



FGR ANNUAL REPORT 2016



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OUR COMMITMENT



OUR COMMITMENT

Motivated by the need to work for children safety in Uruguay and the region, in 2016 we focused our effort on widening our areas of incidence to improve child mobility conditions. It is very important that you continue working with us in order to reduce the number of children injured or killed in road crashes in Uruguay and in Latin America and the Caribbean (LAC). In Uruguay, according to the Preliminary Report on Road Safety by the National Road Safety Agency (UNASEV)¹ - covering the period from January 1 - December 20, 2016, the forecast of road crash data suggests that the number of injured and fatalities is decreasing.

Along those lines, it is important to highlight that the number of children killed in road crashes would decrease in all age groups with the exception of children aged 5 - 9, and adolescents aged 15 - 19 that would increase. This represents an alert in vulnerable age groups that encourages us to work harder with school children and adolescents.

To keep contributing to the reduction in the number of children killed or injured I believe the articulation between the Fundación and regional governments and road safety agencies is of crucial importance. Working with public health and education institutions, private

companies, or any individual committed to our objectives is as valuable since it enables knowledge exchange and dissemination of best practices to achieve policies focused on safe child mobility.

2016 for the Fundación Gonzalo Rodríguez started with activities in public and private schools, conducted together with the Municipality of Montevideo within the context of the "Safely Back to School" campaign.

We can proudly say that this year the number of users looking for advice free of charge at our Check Up Points on the correct use of Child Restraint Systems (CRS) increased 30%, which means that there are more and more people becoming aware of the importance of the use of CRS when traveling with children.

We are convinced that we need to work generating advocacy to get tangible results in the reduction of road crashes, and this needs to be done together with all children reference audiences.

In order to achieve this objective, we made presentations and provided training on the safe transport of children and the correct use of CRS to more than 600 students from the School of Medicine of the University of the Republic, to the National Traffic Police

Department of the Ministry of the Interior, to 170 traffic enforcers from the Municipality of Montevideo, and to Fundación Teletón volunteers, aiming to promote safe child road safety practices.

Although use of CRS has increased, it is necessary that authorities enforce regulations to achieve the cultural change that implies protection of children.

At regional level we are satisfied with commitment by LAC governments including children in their management plans regarding road safety, and we welcomed success by the Second



[1] <http://bit.ly/PreliminarSiniestralidad2016>

International Child Road Safety Forum (FISEVI) held in Santiago de Chile. At the Forum, Uruguay presented progress made in our country regarding child road safety regulations; Fundación Gonzalo Rodríguez, together with the national road safety agency, UNASEV, shared details of the process so far, the current situation of mandatory use of CRS and school transport status in the country.

It was an honor for FISEVI to have among its participants, the Chilean Minister of Transport and Telecommunications, Mr. Andrés Gómez-Lobo, who opened the event. At the closing ceremony, Mr. Christian Bowen, Transport Undersecretary, shared Mr. Gómez-Lobo's concern for child road safety in Chile.

Apart from leaders from the Chilean Government road safety agency, the event gathered representatives from government road safety agencies from Argentina, Costa Rica, Ecuador, Paraguay and Uruguay, who shared their interest and commitment to addressing issues related to safe child mobility in their countries.

Within the context of FISEVI, and as member and president of the Latin New Car Assessment Program (Latin NCAP), the Fundación promoted the implementation of the "Stop the Crash" program; Chilean government main authorities from the Ministry of Transport and Telecommunications attended the event.

For the Fundación's team, 2016 was a point of inflection, a year to increase knowledge about new areas of work, collecting new information about another type of child mobility that represents a huge social problem, children traveling on motorcycles. Results of this study will be presented at the Global Road Safety Week in 2017, and working guidelines will be defined to make a change to improve mobility conditions for that means of transport so popular in LAC countries. There is still much to be done, to achieve the objectives, we all need to commit to seeing children growing healthily and with the safety conditions necessary in all mobility types.



María Fernanda Rodríguez
President Fundación Gonzalo Rodríguez





ABOUT US

We are an Uruguayan, non-profit NGO with a national and regional focus on Latin America the Caribbean. Our organization was born in 2000, as an initiative by María Fernanda Rodríguez to pay tribute to her brother, the Uruguayan driver Gonzalo "Gonchi" Rodríguez (1971-1999). Gonchi's legacy inspires our values, work and commitment in every action we carry out. Our objective is to promote child road safety. From the very beginning we committed to working to improve children's quality of life in Uruguay and the region with a fundamental premise: adults are the ones to guarantee children's rights.

HOW DO WE DO IT?

We build working networks to increase resources, exchange of knowledge and experiences to reduce the number of injured and fatal victims of road crashes.

WHICH IS OUR CONTRIBUTION TO SOCIETY?

We focus on the promotion of **child road safety**.

WHY WORKING ON THE PROMOTION OF CHILD ROAD SAFETY?

More than 500 children die every day globally, 95% of whom lived in low and middle-income countries.

Being convinced that all these deaths are preventable, increases our commitment to the cause. We focus our work on one of the regions that suffers the most, and the one in which we live: Latin America and the Caribbean.

Uruguay is not the exception.

We realize about the importance of creating links with different organizations and governmental bodies working together on the topic.

WHICH IS OUR REGIONAL PROJECTION?



Latin America is one of the continents most affected by road crashes. This scourge is one of the main global causes of death for people aged 5 - 29. According to the WHO's last Global Status Report on Road Safety 90% of road deaths and injuries occur in low

Decade of Action for Road Safety Global Plan 2011-2020.

The Fundación Gonzalo Rodríguez conducted the first Child Road Safety Forum – FISEVI, held in 2014 in Montevideo, Uruguay, aiming to create an opportunity for the exchange of knowledge and best practices to push the topic on the public agenda and generate regional synergy. Due to FISEVI's results, it was decided to make it a traveling forum to be held every two years in different countries in



OUR CURRENT LINES OF ACTION ARE



and middle income countries. On September 25, 2015 at the Sustainable Development Summit, 193 world leaders committed to 17 Global Goals for Sustainable Development; halving the number of injured and dead in road crashes in the world by 2020 is among said goals.

This resolution is aligned with the UN's

the region of Latin America and the Caribbean.

FISEVI took place on June 16 and 17 in Santiago de Chile, organized in collaboration with the Chilean government, through the National Road Safety Committee (CONASET) and the Automobile Club of Chile.

DURING FISEVI

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. That is how FISEVI took place on June 16 and 17 in Santiago de Chile through the National Road Safety Committee (CONASET) and the Automobile Club of Chile that hosted the event.

