

**IMPACT ASSESSMENT OF PAPPU ZEBRA ROAD SENSE CAMPAIGN IN INDIAN CITIES**

doi:10.1136/injuryprev-2012-040590d.66

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**Background** Safety for all, especially for our children going to schools and back is of prime importance to everyone. So, in order to achieve this objective 'Forum for Prevention of Road Accidents' launched 'Pappu Zebra Road Sense Campaign' in Bhubaneswar and Cuttack cities. It was a bottom-up approach for inculcating a sense of responsibility among the young road users about various aspects of road safety. This study provides an assessment of the impact of the campaign in both the cities.

**Objectives** To assess knowledge and current level of road safety practices and to evaluate the gain in Pappu Zebra Road Sense Campaign among the school children.

**Methods** This study was undertaken on a sample of 286 school children (162+124 students) from Bhubaneswar and Cuttack. A pre-tested questionnaire was used to assess knowledge and practices of these children. This was followed by the Road Sense Campaign and a post campaign assessment of gain in awareness was done after 1 month.

**Results** Areas of concern at baseline were (1) unsafe walking practices (64.7%) (2) not cycling properly (41.9%), (3) hazard in crossing the roads (55.3%), (4) violation of traffic signs and signals (47.9%), (5) indiscipline in boarding the school bus (34%), and non-use of seatbelts and child restraints (76.1%). Post assessment study after the campaign, results revealed improved road safety awareness amongst the children.

**Significance** Our study was based on how to minimise road traffic injuries and deaths through an educational campaign. The findings suggest a number of preventive measures.