

Nomination: 20830

## NLEX-SCTEX Child Road Safety Picture Book: Interactive and Engaging Approaches for an Effective Road Safety Learning

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<b>Name of Organization / Company</b> NLEX Corporation
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<b>Entry Title</b> NLEX-SCTEX Child Road Safety Picture Book: Interactive and Engaging Approaches for an Effective Road Safety Learning
<b>Category</b> F01 - F07 - Award for Innovation in Publications > F07. Award for Innovation in Other Types of Publications
<b>For this category please provide</b> <p>An essay of up to 625 words describing the publication and the innovative aspect of the publication since July 1 2022 that you are nominating, <b>OR</b> a video of up to five (5) minutes in length illustrating the same. In the essay or video, describe the genesis of the innovation, how it was developed and executed, and the results of the innovation to date.</p> <p>You must upload an electronic copy of your nominated publication, in the form of an attachment or a URL, which you must attach to your entry through our attachment/link uploading tool.</p> <p>Optionally, you may list creative and production credits for your work - a list of the people and organizations that contributed to its development.</p>
<b>Submission Format</b> An Essay of up to 625 Words

Essay

Road safety in the Philippines remains to be an area of concern, with authorities recording a total of 85,954 cases in 2023, wherein 1,039 cases were car and pedestrian collisions, and 1,885 cases were motorcycle and pedestrian collisions. Unfortunately, children are not spared from this reality with researchers from the University of the Philippines and National Center for Transportation Studies (NTCS) discovering that everyday about 2,270 children fall victim to unintentional injuries from road accidents. In 2024 alone, road crash-related injuries remain the top cause of death among Filipino children.

The unfortunate reality prompted government agencies and non-profit organizations – such as UNICEF, have launched various programs targeting high-risk school areas to reduce road traffic fatalities. Other initiatives have been developed to protect children in these zones and ensure the safety of their communities.

Recognizing its shared responsibility to ensure road safety for motorists and the communities surrounding its road network, NLEX Corporation developed tools of intervention to promote positive road safety knowledge and behavior. Noting the potential risks faced by children living near its expressways, the company saw the critical need for early education to minimize road traffic accidents. This led to the creation of the country’s first child road safety picture book, Ang Bida ng Kalsada – or The Star of the Road, which illustrated safe road practices through detailed images to demonstrate safe behaviors that children can understand and adopt. NLEX Corporation believes that instilling road safety awareness at an early age is essential in shaping a future generation of responsible road users.

NLEX Corporation leveraged its homegrown talent, an employee to write Ang Bida ng Kalsada. In crafting the story, the company considered how to make road safety concepts easily understandable for children, especially those in their early education who need to have a solid foundation as they grow. Ang Bida ng Kalsada was created with 34 fully colored pages, written in simple Filipino and English, and with illustrative lessons that cover the following: 1.) Child as a pedestrian, 2.) Child as a passenger of a moving car, 3.) Child taking public transportation, 4.) Education on traffic signs, 5.) Situational awareness and more. Activity pages were also added to reinforce key road safety lessons.

Ang Bida ng Kalsada – or The Star of the Road was successfully launched at the National Library of the Philippines (NLP) and was attended by over 114 students and faculty from NLEX Corporations’ partner schools and government agencies. The launch featured an upbeat story telling session filled with music and dances to engage the students. To keep the children engaged and reinforce the road safety points, they were encouraged to actively participate by answering questions, showcasing the effectiveness of the program’s song and the storytelling approach.

Following the launch, Ang Bida ng Kalsada – or The Star of the Road was successfully distributed and utilized in fifteen (15) public schools in Manila, Bulacan, Pampanga, Bataan, Tarlac – provinces where NLEX Corporation’s road network is located, to reach over 86,132 Grade 4, 5, and 6 students.

The road safety picture book received praises from school administrators, faculty, and parents – as well as local government and community leaders commending NLEX Corporation for prioritizing road safety education and for creating a valuable learning resource for children. This prompted the Department of Education’s Curriculum and Teaching division to remind educators of their role to effectively integrate road safety in their instructional materials. With the continued distribution of the Ang Bida ng Kalsada Picture Book, NLEX Corporation aspires to expand the reach of its road safety education program, fostering a more integrated learning experience to further increase awareness and adoption of positive and responsible behaviors at an early age.

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