



# ANNUAL REPORT 2018





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## EDITORIAL

The Fundación Gonzalo Rodríguez proactively works in the articulation between different government stakeholders and leading organizations to promote the passing of regulations needed for a safe child mobility in vehicles, such as the mandatory use of Child Restraint Systems (CRS).

We want to foster a generation of people who do not die in traffic accidents. We do not accept that a child loses his life in traffic: that is preventable. When that happens, the whole society fails. After 10 years focused on Child Passenger Safety, and having achieved good results in Uruguay and the region, it was time to expand the scope of our work and address mobility in general. If we think about sustainable development in a community's long term, there is no doubt that ensuring the population's protection in all senses should be one of the main goals. It is not only about reducing deaths due to preventable causes but about creating a safety system that allows a safe and healthy development of the population.

Some countries have significantly reduced their rates of deaths and



seriously injured people due to traffic accidents but to achieve that, they have strongly committed to improving safety indicators, they have worked in a coordinated way from diverse fields: research, public policies, regulations, control and enforcement, planning, urban design, transport, health, education and communication among others. To achieve our objectives and fulfil the United Nations Sustainable Development Goals, drastic measures should be implemented involving all the stakeholders in the society. In this regard, we widened our line of work including new topics such as, pedestrian child safety in school zones, and child mobility on motorcycles, these topics add to the work we have been

conducting in the last 10 years on child passenger safety both in private and school vehicles.

However, as shown in the data published year after year in each country, far from ensuring a prosperous future for our communities, we are mortgaging it. 2018 finished with a new rise in the number of deaths and people injured in Uruguay which is a call to redouble our efforts. That is the reason why from Fundación we have applied to new international funds to add new strategic partners in order to broaden the scope of our projects and ensure the success of our work. Likewise, we worked very hard in this sense during the III Road Safety International Forum

FISEVI) held in Argentina. We broadened the Argentinian authorities' commitment and thanks to the participation of authorities from nine countries in the region, we were able to position FISEVI as the leading event in road safety in Latin America and the Caribbean. We are convinced that this event will continue growing in its new edition, Colombia 2020.

As members of the Global Initiative for Child Health and Mobility, we continue to work to contribute to the achievement of the following Sustainable Development Goals (SDGs): 3.6 (road safety); 3.9 (air quality); 11.2 (safe and sustainable urban mobility); and 11.7 (safe, green and accessible public space), proposed by the



United Nations. The mission of this initiative is to ensure that by 2030 all children have a safe journey to and from school by promoting a "safe system".

Through the project "Latin American Children Safe in Traffic," supported by the FIA Foundation, we aim to contribute to the reduction of risk factors associated with child road accidents, taking school environments as a starting point, by deepening knowledge of their current situation and expanding the network at the regional level to cooperate in the creation of safe systems for children. In this sense, this year we began to replicate the program in some schools in Argentina in five cities selected by the National Road Safety Agency of that country.

The training is still one of the pillars of Fundación as shown again by the implementation of the program "Safe Child Passenger in Traffic." It allows us to keep on training different national authorities in Uruguay and this year we have started to apply the program in Chile obtaining excellent results.

In 2019 the Fundación Gonzalo Rodríguez will continue with its articulated work at national and regional level, promoting knowledge exchange and technical support on child road safety among the different sectors involved: governments, multi-lateral bodies, and civil society organizations. We look forward to becoming a Latin American organization that works together with regional governments and that is why we have started implementing our programs and projects in Argentina, Chile, Colombia and Uruguay.



Maria Fernanda Rodríguez  
Presidente / President  
FUNDACIÓN GONZALO RODRÍGUEZ





INSTITUTIONAL



## ROAD SAFETY INTERNATIONAL FORUM

The International Child Road Safety Forum (FISEVI) is an initiative of dialogue among stakeholders with significant roles in road safety such as governments, international entities, enforcers, civil and road engineers, health workers, teachers, organizations, professional transport workers, media, private institutions linked to the subject, among others.

From the beginning FISEVI was conceived as a traveling forum to be held every two years in different countries in the Latin American and the Caribbean region promoting the interest and commitment by institutions responsible for their safe transport. The first one was carried out in Uruguay (2014), the second one in Chile (2016), the third edition was in Argentina (2018) while the fourth will take place in Colombia in 2020.

