2013 was a year of changes, growth and consolidation. Thanks to that, the actions generated represented a positive contribution to society. Child road safety in vehicles already has the elements necessary to generate the cultural change in Uruguay; a change that is already being transferred.

Together with our partners we were able to test almost all top-selling vehicles manufactured in the region and that allowed for the apparition of the first 5-star results in safety levels.

Regarding sports, the neighborhood in La Paz in which we have been working for 12 years is now being considered by sectors: the school has turned into a double shift school now; the City Hall has opened public sports facilities, while other organizations have started working on a wide range of activities. This can be seen as the end of work here, but social commitment is not over.

The 2014 work plan is challenging and demanding, but also feasible since I have full confidence that the Fundación’s team is going to positively contribute to our society once more. I feel proud and grateful to be part of this initiative.

In life we should always do something for somebody else.

María Fernanda Rodríguez
President
Fundación Gonzalo Rodríguez
The Fundación Gonzalo Rodríguez (FGR) has been working for 13 years in the generation and execution of Programs at a national and international level aiming to improve children's quality of life based on the objective of fulfilling its vision of more education, health and development.
SAFE KIDS RECOGNITION

In June, the FGR proudly received the Award “For Excellence in Advocacy” from Safe Kids Worldwide in Washington DC, United States, at the Child Injuries Prevention Conference “Momentum” 2013, organized by Safe Kids Worldwide to celebrate its 25th anniversary. Safe Kids Worldwide is an organization which promotes different global programs for children’s safety. The FGR has been a member of this organization since 2011.

The recognition was awarded because of the excellence in the promotion of policies in reference to children’s safety as vehicle passengers, especially regarding the efforts towards the passing of the Act that makes the use of Child Restraint Systems mandatory.

A MEMORY THAT IS ALWAYS INSPIRING

As in every September, we remember GONCHI with all Uruguayan citizens. GONCHI’s values represent an important legacy in the memory of our people that is remembered with actions such as the election of the name Gonzalo “Gonchi” Rodríguez for a street in the province of Salto as well as in every action where the memory of Gonchi is present in the hearts of Uruguayans who always show affection for him and motivate the FGR to continue disseminating its values more than ever.
ROAD SAFETY

From the FGR Safety Area, the organization aims to promote safe traffic for children through national and international Programs, generating work alliances with governments, companies and organizations sharing common objectives.
COMMUNICATION CAMPAIGNS focused once again on the dissemination of technical information as well as best practices in child road safety. Our campaigns have been steadily carried out throughout the organization’s history, thanks to the support of media outlets to spread our message.

BACK TO SCHOOL CAMPAIGN

For the third consecutive year, the campaign was launched in different national media outlets this time receiving funding from the Canadian Fund for Local Initiatives (CFLI) managed by the Canadian Embassy in Uruguay.

Campaign’s objectives

• To promote safe School Transport
• To inform about current School Transport regulations
• To promote public enforcement and compliance with current regulations and the correct use of passive safety elements.

How?

By disseminating information aimed at parents and adults responsible for the transport of children in these means of transport through:

• Campaign in social networks that reached more than 30,000 clicks increasing our community to more than 11,000 people.
• Information sent to more than 1,400 schools across the country about the campaign and graphic material for internal dissemination and publication.
Entre volantes con reclamos y polémicas por una "fiesta", 353 mil niños empiezan hoy las clases
TO USE A CHILD SEAT IS MANDATORY BY LAW

After several years of continuous efforts, Act 19,061 was passed in December 2012. Said act includes among various of its articles the mandatory use of Child Restraint Systems (CRS) in private vehicles for all children aged 0 – 12 and adolescents up to 18 years old that do not reach a height of 1.5m.

One of the FGR’s main goals for 2013 is to promote the use of CRSs at national level through a communication campaign (called “Using a Child Seat is Mandatory by Law”) designed and carried out together with the World Bank, and the National Road Safety Agency (UNASEV); the Mayors’ Congress, and the Uruguayan Society of Pediatrics.
"USAR SILLA ES LEY" CAMPAÑA DE LA FUNDACIÓN GONZALO RODRÍGUEZ

Cuidalos

01.07.2015 10:42

La Fundación Gonzalo Rodríguez lanzó su campaña "Usar silla es ley", para difundir temas de Seguridad Vial Infantil. Video.

