Community Road Safety Program Development Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Road safety remains a critical public health and community concern worldwide. With the increasing number of vehicles, urbanization, and complex traffic dynamics, communities face unprecedented challenges in ensuring the safety of all road users. Community Road Safety Program Development Training Course equips participants with the knowledge, skills, and strategies to design, implement, and evaluate effective road safety initiatives. By combining evidence-based approaches, behavioral insights, and community engagement techniques, this program aims to reduce traffic-related incidents, save lives, and foster sustainable, safer road environments.

This comprehensive training emphasizes strategic planning, policy advocacy, and data-driven interventions to empower communities. Participants will learn to leverage technology, education, and multi-sectoral partnerships to create measurable impacts. With practical case studies, interactive sessions, and real-world simulations, the course ensures that learners develop hands-on skills in program development, risk assessment, and community mobilization. Graduates will be able to lead innovative, high-impact road safety programs that respond to local challenges while aligning with global best practices.

Programme Curriculum

Community Road Safety Program Development Training Course

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Course Duration

5 days

Course Objectives

1. Develop expertise in community-based road safety interventions.
2. Understand traffic accident data analysis and risk assessment.
3. Design and implement behavioral change campaigns for road users.
4. Integrate smart technologies and IoT in road safety management.
5. Enhance multi-sectoral collaboration and stakeholder engagement.
6. Build capacity in policy advocacy and regulatory frameworks.
7. Apply emergency response and post-accident management strategies.
8. Conduct road safety audits and infrastructure assessments.
9. Foster pedestrian and cyclist safety programs.
10. Utilize public awareness, media campaigns, and digital outreach.
11. Measure program impact using KPIs, monitoring, and evaluation tools.
12. Address vulnerable road users and inclusivity in safety programs.
13. Promote sustainable and scalable community road safety initiatives.

Target Audience

1. Community leaders and local government officials
2. Traffic police and road safety enforcement officers
3. Urban planners and civil engineers
4. Public health and safety professionals
5. Non-governmental organizations (NGOs) focusing on road safety
6. Educational institutions and school administrators
7. Transport and logistics managers
8. Media and communications professionals involved in awareness campaigns

Course Modules

Module 1: Introduction to Community Road Safety

- Global road safety trends and statistics
- Understanding traffic-related risks and challenges
- Role of communities in accident prevention
- Case study: Successful local road safety initiatives
- Identifying road safety gaps in your community

Module 2: Data Analysis and Risk Assessment

- Collecting and interpreting traffic data
- Accident hotspot mapping techniques
- Risk factor identification for vulnerable road users
- Case study: Using data to redesign a high-risk intersection
- Developing a risk assessment report

Module 3: Road Safety Education and Behavioral Change

- Principles of behavioral science in road safety
- Campaign design for different age groups
- Community engagement strategies
- Case study: Behavioral campaigns reducing accidents in urban areas
- Creating a local awareness campaign

Module 4: Smart Technologies for Road Safety

- Traffic monitoring systems and IoT applications
- AI-driven accident prediction tools
- Mobile apps for community reporting
- Case study: Smart city traffic management systems
- Designing tech-based interventions

Module 5: Policy, Advocacy, and Regulations

- Road safety laws and enforcement strategies
- Multi-sectoral collaboration for advocacy
- Policy gap analysis
- Case study: Policy-driven reduction in traffic fatalities
- Stakeholder advocacy simulation

Module 6: Infrastructure and Road Safety Audits

- Designing safer roads, intersections, and pedestrian zones
- Conducting infrastructure audits
- Signage, markings, and traffic calming measures
- Case study: Infrastructure redesign reducing accidents
- Conducting a local road safety audit

Module 7: Emergency Response and Post-Accident Management

- First responder techniques and community training
- Coordination with hospitals and emergency services
- Incident reporting and documentation
- Case study: Community-driven emergency response program
- Accident scenario and response planning

Module 8: Monitoring, Evaluation, and Sustainability

- Key performance indicators for road safety programs
- Data-driven decision-making and reporting
- Ensuring long-term program sustainability
- Case study: Scaling up successful pilot projects

- Developing a monitoring and evaluation framework

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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