

Welcome



Brabant
Europe's
heart of smart
solutions

Noord-Brabant?!



Teenagers in Traffic, a problem!

Education is Key!

All teenagers attend Secondary School

Structural Traffic Education in
Secondary Schools is crucial



Background

- Pilot Project

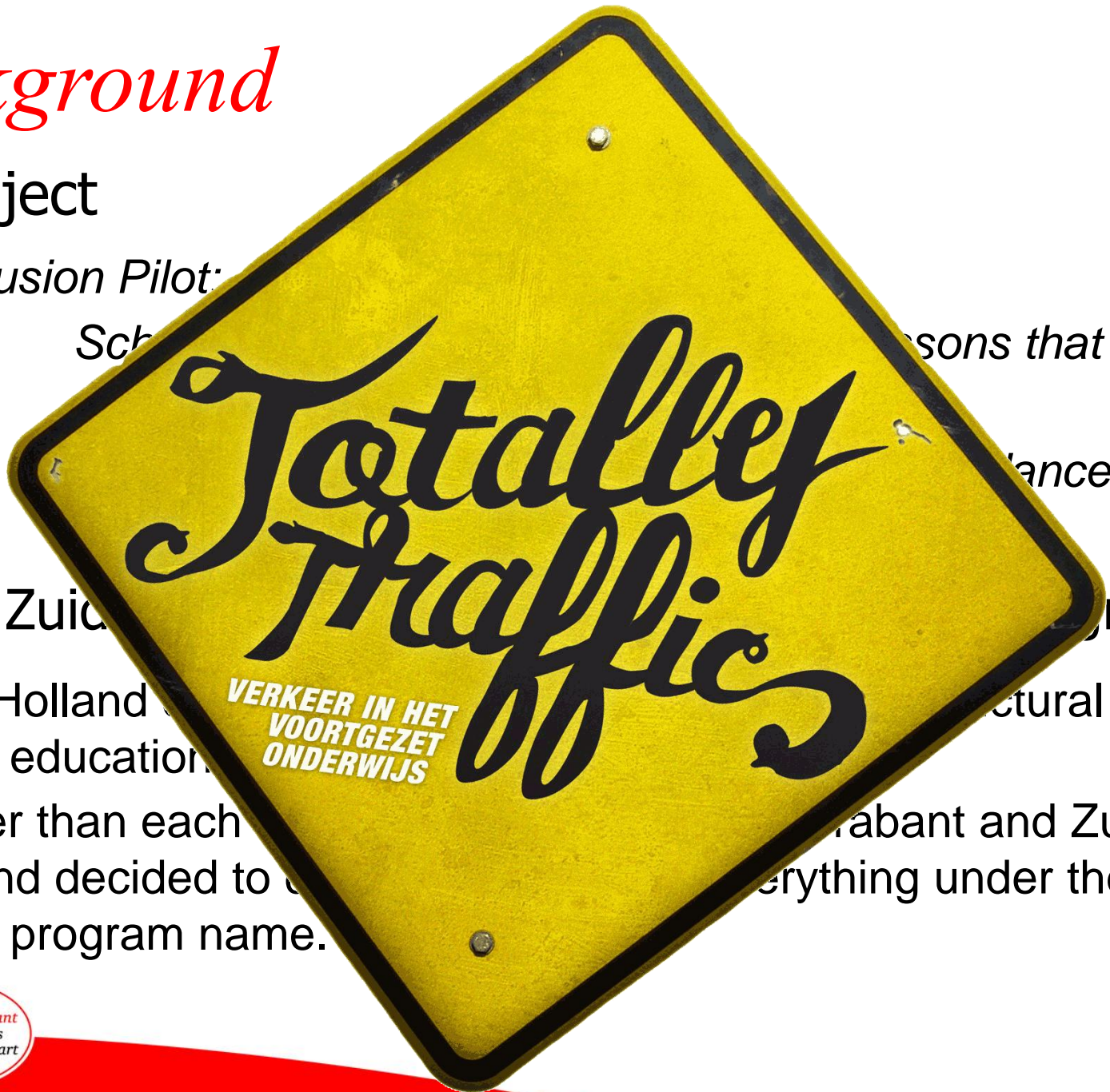
Conclusion Pilot:

- * Sch...sons that are
- * ...ance to

- Province Zuid

Zuid-Holland... structural
traffic education... gram

Rather than each... brabant and Zuid-
Holland decided to... everything under the
same program name.



TotallyTraffic Brabant

What do we offer?

- TotallyTraffic lesson modules both digital and 'modulebox'
- TotallyTraffic plaque
- Personal counselor
- 2 Regional TotallyTraffic meetings a year
- Compensation of €1500,- for Traffic Coordinator activities

What do we ask?

- Traffic Coordinator in the school
- Comprise TotallyTraffic year plan
- Execute at least 2 lesson modules
- Attend 2 Regional TotallyTraffic meetings a year
- Fill out module evaluation after execution

Module-box

Module themes and titles were selected based on known problem areas within the target group.

For each module educational-goals were formulated to determine the content of the module.

- 7 modules:
1. Home-School Route
 2. Cycling in groups
 3. First Aid
 4. Behaviour and Knowledge Young Road-users
 5. Alcohol and Drugs
 6. Mobility and Public Transport
 7. The Young Driver



Lessons

Each module consists of 3

1. Raise awareness
2. Experience
3. Gain Knowledge

Each lesson has 3 components;

1. Knowledge Transfer
2. Interactive Assignment
3. Assess

be  **aware**

**I know!
I know!**



and I act upon it!



Each Lesson has room for discussion, exchange of experiences and self-reflection.

Results so far

First schools started the program in September. So far schools are very enthusiastic and have expressed their satisfaction with both lesson materials and support structure.

25 Schools joined the program and are giving lessons this school year, at least 10 more are starting next year.

Other provinces have shown their interest in TotallyTraffic and are looking into joining the program.

*Thank you for your attention,
any questions?*



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