



About "Hikmat Road Safety" (HRS)

The Hikmat Road Safety Program was established by Maher & Randa Kaddoura in January of 2008, after the tragic loss of their 17 year old son to a pedestrian road accident in January of this year. The family's determination that good must come out of their loss, was the turning point in stopping the undeclared metal war on our Jordanian roads. This initiative received overwhelming support from all levels of government and segments of society.

HRS's mission is to "Make Jordan safer for road users". It aims to achieve this mission through two roles.

Role 1: Encourage and facilitate government and civil society to work together in addressing this national challenge.

Role 2: Plan, fund, build and implement very focused projects aimed at prevention and capacity building.

Quarterly Report- 2008

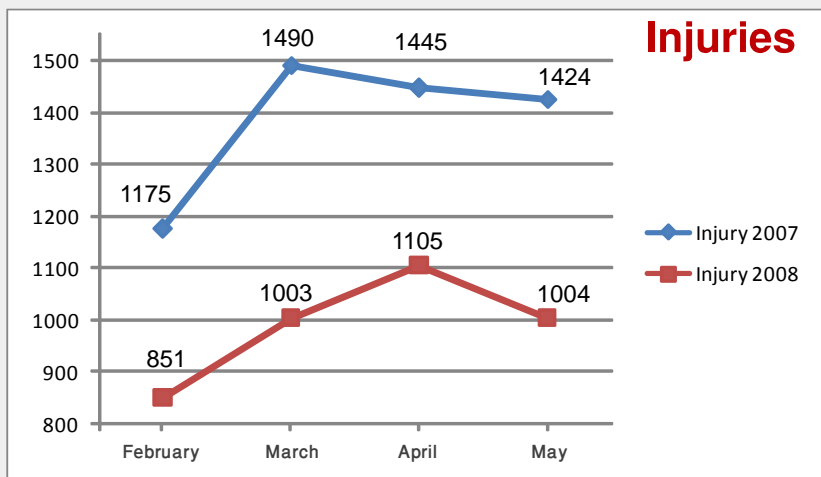
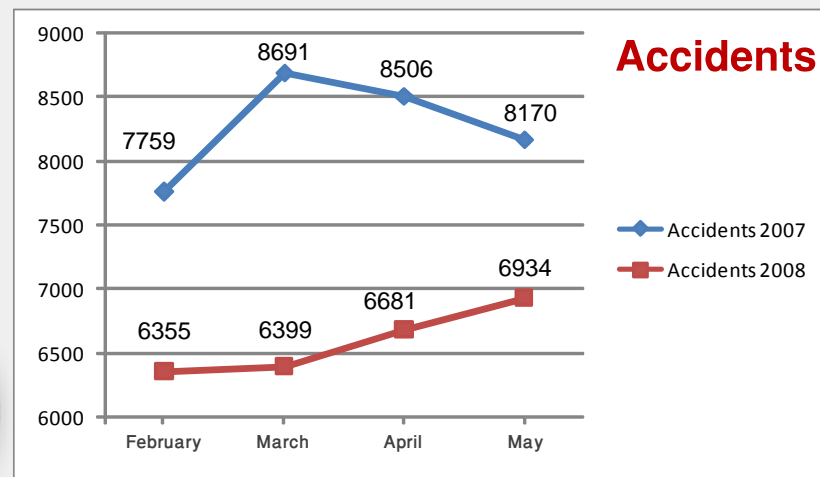
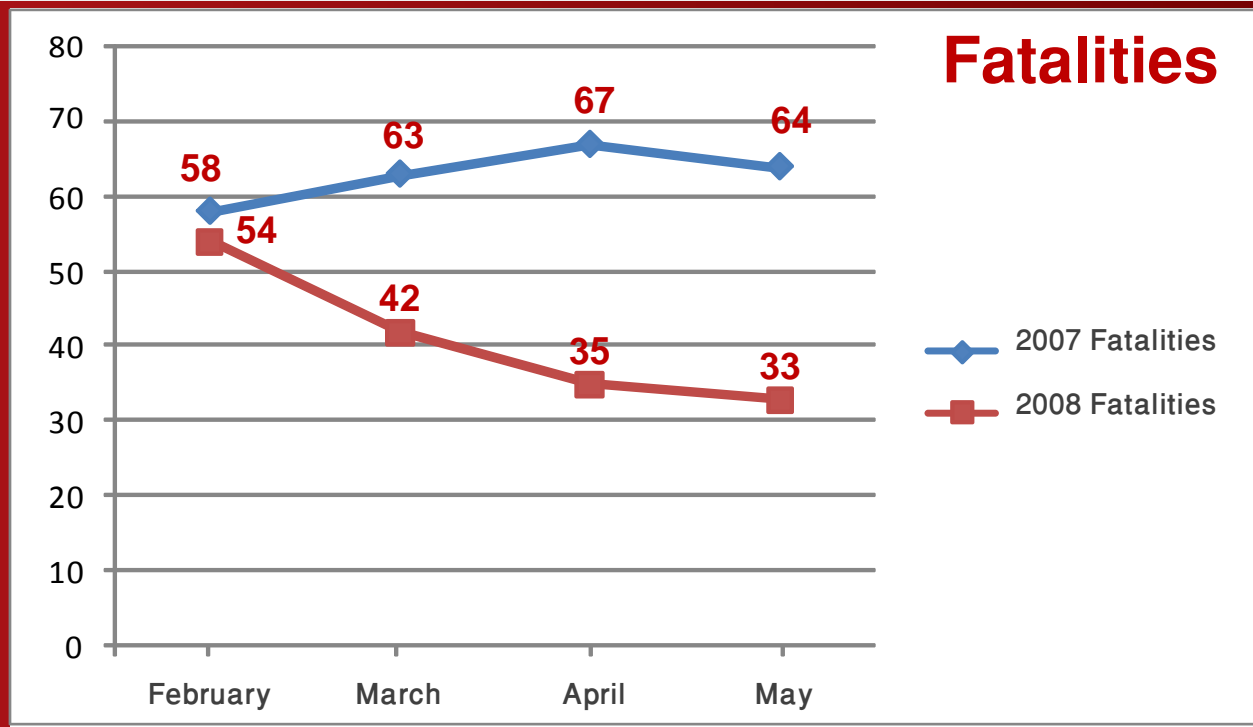
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Action Not Talk