La Ley 10.061 que consigna entre otras disposiciones la obligatoriedad del uso de los biernales de Retención Infantil (SRI) en los vehículos particulares para todos los niños y niñas de 0 a 12 años y para los adolescentes hasta los 15 años que midan menos de 1,40 metros de altura fue aprobada en diciembre de 2012.

La FGR tiene entre sus principales objetivos para este año 2015, promover el uso de los SRI a nivel nacional al amparo de la mencionada Ley, a través de una campaña de comunicación realizada y facilitada con el apoyo de empresas privadas que cuentan con el apoyo de la unión nacional de seguridad vial (UNASEV).

Esta campaña fue lanzada el pasado miércoles y llegará al público por TV, Internet y vía pública.

Los principales objetivos de la campaña "Usar Silla es Ley" son sensibilizar a la población sobre la importancia del uso de los SRI e informar acerca de la obligación legal del uso de SRI a nivel nacional.

Campaña audiovisual

...
A TV spot was developed with the presence of well-known personalities from different Uruguayan fields such as sports, journalism, or music, showing their support to the FGR:

- Jorge “Coco” Echague, TV presenter.
- Monica Willengton, radio journalist.
- Deborah Rodríguez, athlete.
- Diego Martino, musician.
- Alfredo Etchandy, sports journalist.
- María Gomensoro, TV presenter.
- María Gomensoro, TV presenter.

Specific Radio spots were developed using popular jingles from recognized Uruguayan brands: Cattivelli, Cymaco, and Larrique; these brands provided their support as well as other media outlets that highlighted the campaign’s creativity which generated great impact on the audience.

An internet campaign was carried out through Facebook and there were advertisements in sites of interest thanks to the financial support of the Swiss Embassy in Uruguay.

We had the support from more than 50 media outlets across the country to disseminate the campaign; the support is estimated in +US$100,000.
PEDESTRIAN SAFETY WEEK

With several global activities carried out during this week, 214 groups with more than 42,000 people in 53 countries were involved and walked more than 156,000 km; each of the “Long, Short Walks” was registered on the activity’s site www.mylongshortwalk.org.

The FGR supported the Second UN Global Road Safety Week carried out in May with several activities funded by Safe Kids Worldwide with support from FedEx as well as a “Long Short Walk” funded by the Global Alliance of NGOs for Road Safety.

In our country, the activity organized by the FGR took place in the Public School N°69, José H. Figueira in Montevideo. More than 70 people participated of this symbolic walk, there were students from 1º - 6º form, authorities and educators, FGR staff, representatives of UNASEV and public in general. The “Long Short Walk” was covered by the media and educational material for participants and the general public was given out on good practices when walking in the city for both pedestrians and vehicle drivers.
TODOS SOMOS PEATONES
cuidate y cuida a los demás

Mucho se puede hacer para lograr que nuestro mundo sea más transitable, proporcionando seguridad, instalaciones confiables y accesibles para todos los peatones.

Informate en www.gonzalorodriguez.org
COMPANIES IN MOTION

In the fourth edition of the event, the aim was to promote the use of CRSs nationwide, according to Act. N°19,061, through the development of activities in six selected Uruguayan provinces within the context of “Check Points National Program.”

The event has registered an exponential growth in the number of participating companies which implies an important growth in the potential of activities to be developed by the FGR each year.

In 2013, 14 companies committed to support the FGR’s job, and followed with great interest different activities developed by the organization. Many of these companies’ staff showed their support in FGR’s voluntary activities. THANKS!
NATIONAL CHECK POINT PROGRAM

The FGR aimed to promote CRS Check Up Points to disseminate current legislation and best practices in child road safety in the provinces, developing this activity and organizing more than 20 talks for more than 600 attendants, for actors such as local authorities, traffic law enforcers, education staff and authorities, health staff, school transport companies, parents and adults responsible for transporting children in public and private vehicles.

Provinces visited in 2013 included, Canelones, Colonia, Maldonado, Paysandú, Salto, San José and Rivera. Two-day activities were developed including dissemination of informational material and a wide dissemination in the local press.