FISEVI Chile was a new opportunity for those responsible of managing Road Safety to renew their commitment to the development and implementation of public policies through articulated work with civil society organizations and public and private institutions. To involve governments in the region to push road safety on the public agenda to generate a comprehensive approach to road safety including the human factor, infrastructure and different regulations to be improved. In this regard, support by the Inter-American Development Bank (IADB) was

fundamental for the participation of representatives of six LAC road safety agencies.

International experts, Chilean government officials, government representatives from Argentina, Costa Rica, Ecuador, Paraguay and Uruguay, educators, researchers, private companies, non-governmental organizations (NGOs) aiming to carry out a comprehensive approach of the different types of child mobility through specific and sustainable solutions in the long-term, gathered in Chile to improve child road safety.

Aiming to provide continuity to work articulated with governments and organizations of relevance in road safety, the Government of the City of Buenos Aires, through its National Road Safety Agency (ANSV) took on the challenge and, together with Fundación Gonzalo Rodríguez, will host FISEVI 2018 in Argentina.



1 1/2 ONE AND A HALF DAY FORUM

6 LAC ROAD SAFETY AGENCIES

203 PARTICIPANTS

32 CHILD ROAD SAFETY EXPERTS
EUROPE, UNITED STATES AND LATIN AMERICA.

TRAINING AND WORKSHOPS

- Training for SILFA sellers on Child Passenger Safety with Check Point
- Workshop: Improving Child Road Safety in Vehicles – UN Regulation N° 129 (Isize). By Juan Ramos García, former Chief of Vehicle Regulations and Transport Innovations of the United Nations Economic Commission for Europe.
- Workshop – Public Policies – Project: Life in Traffic. By Víctor Pavarino, Pan-American Health Organization / World Health Organization, in Brazil.



"Road crashes represent the main cause of death of children aged 0 - 14 years old in our country. It is fundamental to exchange experiences at the Forum to improve our regulations, but also, to raise awareness about the fact that this is a public health issue, and that we should be more careful as road users. We need to protect our children and use Child Restraint Systems"

Andrés Gómez-Lobo, Minister of Transport and Telecommunications of Chile



"Chile is hosting FISEVI because 100 children aged 0 - 14 years old die in road accidents in our country every year. We believe this must be a public policy of priority since children are not only the present of our countries, but also their future, and it is that future that we must look after. Together with the Fundación Gonzalo Rodríguez, we have been working on the improvement of our Road Safety, thanks to the information provided necessary to strengthen our public policies and make progress in aspects related to Child Road Safety."

Gabriela Rosende, Executive Secretary - Chief of Program. CONASET - National Road Safety Committee



"FISEVI became an opportunity for debate and exchange that allows the creation of a child road safety policy, adapted to the regional needs"

Alberto Escobar, Public Affairs Management, Automobile Club of Chile

LEADING LATIN NCAP

In 2016, as the President of the New Cars Assessment Programme for Latin America and the Caribbean (Latin NCAP), representing Fundación Gonzalo Rodríguez, María Fernanda Rodríguez attended several international events.

After introducing a significant expansion of vehicle assessment with more demanding requirements to achieve better star-based ranking results (four and five-star vehicles should have ESC and pass a performance test) Rodríguez attended the Chevrolet Sail and the new Ford Ranger crash tests in April 2016. The Sail got no stars for adult occupant protection and two stars for child occupant protection; the new Ford Ranger produced in Argentina was awarded three stars for the adult occupant protection and four for the child occupant.

In June at the 2° FISEVI, Rodríguez attended the Latin American launch by the global initiative Stop The Crash in Santiago de Chile. This global alliance aims to promote state-of-the-art car technologies for the prevention of crashes. There was a Board Meeting and General Assembly of Latin NCAP that also took place in June in Santiago de Chile.



In October, the President of Fundación Gonzalo Rodríguez attended the "car to car" crash test organized by The Insurance Institute for Highway Safety (IIHS), Latin NCAP and Global NCAP at IIHS headquarters in Virginia, USA. On the day before the test, between a Nissan Versa 2016 sold in the USA, and a Nissan Tsuru 2015 sold in Mexico (both manufactured in Mexico), Nissan announced it would stop production of the zero-star Tsuru in Mexico in May 2017.

The year finished with the report by Global NCAP and the Inter-American Development Bank stating that 40,000 occupant lives can be saved and 400,000 severe injuries can be prevented in Latin America by 2030 if UN basic car safety regulations proposed for the region are adopted. About the report, Rodríguez said that "it shows that UN regulation in Latin America should be implemented. We are aware that manufacturers can, but do not cooperate, governments should act now to save their citizens' lives because they deserve the same levels of protection as those offer to the Americans or Europeans."





STUDY ON CHILDREN TRAVELING ON MOTORCYCLES: "Niños latinoamericanos seguros en el tránsito" ("Latin American Children Safe in Traffic")

Motorcycles have become one of the main challenges from the road safety standpoint in the region. This is stated in the study "Motorcycles and Road Safety" (2013), presented by CAF and OISEVI; according to which the Latin American and Asian motorcycle fleet is in full growth contributing to the increase in the number of deaths and injuries in road crashes. There is an estimate of almost 30 million motorcycles registered in the region.

The Fundación Gonzalo Rodríguez together with Fundación UPS, the Latin American Development Bank (CAF), and the Ibero-American Road Safety Observatory (OISEVI) - World Bank, is currently developing a study on children traveling on motorcycles; focusing on conditions and reasons for their use. Said study is being developed in six countries, cities from Uruguay, Paraguay, Colombia, Dominican Republic, Brazil and Argentina.

The study aims to get to know the situation of the countries included in the study regarding the transportation of children on motorcycles. The study focused on current regulations and data on road crashes (if available), number of users, safety measures and reasons for use. After the results, the study will be presented in May 2017 to provide answers for the development of possible solutions for this type of mobility.





STUDY ON SCHOOL TRANSPORT³

This study, presented at FISEVI, represents the first step to improve the understanding of the current situation of school transport vehicles in the most populated cities in 10 different countries: Buenos Aires (Argentina); Sao Paulo (Brazil); Santiago (Chile); Bogota (Colombia); Mexico DF (Mexico); Asuncion (Paraguay); Lima (Peru); Madrid (Spain); Montevideo (Uruguay)

and New York (United States). Surveys with qualified respondents were conducted to get to know the cities' current situation analyzing regulations in each of the countries. Very few studies have focused on this specific means of transport; it is then fundamental to study the current situation to collect data and then develop solutions for the problems

society faces in this area.

It is crucial to ensure the safe transport of children on the roads regardless their role as pedestrians, private cars occupants, on motorcycles, school transport occupants, on short or long-distance buses. It is therefore crucial to get to know the ways in which children travel, from their homes to school and viceversa, and outings (camping, trips, sports, etc.)