The 3rd International Child Road Safety Forum (FISEVI) was held in Buenos Aires on June 12 and 13, 2018, Argentina Chapter with more than 400 attendees and 73 international speakers. FISEVI, declared of social and cultural interest by the Government of Buenos Aires, had Guillermo Dietrich, Minister of Transport in the opening session together with Carlos Pérez, Director of the

Argentina National Safety Agency (ANSV) and María Fernanda Rodríguez, president of Fundación Gonzalo Rodríguez.

Apart from being a great event within the Road Safety Week, the Road Safety International Forum developed in Argentina generated activities before the meeting that helped to position the topic in the public and politic agenda. In this sense, there were workshops aimed at specific audiences and different fields to work in the improvement of child road safety.

In his welcome speech Dietrich pointed out that "road safety is and should be a state policy." "With better infrastructure on the roads and highways as well as more effective controls, we will raise awareness and will take care of everybody's life," he added.

Maria Fernanda Rodríguez, President of Fundación Gonzalo Rodríguez, expressed her satisfaction regarding the change generated in child road safety throughout her work trajectory in the subject and pointed out that "when we started

our work, children were not a priority and they were not included in mobility or road safety policies in Latin America.

The great attendance and repercussion we had had at FISEVI shows us that the situation has changed and that it is necessary to work together towards a safe mobility for our children. There's still a lot to be done." Carlos Perez, director of ANSV, stated that "during 2017, 324 children aged 0-14 died in traffic accidents in Argentina."

**2 DAYS OF FORUM**

**15 SESSIONS**

**9 ROAD SAFETY AGENCIES**

**+400 ASSISTANTS**

**73 INTERNATIONAL SPEAKERS**



As well, a study developed in 2016, showed that only 3 out of 10 children traveled protected. We could not ignore this situation. Thus, we commit to hosting the 3rd International Road Safety Forum," he pointed out.

## FIRST LEVEL MODERATORS AND SPEAKERS



The quality and quantity of international experts who presented at and moderated the plenary sessions and concurrent sessions at FISEVI 2018 was one of the aspects highlighted by the attendees. Undoubtedly, being able to gather the most important referents on Road Safety from different fields (Traffic, Health, Education, Urban Design, etc.) is one of FISEVI's differentiating factors. Their generosity and availability to share successful experiences, knowledge, explain what works and what doesn't, on stage and in the spaces devoted to networking are extremely valuable to detect problems and challenges and to work out possible solutions.

## PRESENCE OF LATIN AMERICAN GOVERNMENTS AND THEIR COMMITMENT TO SAFE CHILDREN MOBILITY

FISEVI – Argentina Chapter was a new opportunity for Road Safety managers from different Latin American countries to renew their commitment to improving the policies implemented by their governments on children's road safety. Thanks to the International Development Bank (IDB), five road safety representatives from five governments in Latin America were able to participate in the Forum (Costa Rica, Colombia, Ecuador, Dominican Republic and



Panama). Together with Chile, Bolivia, Guatemala and the host country, Argentina, nine Latin American countries attended the forum through their national road safety agencies or equivalent bodies. The number of countries increased in three compared to FISEVI 2016 (Chile).



MAIN PARTNER



# FOUNDATION

PARTNERS




COLLABORATOR





SUPPORTERS











INSTITUTIONAL SUPPORTERS






















## FISEVI 2020 – COLOMBIA CHAPTER



At the Forum closure in Argentina, Colombia was announced as the host of the IV FISEVI in 2020 headquarter. According to Alejandro Maya, director of the National Road Safety Agency in Colombia, "despite the reduction in children's fatal victims, traffic accidents are still the first cause of death among children aged 0-14 in Colombia (2200 victims in 2010 - 2017). The risk factors are still huge." Besides, Colombia shows a growing trend in the number of deaths due to traffic accidents among teenagers aged 15-19 and an increase in the use of "mototaxis" as school transport.



## NEW STRATEGIC PARTNERSHIPS

We have applied to get international funding to add more partners. This will allow us to extend, until the end of 2019, the work by the Fundación Gonzalo Rodríguez in Road Education with funding from the FIA Foundation. UPS Foundation and Trafigura Foundation were incorporated and this ensures the success of our work.