From the time his Majesty King Abdullah II issued a call to address the road safety situation in Jordan, a joint effort between the government and civil society to answer the call has paid off. Since the program was launched four months ago, we **(The BIG WE = Government & People)** were able to substantially reduce the number of Killed & Seriously injured on our roads. HRS is a proud and committed partner in this noble effort.

Fatalities down by 34% in the last four months

The following figures show a comparison between accidents, fatalities and injuries from the period of 1 Feb 2008 - 25 May 2008 compared to the same period in 2007



Period	Accidents	Injuries	Fatalities
Feb - May 2008	26,369	3,963	164
Feb - May 2007	33,126	5,534	252
Reduced by	-6757	-1571	-88
	-20.4%	-28.4%	-34.9%

Month	Accidents	Injuries	Fatalities
February	18% -	27.6% -	6.9% -
March	26.4% -	32.7% -	33.3% -
April	21.5% -	23.5% -	47.8% -
May	21.5% -	29.5% -	48.4% -

Serious efforts to work on reducing road accidents began in Feb of this year.

% decrease in 2008 compared to 2007

This Zone is sponsored by
Sponsor Company



Bank Name:
HSBC Bank Middle East Limited
Branch:
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Account number:
007 - 055536 - 002
Account name:
Jude for scientific care (non profit)
Hikmat Road Safety
Account currency:
JOD
Swift code:
BBMEJOAX

**Important Facts ! Fatalities increased by 10.3% from 2006 to reach 992 deaths in 2007*****Let the numbers do the talking***

May, 2008

Dear friends,

Three months ago, I wrote about what we should do to address the tragic road safety situation in Jordan. Today I write about the results and will let the numbers do the talking.

We as a nation (government & people) and upon the request of his Majesty King Abdullah II were able to reduce the total number of accidents by 20.4%, injuries by 28.4% and deaths by 34.9% during the period Feb-May 2008 in comparison to the same period in 2007. In April and May alone the death toll on our roads decreased by 48%.