This reports aims to function as a tool for strategic decision making to improve school transport conditions. The objective is not to provide specific solutions for every city studied, but to set a starting point for each of them, defining a baseline with information for the development of a safe school transport system.

Results from this study show not only the existing difficulties in the access to systematized information for the comparative analysis and exchange of best practices in school transport, but also the compelling necessity to make progress in the legal-formal and institutional areas regarding child road safety that show very early stages of development.

It was an honor for Fundación Gonzalo Rodríguez (FGR) to have the support from FedEx to carry out this study. Both organizations deeply believe that

research and exchange of knowledge are essential to take road safety from theory to practice. To raise awareness in our societies and prevent this epidemic to take more lives, we need to ensure children's right to travel safely. It is necessary that all society sectors get involved: governments, non-governmental organizations (NGOs), private companies, occupants and the community as a whole; this study aims to contribute in this sense.

[3] http://www.gonzalorodriguez.org/data/paginas/Transporte_Escolar_situacion_actual_y_oportunidades_de_mejora.pdf



The activities organized by the Training Department at the Fundación Gonzalo Rodríguez are part of actions carried out by the organization to disseminate relevant and timely information for the development of skills and the use of tools needed by institutions and individuals from different areas to promote the protection of children and adolescents as road users.

TRAINING ON THE CORRECT USE OF CHILD RESTRAINT SYSTEMS WAS PROVIDED TO:

 **+600**

MEDICAL STUDENTS

 **+40**

TRAFFIC POLICE OFFICERS

 **+150**

ENFORCERS FROM THE MUNICIPALITY OF MONTEVIDEO

NATIONAL

TRAINING FOR FUTURE DOCTORS

The Fundación Gonzalo Rodríguez gave two informative talks about the importance of precautions when transporting children in vehicles; more than 600 Pediatrics students from the School of Medicine of the Universidad de la República attended the event. This initiative, started as a pilot plan in 2010, became part of a continuous training program so that students can better advise parents asking for help.



TRAINING MUNICIPALITY OF MONTEVIDEO CRS ENFORCEMENT



“Apart from a collecting role, the traffic police also plays an important role in education. It is important that they receive training to cooperate in the education process to ensure safety of the young ones, that is, without any doubt, a vital element”

Montevideo Mayor, Daniel Martínez

In order to raise awareness among enforcers in Uruguay’s capital city the Fundación Gonzalo Rodríguez offered a three-day training course on Child Restraint Systems (50% of Uruguayans live in Montevideo, and it has the largest car fleet).

The 3-day training on Child Restraint Systems to traffic police officers on the correct use of CRSs was launched on August 17 at the Ernesto de los Campos Conference Room at the Municipality of Montevideo. Among the authorities who attended the event, there were, Montevideo’s Mayor, Daniel Martínez, the Traffic Department Director, Pablo Ferrer, and Fundación Gonzalo Rodríguez’s President, María Fernanda Rodríguez.

This training course was a milestone in the promotion of child road safety. More than 150 officers from Montevideo’s Municipality had the opportunity to ask questions and get answers from the Fundación’s technicians on the correct use of child restraint systems as defined in ongoing regulations.

CHILD PASSENGER SAFETY AT RIVERA MUNICIPALITY



A Child Road Safety training session was organized for 60 employees of the Municipality of Rivera, including inspectors, school transport drivers and Highway Police officers

NATIONAL TRAFFIC POLICE DEPARTMENT



“The Fundación Gonzalo Rodríguez training session on Child Restraint System was of great help. Knowledge acquired allows us to conduct routine car inspections checking the proper installation of CRSs, making adjustments if necessary.

Information learned is also transmitted to parents at the workshops for CRS correct installation.”

Sub-Commissioner Fernando Caballero, Public Relations and Press Chief at the DNPT

In the context of the Road Safety National Week, the Fundación Gonzalo Rodríguez provided training to officers from the National Traffic Police to improve transport conditions through a more efficient enforcement.

The activity aimed to provide technical knowledge on child passenger safety, being an opportunity for enforcers nationwide to ask questions and share concerns, and also to receive information on the correct use of child restraint system according to ongoing regulations.

Officers that participated came from: Metropolitan Area, Maldonado, Rocha, Lavalleja, Treinta y Tres, Florida, Durazno, Tacuarembó, Rivera, Colonia, Soriano, Paysandú, Salto, Canelones, Montevideo, and San José.

ROAD SAFETY EDUCATION DURING EARLY CHILDHOOD



“Participants from the Private Kindergarten Educational Centers and supervisors from the Ministry of Education and Culture found the presentation very useful. They worked with ongoing regulations, answered questions, and speakers increased the amount

of knowledge on the topic. The idea is to keep raising awareness about the precautions to be taken when Kindergarten centers transport children.”

**Valeria Marsiglia, Supervisor of Private Kindergarten Educational Centers
Early Childhood - Ministry of Education and Culture**

Thanks to an invitation by the Early Childhood Department from the Ministry of Education and Culture, Fundación Gonzalo Rodríguez’s Training Department organized a talk for private Kindergarten teachers (0 - 6 year-old students).

The presentation was on the mandatory use of Child Restraint Systems for children traveling in cars and the required necessary safety conditions when transporting children on school or traditional buses in school outings.

These events are of fundamental importance since they provide information to education leaders, who are role models in daily contact with the parents. Awareness-raising activities about the safety transportation of children are crucial to produce behavior changes possible, and to prevent risks in the different ways of mobility.

The talk highlighted the fact that the lack or incorrect use of Child Restraint Systems may cause death or permanent injuries to children. Informative brochures with recommendations on how to improve safety conditions when transporting children were handed out.



INTERNATIONAL

From the very beginning the Fundación's strategy has been to establish links with governments, governmental bodies, public health institutions and educational centers, private companies and any individual aligned and committed to the working objectives. This contributes to the coordination of policies and actions to improve safe mobility for children; the only way to succeed is to cooperate and work together.

TRAINING ON CHILD PASSENGER SAFETY IN CHILE



Eighteen collaborators from SILFA, a Chilean importer of Child Restraint Systems, were trained in the context of the "Child Passenger Safety Training Program for Latin America and the Caribbean".

These trained employees were strategically placed to provide advice and recommendations to parents, and to improve the company's selection process.

COLOMBIA: CONFERENCE ON HEALTHY, SAFE AND SUSTAINABLE MOBILITY



MINSALUD



In the context of the National Road Safety Week, and the Action Plan of the Healthy, Safe and Sustainable Mobility Technical Committee, a conference was organized to ensure child safety on the roads.

