a priority within a Government-led road safety action plan in the country  
The Philippine Road Safety Action Plan that started in 2011 is the government's multi-sectoral action plan to reduce road traffic injuries in the country, aligned with the global Decade of Action for Road Safety. The activities in this project are captured under the priority pillars on (1) Improving Road Safety Management, (2) Safer Roads and Mobility and (3) Safer Road Users. Each of the strategic pillars are led by a government agency, along with support partners from government itself, non-government and the civil society. Implementation and alignment of the project activities to the PRSAP make the activities themselves part of governments priorities and responsibilities that will ensure ownership and sustainability.
- Government has signed on to achieve the SDGs, which this project will support the achievement of these goals.  
The Philippines is a signatory to the UN Sustainable Development Goals and has developed the Philippine Development Plan (PDP) as a long-term vision to achieve its goals of inclusive growth and poverty reduction. The vision includes the promotion and achievement of long and healthy lives, with a range of programs that ensures quality health care and social protection. The project will contribute to the achievement of the PDP and SDGs 3.6 to halve the number of global deaths and injuries from road traffic injuries and 11.2 on providing access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, with special attention to the needs of children.
- The project will provide synergy to the work of the Child Health Initiative for the advocacy and implementation of 30km/hr school speed zones  
Speed management in school zones is one of the most critical areas for intervention in the local modelling for the project. Using the Star Rating for Schools, school speed zones are being assessed per attributes on speed limits, operating speeds, implementation of speed management and vehicle flow. If found to be below recommended school speed zone regulations, corrective interventions will be implemented by the local government units and school authorities.

### 3.4 COVID-19

*Does your project connect with the changing priorities of governments as a result of the COVID-19 pandemic with respect to building back better and safer mobility? (max 700 words).*

The project will strategically incorporate technical support to the government in integrating COVID-19 infection prevention and control within the context of safe journeys of children to school. The project will be operationalizing the guidance note developed by UNICEF, the Federation Internationale de l'Automobile (FIA) Foundation and Child Health Initiative on Safe and Healthy Journeys to School During the COVID-19 Pandemic and Beyond.

The education ministry in the Philippines is in active partnership with UNICEF under its current Country Programme. The ongoing support being provided to the education ministry in developing school safety models and learning and teaching support materials will be further expanded under this project to prepare schools for face-to-face reopening, ensuring safety protocols are in place to ensure that children are protected on the road, and from potential infection from COVID-19. The project will build on the initial orientation session conducted on Safe and Healthy Journeys, which was attended by regional offices of the Department of Education and members of the National Coalition for Child Road Traffic Injury Prevention.

#### 4. BUDGET AND PROJECT MANAGEMENT

##### 4.1 INDICATIVE BUDGET

See Annex I of Application Guidelines for description of UNDG budget categories. If this is a joint project with two or more participating UN organizations that will jointly implement activities, then Table 1: Budget Summary (multiple agency) from the Budget Form (Stage II) should instead be used.

| Object of expenditure                                       | Notes  | Requested from UNRSF (US\$) | Co-financing (US\$) |
|---|--|-----------------------------|---------------------|
| 1. Staff and other personnel costs                          | UNRSF: Program manager and program support costs (with co-financing)<br>Co-Financing: Staff cost for UNICEF personnel providing direct technical support to government; UNICEF Country Office cross-sectoral support to program development and implementation   | 100,000                     | 70,000              |
| 2. Supplies, commodities, materials                         |  |                             |                     |
| 3. Equipment, vehicles and furniture including depreciation | Co-Financing: IT equipment (e.g., laptop computers, tablets for SR4S assessments) provided for program implementation  |                             | 15,000              |
| 4. Contractual services                                     | UNRSF: Services for evaluation services  | 30,000                      |                     |
| 5. Travel   | UNRSF: Monitoring and travel costs<br>Co-Financing: Travel costs and subsistence allowance directly related to project implementation  | 23,000                      | 30,000              |
| 6. Transfers and grants counterparts                        | UNRSF: Fund transfer to NGO Implementing Partners, that would include within their workplans budget for communications and project documentation.<br>Co-Financing: Funds transferred by UNICEF to NGO Implementing Partners: University of the Philippines - National Center for Transportation Studies (UP-NCTS), Human Development and Empowerment Services (HDES), Philippine Legislators Committee for Population and Development (PLCPD): | 325,000                     | 257,000             |
| 7. General operating and other direct costs                 | UNRSF: General office operating costs  | 22,340                      |                     |
| <b>Total project direct costs</b>                           |  |                             |                     |
| 8. Indirect support costs (7%)                              |  | 35,024                      | 28,000              |



