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# ADB YOUTH FOR ASIA

The ADB logo is a dark blue square with the letters 'ADB' in white, serif font. The background of the slide features a collage of images: a young woman in a yellow top on the left, a group of people in a blue circle in the center, and a young woman in a green top on the right. The entire collage is overlaid with a network of white dots and lines, and colorful paint splashes in yellow, orange, blue, and green.

# Overview

- Meaningful Youth Engagement (MYE)
- Creating a Safe System
- Youth and Road Safety
- MYE in Road Safety: A Model
- Samoa: Piloting the Model



A woman with dark hair, wearing a grey hijab and round glasses, is speaking. She is positioned in the center of the frame against a plain, light-colored wall. The text is overlaid at the bottom of the image.

Through our youth-led poverty and social analysis  
we will engage over 1000 vulnerable young people



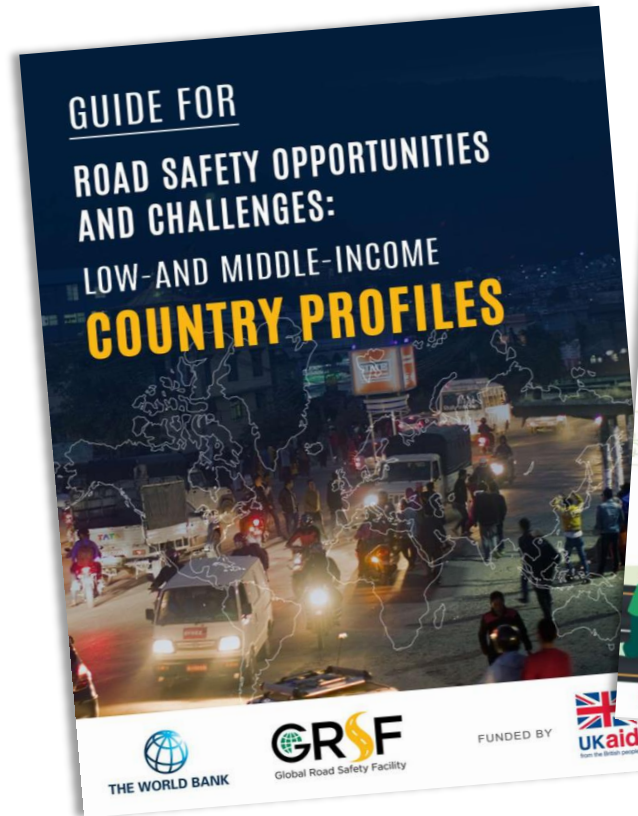
# Meaningful Youth Engagement (MYE)

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*under enabling conditions, **youth representatives actively participate throughout the program life cycle and enter-into youth-adult partnerships**, which in turn empower youth and may contribute to positive and long-lasting labor market outcomes*



# Creating a Safe System



# Creating a Safe System

	TRADITIONAL	SAFE SYSTEM
What is the problem?	Accidents	Fatalities and serious Injuries
What causes the problem?	Human factors	People makes mistakes, people are fragile
Who is ultimately responsible?	Individual road users	System designers
What is the major planning approach?	Incremental approach to reduce the problem	Systematic approach to build a safe road system
What is the appropriate goal?	Optimum number of fatalities and serious injuries	Zero fatalities and serious injuries

# Youth and Road Safety

## Traditional Approach: Youth as Beneficiaries and Targets



Users of Vulnerable  
Methods of  
Transport (Victims)



Risk Takers  
(Perpetrators)