## NEW OPPORTUNITIES AT THE NATIONAL LEVEL: SPECIAL DONATIONS ACT

The Fundación has been included this year in the government's Public Accounts Reporting 2018 under the special donations regime. This regime facilitates the application for funding at a national level for the implementation during 2019-2020 of a project coordinated together with the National Road Safety Agency (UNASEV) that contributes to the reduction of road accidents in Uruguay.

The possible donors could deduct a 75% of their taxes and the other 25% could be deducted as expenses.

The Ministry of Economy and Finances (MEF):

- It develops the analysis of presented projects and requests approval from the Ministry if necessary (according to Act. 19,149 ART. 358).
- Approves through a ministerial resolution the maximum amount of donations during the current year for the institution.



## GONZALO RODRIGUEZ CULTURAL CENTER

On September 11, anniversary of Gonzalo "Gonchi" Rodríguez passing, an agreement was signed between the Fundación Gonzalo Rodríguez and the Municipality of Montevideo to make the dream of generating a center to pay tribute to Gonchi come true.

The Municipality committed to finding a place in which to develop the Gonzalo Rodríguez Cultural Center.



"Motor racing is a sport which requires, as any other, effort and resources but it also looks after the family and our values and that makes it one of the safest environments for the family. Although being a highly competitive sport, the event finishes in a friendly barbecue, where everybody is respectful," expressed María Fernanda "Nani" Rodríguez, President of the Fundación Gonzalo Rodríguez, holding Gonchi's helmet and the Formula 3000 cup awarded to Gonzalo Rodríguez on May 15, 1999 in Monaco.

## GP GONZALO GONCHI RODRÍGUEZ

The seventh event of the National Championships, organized by the Asociación Uruguaya de Volantes (AUVO), was celebrated on September 8-9 and the Gonzalo "Gonchi" Rodríguez Cup was disputed to honor our beloved driver in the anniversary of his death.





RESEARCH

## LATIN AMERICAN CHILDREN SAFE IN TRAFFIC

Through the project "Latin American Children Safe in Traffic", supported by the FIA Foundation, the Fundación Gonzalo Rodríguez aims to reduce risk factors associated to car crashes involving children focusing on school zones, by increasing knowledge on its current status and widening networks at regional level to cooperate in the creation of "safe systems" for children.

Three interconnected areas of work were defined to fulfil said objective: Research, Communications and Public Relations, and Knowledge Transfer.

Research to generate input to increase knowledge about road infrastructure in school zones and to push the topic on the political agenda, in the academia, and in the public opinion all over Latin America and the Caribbean.

Communications and Public Relations to strengthen relations with groups that promote road safety, such as governments, educational institutions and the media to engage them in the topic.



Knowledge Transfer to provide relevant and timely information for the implementation of tools and actions necessary for people and organizations from different contexts to promote child protection in school zones.

## RESEARCH STAGE

The project Latin American Children Safe in Traffic was formally presented in March 2018 at a press conference together with the Primary and Initial Education Board (CEIP), and national and provincial authorities. On that day, the report "Children's Transport to School and Safety in School Zones" was presented. This report is composed of three studies conducted by the Fundación Gonzalo Rodríguez's Research Department through FACTUM: a telephone survey to find out how children get to school; an observational study of child pedestrians in the school zone on risk behaviors; and an infrastructure survey with the Star Rating for Schools tool developed by the International Road Assessment Program (iRAP) that provides a rating of 1 to 5 stars according to the safety of the school zone.

These two last studies were conducted in 54 public schools in Montevideo and Canelones, the two provinces with the largest populations.

This project is also carried out in Argentina together with the National Road Safety Agency. The ANSV is in charge of selecting the cities in which the research study will be conducted. In May 2018 information was systematized and the final report made to be published in Argentina.



## ADVOCACY STAGE

One of the key elements of this project is to bring about changes and reduce risk factors associated to child road accidents in school zones. Bearing this in mind, results of the research stage were presented and meetings organized with municipal authorities in Montevideo and Canelones to define improvement works to be carried out in the schools.

Also, work was done with the Road Safety Department of the Ministry of Transport and Public Works to develop activities in rural schools.

Twenty presentations on the project and its results were made in 8 months. The first results of infrastructure

changes made in two schools in La Paz in Canelones, Uruguay were ready in the first quarter of 2019.

