

FGR

ANNUAL REPORT
2013





FGR

2013 was a year of changes, growth and consolidation. Thanks to that, the actions generated represented a positive contribution to society. Child road safety in vehicles already has the elements necessary to generate the cultural change in Uruguay; a change that is already being transferred.

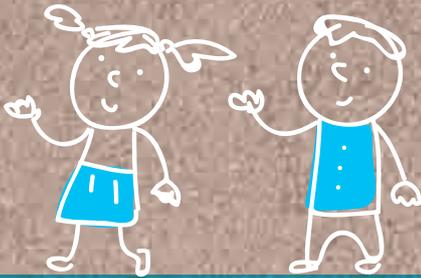
Together with our partners we were able to test almost all top-selling vehicles manufactured in the region and that allowed for the apparition of the first 5-star results in safety levels.

Regarding sports, the neighborhood in La Paz in which we have been working for 12 years is now being considered by sectors: the school has turned into a double shift school now; the City Hall has opened public sports facilities, while other organizations have started working on a wide range of activities. This can be seen as the end of work here, but social commitment is not over.

The 2014 work plan is challenging and demanding, but also feasible since I have full confidence that the Fundación's team is going to positively contribute to our society once more. I feel proud and grateful to be part of this initiative. In life we should always do something for somebody else.

María Fernanda Rodríguez
President
Fundación Gonzalo Rodríguez

INSTITUTIONAL



The Fundación Gonzalo Rodríguez (FGR) has been working for 13 years in the generation and execution of Programs at a national and international level aiming to improve children's quality of life based on the objective of fulfilling its vision of more education, health and development.





SAFE KIDS RECOGNITION

In June, the FGR proudly received the Award "For Excellence in Advocacy" from Safe Kids Worldwide in Washington DC, United States, at the Child Injuries Prevention Conference "Momentum" 2013, organized by Safe Kids Worldwide to celebrate its 25th anniversary. Safe Kids Worldwide is an organization which promotes different global programs for children's safety. The FGR has been a member of this organization since 2011).

The recognition was awarded because of the excellence in the promotion of policies in reference to children's safety as vehicle passengers, especially regarding the efforts towards the passing of the Act that makes the use of Child Restraint Systems mandatory.



A MEMORY THAT IS ALWAYS INSPIRING

As in every September, we remember GONCHI with all Uruguayan citizens. GONCHI's values represent an important legacy in the memory of our people that is remembered with actions such as the election of the name Gonzalo "Gonchi" Rodríguez for a street in the province of Salto as well as in every action where the memory of Gonchi is present in the hearts of Uruguayans who always show affection for him and motivate the FGR to continue disseminating its values more than ever.



ROAD SAFETY



From the FGR Safety Area, the organization aims to promote safe traffic for children through national and international Programs, generating work alliances with governments, companies and organizations sharing common objectives.



COMMUNICATION CAMPAIGNS focused once again on the dissemination of technical information as well as best practices in child road safety. Our campaigns have been steadily carried out throughout the organization's history, thanks to the support of media outlets to spread our message.

BACK TO SCHOOL CAMPAIGN

For the third consecutive year, the campaign was launched in different national media outlets this time receiving funding from the Canadian Fund for Local Initiatives (CFLI) managed by the Canadian Embassy in Uruguay.

Campaign's objectives

- To promote safe School Transport
- To inform about current School Transport regulations
- To promote public enforcement and compliance with current regulations and the correct use of passive safety elements.

How?

By disseminating information aimed at parents and adults responsible for the transport of children in these means of transport through:

- Campaign in social networks that reached more than 30,000 clicks increasing our community to more than 11,000 people.
- Information sent to more than 1,400 schools across the country about the campaign and graphic material for internal dissemination and publication.

ESCOLARES

Que tu hijo vuelva a clase seguro.

El uso de cinturón de seguridad de 3 puntas y de Sistema de Retención Infantil (para menores de 3 años) es obligatorio en el Transporte Escolar en todo el país.