## MYE Approach: Youth as Partners and Agents



Resilient



Collaborative



Caring



Tech-savvy



Peer  
Influencers



Innovative



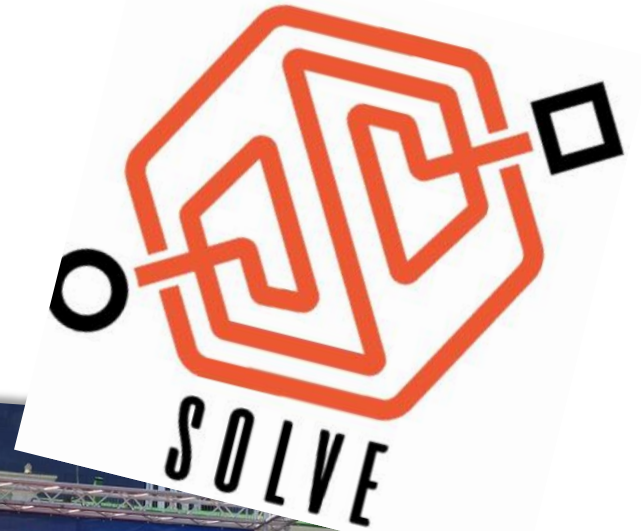
# Youth and Road Safety



**YOURS** | YOUTH FOR ROAD SAFETY



**DRIVERIGHT**



**ADB**  
YOUTH  
FOR ASIA



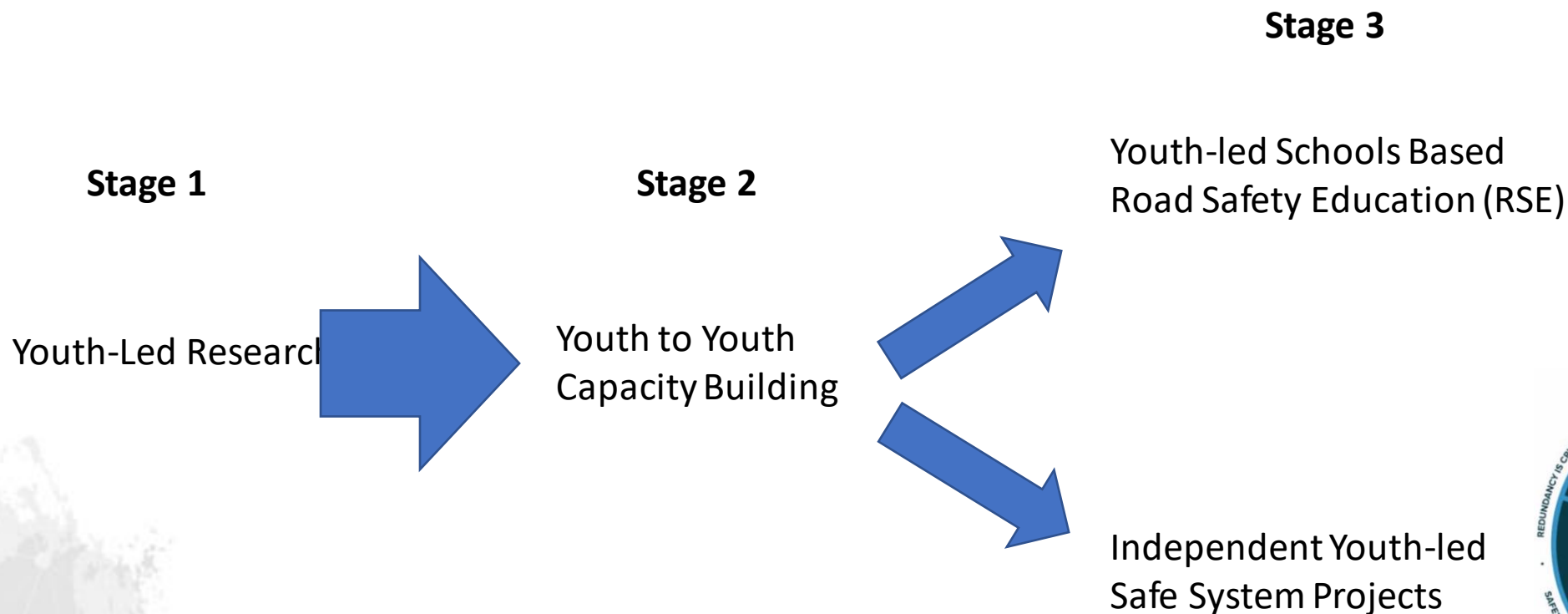