Also, and together with the National Road Safety Agency in Argentina presentations were made on the results of the Observational Study and Infrastructure Assessment in the cities of Neuquén, Guaymallén, Corrientes and Jujuy. In order to make presentations more effective, workshops were organized in the four cities using the World Cafe methodology.



## NATIONAL AND INTERNATIONAL PRESENTATIONS

- **OISEVI:** Report on Child Transport to school and safety in School Zones – April 2018
- **Uruguayan Road Association:** presentation of report about Child Transport to School and Safety in School Zones; results for Uruguay – May 2018
- **Road Safety International Forum:** Report on Child Transport to School and Safety in School Zones - June 2018
- **Road Safety Ibero-American Congress:** Report on Child Transport to School and Safety in School Zones – October 2018
- **UNRSC:** Presentation of results for Latin America - April 12 and 13, 2019
- **Academic Road Safety Network, San Juan.** Presentation of results for Argentina of the Study on the Conditions for Children Transport on Motorcycles in Latin America - April 19 and 20, 2019
- **UNITAR Workshop on the Exchange of Road Safety Experiences - Santo Domingo, Dominican Republic** – May 08 and 09, 2019
- **National Insurance Bank:** Risk Prevention Officers Meeting – May 16, 2019



## TRANSPORTATION OF CHILDREN ON MOTORCYCLES IN LATIN AMERICA

Within the framework of the World Week for Road Safety, the Gonzalo Rodríguez Foundation presented in May 2017 the "Study on the conditions for the transport of children on motorcycles in Latin America". The same is an unprecedented study in Latin America and the Caribbean which was conducted in 45 cities in Argentina, Brazil, Colombia, Paraguay, Dominican Republic and Uruguay. By addressing this issue, the Gonzalo Rodriguez Foundation began a new stage of work that encompasses the safety of children in other forms of mobility to and from schools.



The Gonzalo Rodríguez Foundation in collaboration with the World Bank, the CAF - Development Bank of Latin America, the UPS Foundation and the Ibero-American Observatory of Road Safety (OISEVI), carried out this study as a first direct approach to the problem of Road Safety. Although Uruguay has a law that prohibits children from being transported on motorbike until they reach the post-footboard (a fact that occurs between 7 and 10 years of age), the study states that this situation is not currently met.

During 2018, the results of the study continued to be presented on five new occasions (at the UNRSC meeting in New York, United States; at the Academic Road Safety Network Conference in San Juan, Argentina; during the Meeting of Preventionist Technicians in Uruguay; at the Exchange of Experiences in Mobility and Road Safety Workshop in Santo Domingo, Dominican Republic; and at the Meeting of Transit Directors of the Congress of Mayors in Montevideo, Uruguay) with the objective of incorporating, implementing, and demanding minimum requirements from governments, local authorities, and related organizations that contribute to the reduction of deaths and injuries caused by traffic accidents.





EDUCATION

## ROAD SAFETY TRAINING COURSE



From the Gonzalo Rodriguez Foundation we understood that it was crucial to develop and implement a course so that teachers could have the necessary tools -as well as the way to present it in the best way- to be able to work on Road Safety in their classrooms.

Within the framework of the program Niños Latinoamericanos Seguros en el Tránsito (Latin American Children Safe in Transit), 54 schools were selected - with the objective of being a model and replicating the experience in the rest of the country and the region - to develop the "Road Safety Training Course" for teachers, in order to provide them

with the necessary theoretical concepts and some practical tools.

In this sense, agreements were signed with the Council of Initial and Primary Education (CEIP), Institute of Formation of Services (IFS), and Ceibal Plan for the coordination of the course, that will be developed in the platform CREA of the Ceibal Plan.

This makes it possible, among other things, for teachers who pass through the course, to obtain a public certification that allows them to be scored in different contests for subsequent positions. The "Road Safety Education Package", developed by the Eastern Alliance for Safe and Sustainable Transport (EASST), was translated and adapted for the region by the Foundation and will serve as the base guide for the course. At the close of this report, the process of content selection is in full development, with a call for teachers to register for the course scheduled for the beginning of May 2019.

## I TRAVEL SAFELY

Framed in the education stage of the program Latin American Safe Children in Traffic, the I Travel Safely workshops aim to develop teaching strategies through recreation, seeking to generate significant learning in the children of the selected schools about traffic signs and the behavior.



At the end of the activity, children receive an informative brochure with recommendations on the safe transportation according to each means of transportation.