Informate en www.gonzalorodriguez.org

FIA Foundation
by the Automobile Club of America

USAR SILLA ES LEY
VIAJA SEGURO LLEGA SEGURO



The screenshot shows the homepage of the EL PAIS website. At the top, there is a navigation bar with links for 'Inicio', 'Noticias', 'Opinión', 'Deportes', 'Suplementos', 'Servicios', 'Ocio', 'Especiales', 'Clasificación', 'Shopping', and 'Blogs'. The main header features the EL PAIS logo and a search bar. A prominent banner reads 'ESPECIAL PREMIOS OSCAR 2013'. Below this, a large article headline states: 'Entre volantes con reclamos y polémicas por una "fiesta", 353 mil niños empiezan hoy las clases'. To the right, there is a sidebar with a 'ESCOLARES' advertisement that says 'Que tu hijo vuelva a clase seguro' and includes a 'Canadi' logo and a 'Informate aquí' button. The bottom of the page has social media icons and a 'Más noticias de Último Momento' link.

The screenshot shows the website of FUNDACIÓN GONZALO RODRÍGUEZ. The browser address bar indicates the URL 'http://www.gonzalorodriguez.org/'. The website features a navigation menu with links for 'Inicio', 'Quiénes somos', 'Seguridad Vial', 'Eventos', 'Historia', 'Bases de Datos Vial', 'Prensa', 'Contacto', 'Voluntarios', and 'Bases de Datos'. The main content area is dominated by a large 'ESCOLARES' advertisement with the text 'Que tu hijo vuelva a clase seguro. Viaja Seguro. Llega Seguro. Clicka e informate.' Below this, there is a red banner for 'FUNDACIÓN GONZALO RODRÍGUEZ' and a section titled 'EL DERECHO DE LOS NIÑOS A VIAJAR SEGUROS, ES LEY.' which mentions the 'Ley de Normas Viales sobre Seguridad Vial'. To the left, there are smaller sections for 'Primer año de acción' and 'Nuestros SOCIOS'. On the right, there is a sidebar with social media icons and a section titled 'Tu hijo está viajando en la silla adecuada? VERIFICALO AQUÍ' with a form for 'EDU-CAR' and a 'SUP' logo. The bottom of the page has a 'Terminado' status and a navigation bar with 'Inicio' and 'Fundación de entrada'.

TO USE A CHILD SEAT IS MANDATORY BY LAW

After several years of continuous efforts, Act 19,061 was passed in December 2012. Said act includes among various of its articles the mandatory use of Child Restraint Systems (CRS) in private vehicles for all children aged 0 – 12 and adolescents up to 18 years old that do not reach a height of 1.5m.

One of the FGR's main goals for 2013 is to promote the use of CRSs at national level through a communication campaign (called "Using a Child Seat is Mandatory by Law") designed and carried out together with the World Bank, and the National Road Safety Agency (UNASEV); the Mayors' Congress, and the Uruguayan Society of Pediatrics.



The advertisement features a yellow diamond-shaped warning sign in the top left corner with the text "ATENCIÓN NIÑOS EN EL VEHÍCULO". In the top right corner, there is a blue vertical banner with the text "USAR SILLA ES LEY" and "VIAJA SEGURO ALTEGA SEGURO". The main headline reads "I  URUGUAY". Below the headline, the text states: "Ahora el derecho de nuestros niños a viajar seguros, es Ley. Un logro importante para la Fundación Gonzalo Rodríguez y un gran paso para el país. Cuidalos. Hay una silla adecuada para cada etapa de su crecimiento." At the bottom, there are logos for the Fundación Gonzalo Rodríguez (www.gonzalorodriguez.org), UNASEV, FIA Foundation, and SUP.