# Youth and Road Safety

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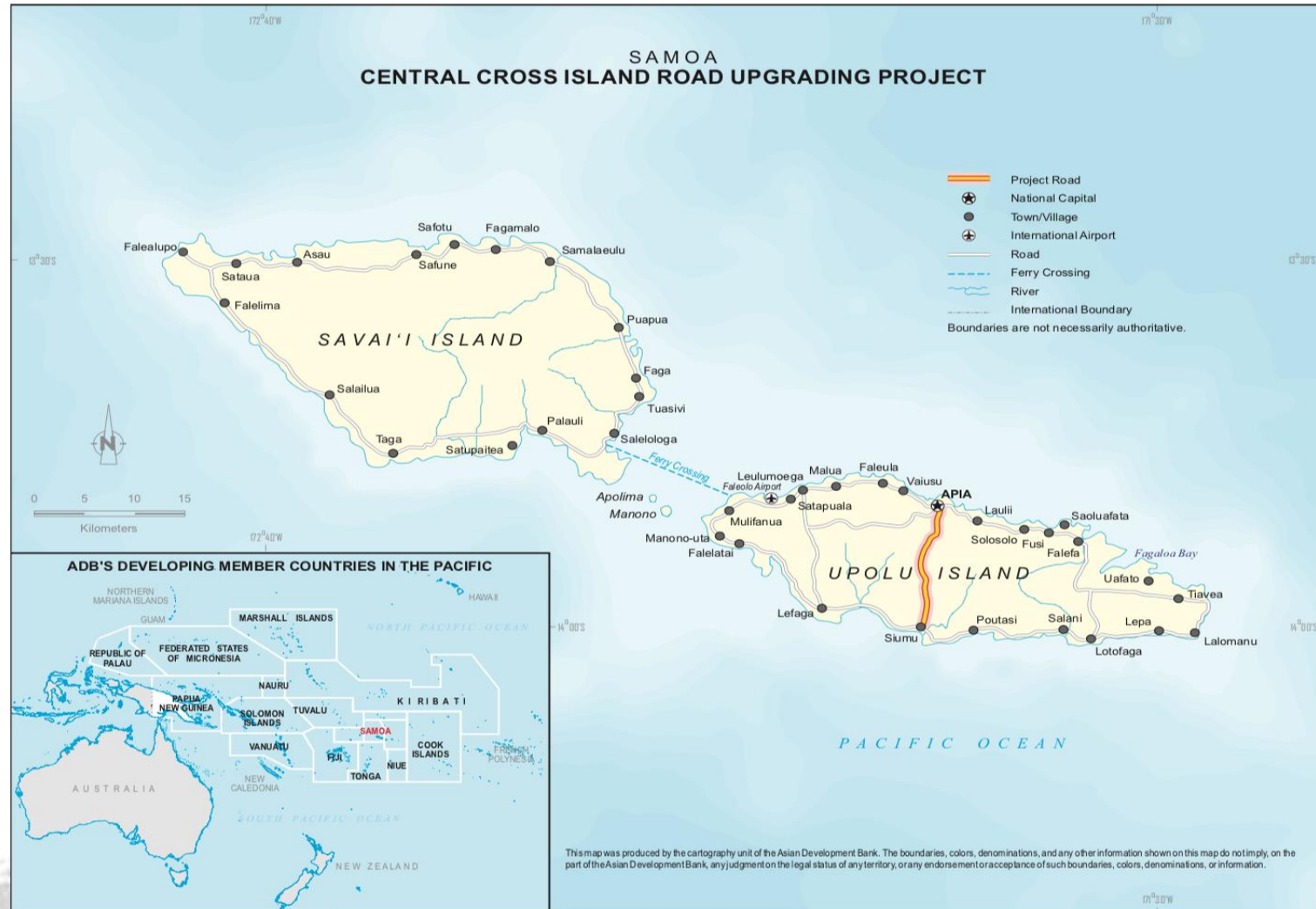
*Young people have a massive opportunity to improve road safety through active engagement in road safety, and stimulate positive road safety change as beneficiaries, partners and leaders in road safety across the Commonwealth.*