Meetings were held in order to get collaboration from municipalities and relevant

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**PUNTOS DE CONTROL MONTEVIDEO**

**Fecha:** Sábado 19 de octubre  
**Hora:** 10 a 18  
**Lugar:** Rambla Museo Oceanográfico  
Informate al 2628 8815 o www.gonzalorodriguez.org

Espacios educativos y de entretenimiento para niños, y de información sobre Seguridad Vial infantil para adultos!  
Apoyan esta iniciativa las empresas adheridas a Empresas en Movimiento.

www.gonzalorodriguez.org
actors from the selected provinces (Mayor, Traffic Director, Provincial Inspections, Heads of Teacher Training Institutes, and Health Area). The aim was to establish strategic bonds across the country looking for potential actions in the future.

The annual activity was rounded up with a one-day activity in Montevideo where different activities were developed simultaneously in differentiated spaces:

- **Check Up Point**: assessment of CRS correct installation.
- **Information Area**: dissemination of best practices regarding safe transport of children in vehicles, and also information on Act. 19,061.
- **Entertainment Area**: specific area for children with games and instructors so that they incorporate these values about safe behavior in traffic while playing.
- **CRS exhibition area**: presentation of CRSs currently offered by importers that participate of Companies in Motion.
IBEROAMERICAN FACES

The Ibero-American Federation of Victims’ Association against Road Safety (FICVI), organization that gathers associations from 15 countries in Ibero-American and for which the FGR is the Secretariat, presented “Ibero-American Faces”, a publication that shows the stories of those who are no longer with us.

In the mentioned publication, there are testimonies on the impact produced by traffic accidents on people and their communities. The Project was inspired on “Faces behind figures, voices of road traffic crash victims and their families” produced together with the World Health Organization and ASIRT in 2007.

Ibero-American Faces was possible thanks to ASIRT and receives support from the International Union for Health Promotion and Education IUHPE and from the Ibero-American Federation of Victims’ Association against Road Violence, whose members collected, classified, and edited the stories to be published.

In Uruguay, the publication was presented on the World Day of Remembrance for Road Traffic Victims which is globally celebrated the 3rd Sunday of November.

Ibero-American faces can be downloaded from the FGR web site www.gonzalorodriguez.org
TECHNICAL WORKSHOPS

Thanks to the support of the Swiss Embassy in Uruguay, with the presence of Engineer Juan Ramos García, Chief of Vehicles Regulation and Traffic Innovation Section from the Economic Commission of the UN for Europe, the FGR organized in October a series of talks “Technical Workshops: Standards and Regulations on Road Safety”.

The aim of the workshops was to provide quality technical information to authorities, organizations and agencies related to road safety, and to the press, by focusing on the dissemination of the regulation of the United Nations on the subject.

The workshops were based on recommended international standards and regulations whose implementation was necessary in the region for motorcycles, cars and CRSs. More than 90 people attended the workshops. There were national and provincial authorities as well as representatives from companies and organizations involved in the topic.
NORMATIVA
Y REGULACIÓN EN SEGURIDAD TÉCNICA
MESSAGE DISSEMINATION

Within the framework of work with the Swiss Embassy in Uruguay, 8 training sessions were aimed at students in the last years of Physical Education, Primary and Preschoolers Teaching Training Courses.

The objectives of the workshops were:

• To train students that will be in charge of looking after Uruguayan children when travelling.

• To provide teachers with implemented conceptual tools.

• To promote the concept of safe kid.

There were more than 600 attendants in the talks who were trained on the subject and committed to disseminate the information acquired in the process.

Institutions where talks were carried out are listed below:

- Universidad de Montevideo
- Universidad Católica del Uruguay
- Instituto Universitario Asociación Cristiana de Jóvenes
- School of Medicine
- Escuela Universitaria Centro de Diseño
- University of the Republic
SISTEMAS DE RETENCIÓN INFANTIL

¿Por qué usar un Sistema de Retención Infantil?

- Seguridad: Protege a los niños en caso de accidente.
- Cumplimiento de ley: Es obligatorio usar estos sistemas en los vehículos.
- Conveniencia: Los sistemas de retención infantil son fáciles de usar y no ocupan mucho espacio.

Verificar que:
- El uso de un sistema de retención infantil sea adecuado para el modelo del vehículo.
- El sistema de retención infantil esté correctamente instalado.
- El niño esté seguro en el sistema de retención infantil y no se deslice.

PASO 1

Las sillas deben tener un sistema de retención infantil adecuado para el peso y edad del niño. Las sillas para niños menores de 2 años deben cumplir con el estándar de seguridad de los vehículos. Las sillas para niños mayores de 2 años deben cumplir con el estándar de seguridad de los vehículos y estar adecuadas para el peso y edad del niño.