There is no doubt that this is a major achievement. However, we cannot and we must not declare victory yet. We need to study, learn, improve, work harder and stay focused. The lessons learned so far make me confident that "we can and we will" maintain this success as we work towards ensuring the following become part of our national DNA:

- Work with each other not against each other
- Fix the problem and not assign the blame
- Have a "can do" mentality not a "why do" mentality
- Achieve small but many victories not dream of grand triumph
- Walk the talk, not talk the talk
- Follow up not give up
- Care and give not watch and question
- Leave our egos at home not drag them wherever we go

Yes, the tragic death of my son Hikmat triggered my determination to do something, but this was not enough. I knew that in order to succeed, there had to be a national and well coordinated effort. I knew that the government on its own could not succeed and that if we reside to be spectators we will also not succeed. We had to have a strategy and plan for people to own and support. We had to deliver success on the ground very quickly and frequently. We had to mobilize the Nation through media and we had to work closely with the authorities to support their efforts and ensure we were clear and transparent all the way through.

Yes, I believe God is on our side, because our intentions are good and we are willing to work hard and smart to achieve our goals. We must build on this early success as I'm sure we will face challenges, and sometimes the numbers in a given month will go up, but we are directionally correct and we will prevail. As I have always said, this is a journey and we must navigate well.

We can also draw lessons from this experience to resolve other challenges facing our Jordan, our homes and streets, our kids, brothers and sisters, our water and our trees, our progress and prosperity, our contribution to the world and humanity. Each of us must be socially responsible not socially irresponsible.

We can and we will

By Maher Kaddoura

Important Facts ! Every 32 hours a child is killed in a road accident

■ The National Road Safety Strategy 2008-2012

■ Strategy Overview:

His Majesty King Abdullah the II pushed for the development of a National Road Safety strategy that would dramatically reduce the increasing rate of road accidents in Jordan. HRS worked very closely with the government to produce a national strategy that aimed to guide all national efforts towards the issue.

By 2012, we aim to reduce the number of fatalities on our roads by 40%-50%

■ Our Road Safety Model:

To achieve our mission, we will focus on making the following components safer



- **Pedestrians:** We will start by targeting children by instilling in them the attitude and skills to walk and cross safely. We will build home zones and walkable communities to provide safer pedestrian environments

- **Vehicles:** We will ensure that vehicles on the road are up to the required standards of safety.

- **Drivers:** We will shape driving attitudes and skills of drivers and pre-drivers of all ages and professions.

- **Infrastructure:** We will make our roads pedestrian friendly and of world class standards. Hazardous areas will be identified and upgraded while ensuring that speed management schemes are introduced and enforced by traffic police and the judiciary system.

■ Our Road Safety Framework:

To achieve safer drivers, safer pedestrians, safer infrastructure, and safer vehicles, we will implement the projects within the proposed Road Safety Framework. This framework creates a balance between three tracks running simultaneously & continuously:

■ Education & Awareness:

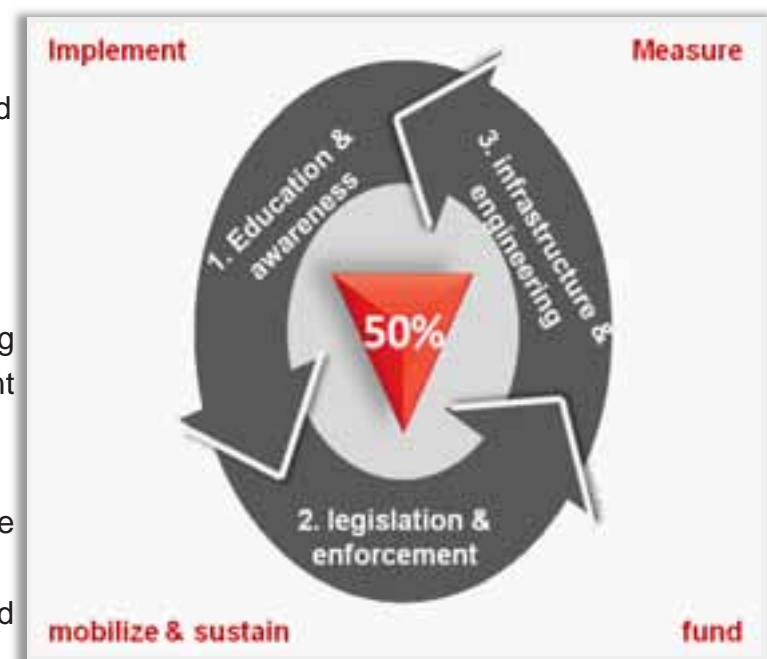
- Introduce awareness programs with simple, specific, and consistent messages.
- Introduce education and training programs for pedestrians and drivers.
- Integrate Road Safety in school and university curriculum; including parents education.
- Driver training and testing is equally critical. In addition a specific program for traffic and government staff will be introduced.