WHO representatives in Colombia and the Ministry of Health invited the Fundación Gonzalo Rodríguez as the main speaker at the Healthy, Safe and Sustainable Mobility Conference to talk about safe mobility of children in vehicles. The presentation highlighted the use of Child Restraint Systems to generate a space for reflection on the actions to prevent risk in road crashes during early childhood.

The conference was held in Bogotá, municipality of Neiva. Among attendees there were, national authorities and institutions linked to Road Safety, the Ministry of Health, the Ministry of Culture, and the Pediatrics Society of Colombia.

5



NATIONAL

CHECK UP POINT AT ACU

The Check-Up Point is an activity in which, staff from Fundación Gonzalo Rodríguez, trained by Safe Kids Worldwide, provide advice to adults in charge, on transporting children in private vehicles and the correct installation of Child Restraint Systems (CRS).

The activity is free of charge, and has been implemented for more than 4 years thanks to the support of the Automobile Club of Uruguay.



Since its creation in 2012, there has been an increase in the number of queries at the Check Up Point, as shown in the graph below:

This proves that both regulations and awareness raising activities generate a need for knowledge on CRS use best practices.

787 CRSs WERE CHECKED IN 2016, THIS REPRESENTS A 135% INCREASE IN COMPARISON TO THE FIRST YEAR OF WORK AND A 30.5% INCREASE CONSIDERING 2015.

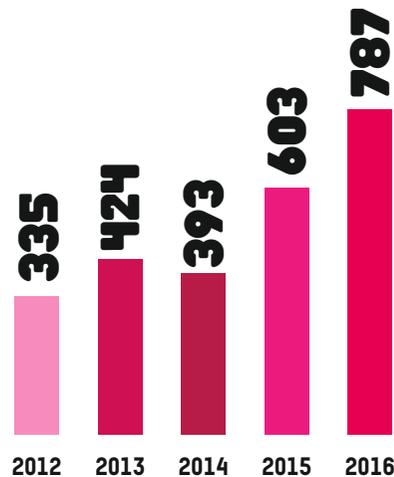
It is important to highlight that this activity is monitored through data collection and systematization that create user profiles of those that decide to have their CRS's installation checked, children using the CRSs, brands and models of vehicles, and most popular CRSs. This has made it possible to define an evolution comparative system, from the implementation of the Check Up Point to date. It is through these data that the best approaches for the different target audiences can be developed.

An innovative application was created to achieve data systematization, this allows us to easily coordinate, record and download information. This tool has

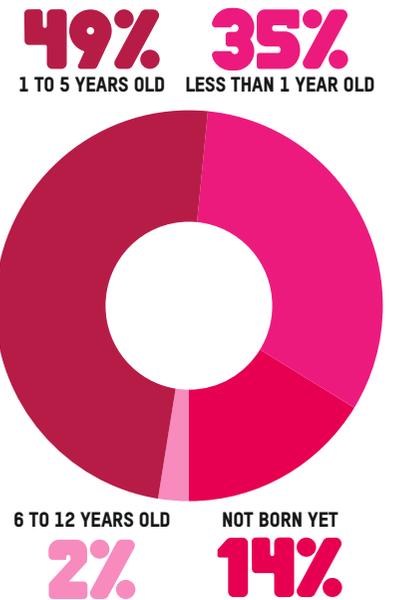
simplified the management process of the Check Up Point, reducing costs and improving efficiency of all those involved.



CRS INSTALLED PER YEAR



CRS INSTALLED BY CHILD'S AGE



MOBILE CHECK UP POINTS

NATIONAL INSURANCE BANK

In the context of the annual work together with the National Insurance Bank (BSE), the Fundación implemented two “Check Up Points” at the BSE to work with its collaborators to increase knowledge on CRS promoting their use.



This activity, conducted by the Fundación’s Training Department, Child Passenger Safety technicians, provided advice to collaborators from the BSE on the correct installation of different types of Child Restraint Systems (CRS) in private cars.

“SAFE ZONE” AT ZONAMERICA

“Safe Zone” is an initiative organized by Zonamerica to raise awareness about road safety. Several organizations working on the topic were invited to expose and promote their activities in this area.



Within this activity, the Fundación Gonzalo Rodríguez advised drivers on the correct use of Child Restraint Systems providing information on child passenger safety.

EDUCATION

YELLOW MAY FOR THE YOUNGEST



The Fundación Gonzalo Rodríguez within the context of Yellow May, organized two presentations together with the Uruguayan Book Chamber for the

Children’s Book Fair; school and high school students were given information on road crash prevention. Students were given recommendations on how to travel in different vehicles, as well as pedestrians.

The Fundación Gonzalo Rodríguez considers the Yellow May Movement an opportunity to reflect on and raise awareness about the need to improve road users’ behaviors, something that will reduce the number of dead and injured in road crashes.

"I TRAVEL SAFELY" TOGETHER WITH FUNDACIÓN GONZALO RODRÍGUEZ AND PORTO SEGURO



In alliance with Porto Seguro, the Fundación carried out workshops aimed to children aged 10 - 12 years old in three public schools in Montevideo.

The "I Travel Safely" workshop aims to promote preventive behavior in the youngest and most vulnerable road users, raising awareness among school students about the safety conditions when traveling by any means of transport - motorcycle, car, bus, and school transport - or as a pedestrian, providing technical information and carrying out fun-learning activities related to the issue.

Porto Seguro's team on volunteers were fundamental in the development of these activities, they showed the company's commitment to the cause.

ROAD SAFETY TALK TO CHILDREN FROM CAIF

Thanks to the invitation by 3M Uruguay, an innovation company, the Fundación Gonzalo Rodriguez participated in the activity organized with children from CAIF Luis María Morel in Montevideo at the Virtual Autodrome.

This technician on Child Passenger Safety from the Fundación, made a presentation for the children at the CAIF on precautions when traveling in different means of transport. This awareness raising activity was a complement to all the recreational activities organized before.

INFORMATIVE TALK FOR TELETÓN EMPLOYEES

Aiming to educate and raise awareness about the precautions and requirements of the child passenger, the Fundación Gonzalo Rodríguez provided training on the correct use of Child Restraint Systems, child seats and booster seats, to 20 volunteers from Teletón.

This informative talk was for those daily transporting children who have been involved in road crashes and as a consequence are affected by neurological or motor disorders.



INTERNATIONAL

V OISEVI GENERAL ASSEMBLY



In March we participated in the Ibero-American Road Safety Observatory V Meeting. A presentation on the importance of research for Fundación Gonzalo Rodríguez, our achievements, and the challenges to be faced, was made in the Cooperation Committee.

There were also working meetings with National Agencies and the CAF.

