



Science.
Applied to Life.™



3M Transportation Safety Division

Turning Students Into Change Agents for Safe Roads Around Schools

India Case Study

The Need for Road Safety in School Zones

In India, approximately 38% of deaths among children ages 0-14 and 64% of deaths among teens ages 14-18, are due to road traffic accidents¹. While drivers speed through school areas, and young students themselves are not cautious of oncoming traffic, the biggest issue seems to be the lack of school zone alerts or speed limit signs.

The increasing number of fatal road accidents involving children reveals not only the lack of awareness but also the existing policy gaps with regard to road safety.

With the addition of Safe School Zones, we can help improve and save kids' lives, make a valuable and long-lasting contribution to the community, and over time have a real impact on the GDP.

Identified Road Safety Challenges

- Lack of road safety signages and other road safety infrastructure around school zones.
- Lack of awareness and road safety behaviour amongst current road users (drivers, pedestrians, etc) specially in vulnerable areas such as school zones.
- Lack of structured, child-friendly, road safety education and skill building.

Putting Students in the Driver's Seat

To empower the next generation to make their surroundings safer, 3M developed the "Young Change Agents for Road Safety (YCARS)" education program in association with Concern for Road and Pedestrian Safety (CoRPS) and United Way Bengaluru.

This program encourages students to learn road safety as a life skill rather than a prescriptive do's and don'ts and encourages them to share their vision of safer school zones. 3M and its engineers translate the students' vision into technical plans in accordance to Indian regulations. 3M works with its channel partners to bring this to life with the installation of road signages and road safety furniture.

The students' vision of safer schools coupled with 3M innovation and global road safety expertise is transforming school zones in India.

Road Signages



Road Markings



Road Furniture



Transforming School Zones With Innovative 3M Solutions

Using 3M Science, we were able to bring the students' vision of a safe school zone to life.



Through such transformations, we were able to make school zones safer by reducing the average vehicle speed in school zones, installing safer pedestrian crossings and delineation, and increasing visibility in school zones for drivers with demarcations of special areas such as pick up / drop off zones etc.

1. <https://www.siliconindia.com/news/general/3m-india-lays-foundation-for-school-safety-zones-in-india-nid-211091-cid-1.htm>

Products Used

- 3M™ Aluminium-backed Flexible Prismatic Sheeting (AFP)
- 3M™ Flexible Median Marker
- 3M™ Solar Raised Pavement Marker
- 3M™ Diamond Grade™ and Fluorescent Diamond Grade™ Retro reflective sheeting (Type XI)
- 3M™ Standard Delineator
- 3M™ Raised Pavement Markers Series 290
- 3M™ Stamark™ Durable Pavement Marking

Case Study Snapshots

The students working together to design their vision of school zones.



View of 3M road safety features in the daytime and night.



A snapshot of the installations near school zones



Results



2000+

students trained

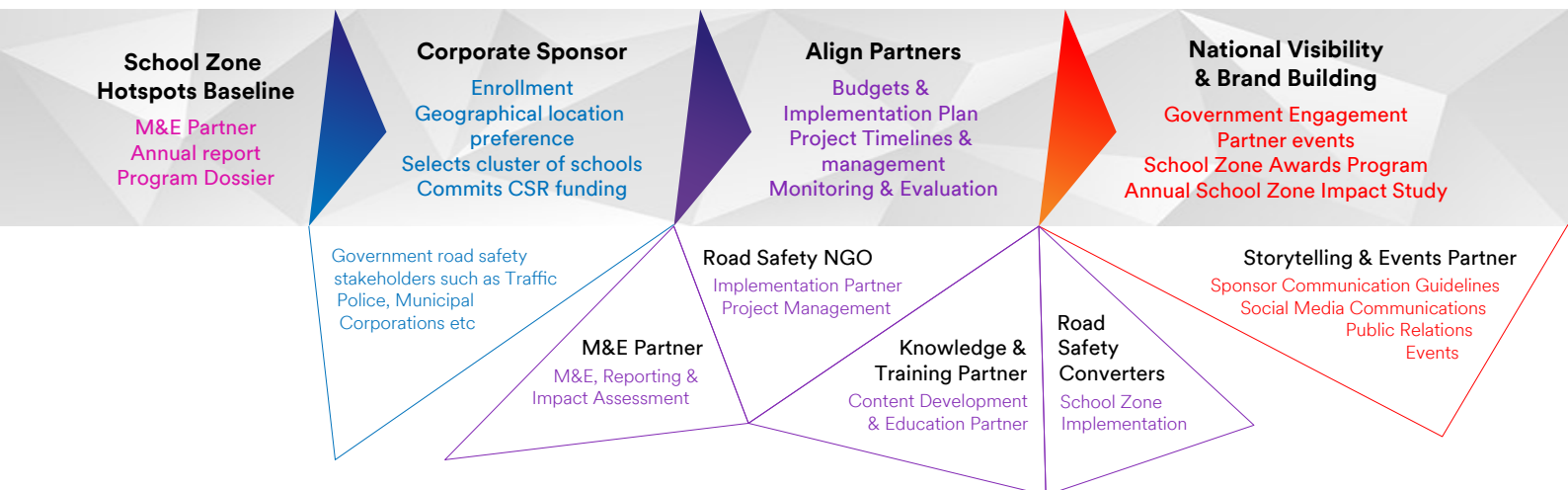


7 safer school zones created

Adopt a School Model

Partnerships and collaborations of multiple stakeholders playing different roles are needed to make school zones across India, safer. We have devised a model that can help us collaborate to "Adopt a school zone" and make roads around it safer.

By identifying school hotspots, we can connect corporate sponsors and NGOs to help create effective and safe school zones in more regions.



3M 3M Transportation Safety Division, India
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If you are interested in promoting safer roads in school zones and working with us, please reach out to us.

CONTACT OUR EXPERTS