■ Legislation & Enforcement:

- Work to pass stricter traffic laws with emphasis on road safety.
- Continue to review and update these laws to ensure their relevance.
- Ensure that laws are enforced per international enforcement standards including measurement and compliance procedures by the responsible units and by independent bodies

■ Infrastructure & Engineering:

- Work with government to ensure that focus on road safety becomes a priority and they will be measured against it.
- Ensure traffic hazardous areas are addressed, traffic calming is introduced into targeted areas, schools zones, home zones and main streets.
- Fast response to accidents and trauma rehabilitation management.



Important Facts ! Every 5 minutes, a traffic accident occurs

■ Sponsor-a-Zone

- **Save a life:**
HRS launched this campaign as part of the National Road Safety Strategy to improve and build the infrastructure for **safer home zones, safer streets and safer school zones**. The campaign aims to encourage private business donations that will be utilized to finance these zones.
- **How to sponsor a zone:**
When a sponsor makes a donation they will have to nominate a zone through the following steps:
 - **Step One:**
The companies will be presented with profiled school zones, streets and residential areas that were identified as 'hazardous' zones. The lists presented are considered as 'adoption prospective'.
 - **Step Two:**
Once the donor makes a decision on the type and location of the 'adoption prospective', HRS will provide the donor with detailed technical, design and cost information on each location selected.
 - **Step Three:**
Based on the 'donors' selections a detailed agreement between HRS (JUDE) will be drafted and signed.
- **How to build a safer street to be a Safer Zone:**
Through the sponsor-a-zone campaign we can reduce overall traffic speed, create safer home zones for children and ensure pedestrian safety around schools.

■ Safer Home zones Program

Hay Al Zohoor..



Today



Future Design




Hay Al Zohoor: حارتنا

Hai Al-Zohour is a densely populated neighborhood in East Amman which lacks basic road safety necessities such as paved streets, speed humps, pedestrian crossings and road signs. Located in this area is "Asma Bint Abi Baker" school which happens to be situated in a well populated residential area and nearing two other schools. The area also has a high rate of black spots and car accidents. Under the "Safe Home Zones" program, Hai Al-Zohour has been sponsored by "The Land Company"  to improve road safety measures in the area. "Turath"  a local engineering firm has already completed the design phase and named the project "Haretna" حارتنا. The aim of the project is to turn this HomeZone into a model for safe residential neighborhoods.

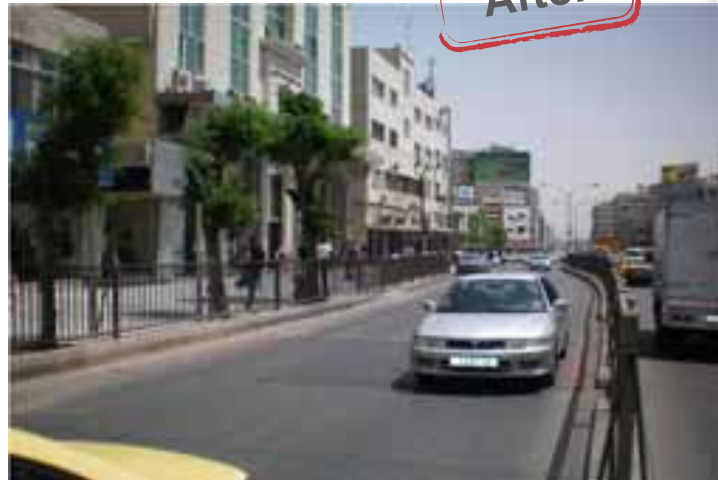
Important Facts ! 35% of deaths in road accidents were innocent pedestrians

■ Sponsor-a-Zone



■ Safer Streets Program

- Based on recommendations from Greater Amman Municipality , other municipalities, the Ministry of Housing departments outside of Amman and the Traffic Department , 100 streets were selected inside and outside of Amman for road safety improvements. Some of these streets were:

- Shaheed St. – Nuzha
 - Khalil Saket St. - University of Jordan
 - Khalid Bin Waleed St. & Jalil St.- Jabal Al-Hussein
 - Mecca St. – West Amman
 - Jordan St. - Nuzha and Jabal Al-Hussein
 - Sareh Al Shaheed St. – Sports City St.
 - Segments in Gardens St.
- Amman Municipality has started road traffic works in some of these areas.
- A series of meetings with Amman Municipality lead to the purchase of 32 cameras to be installed in identified black spots.