IV FICVI ASSEMBLY



In April, as founding members of the Ibero-American Federation of Victims' Associations against Road Violence (FICVI), we attended all open and closed sessions at FICVI, and also attended the IV General Assembly, in this event the Fundación handed over the Secretariat to CAVAT from Ecuador. Also, the successful case of Uruguay in the implementation of Act 19.061 was presented at FICVI's meeting with its organizations.

II PRESEVILAB IBERO-AMERICAN CONGRESS 2016



We participated in the II PRESEVILAB Ibero-American Congress held in Paraguay in May promoting the importance of using Child Restraint Systems. The Fundación Gonzalo Rodríguez participated in panel 3 "Users" together with FICVI, CICEFOV (Spanish NGO), AFAVIV (Paraguayan Victims Association).

CHILD RESTRAIN SYSTEM (CRS) TESTS



The Fundación Gonzalo Rodríguez together with the Brazilian Association for Consumer Protection, PROTESTE, conducted Ease of use tests on Child Restraint Systems from the Uruguayan and Brazilian markets. CRSs were selected by both organizations and information sent to Consumentenbond in Holland for the assessment of collected data.

CHILD PASSENGER CERTIFICATION AND PRESENTATION AT KIDZ IN MOTION CONFERENCE



Mathías Silva, Training Coordinator at the Fundación Gonzalo Rodríguez, got his certificate of Child Passenger Safety Instructor after finishing the last stage of the course in Chicago.

Wanda Vázquez, representative of Rincon Family Services (RFS), made a presentation on the different child passenger safety courses given in Latin American countries such as Uruguay, Chile, Argentina and Colombia.

ALLIANCE EMPOWERMENT PROGRAM BY THE GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY



Florencia Lambrosquini, Fundación Gonzalo Rodríguez’s Research Coordinator, attended the first edition of the Alliance Advocate course of the Alliance

Empowerment Program of the Global Alliance of NGOs for Road Safety.

This training program, sponsored by FedEx, aims to improve global road safety NGOs’ capacities. Certification was obtained after 12 sessions of advocacy, communication, fundraising, assessment and monitoring.

12TH WORLD CONFERENCE ON INJURY PREVENTION AND SAFETY PROMOTION



In this sense, the Fundación Gonzalo Rodríguez made a presentation on the improvement of Uruguayan school transport, which is used by 16,000 children daily, at the 12th World Conference on Injury Prevention and Safety Promotion held in Finland.

ANNUAL IADB - CIVIL SOCIETY MEETING

In November we attended the Annual IADB - Civil Society Meeting in Dominican Republic, where we also took part in the Motorcycle Observational Study monitoring several Observation Points.

BID
Mejorando vidas

GRUPO BID - SOCIEDAD CIVIL
CRECIMIENTO SOSTENIBLE

XVI REUNIÓN ANUAL
8 Y 9 DE NOVIEMBRE | REPÚBLICA DOMINICANA

PRESENTATION OF OBSERVATION POINT IMPLEMENTATION AT V CISEV CHILE



The Fundación Gonzalo Rodríguez presented the Check Up Point Application at the V Ibero-American Road Safety Congress (CISEV) held in Chile.

The presentation that took place in the communication panel "vulnerable users" was awarded with the second prize to "Best Free Communication" for the cultural change achieved in CRS use.

22ND MEETING - UNITED NATIONS ROAD SAFETY COLLABORATION GROUP

On April 12 - 13, Florencia González, the Program Coordinator at Fundación Gonzalo Rodríguez, attended the 22nd meeting of the United Nations Road Safety Collaboration Group held in New York.

There were 104 road safety advocacy groups from 81 associated agencies that attended the event organized by the WHO and UNICEF. Actions required to fulfill the road safety Sustainable Development Goals were identified and there was an evaluation of UN's General Assembly Resolution about "Improving Global Road Safety" (the Fundación also attended said session).

The Fundación took the opportunity to invite those at the meeting to the II Child Road Safety Forum held in June in Santiago de Chile.



"SAFE ROADS, SAFE KIDS" SUMMIT

The "Safe Roads / Safe Kids" Summit was held on December 8 and 9. The event was organized by Safe Kids World Wide and aimed to improve road safety visibility on the international agenda to reduce child injuries and deaths.



The Fundación Gonzalo Rodríguez, through its Research Coordinator, Florencia Lambrosquini, made a presentation on "Articulation Between the Third Sector and Regional Governments to Manage Child Road Safety".

ANSV NATIONAL ROAD OBSERVATORY MEETING (ARGENTINA)

The Fundación Gonzalo Rodríguez participated in all activities and workshops proposed at the Road Observatory National Meeting organized by the Road Safety National Agency of Argentina.

This was an opportunity to further improve relationship between both organizations in preparation for III FISEVI to be held in Buenos Aires in 2018.



23RD MEETING - UNITED NATIONS ROAD SAFETY COLLABORATION GROUP



As an organization member of the United Nations Road Safety Collaboration group (UNRSC), the Fundación Gonzalo Rodríguez, through its Research Coordinator, Florencia Lambrosquini, presented its study on School Transport "Current Situation and Opportunities for Improvement".

The study was conducted thanks to the support provided by FedEx and Safe Kids Worldwide. It describes several regulations and regulatory aspects to define a baseline for ten cities (New York, Madrid, Buenos Aires, Montevideo, Santiago de Chile, Asunción, Lima, Bogotá, Sao Paulo and México DF) and it is based on a series of variables such as the existence of school transport regulations, school transport regulating bodies, implementing bodies, the existence of NGOs, and standard forms for data collection on crashes and systematized information.





GONCHI FOUNDATION IN MOTION

SAFELY BACK TO SCHOOL CAMPAIGN



A LA ESCUELA, SEGUROS.

Lo más importante es que tu hijo llegue seguro a la escuela.
Usando los elementos adecuados, protegemos su vida. Recordá que son ley.

- En auto, niños hasta 12 años viajan en sillita.
- En transporte escolar, vehículo habilitado y cinturón de 3 puntas con altura regulable.

Informate en www.gonzalorodriguez.org

FUNDACION GONZALO RODRIGUEZ

For six years in a row, the Fundación Gonzalo Rodríguez has been implementing the "Safely Back to School" campaign, carried out when school starts. The campaign has focused on the dissemination of information to promote best practices in School Transport in the country.

Important changes have been made since 2011, the whole School Transport fleet in Montevideo was renewed, and the use of three-point seat belts and Child Restraint Systems for children under 3 was made mandatory.

Since then, the Fundación Gonzalo Rodríguez aims, through the Safely Back to School campaign, to inform about school transport and to contribute to the dissemination of national regulations, in force since July 2010. By making them known, parents and adults in charge of transporting children can now demand their effective enforcement nationwide.