# MYE for Road Safety: A Model



# Samoa: Piloting the Model





# Stage 1 – Youth-Led Research

## What?

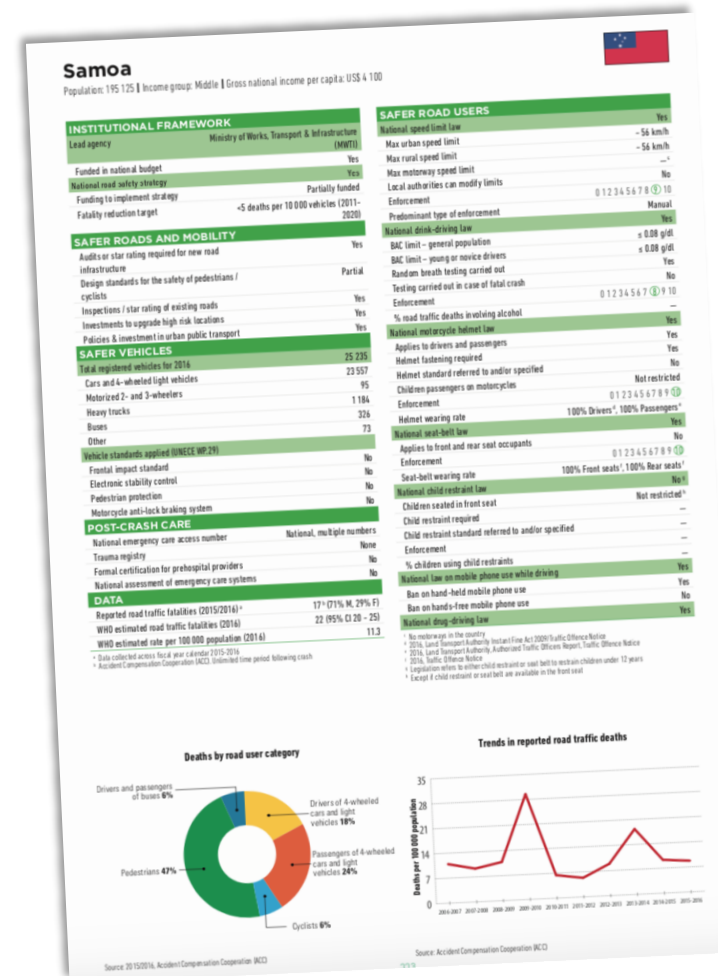
Young people in Samoa will be mobilized to **collect representative qualitative data** about road-user knowledge, skills and attitudes as regards existing and proposed road safety legislation and policies.



www.esranet.eu

# ESRA

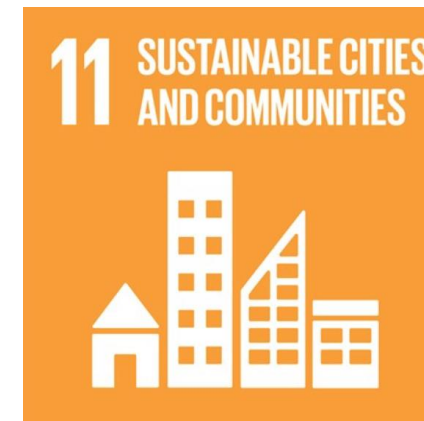
E-Survey of Road users' Attitudes



# Stage 2 – Youth-Led Capacity Building

## What?

Youth leaders will be mobilized to design and conduct a peer-to-peer 6-week capacity building program, aimed at increasing youth understanding of the safe system approach, gender-responsive road safety and building project management skills



# Stage 3.1 - Youth-Led Schools-Based RSE

## What?

Local youth will be engaged to design and run road safety education (RSE) and awareness raising activities in all schools along the Central Cross Island Road in the modality of a World's Largest Lesson (WLL).