**In total, in 2018, 10 schools were visited between Montevideo and Canelones with a total of 13 embroideries, with 2790 children participating.**





TRAINING

## "CHILD PASSENGER SAFETY" PROGRAM



In May 2018, it was the second year of the National Child Passenger Safety Program by the Fundación Gonzalo Rodríguez and sponsored by the National Insurance Bank (BSE). This program reflects the municipalities' commitment to promoting safe child mobility through training and Check Up Points in their provinces.



One of the most important actions, supported by the BSE, was the setting up of a **Check Up Point at the National Traffic Police Department**. This is the first Check Up Point at a governmental body in Latin America. The implementation of this Check Up Point is part of an agreement between the Fundación Gonzalo Rodríguez and the Ministry of the Interior in 2017 that consolidates cooperation focused on child passenger safety.

- **4 New agreements** with municipalities to strengthen the use of Child Restraint Systems: Paysandú, Rivera, Florida and Rocha.
- **9 Training sessions** to municipal traffic officers and traffic police officers
- **9 Check Up Points**.
- **168 CRSs checked** at Check Up Points
- **349 Municipal workers** and traffic police officers trained.

## URUGUAY

Within the context of this program, the Fundación Gonzalo Rodríguez provided training in child safe mobility in traffic to the National Traffic Police Department (DNPT). This course was the last of a series of training sessions conducted in the provinces during 2018. Activities were held in Canelones, Florida, Paysandú, Rivera and Rocha; the Fundación Gonzalo Rodríguez signed agreements with each of these provincial governments to generate actions promoting safe mobility.

The 15 participants from municipalities, traffic police departments and the BSE passed the course and were awarded a certificate on Child Passenger Safety.



## CHILE

Even though the advantages of transporting children safely are widely acknowledged, and that there is an act that makes the use of CRSs mandatory, 50% of parents and guardians in Chile do not use them. To make matters worse, 4 out of 5 CRSs are incorrectly installed. Because of this, and to continue expanding the program in the region, two courses on Child Passenger Safety were implemented. On the one hand, staff from the Chilean health system and members of the UN Safety Team conducted a course called "Child Passenger Training Program" certified by SafeKids Worldwide and Fundación Gonzalo Rodríguez. This course aimed to provide training to health professionals and UN staff for them to inform parents and guardians about the correct use of child restraint systems, thus contributing to the reduction in the number of road accidents. There was also another course for Chilean Road Safety officials in coordination with the National Road Safety Committee (CONASET).



## ARGENTINA

Within the framework of the III FISEVI - Argentine Chapter, held in June 2018, training was provided to the technicians of the National Road Safety Agency (ANSV) of Argentina. The objective of this training was to generate inputs for the policies and plans to be developed on Child Road Safety by the ANSV.



Together with these, there are 205 technicians trained by the Fundación Gonzalo Rodríguez throughout the continent until December 2018.



## TRAINING AT SCHOOL OF MEDICINE

Within the context of the agreement signed between the Fundación Gonzalo Rodríguez and the School of Medicine of the Universidad de la República, training was provided to more than 600 Pediatrics students in 2 semesters.

This initiative that started as a pilot plan in 2010, became part of a continuous training program so that students can better advise about Child Passenger Safety to parents asking for help.



## OTHER TRAINING SESSIONS

- Book Week – Talk to Schoolchildren  
Delivery of information on safe mobility
- Talk to Teleton Volunteers  
Child Mobility in Traffic - prevention work.
- WTC – Information Talk and Exclusive Check Up Point



## CHILD RESTRAINT SYSTEM (CRS) TESTS

For the sixth year in a row Child Restraint Systems test use were carried out in Argentina, Brazil and Uruguay. Twelve models were assessed this year.



Results are available at the Child Restraint System Assessment Program website.



