

**Rethinking Traffic Safety Education  
from Cultural Dimensions  
for Creating a Sustainable Society**

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# Promoting traffic safety education for people living in challenging environments

- My specialization: **Education** research, focusing on **developing countries**, especially Cambodia.
- **IATSS projects** on traffic safety education in **Cambodia** and in the **Nose District** of Osaka (a mountainous area with declining population).



# Traffic safety as one of the essential aspects of traffic culture for a sustainable society

- **Key competencies** to develop through traffic safety education.
  - **Knowledge**: Traffic laws and rules; Maintenance of bicycles and motorcycles
  - **Skills**: Quality operation of bicycles and motorcycles
  - **Values/attitude/behavior**: Following traffic laws and rules; Safe operation of bicycles and motorcycles
- **Education** to raise **awareness**, increase **consciousness**, and change **mindsets** for a safer and more sustainable society.
- **Trade-off** between **convenience** and **costs** (of finance, labor, and environment).

# More attention on vulnerable group of people and an importance of 3Es

- Traffic culture must pay more attention to **vulnerable groups**, such as children, older people, people with disabilities, etc.
- **Engineering** aspect: how much **technology** can help them.
- **Enforcement** aspect: how much **the system** can support them.
- **Education** aspect: how much we can **be aware of** challenging situations for those people.

# Key performance indicators for traffic safety education

## <Society and culture>

- School enrolment
- Student ICT access
- Adult literacy

## <Economy dimension>

- Traffic monitoring
- School e-procurement

## <Economy dimension: Infrastructure>

- Public transport network convenience
- Pedestrian infrastructure
- Urban development and spatial planning

## <Environment dimension>

- Green area sustainability