### Key Principles



Age-Differentiated



Contextual



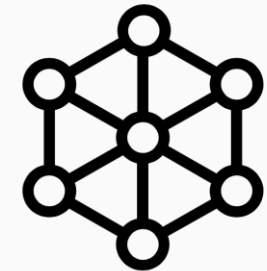
Practical



Integrated Themes



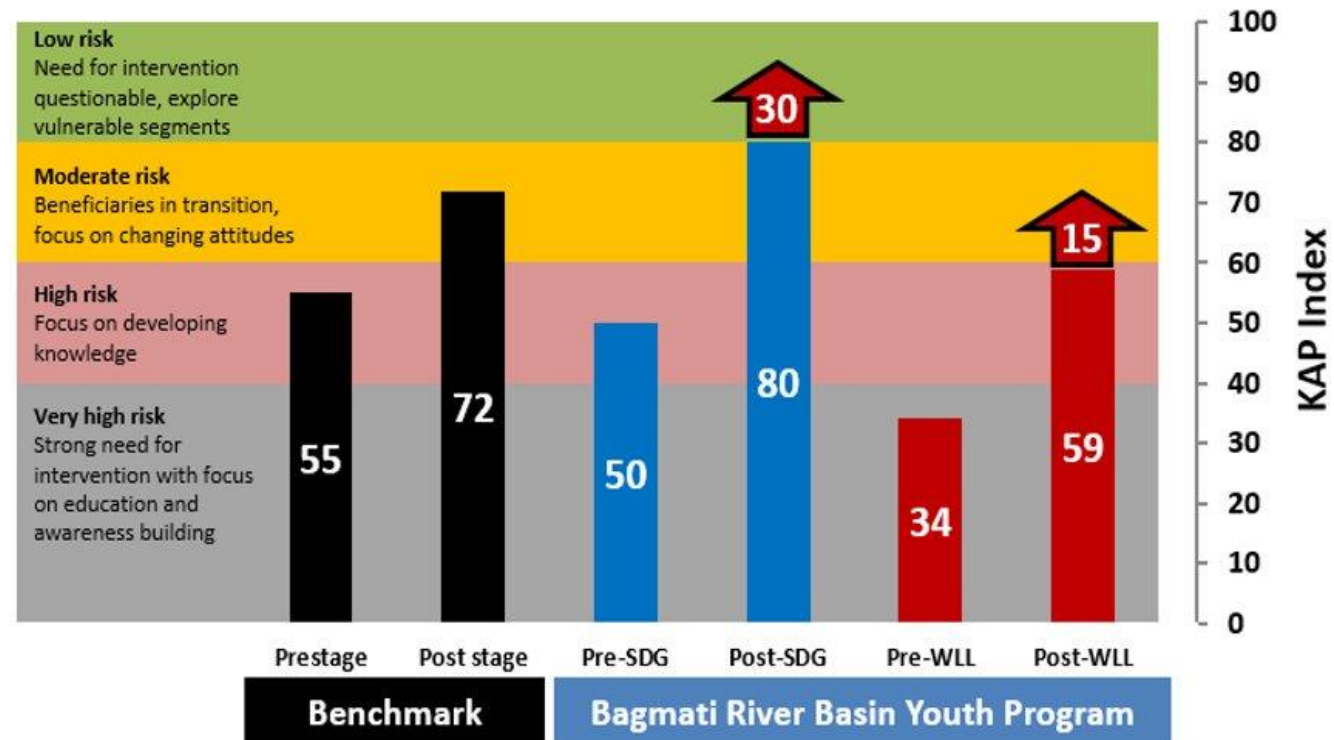
Collaborative



Safe System



# The Evidence for Youth-led Awareness Raising in Schools



# Stage 3.2 - Independent Youth-Led Safe System Road Safety Projects

## What?

Local youth will be incentivized and supported to design and implement their own independent road safety projects, spanning the spectrum of safe system interventions, and integrating the core themes of gender and environmental sustainability.