Start of classes in 2016 was a new challenge for Safely Back to School, and we decided to include all mobility types involved in the way home - school. Awareness raising actions aimed at the children in their role as pedestrians, occupants in private cars, school transport vehicles and motorcycles.

The start of classes represents a good opportunity to transmit concepts on safe mobility when traveling to school. In 2016, murals were painted in two public schools where the children represented their knowledge on road safety with the assistance of a muralist and staff from Fundación Gonzalo Rodríguez.

This activity, carried out with the support of the Municipality of Montevideo (informative brochures were handed out in school surroundings), met the objective of disseminating an activity that promotes best child road safety behaviors thanks to the presence of the main media outlets in the country.

AGARRATE CATALINA PERFORMS FOR FUNDACIÓN GONZALO RODRÍGUEZ



On July 26, the murga Agarrate Catalina staged a benefit show "Un día de Julio" for Fundación Gonzalo Rodríguez in Sala Fabini at the Adela Reta National Auditorium. Hundreds of people attended this annual fund-raising event. This represented an opportunity to collaborate with the organization and enjoy the show that has toured different countries such as Argentina, Chile and Uruguay.

Before starting the show, the Fundación Gonzalo Rodríguez thanked the support and presented commemorative plaques to those companies that contributed to the organization of the event. "Nani" Rodríguez, President of the Fundación, addressed the audience highlighting the work by the organization and the future challenges to be faced: "We are aware there's still a lot of work, but we are motivated and convinced about this, mainly for two reasons: first, there is a predisposition in society to improve safety conditions of children on the roads; that can be seen on a daily basis, and also at our Check Up Point. Secondly, we are convinced and motivated thanks to the companies like the ones being here today reaffirming their commitment year after year, a fundamental aspect to keep our programs going on. Being responsible implies preventing child injuries or deaths. That is our challenge, to keep finding key stakeholders to take the actions necessary to protect our children".

GOLF TOURNAMENT FOR THE FOUNDATION (EC)



The Fundación Gonzalo Rodríguez Cup was held on October 15 and 16 at the Club de Golf del Uruguay as a fund-raising activity for the organization. Even when the activity's main objective is to raise funds - through enrollment and sponsorship - the tournament represented a new opportunity to raise awareness and disseminate work by the organization.

SANTI URRUTIA, FUNDACIÓN'S AMBASSADOR



On February 18 during the press conference where he announced he would be taking part of 2016 Indy Lights racing for the Schmidt Peterson team, the Uruguayan driver Santiago Urrutia was appointed the Fundación Gonzalo Rodríguez Ambassador.

Santiago was chosen not only because we believe he will represent the work conducted by the organization, but also, and above all, the values left by Gonchi and that are our source of energy for everyday activities: that energy to make things possible.

Santiago represents youth, happiness, enthusiasm, all the things we believe in to fulfill our objectives.

TRIBUTE TO GONCHI

On September 11, it was the 17th Anniversary of Gonzalo Rodríguez passing (1971 - 1999). Several activities were held in September as a tribute to the driver; for him to stay in the hearts of all of us.

"GONCHI, THE FILM" FOR UTU STUDENTS



The Fundación Gonzalo Rodríguez organized an exclusive presentation of the film "Gonchi" at the Movie Center in Portones Shopping, for 170 students from the Technical Schools in Flor de Maroñas and Malvín Norte.

The film will function as input for the students to discuss the importance of seeking life projects that motivate us to achieve our objectives.

Before the film, María Fernanda "Nani" Rodríguez, President of Fundación, made a motivational speech sharing her experience as Gonchi's sister, the decision of perpetuating his brother through positive memories.

After the film, Nani answered questions and comments from the students and teachers that showed great enthusiasm and were inspired by the life of this beloved Uruguayan driver.

GONCHI, THE FILM ON TELEDOSCE



Thanks to the film producers, the film by Luis Ara and Federico Lemos was broadcast by Teledoce, on September 10 at 10 pm. According to information provided by the station, the documentary, that reconstructs Gonchi's life from the perspective of different personalities, was the most popular program on that day. Besides, #Gonchi was trending topic on Twitter between Saturday at 10 pm and Sunday at 1 am.

GONZALO RODRÍGUEZ AWARD 3rd EDITION

Aiming to promote and celebrate Gonzalo "Gonchi" Rodríguez's values, the Uruguayan Motor Sport Federation (FUAD) and the Uruguayan Karting Federation (FUK) gave the Gonzalo "Gonchi" Rodríguez Award at the races held in September.

Associations within the FUAD and the FUK participated in the event by naming the different races during the weekend, Gonzalo "Gonchi" Rodríguez and/or presenting an award with his name to those drivers previously selected.

The winning drivers were chosen according to their values and attitudes inside and outside the tracks, especially focusing on their solidarity and respect towards their teammates, as well as their effort and perseverance in the discipline.



"GONZALO RODRÍGUEZ" STREET IN SAN JOSÉ

14 de setiembre de 2016

HOY
en el *Diario Oficial*

INTENDENCIA DE SAN JOSÉ
Resolución 561/016
Promúlgase el Decreto Departamental 3.135/016,
por el que se designa con el nombre de "Gonzalo Gonchi Rodríguez",
al tramo de la Ruta N° 3 que se identifica.

The Municipality of San José gave the name "Gonzalo Gonchi Rodríguez" to a street next to Route N° 3, opposite the Bar and Grill "El Ombú", that starts in Route N° 3 and ends in Laura Cortinas street at the Virgen del Rosario plot.

This resolution was a response to the request by the Fundación Gonzalo Rodríguez to all provincial governments to name one of their streets, avenues or roads, "Gonzalo Gonchi Rodríguez".



GONZALO "GONCHI" RODRÍGUEZ FOUNDATION ON THE MEDIA

ACTIONS ON THE MEDIA

In order to become a leader in Child Road Safety the Fundación presents results obtained in a context of best practices. Contributing to the constant exchange of information with the media has become a priority for an organization like ours.

The relationship with the media is a fundamental component of activities carried out by Fundación Gonzalo Rodríguez. Through the media we make our work visible and reach all society stakeholders to raise awareness about the risks children are exposed to in traffic.

Dissemination of programs and activities by the media and its journalists will always be a very valuable instrument when looking for impact and advocacy on the public agenda.