## BOOKLET: SAFE MOBILITY FOR MUM, THE BABY AND CHILDHOOD

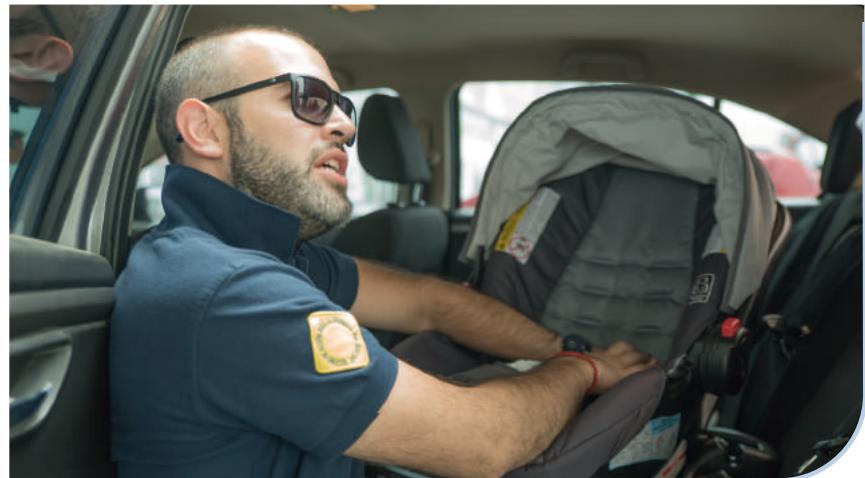
The Fundación Gonzalo Rodríguez Training Department was in charge of contents production and design of the booklet "Safe mobility for mum, the baby and childhood"



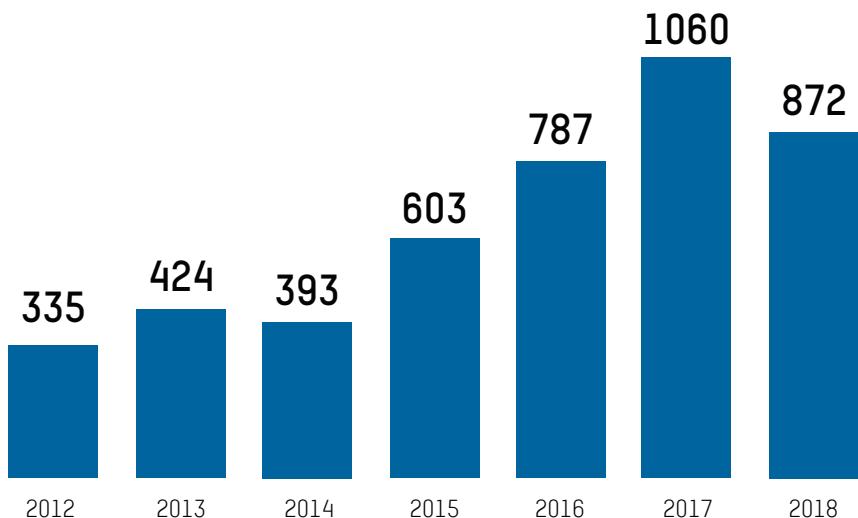
## PERMANENT CHECK UP POINT - URUGUAY

The Check up point is an activity in which technicians from the Fundación Gonzalo Rodríguez, who have been trained by Safe Kids Worldwide in Child Passenger Safety, advise adults responsible for transporting children in private vehicles on the proper installation of different types of Child Restraint Systems (CRS) and give them advice for children to travel safely.

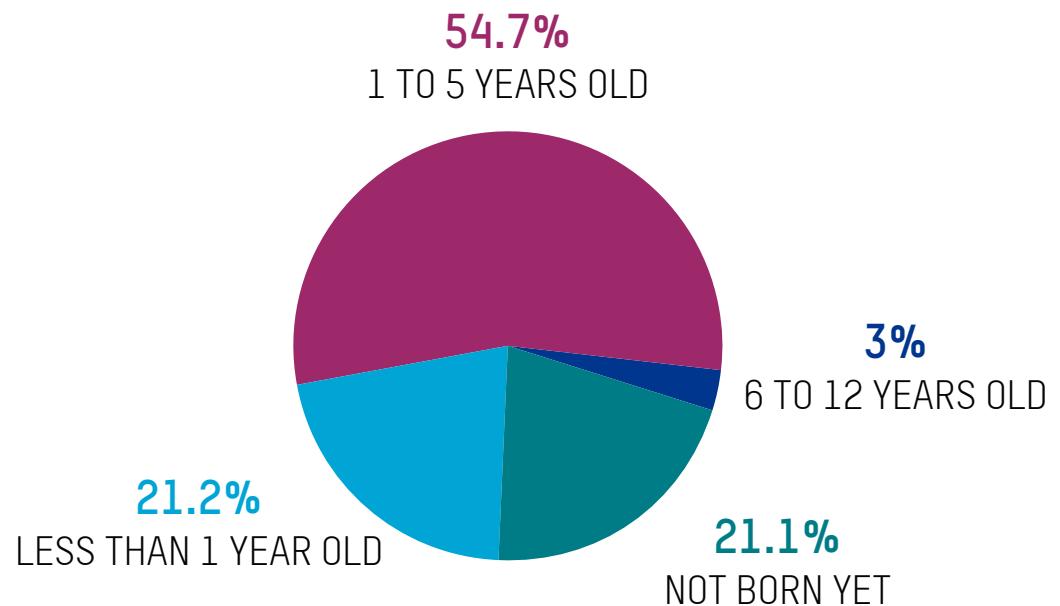
This activity, carried out in the facilities of the Automóvil Club del Uruguay, is monitored through the collection and systematization of data that allows the creation of profiles of those who decide to check the installation of their CRSs, as well as the children who use them, the brands and models of vehicles that come and also the most used CRSs. Thanks to this, it has been possible to establish a comparative system of evolution, from the implementation of the Check up point to date.