# Imagining the Future

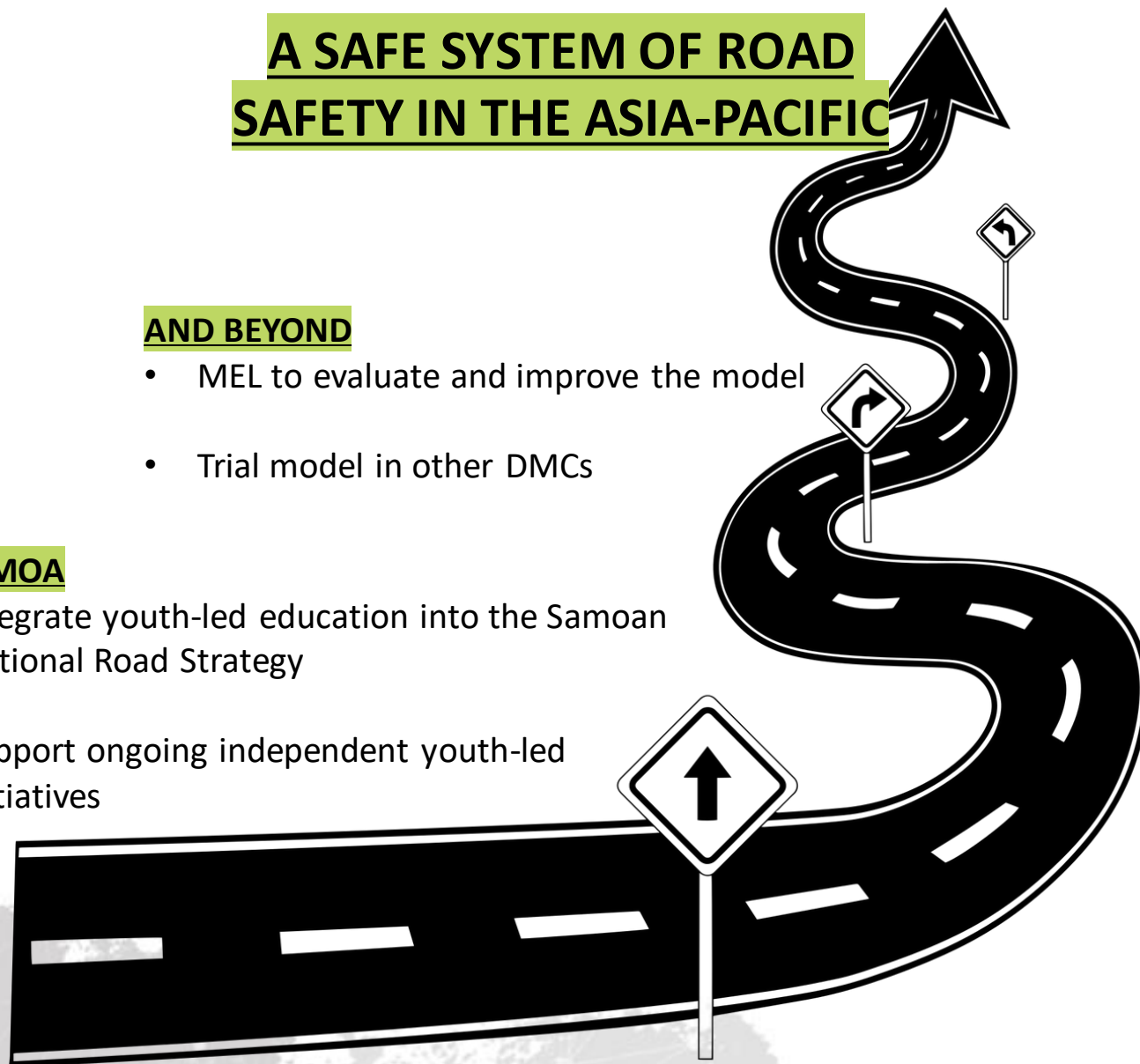
## A SAFE SYSTEM OF ROAD SAFETY IN THE ASIA-PACIFIC

### AND BEYOND

- MEL to evaluate and improve the model
- Trial model in other DMCs

### IN SAMOA

- Integrate youth-led education into the Samoan National Road Strategy
- Support ongoing independent youth-led initiatives





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