Montevideo COMM

Montevideo Portal | Montevideo Conecta | Montevideo Desarrolla

Noticias | Noticias > 21 días | Las 40 | Locales | Política | Internacionales | Economía | Entrevistas | Esta boca es mía | Columnistas

Ahora está en: Inicio | Noticias | Noticias | Locales

"USAR SILLA ES LEY", CAMPAÑA DE LA FUNDACIÓN GONZALO RODRÍGUEZ

Cuidalos

01.07.2015 18:42 [Twitter](#) [Me gusta](#) [20 personas en...](#)

La Fundación Gonzalo Rodríguez lanzó su campaña "Usar silla es ley", para dar difusión a temas de Seguridad Vial Infantil. Video.

La Ley 19.061, que consigna entre varios artículos la obligatoriedad del uso de los Sistemas de Retención Infantil (SRI) en los vehículos particulares para todos los niños y niñas de 0 a 12 años y para los adolescentes hasta los 18 años que midan meros de 1,50 metros de altura, fue aprobada en diciembre de 2012.

La FGR tiene entre sus principales objetivos para este año 2013, promover el uso de los SRI a nivel nacional al amparo de la mencionada Ley, a través de una campaña de comunicación realizada y guiada con el apoyo de Banco Mundial y que cuenta con el apoyo de la Unidad Nacional de Seguridad Vial (UNASEV).

Esta campaña fue lanzada el pasado viernes y llegará al público por TV, Internet y vía pública.

Los principales objetivos de la campaña "Usar Silla es Ley" son sensibilizar a la población sobre la importancia del uso de los SRI, e informar acerca de la obligación legal del uso de SRI a nivel nacional.

Campaña audiovisual



Lista de reproducción: Videos subidos (00 videos)

6 | C&N | COMUNICACIÓN

EL OBSERVADOR
Miércoles 14 de agosto de 2013

LUZ, CÁMARA, ACCIÓN

CAMPAÑA

Si cuidás a tu hijo, nos cuidás a todos

CLIENTE/ PRODUCTO

FUNDACIÓN GONZALO RODRÍGUEZ

AGENCIA

UVA COMUNICACIÓN

PRODUCTORA

BOKEH CINE

DIRECTOR

FEDERICO GRAMPÍN



1 IDEA

Una familia integrada por el padre, la madre y la abuela de una niña viajan en un auto. La niña utiliza la silla de seguridad y a su lado van apareciendo figuras de la televisión, del deporte y de la música uruguaya.



2 OBJETIVO

El fin fue concientizar, motivar y activar a los adultos responsables por el traslado de niños; y transmitir la importancia del uso de la silla de seguridad, que forma parte de la nueva ley de seguridad vial.



3 RODAJE

El rodaje, que tiene como única locación un auto, se realizó en un día. En la pieza participaron figuras de la televisión, el deporte y la música uruguaya como Jorge "Coco" Echagüe y Deborah Rodríguez, entre otros.

ACTIONS

A TV spot was developed with the presence of well-known personalities from different Uruguayan fields such as sports, journalism, or music, showing their support to the FGR.

- Jorge "Coco " Echague, TV presenter.
- Monica Willengton, radio journalist.
- Deborah Rodríguez, athlete.
- Diego Martino, musician.
- Alfredo Etchandy, sports journalist.
- María Gomensoro, TV presenter.
- María Gomensoro, TV presenter.

Specific Radio spots were developed using popular jingles from recognized Uruguayan brands: Cattivelli, Cymaco, and Larrique; these brands provided their support as well as other media outlets that highlighted the campaign's creativity which generated great impact on the audience.

An internet campaign was carried out through Facebook and there were advertisements in sites of interest thanks to the financial support of the Swiss Embassy in Uruguay.

We had the support from more than 50 media outlets across the country to disseminate the campaign; the support is estimated in +US\$100, 000.

PEDESTRIAN SAFETY WEEK

With several global activities carried out during this week, 214 groups with more than 42,000 people in 53 countries were involved and walked more than 156,000 km; each of the "Long, Short Walks" was registered on the activity's site www.mylongshortwalk.org

The FGR supported the Second UN Global Road Safety Week carried out in May with several activities funded by Safe Kids Worldwide with support from FedEx as well as a "Long Short Walk" funded by the Global Alliance of NGOs for Road Safety.