Khalid Bin Waleed St:

Sponsored by **ARAMEX** road safety improvements were conducted at Khaled Bin Waleed St in cooperation with the GAM  and the Traffic department , on a chosen 200m stretch of the road. Khalid Bin Waleed St. is a major road in the Jordanian Capital Amman and is located in Jabal Al-Hussein, serving more than 300,000 people. Improvements focused on defining pedestrian crossings and separating the pedestrians from the vehicles.



Important Facts ! The number of accidents increased by 12.8% from 2006 to reach 110,630 in 2007

■ Sponsor-a-Zone

■ Safer Schools Program

- HRS plans to complete road safety improvements to 115 schools by the end of August 2008
- A school database was established with over 500 schools listed as being potential black spots
- An assessment of over 50 schools was conducted where the HRS team visited the site observing student behavior outside school grounds, taking photos of the current situation and collecting statistics on accidents and casualties in the area.
- Based on the HRS assessment and Ministry of Education recommendations, and in cooperation with an engineering firm Arabtech / Jardaneh, over 100 schools across the kingdom were selected for road safety improvement in the effort to make them safer for our children.
- A "School Kit" on how to improve road safety conditions in school zones was developed and shared with different parties interested in working on road safety initiatives. The kit is being made available to all.
- Community meetings were held in Madaba, Rusayfa, Jabal Taj, Jabal Joufeh, Sweileh, Jabal Al Nasser, Hashmi Shamali, Maan, Irbid, Tafilah, Karak, and Salt to involve the local communities in HRS initiatives and to prioritize road safety initiatives in each of the governorates.
- 39 schools have so far been successfully completed.

#	School	Students	Effected people
Inside Amman			
1	Prince Hassan School	311	3,110
2	Musaab Bin Omair school	1049	10,490
3	Um Maabad school	1179	11,790
4	Khalid Bin Waleed schools	1355	13,550
5	Amouria School	2,086	20,860
6	Ameen school	1200	12,000
7	Ibn Abbas school	645	6,450
8	Omar Bin Khattab school	993	9,930
9	Nayfeh school	1560	15600
10	Moh'd Bin Qasem School	800	8000
11	Ibn Nafees school	420	4200
12	Um Hareth School	2086	20860
13	Jubran Khalil Jubran school	200	2000
14	Fateh School	686	6,860

#	School	Location	Students	Effected people
Outside Amman				
8	Yarmouk Primary school	Irbid	750	7,500
9	Primary school for Girls	Irbid	950	9,500
10	Shoneh Primary School	Irbid	720	7,200
11	Abu Sedo school	Irbid	595	5,950
12	Safout School	Balqa	672	6,720
13	Ain Basha school	Balqa	622	6,220
14	Maimouna Bin Hareth Primary school	Balqa	250	2,500
15	Ain Basha High school for Girls	Balqa	750	7,500
16	Raya Vocational High school for Girls	Balqa	336	3,360
17	Yamama school	Balqa	600	6000
18	Banat Maan Primary school	Maan	423	4,230
19	Salah Eddeen School for boys	Maan	201	2,010
20	Maan for Girls school	Maan	540	5400
21	Thawra Arabia school	Maan	500	5000
22	Khadija bint Khwiled school	Maan	745	7450
23	Falateen	Maan	559	5590
24	Madaba High school for boys	Madaba	1199	11990
25	Awzai school	Rusayfa	1036	10360

#	School	Location	Students	Effected people
Outside Amman				
1	Zain Sharaf High school	Tafileh	572	5,720
2	Royem Primary School	Tafileh	84	840
3	Tafeleh High School	Tafileh	199	1990
4	Wad Zaid Primary school	Tafileh	480	4800
5	Princess Rahmah school	Karak	460	4,600
6	Mazar School for Girls	Karak	2048	20,480
7	King Abdullah the second school	Karak	621	6,210

