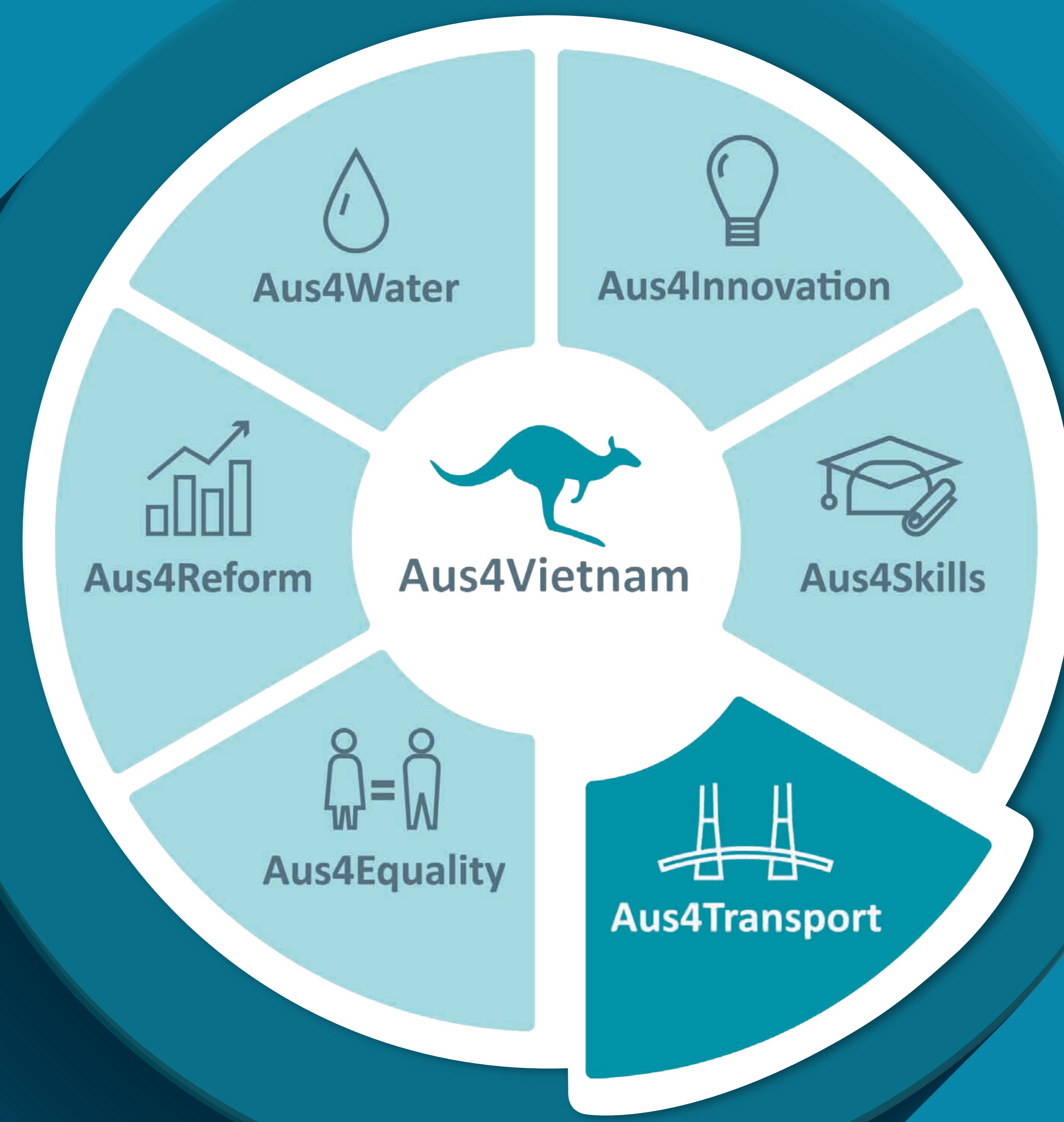


RSAC

Design of Road Safety Awareness Campaign



BUDGET
AUD 150,000

ACTIVITY OWNER
PMU2

OTHER AGENCIES INVOLVED
NTSC, DRVN, local authorities

OUTPUTS
Safety Risk Mitigation Plan and Road Safety Awareness Campaign detailed design

As part of the NMPTCP, and with the objective of developing safe and improved road connectivity of the northwestern provinces of Vietnam to the Greater Mekong Subregion economic corridors, this activity will prepare a Safety Risk Mitigation Plan (SRMP) and design a Road Safety Awareness Campaign (RSAC). Both will aim to reduce the risks associated with construction, larger traffic volumes and higher speeds brought by the upgraded road and will be implemented before and during the civil works. The SRMP and the RSAC will target construction workers, road users, local communities and businesses, paying special attention to vulnerable groups, specifically ethnic minorities.

