

UPS ROAD CODE

Mobilizing the expertise and volunteer spirit of UPSers to keep young drivers safe

EXECUTIVE SUMMARY

With more than 1.2 million road deaths globally occurring each year, specific stand-alone Road Safety Targets are incorporated into the SDGs to draw attention to this crisis. UPS, recognized as a leader in Road Safety, has long worked to deliver road safety education to young and novice drivers who are the highest number of those who die in road crashes. Taking its knowledge of defensive driving skills, in 2009 the company developed Road Code® Teen Safe Driving Program based on what the company teaches its own drivers. The program, which now has an extended global reach in nearly every continent, takes the expertise and volunteer spirit of UPSers to better prepare young drivers for road hazards not addressed in traditional driver education courses. To further expand on the company's commitment to road safety for young people, the UPS Foundation has forged partnerships with youth organizations in emerging markets to leverage its resources and the expertise of UPSers to provide life-saving traffic safety knowledge and skills.

ORGANIZATION



SECTOR

Industrials

HEADQUARTERS

Atlanta,
Georgia, USA

SDGs IMPACTED BY THE CASE STUDY



THE PASSION OF UPSers FOR SAVING YOUNG LIVES

UPS Road Code, a five-hour curriculum, takes the driving and safety skills the company teaches its drivers, modifying it for young and novice drivers. Focusing on areas that affect teens, such as distracted driving, impaired driving and being a safe passenger, over the past decade UPS has partnered with community youth organizations to teach these critical skills to youth around the world.

To deliver the curriculum, over 350 UPSers are trained as volunteer instructors—and since the program launch, more than 1,500 employees, their families and retirees have volunteered to teach the curriculum with the aim to save lives. The interactive, media based curriculum engages teens in both game play and behind the wheel of a hands-on simu-

lator where they get to practice what they have learned. By putting better drivers on the road around the world—and touching over 58,000 young and novice drivers—UPSers are building a generation whose safe driving and passenger skills to keep not only themselves safe, but their families and friends also for years to come.

To empower young people to be part of the solution, in the USA, the UPS Foundation has created the Road Code Ambassador program in collaboration with Boys and Girls Club America. The program inspires teens in local Clubs to serve as the face of the UPS Road Code program to support peer recruitment and promote safe driving in their communities.

SNAPSHOT

The program's impact has been measured through a three-phase evaluation completed by the Center for Disease Control (CDC) Foundation. Phase I allowed for the creation of conceptual logic modules and an evaluation of the curriculum; Phase II was evaluation of the impact on the teens learning the program and development of a Pre and Post-test for understanding; and Phase III did the hands on evaluation of how the learning impacted the skills of the teens who had been through the program. The study identified improvement in several safe passenger and safe driving behaviors.

PARTNERSHIPS MAKE IT HAPPEN: A GLOBAL FOOTPRINT

The contributors to the success of Road Code is the passion of the UPS volunteers who teach the curriculum and the strong partnerships that UPS has forged with youth organizations around the world. By collaborating with community-based organizations, UPS is reaching underserved communities where the availability of traffic safety programs is limited. The scale of the UPS Road Code program continues to grow with UPSers volunteering to teach safe driving skills in the United Kingdom, Mexico, Canada, Germany, United Arab Emirates and China, with pilot programs in Austria and Morocco.

Through a partnership with the Asia Injury Prevention Foundation (AIP Foundation), the UPS Foundation and UPSers are reducing the number of traffic crash injuries and fatalities in Cambodia, Thailand and Vietnam. AIP Foundation's Helmets for Kids program focuses on comprehensive road safety education; increasing access to quality helmets; educating children, their teachers and families on the importance of wearing helmets; and advocating for legislation requiring children to wear helmets.

In South America the UPS Foundation amplifies its road safety agenda through a partnership with the Fundación

Gonzalo Rodríguez (FGR). FGR aspires to protect children in Uruguay and throughout Latin America and the Caribbean from the dangers of roads and vehicles. And, a partnership with FIA and IFRC is engaging UPSers in India and other emerging markets to help address the safe driving issues there. These partnerships enable UPS to continue to place an emphasis on those young people needing road safety education in communities around the world.



IN CONCLUSION

The success of the UPS Road Code program is that it combines the UPS Foundations community investments, the company's resources and expertise, and the volunteer spirit of UPSers to build safer, more resilient and inclusive communities around the world. Anchoring its programs in SDG 17 Partnerships for the Goals, UPS recognizes that community, public and private sector collaboration is essential to keeping communities and their citizens safe.

“Road accidents are the No.1 killer of teen drivers in the United States and we know that young drivers are also disproportionately impacted in countries around the world. It is an honor for UPS and UPS volunteers to teach their road safety skills and expertise through UPS Road Code to help save young lives that may otherwise be vulnerable to injury or death and enhance the overall safety and welfare of our communities around the world.”

- EDUARDO MARTINEZ,

The UPS Foundation President, Chief Diversity & Inclusion Officer

