

CASE IN JORDAN

Sharing lessons learned



PROJECT:

Improving seatbelt and child restraint compliance, awareness, and enforcement

The project was initiated to address the high rate of road traffic fatalities and injuries in Jordan, focusing particularly on the low usage of seat belts and child restraints. Although legislation requires front-seat passengers to wear seat belts, compliance remains minimal; studies indicate that only 23.5% of drivers and 0% of front-seat passengers actually use seat belts. Additionally, the law does not cover rear-seat passengers and children, leaving them at greater risk in crashes.

This project aligns closely with UNRSF's strategic priorities of strengthening national legislation, enforcement, and awareness in high-burden countries, particularly around safety devices.

UNRSF supported this initiative because it addresses a critical gap in Jordan's road safety system—low compliance and the absence of mandatory laws for rear passengers and children. These weaknesses directly contributed to high fatalities, making the intervention both urgent and impactful. By addressing this fundamental challenge, UNRSF leveraged its comparative advantage to deliver measurable results while building long-term government capacity for systemic change.



WHAT WORKED?

This project addressed critical gaps through legislative changes, public awareness campaigns, enforcement efforts, and capacity building, including:

- ✓ Assessment of the existing seat belt and restraint regulatory framework
- ✓ Specification of legislation, penalties for non-compliance, enforcement, and standards related to vehicle legislation
- ✓ Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards, and enforcement
- ✓ Public awareness campaign
- ✓ Enforcement campaign

WHAT WERE THE RESULTS?

1. Increased use of seat belt and child restraints:

- Driver compliance increased from 23% to 84%
- Front-seat passenger compliance increased from 9% to 63%
- Child restraint use improved from 20% to 30%
- Rear seatbelt use remained low, increased from 2% to 3%

2. Strengthened enforcement of seat belt and restraint laws:

- National legal amendments introduced mandatory rear seatbelt and child restraint laws.
- Enforcement campaigns and police training increased enforcement capacity.
- Significant increase in the number of tickets issued during the first month of enforcement.

3. Increased awareness of seat belt and child restraint benefits:

- Awareness of safety belt benefits rose from 28% to 62%, including on social media and billboards
- Awareness of child restraints usage benefits increased to 57%
- Misuse of seat belts fell from 61% to 25%
- Use of buckle alarms to mute reminders dropped from 50% to 39%



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ASSESSMENT OF THE EXISTING SEAT BELT AND RESTRAINT REGULATORY FRAMEWORK

- A comprehensive assessment of Jordan's seat belt and child restraint regulations was conducted to evaluate existing legislation, identify gaps, and understand their impact on road safety.
- Interviews and meetings with stakeholders involved in enforcing seatbelt and child restraint usage in Jordan revealed practical challenges and enforcement issues, enhancing understanding of the regulatory environment.
- An observational survey was conducted to assess seatbelt and child restraint use among the public. This approach offered valuable real-time data on current usage patterns, helping to evaluate the effectiveness of existing regulations.



SPECIFICATION OF LEGISLATION, PENALTIES FOR NON-COMPLIANCE, ENFORCEMENT, AND STANDARDS RELATED TO VEHICLE LEGISLATION

- Conducted a thorough review of enforcement practices to assess their effectiveness and inform necessary legislative changes.
- Reviewed past educational initiatives to identify effective strategies for raising public awareness and promoting compliance with new regulations.
- Engaged stakeholders through workshops to discuss study findings, address challenges, and seek advice on legislative changes. This ensured the revised framework was comprehensive and well-supported.



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REVISED DRAFT ON THE SEAT BELT AND RESTRAINT REGULATORY FRAMEWORK; LEGISLATION, PENALTIES, STANDARDS, AND ENFORCEMENT:

- Revised existing legislation to establish a comprehensive seatbelt and restraint framework tailored to Jordan's driving conditions, aligning local laws with international standards.
- Held meetings with Parliament and the Senate to discuss necessary amendments to align the regulatory framework with modern standards and enforcement mechanisms.