Supporting Vietnam's efforts to reduce road death toll

STRATEGIC INTENT



Support Vietnam's efforts to improve road safety and social welfare by disseminating road safety principles, rules and regulations to key target users.



Provide specific measures to allow the road works to be carried out in the safest manner, paying special attention to potential impacts on the most vulnerable.



Raise awareness within road users and local communities about the risks and costs of road accidents and promote risk minimisation through behaviour change.

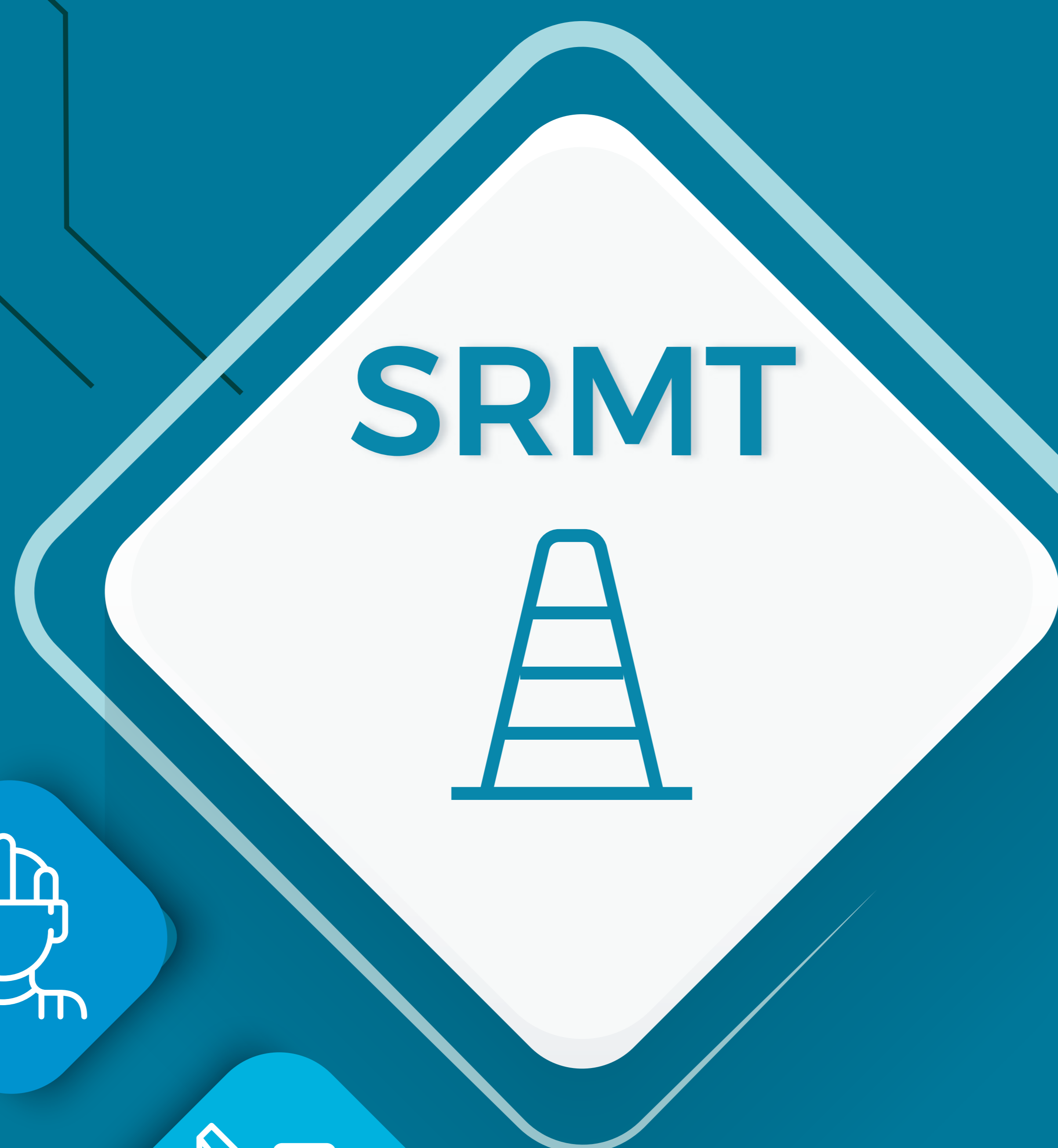


Support sustainable growth of Vietnam's transport infrastructure sector, contributing to economic development and poverty alleviation.

PROCESS AND OUTPUTS

SAFETY RISK MITIGATION PLAN

Addressing safety risks during construction.



To be implemented by the contractors

Ensure road safety among construction workers, road users and local population along the worksites

ROAD SAFETY AWARENESS CAMPAIGN

Addressing the potential impacts of the road upgrade in the community



Specific modules Gender / Disability

Special focus on ethnic minorities

Road Safety Education Pilot Project