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PLEDGE TO ROAD SAFETY CAMPAIGN

The Fundacion MAPFRE has developed teaching modules to promote road safety awareness to schoolchildren. The school heads have been oriented on the use of the teaching modules. They will in turn train the teachers. A total of two thousand (2,000) schools have been targeted as recipients of the modules. As a follow-up activity, the *Pledge to Road Safety Campaign* will be conducted from July 1 to September 30, 2012.

The Campaign aims to mobilize the youth, specifically schoolchildren to get members within their family circle and others in their community to commit to the *Road Safety Pledge*. It also aims to propagate road safety messages and raise road safety awareness among road users in the Philippines.

The target is to collect half a million pledges at the end of the campaign period.

A Pledge Kit will be distributed to the participating public schools. Each Kit contains the following:

1. Road Safety Pledges;
2. Mechanics; and
3. Pledge Slip Bag with accompanying sticker tag/label.

The pupils and students shall see to it that the person he/she recruits to commit to the pledge, shall sign the pledge and fill out the necessary information.

The deadline for submission of pledge slips is on *October 15, 2012*.

For more information, concerned individuals may contact:

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