PARTICIPATORY CHART OF CHANNELS BASED ON:

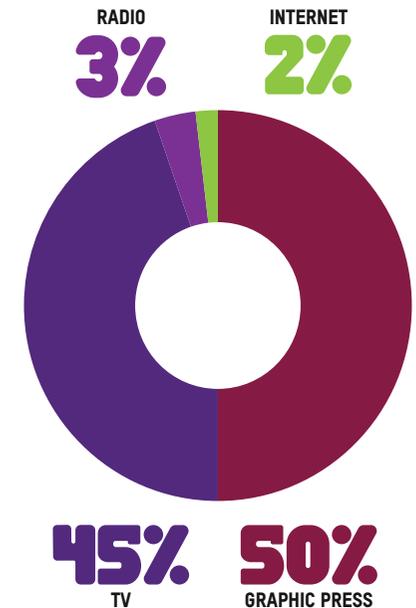
NUMBER OF NOTES



SPACE



INVESTMENT EQUIVALENTS



CHANNEL PARTICIPATORY TABLE

CHANNEL	NOTES	%	SPACE	%	INVESTMENT	%
GRAPHIC PRESS	25	23.15	7306	24.21	161317	49.97
TV	40	37.04	11565	38.32	144345	44.71
RADIO	6	5.56	2169	7.19	9740	3.02
INTERNET	37	34.26	9149	30.29	7420	2.30
TOTAL	108	100	30183	100	322822	100



Agarrate Catalina se presenta en el Sodre a beneficio de la Fundación Gonzalo Rodríguez

En plena gira "Uruguay de punta a punta" y tras presentarse en las principales ciudades argentinas, Agarrate Catalina se reencuentra con el público de Montevideo para regalarte su última y movilizante historia: Un día de Julio.



El espectáculo se presentará el martes 28 de Julio a las 21 horas en el Auditorio Nacional del Sodre Dra. Adela Reta a beneficio de la Fundación Gonzalo Rodríguez.

Un día de Julio es la historia de Julio, un señor de unos 48 años que vive con su madre y nunca salió de su casa. "Un hombre millonario y solitario vive encerrado entre las cuatro paredes de su casa iluminada, con sus teorías extravagantes, cambiar el mundo exterior que le resulta inhabitable. Un día de Julio sucederá algo que cambiará su vida y le da su entorno será siempre.

El espectáculo se realizará con el objetivo de apoyar a la Fundación Gonzalo Rodríguez e efectos de recaudar fondos para su misión como organización que desarrolla e implementa acciones a favor de la seguridad vial de los niños.

"Muchos han sido los logros alcanzados por la Fundación Gonzalo Rodríguez, pero aún tenemos muchos más sueños y desafíos por delante que nos motivan a continuar trabajando para mejorar la calidad de vida de los niños de Uruguay y sus condiciones de movilidad vial. Es en esta búsqueda de hacer realidad estos sueños que los invitamos a que nos acompañen a lo que, en Sudes, será un gran espectáculo de una murga tan premiada y reconocida como la Catalina", dijo la Presidente de la Fundación Gonzalo Rodríguez, María Fernanda Rodríguez.

La Fundación Gonzalo Rodríguez es una Organización No Gubernamental sin fines de lucro, compuesta por profesionales de diversas áreas, establecida en Uruguay, con enfoque a nivel regional en Latinoamérica y el Caribe LAC.

El objetivo de la Fundación es promover la seguridad de los niños y adolescentes como usuarios de vial, con el fin de contribuir en la reducción del número de lesionados y fallecidos por siniestros de tránsito en Uruguay y la región, manteniendo viva la memoria de "Gonchi" como fuente de inspiración del trabajo de cada día.

Entradas en venta en Abasco, RedFagos, Tienda Iglesia, Ticketnet y en la boletería del Auditorio del SODRE. <http://www.auditeatro.com.uy>

Collage of images and text from a newspaper article titled 'Murga en apoyo a la seguridad vial'.



Grid of news snippets from 'Montevideo Portal' with various headlines related to the foundation's activities.



SECTION IN BUEN DÍA URUGUAY

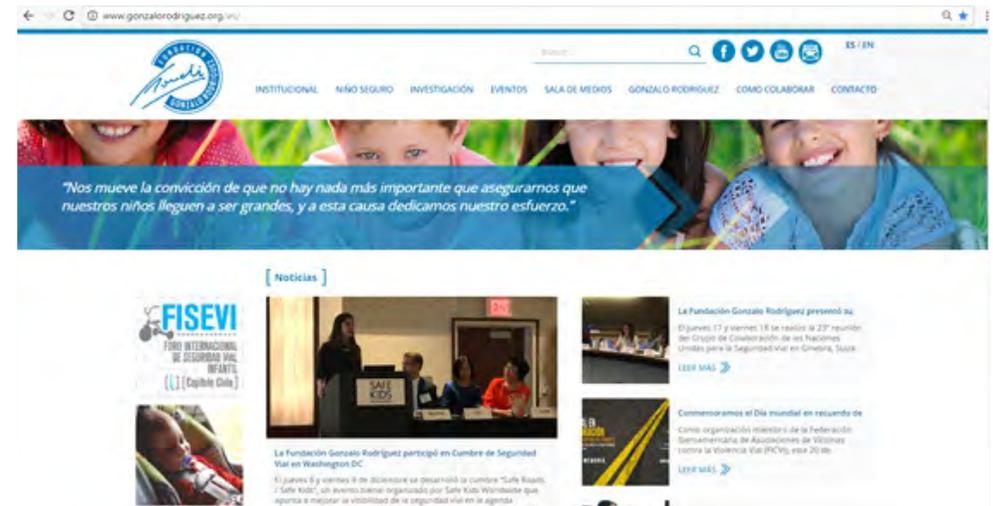
For three consecutive years the Fundación Gonzalo Rodríguez presented a section on Road Safety in the morning TV show, Buen Día Uruguay on Montecarlo Televisión (Channel 4).

The section has been broadcast from different locations, all of them related to several aspects of the issue, e.g.: Fire Department, National Traffic Police, Hospital de Clínicas, Teletón) with opinion leaders on the topic.

This section, broadcast by one of the main TV channels in the country, allows us to disseminate and raise awareness about the risks, attitudes and requirements linked to road mobility. For this reason, and aiming to continue this dissemination, we have renewed our engagement with the channel until 2017.



NEW WEBSITE



In order to improve access to information and make navigation easier, our new website was launched in April; it features a responsive, easy-to-use, modern design that suits every device.

Our web page allows visitors to access information, advice and recommendations on Child Road Safety, the most relevant news about our work in Uruguay and Latin America, and also to arrange an appointment at our Check Up Point to get advice on the installation of Child Restraint Systems. Research studies conducted by the Fundación and documents about Road Safety regulations are also available on the website.

PUNTO DE CHEQUEO

Datos Personales:

Nombre Apellido

Documento Teléfono

Edad niño No Nacido Email

Datos del Vehículo:

Marca Modelo

Año Cantidad

Selección del horario:

Fecha

APRIL - DECEMBER 2016



53.196
VISITS

14.708
USERS

SOCIAL NETWORKS

Social Media is one of the most popular communication channels of the Fundación Gonzalo Rodríguez. In today's digital world, we believe these tools are of key importance for the dissemination of relevant information regarding our work on Child Road Safety to produce mass awareness campaigns and to get constant feedback of our work.