### CRS INSTALLED PER YEAR



### CRS INSTALLED BY CHILD'S AGE - 2018



A group of children are gathered around a large sheet of paper, drawing various environmental and recycling symbols. The symbols include a sun, clouds, a globe, a windmill, a recycling arrow, a peace sign, a flower, a fish, a person, and a tree. A blue arrow points from the word "COMMUNICATIONS" to the right.

**COMMUNICATIONS**

## MAIN COMMUNICATIONS ACTIONS

### JANUARY

- Announcement of the beginning of the collection of a minimum collaboration for the operation of the Check up point of the Automóvil Club del Uruguay.

### FEBRUARY

- Launch of the 2018 International Road Safety Forum in Argentina

### MARCH

- Presentation in Uruguay of the study "Child Transport to School and Safety in School Zones" and launch of public service campaign "Don't repeat it this year"

### APRIL

- Fundación Gonzalo Rodríguez's response to the decision by the Uruguayan Government to postpone the mandatory use of rigid anchorage system (isofix, latch or other)

### JUNE

- International Road Safety Forum Argentina Chapter

### AUGUST

- Launch of Martín Buscaglia y sus Bochamakers show during Graffiti awards ceremony.

- Action on Children's Day "The best present is to protect them": Raffle of boosters, and video clips about the use of this child restraint system only used by 3.2% of children.

### SEPTEMBER

- Action on Children's Day "The best present is to protect them": Raffle of boosters, and video clips about the use of this child restraint system only used by 3.2% of children.
- Agreement – Training – Check Up Points in Florida and Rivera

### OCTOBER

- Nani Rodríguez, president of the Fundación Gonzalo Rodríguez, makes a presentation in USA - Association for the Advancement of Automotive Medicine.

### NOVEMBER

- Martín Buscaglia y sus Bochamakers' Show at the Teatro Solís in Montevideo, Uruguay; a benefit event for the Fundación Gonzalo Rodríguez.
- Training and Child Passenger Check Up Points - Paysandú and Rocha

## MEDIA IMPACT



## DON'T REPEAT IT THIS YEAR

At the end of the program "Latin American Children Safe in Traffic" the Road Safety campaign Don't repeat it this year created together with UVA Advertising Company was presented. The campaign was created with the results of the report "School Children Transport to School and Safety in School Zones."



The campaign was sponsored by the municipalities of Canelones and Montevideo, the National Education Road Safety Agency Uruguay (UNASEV), the Ministry of Public Health, CEIP, IMPO, Tres Cruces Shopping Center and several media outlets. "Don't repeat it this year" identified and tried to modify incorrect behaviors in traffic.



## TRAVEL SAFELY TO THE FUTURE

The action "Travel Safely to the Future" was conducted with the support of Blue Cross & Blueshield.

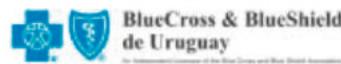
It included a virtual reality trip in which children and parents experience the differences of traveling with and without Child Restraint Systems. The activity took place at the Montevideo Shopping Center and the World Trade Center during the Spring break.



[ STRATEGIC PARTNERS ]



[ CORPORATE ALLIANCES ]



[ SUPPORTERS BY ]





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