|                    |         |         |
|--------------------|---------|---------|
| <b>Grand total</b> | 535,364 | 400,000 |
|--------------------|---------|---------|

#### 4.2 VALUE FOR MONEY

*Why are the costs of reaching each output and outcome of your project justifiable? Is the project maximising the impact of each dollar spent? Will the project be leveraging any co-financing? (max 750 words).*

The budget proposal of USD 538,000 to the UNRSF to co-implement the project is properly justified with the projected impact of modelling 100 schools for improved road safety, and potentially reaching 20 million children who are to be given protection as they exercise their right to health, survival, education and lifelong learning. The investments made for this project will have more far-reaching effects relative to the policies to be put in place, curricular integration of road safety instructions, and capacitating local and national agencies to effectively implement evidence-based child road traffic injury prevention programs.

There is a secured co-financing for the project through a UNICEF-Abertis partnership being implemented in the country on child road traffic injury prevention. The UNRSF investment will create a synergistic effect to make the CRTIP more effective and implemented at scale.

UNICEF internal procedure likewise ensures best value for money in every transaction, the procurement of supplies, commodities and services, as well as engaging in most cost-efficient partnerships with implementing partners to operationalize projects.

#### 4.3 IMPLEMENTATION ARRANGEMENTS

*Explain roles and responsibilities of the parties involved in governing and managing the project, for example, the number of full-time and part-time staff. Identify the national agency/competent authority(ies) that will be engaged as well as civil society actors that will be partnered with. Outline any governance mechanisms that will be utilized or established. (max 750 words).*

- UNICEF will be engaging one full-time program manager to support the implementation of the project, including co-financing for a project support staff.
- Strategic partnerships will be coming from government, civil society and private institutions. These will include:
  - Department of Transportation as the lead agency of road safety policies and programming
  - Department of Health on child road traffic injury prevention
  - Department of Education on curriculum and school administrative initiatives
  - The University of the Philippines - National Center for Transportation Studies (UP-NCTS) as the academic institution for transportation and road safety research
  - Local government authorities in Valenzuela and Zamboanga
  - Police and law enforcement agencies
  - The Metro Manila Development Authority (MMDA)
  - Related UN agencies, e.g., WHO
  - NGOs, e.g., SafeKids Philippines, Human Development and Empowerment Services, Philippine Legislators Committee on Population and Development, Research Institute for Mindanao Culture
  - Private institutions and organizations engaged under the national coalition for CRTIP
- UNICEF will be signing partnership cooperation agreements with NGO implementing partners that will undergo a selection and screening process to ensure best value for money and that the most competent organization will be engaged.
- The project will be continually engaging the National Coalition for CRTIP as a strategic body to leverage program investment and deliverables, and as a way to influence the governance structure both at the national and local levels towards more responsive and evidence based implementation of child road traffic injury prevention programs.



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## 5. PROJECT SUBMISSION

| ARE ALL THE FOLLOWING ELEMENTS INCLUDED AND COMPLETED IN YOUR APPLICATION? |   |
|--|---|
| Section 1. Proposal Cover Page   | <input checked="" type="checkbox"/> Yes                             |
| Section 2. Project Description   | <input checked="" type="checkbox"/> Yes                             |
| Section 3. Priorities of the 2020 Call for Proposals                       | <input checked="" type="checkbox"/> Yes                             |
| Section 4. Budget and Project Management                                   | <input checked="" type="checkbox"/> Yes                             |
| Letters of support from national counterparts                              | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| Any other annexes (depending on application)                               | <input type="checkbox"/> Yes <input type="checkbox"/> N/A           |