Total of Students inside & outside Amman

62 , 372

Total of Effected people inside & outside Amman

623 , 720

Important Facts ! Number of accidents in school zones in Jordan reached 4,800

■ Sponsor-a-Zone

■ Safer Schools Program

Jubran Khalil Jubran School



Before



After

Moh'd Bin Kasem School



Before



After

Nayfeh School



Before



After

Ammoria School



Before






After



Important Facts ! The estimated financial loss due to road accidents is estimated at 281 million JDs in 2007

Media

- HRS launched its National Road Safety Strategy in a conference held at the Baccalaureate School and presented their program along with the strategy in the 1st "Young Journalists Conference" with the intention to mobilize the nation. The conference was attended by more than 200 people and allowed HRS to achieve its two main objectives: Learn More & Call to Action.
- Maher Kaddoura appeared on MBC's "Adam" program, where he explained the objectives & initiatives of HRS. 
- Maher also appeared with his wife Randa on Future TV's "Seerah w Enfthet" with Zaveen. 
- Maher was also hosted by JTV on their morning program "Yawm Jadid".
- Al-Jazeera  aired "Min Zimam Al-Mubadara" show discussing HRS initiatives.

Fundraising

- "Save a life" program was launched as part of the National Road Safety Strategy to enhance safety measures in at least 100 schools, 100 streets and 100 neighborhoods.
- An FM radio campaign was launched as part of the Save a life program, with the aim of raising funds to be used to enhance road safety across the Kingdom.
- Local FM radio station Hayat FM ran a 16 hour on air campaign in which they raised JD **100,000** up till now in donations from their listeners and to be used to make road safety improvements to local school zones.
- Local FM radio station Play FM also received JD **50,000** in donations from **CCC** in the same on-air campaign.
- HRS raised USD **500,000** in donations from individuals and corporations in Riyadh, Saudi Arabia to help fund road safety initiatives in a Home zone and 100 schools
- JD **100,000** was collected from different individuals and organizations such as **ARAMEX** and **Nuqul** Foundation to sponsor specific streets and schools.
- JD **10,600** was raised in a local women's gathering to help repair a school.

Donors:

1. Hashim Hashim
2. Raef Kaddoura and family
3. Nawal Iskandar Barakat
4. Samih Toukan
5. Husam Khouri
6. Yazed Al-Mufti
7. Adeeb Ghaoui
8. Laith/Lara/Zaid Al-Shaalan
9. Salah Betar
10. Osama Sadi
11. Raaof and Manal Betar
12. Aseel Bakki
13. Suleiman Abdulrazzaq Dawood
14. Lana Abu Hassan

15. Imad Haj Ibraheem
16. Saad Break
17. Khalil Alawi
18. Saad Abu Sakhr and family
19. Ammar Haddad
20. Nabeel Farah
21. Sameh Mughrabi
22. Husam Kathmi
23. Mazen Kaddoura
24. Hassan Afifi
25. Samer Arafah
26. Jamal Haj Ibraheem
27. Zaid Awri
28. Ibrahim alKathemi

Companies:




1. The Land Investment and Real Estate Development Company
2. East Drug Store Company /Shakhsheer
3. Petra Aluminum Company
4. Essense
5. Aramex
6. Hayat FM Radio
7. Consolidated Contractors Company (CCC)

www.HIKMAT.org

- A dedicated website for HRS was launched: www.hikmat.org
- Hikmat.org on Facebook was open to the public as a discussion forum for all to participate in.
- <http://hikmatroadsafety.ninig.org> is under construction and will be the official social network for HRS.

Important Facts ! Every 9 hours, an adult is killed in a road accident

■ Building Capabilities

- The Harris School / University of Chicago are offering 5 Masters degree scholarships through the “Hikmat Kaddoura Fellowship” program averaging one per year.
- The German-Jordanian University  is establishing a unit called the Center of Excellence for Road Safety” , in cooperation with GAM  to train specialized engineers in road safety matters, the agreement will be signed on the first week of June.
- The objective of the center is to offer practical solutions to improve the road safety situation in Jordan and will qualify individuals to be “Road Safety Officers”
- The center will offer a vocational diploma and short training courses in Road Safety.
- A committee made up of members from the University, Amman Municipality and HRS will oversee this centre.
- The University is also offering a full scholarship for one year in Germany in the Faculty of engineering on the condition that the candidate prepare a study on Road safety in Jordan.