It allows us to have a more direct, spontaneous and interactive communication with our followers, and to answer queries and comments. It also allows us to keep Gonchi's memory alive, staying in contact with his followers.

We are very happy with the reaction of the public, increasing the size of our communities on Facebook and Twitter. In 2016 we started using LinkedIn to disseminate our work in the professional world, contacting current and future partners.

In 2017 we intend to increase our social media to reach a wider audience and raise more awareness about Child Road Safety.

FISEVI

ON FACEBOOK



FACEBOOK - 2016



+2147
NEW FANS

18603
FOLLOWERS

INCREASE
13%
COMPARISON WITH 2015



TWITTER - 2016



+437
NEW FOLLOWERS

65500
MONTHLY VIEWS

INCREASE
25%
COMPARISON WITH 2015

2207
FANS



11

POSTS
FROM APRIL 5 TO JUNE 24



33038

PEOPLE



546
LIKES, COMMENTS
& SHARES



1076
CLICKS

FISEVI

ON TWITTER



Fundación Gonchi @fundaciongonchi · 16 jun.

Finaliza el primer día de #FISEVI. Los niños deben ser nuestra prioridad!
Gracias a todos los participantes!!

1 20 27

TRIBUTE TO GONCHI

ON FACEBOOK



Fundación Gonzalo Rodríguez

11 de septiembre de 2016 · 🌐

Por la emoción que nos hizo vivir, por su valentía y su sonrisa inolvidable que siempre nos acompaña #SiempreGonchi



24.552 personas alcanzadas

Promocionar publicación

👍❤️😄 628

24 comentarios 🗨️

237 veces compartido

👍 Me gusta 💬 Comentar ➦ Compartir



57

TWEETS
FROM JUNE 10 TO 17

1276

INTERACTIONS



67737

VIEWS



13

POSTS

BETWEEN SEPTEMBER 5 - 12

IN REFERENCE TO A
NEW ANNIVERSARY
OF GONCHI'S PASSING

242900

PEOPLE

+310

NEW FOLLOWERS

TRIBUTE TO GONCHI

 ON TWITTER

 **Fundación Gonchi**
@fundaciongonchi

#SiempreGonchi Función exclusiva de @Gonchi_lapeli para Escuelas Técnicas (+FOTOS) → bit.ly/2cz2S6y



RETWEETS 5 ME GUSTA 14

12:37 - 12 sept. 2016

 **Fundación Gonchi**
@fundaciongonchi

Seguimos recordando a #SiempreGonchi! El fin de semana se entrega el #PremioGonzaloRodríguez → bit.ly/2ccMaEF



RETWEETS 3 ME GUSTA 10

12:14 - 16 sept. 2016

CUAS y a ClubUruguayodeRally

AGARRATE CATALINA

 ON FACEBOOK

 **Fundación Gonzalo Rodríguez**
4 de julio de 2016 · 🌐

Agarrate Catalina Murga y la Fundación Gonzalo Rodríguez, te invitan al espectáculo "Un día de Julio" el que se realizará a beneficio de la Fundación, en el Auditorio Nacional del Sodre el 26 de julio a las 21hrs. Acompañanos para asegurarnos que nuestros niños lleguen a ser grandes! Entradas a la venta en Abitab, RedPagos, Tienda Inglesa, Tickantel y en la boletería del Auditorio.



Hay niños que sueñan con ser murguistas...

Para que sigan sus sueños, tenemos que cuidarlos.

FUNDACIÓN GONZALO RODRÍGUEZ AGARRATE CATALINA 26/7 UN DÍA DE JULIO

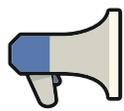





 **58800**
VIEWS

18000
ON THE ANNIVERSARY SEPTEMBER 11

+121
NEW FOLLOWERS




12
POSTS
BETWEEN MAY 17 AND JULY 30

217631
PEOPLE

7814
LIKES, COMMENTS & SHARES

8137
CLICKS

AGARRATE CATALINA

 ON TWITTER

 **Fundación Gonchi**
@fundaciongonchi

El 26/7 Agarrate Catalina @LaCatalinaok se presenta en Montevideo a beneficio de @fundaciongonchi. Acompañanos!!!



179205

VIEWS



2357

INTERACTIONS

8

NEW CHALLENGES



NEW CHALLENGES

In 2017 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.

Within the context of the inclusion of road safety issues in the UN's Sustainable Development Goals defining an approach to sustainable transport policies; safe roads, green fuels; and equitable urban development, the Fundación supports practical activities to make these Children's Rights possible. As from this year we are part of the Global Initiative for Child Health and Mobility, proposed by FIA Foundation and UNICEF to ensure a safe journey to and from school for all children by 2030.

In this regard, we widened our line of work including new topics such as, pedestrian child safety in School Surroundings, and child mobility on motorcycles, these topics will be analyzed together with the work we

have been conducting in the last 10 years on child passenger safety both in private and school vehicles. Through the project "Latin American Children Safe in Traffic", supported by the FIA Foundation, we aim to contribute to reduce risk factors associated to car crashes involving children focusing on School Surroundings, through increasing knowledge on current status and widening networks at regional level to cooperate in the creation of "safe systems" for children.

Regarding the study on children traveling on motorcycles, plans of action will be implemented after the presentation of results of the study jointly conducted with Development Bank of Latin America (CAF), UPS Foundation, Ibero-American Road Safety Observatory (OISEVI) and the World Bank. This includes the observation of ways of traveling of children on motorcycles, focusing on conditions of use and reasons for using this means of transport. Countries studied were, Uruguay, Paraguay, Colombia, Dominican Republic, Brazil and Argentina.

As a civil society organization that promotes important changes in child road safety in Uruguay and the region, the Fundación Gonzalo Rodríguez faces new challenges regarding financing; these challenges can be mitigated by strengthening cooperation with public and private organizations that are currently providing support to the foundation, and by making new alliances to ensure actions and interventions in the mid and long-term in Uruguay and the region.

It is fundamental for the Fundación Gonzalo Rodríguez that the private sector is committed to the promotion of child road safety through support to projects proposed for 2017 in order to work together for a real cultural change benefiting the children.



INTERNATIONAL ALLIANCES

[PARTNERS]



[SPONSORS]

NATIONAL ALLIANCES

[SPONSORED BY]



[POWERED BY]

[SUPPORTERS BY]

[COLLABORATORS]

[PARTICIPANTS]



[INSTITUTIONAL SUPPORTERS]





www.gonzalorodriguez.org