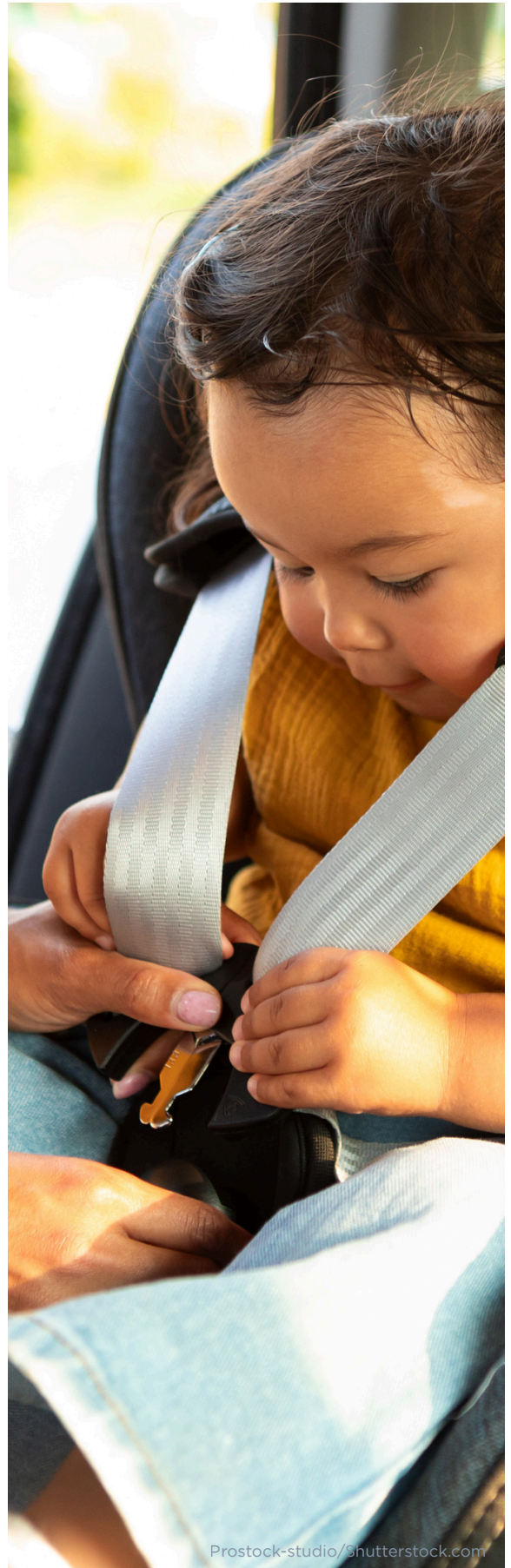
PUBLIC AWARENESS CAMPAIGN

- Reviewed existing studies, reports, and research to identify best practices in road safety awareness campaigns that could effectively influence behavioral changes, specifically in Jordan.
- Held strategic meetings with media and key stakeholders to enhance campaign impact, including discussions with the banking sector on soft loan programmes for making child restraints more accessible to families.



ENFORCEMENT CAMPAIGN

- A training course for 20 high-ranking PSD officers covered the revised seat-belt law, its impact on reducing injuries and fatalities, enforcement procedures, and setting up effective checkpoints.
- Launched a seatbelt enforcement campaign in Jordan, focusing on the timing, location, and duration of efforts within the existing regulatory framework.
- The campaigns were held quarterly, each lasting two weeks: the first week for warnings and the second for ticket enforcement. Locations were chosen based on the Public Security Directorate's expertise and past traffic enforcement experiences to maximise effectiveness.
- Scientifically supervised observational surveys were conducted after the campaigns to assess the effectiveness and overall impact of these efforts.



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WHAT WERE THE LESSONS LEARNT FOR SCALING AND REPLICATION?

SUCCESSSES

The project effectively addressed road safety challenges in Jordan by promoting seatbelt and child restraint use, based on a hypothesis linking regulatory reform, public awareness, and enforcement to positive behavioural change.

To promote long-term impact and sustainability, several actions:

- Train-the-Trainers' (ToT) sessions for police officers, enabling future replication of enforcement and awareness training.
- Co-development of awareness and enforcement interventions with national stakeholders, fostering institutional ownership and continuity.
- Drafting of a comprehensive legal framework aligned with the mandates of the Public Security Directorate (PSD), Ministry of Interior (MoI), and Ministry of Transport (MoT).

CHALLENGES & MITIGATION STRATEGIES

While gender considerations were reflected in the awareness campaign content, the project lacked a structured gender mainstreaming framework, particularly within enforcement activities.

Future projects should integrate gender and disability considerations more explicitly in both design and implementation phases, ensuring interventions are responsive to all vulnerable road users.

Engagement with civil society organisations was limited; this reduced the project's potential to maximise advocacy and grassroots impact.

Future projects should expand outreach to civil society actors, addressing the identified lack of structured partnerships and broad-based community engagement.