■ Launching of the “Investigative Journalist Prize”


Al-Jude, launched a prize for the best investigative research conducted on a road safety issue, through the Hikmat Road Safety program. All research applications should meet the following criteria:

- | | |
|---------------------------------------|---|
| 1. Road safety related research topic | 4. Before and after photos of the problem provided |
| 2. Issue / Problem clearly stated | 5. Interviews conducted with the parties concerned “local community” |
| 3. Solution to problem identified | 6. Applicant’s name, address, phone number and e-mail clearly stated. |

- The contest awards;**
1. First prize JD 750
 2. Second prize JD 500
 3. Third prize JD 350

All applications meeting the above requirements should be submitted by 31/July/2008 to the following address contact@hikmat.org. The subject of the email should be “Hikmat Road Safety for the best Investigative Journalist”. The winner will be chosen in August and announced in September of this year. For any enquiries please contact the above e-mail address

■ Awareness & Education

- HRS has an agreement with the Royal Health Awareness Society (RHAS) to jointly run the Education & Awareness program of HRS. The RHAS will begin campaigning in schools that have been targeted by HRS for the “Safer Schools” program.
- RHAS launched an awareness campaign under the name of “Kafa”  in participation with HRS which included a march to promote program initiatives. Mupies, Tv and radio advertisements were also launched as part of the campaign.

■ Law Amendment & Enforcement

- Meetings were conducted between HRS and representatives from different ministries and the local community, to discuss civil societies input on the local traffic law and regulations. The meetings resulted in a list of recommended amendments to the current traffic law to punish the violators and encourage people to abide with the traffic law and regulations. The suggested recommendations were presented to the committee responsible for drafting the new traffic law. The new law was approved by the cabinet of Ministers and is awaiting approval from the parliament once it is in session.

■ HRS Guiding Principles

“What are we trying to achieve?”


- Solutions not blame
- Transparency not cloudiness
- Small frequent victories not mega endless projects
- Results not empty efforts
- Action not talk
- Follow up not wishful thinking
- Willing able not unwilling unable
- Team work not individual effort
- Measurement not process
- Reuse not reinvent the wheel
- Sustainability not short emotions

Important Facts ! Every 29 minutes a person is injured as a result of a road accident

■ News Headlines

Completed road safety improvement to 39 schools with a total number of 26,372 students and that witnessed 704 road accidents during 2007, in cooperation with GAM  and the traffic department 

Amman Municipality in coordination with the Road Traffic Department tests a tracking system "Khabberna"  that will track road violations and reduce tragedies in the war against road traffic accidents

"Kafa" a Road Safety Awareness Campaign by the Royal Health Awareness Society (RHAS) is launched in agreement between HRS and (RHAS) 

Local radio station "Hayat FM" raises in excess of JD 100,000 in donations to support the "Safer Schools" program

Safety measures in Khalid Bin Waleed Street were improved under the "Safer Streets" campaign and under sponsorship by Aramex in cooperation with GAM  and the traffic department 

as seen below...





Before



After

■ Other News

- ▶ HRS receives full support from the Ministry of Education and their commitment to playing a major role in road safety initiatives in school zones.
- ▶ HRS receives full support from UNRWA to improve road safety measures in UNRWA supported school zones.
- ▶ A National Road Safety Strategy for Jordan is launched by merging strategies prepared by HRS and the government.
- ▶ A road safety auditing program responsible for identifying dangerous streets in Jordan is launched.
- ▶ "Save a life" program is launched to focus on "Safer Schools, Safer Streets, and Safer Home zones" 
- ▶ A series of presentations on Road Safety Awareness were conducted at universities and community groups throughout the kingdom.
- ▶ HRS participated in Amman Municipality's  "International Day for Traffic" where the non-profit organization could promote their initiatives.
- ▶ HRS was one of the sponsors of the 1st Young Journalists Conference where they launched an "Investigative Journalist prize" for the best research conducted to highlight issues related to road safety.
- ▶ Arrangements are being made to work with an Australian expert with many years of experience in Road Safety initiatives, to assess and assist relevant Road Safety organizations.