Verificar que:
- El uso de un sistema de retención infantil sea adecuado para el modelo del vehículo.
- El sistema de retención infantil esté correctamente instalado.
- El niño esté seguro en el sistema de retención infantil y no se deslice.

PASO 2

Las sillas de seguridad deben cumplir con normas técnicas internacionales en safety.
- Los asientos debe tener un sistema de retención infantil adecuado para el modelo del vehículo.
- Los sistemas de seguridad deben ser de la marca del vehículo.
- Los niños mayores de 2 años deben estar seguros en un sistema de retención infantil.

Seguridad Infima
- Los asientos deben cumplir con normas técnicas internacionales en seguridad.
- Los asientos deben estar desgastados correctamente al estilo del modelo del vehículo.
- Los sistemas de seguridad deben ser de la marca del vehículo.
- Los niños mayores de 2 años deben estar seguros en un sistema de retención infantil.

Transporte Escolar

Las sillas de seguridad infantil deben ser adecuadas para el modelo del vehículo. Las sillas deben tener un sistema de retención infantil adecuado para el modelo del vehículo y estar correctamente instaladas.

Recuerda:
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.

¿Sabe algo?...
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.
- Siempre usa el sistema de retención infantil adecuado para el modelo del vehículo.

Desde un rol de profesor, y como responsable del cuidado de los niños, tengo en cuenta los siguientes aspectos al momento de utilizar cualquier tipo de transporte para el traslado de los niños.

Proteger a los niños es responsabilidad de todos

1. Informese

2. Difunda
- Difunda que los pedidos, regularizados por la educación, instituciones de educación física y demás responsables por el transporte de los niños, conocen la normativa y de la PDI.

3. Control
- Si detecta algún incumplimiento en relación a las normativas vigentes, denúnciela a la seguridad de los niños y TODOS SOMOS RESPONSABLES.
INTERNATIONAL DEVELOPMENT

The expansion of the organization was not only in our country. The FGR participated in activities in different cities in the world like never before. It got to know other realities, contacted representatives from civil organizations, companies, institutions and governments.

Through the participation in conferences, congresses, integration of research networks, training courses and work meetings, the FGR tried to share experiences and knowledge gained in years of work to keep developing the FGR into a referent of Child Road Safety in Latin America and the Caribbean.

The different international institutional events were used as an opportunity for the presentation of the First International Child Road Safety Forum (FISEVI) to be held in Montevideo, Uruguay on May 20-21, 2014.
Latin NCAP

The New Cars Assessment Program for Latin America and the Caribbean (Latin NCAP, of which the FGR is a founding member and Secretariat) tested and presented 13 vehicles during 2013, two of them belonged to Phase III and the other eleven cars belonged to Phase IV.

For the first time, cars awarded 5 stars for adult protection were presented. This shows the work and commitment of the local industry evidenced through the potential to manufacture vehicles with said quality standards. The same tests, however, showed that unstable structures are still the major problem in top-selling cars in the region and child protection is still poor.

Latin NCAP awarded recognition to those manufacturers to be the first ones in getting 5 stars for adult protection. The awarded manufacturers in 2013 were Seat, Ford and Volkswagen.
SPORTS SCHOOLS

The program “Sports Schools” has been carried out by Fundación Gonzalo Rodríguez (FGR) since 2002. Said program follows international guidelines by Laureus Sport for Good Foundation (http://www.laureus.com), working for more than 200 children in the Rossi and Villa Nelly neighborhoods (La Paz – Canelones). The aim of the Sports School Program is to use sports as an educational tool to develop values and social inclusion.
In the 11th year of the Program, we finished activities for an international exchange program with Argentina “Dale Pelota a los libros” (also supported by LSGF), in which a group of our children and youngsters was involved. It was an unforgettable experience for those who participated in the different stages since the beginning of the exchange in 2012 through activities in both countries during two years.

As well, several activities were carried out involving more than 150 children, e.g.: Back to School, Child’s Day, Going Camping or a Kermesse. There was an important participation of families and different social organizations and companies that supported different events as participants of the Program Uruguay Works of the Ministry of Development.

Another important achievement of the Program, which made of 2013 a very special year, is that the Support Commission, parents of children participating in the Program, was formally set up showing great commitment to the program.