In our country, the activity organized by the FGR took place in the Public School N°69, José H. Figueira in Montevideo. More than 70 people participated of this symbolic walk, there were students from 1°- 6° form, authorities and educators, FGR staff, representatives of UNASEV, and public in general. The "Long Short Walk" was covered by the media and educational material for participants and the general public was given out on good practices when walking in the city for both pedestrians and vehicle drivers.



Todos somos peatones
cuidate y cuida a los demás

Mucho se puede hacer para lograr que nuestro mundo sea más transitado, proporcionando seguridad, instalaciones confiables y accesibles para todos los peatones.
Informate en: www.gonzalorodriguez.org

Más de 5.000 peatones mueren en las calles del mundo cada semana.
Hay simples acciones que pueden adoptarse para salvar vidas de peatones:

- Respetar los señales de tránsito es un derecho y una obligación.
- Al cruzar las calles con un niño, tenerle la mano.
- Caminar por la vereda y estar en los espaldas cuando el semáforo o rebata si está disponible.
- Si no existe vereda, caminar de forma de poder ver el tráfico [en sentido opuesto a la circulación vehicular].
- Ver hacia la izquierda, derecha o izquierda nuevamente antes de cruzar las calles.
- Nunca cruzar la calle entre vehículos estacionados.
- Obedecer todas las señales de tránsito al cruzar las calles.
- Cambiar respetando los derechos de los peatones; ser tolerante.
- Los niños aprenden por imitación. Enseñale con el ejemplo a ser un peatón responsable.
- Los niños escuchan al "ver" con "ser visto". Cuidalos.

SEMANA DEL PEATÓN 2013

SAFE KIDS

**semana
DEL
Peatón
2013**



TODOS SOMOS PEATONES

cuidate y cuida a los demás

Mucho se puede hacer para lograr que nuestro mundo sea más transitable, proporcionando seguridad, instalaciones confiables y accesibles para todos los peatones.

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**SAFE
KIDS**
URUGUAY

FedEx



COMPANIES IN MOTION

In the fourth edition of the event, the aim was to promote the use of CRSs nationwide, according to Act. N°19,061, through the development of activities in six selected Uruguayan provinces within the context of "Check Points National Program."

The event has registered an exponential growth in the number of participating companies which implies an important growth in the potential of activities to be developed by the FGR each year.

In 2013, 14 companies committed to support the FGR's job, and followed with great interest different activities developed by the organization. Many of these companies' staff showed their support in FGR's voluntary activities. THANKS!



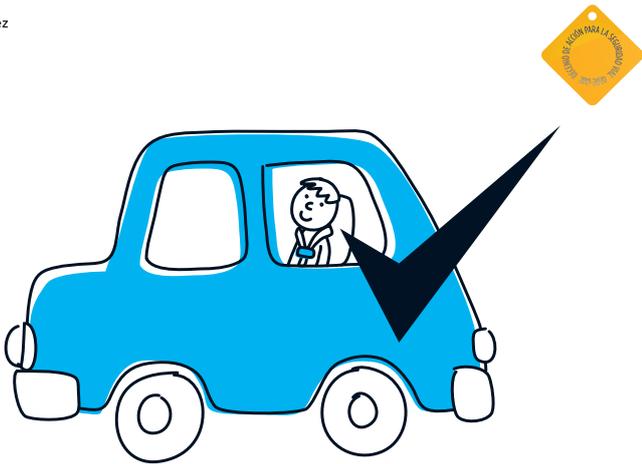
NATIONAL CHECK POINT PROGRAM

The FGR aimed to promote CRS Check Up Points to disseminate current legislation and best practices in child road safety in the provinces, developing this activity and organizing more than 20 talks for more than 600 attendants, for actors such as local authorities, traffic law enforcers, education staff and authorities, health staff, school transport companies, parents and adults responsible for transporting children in public and private vehicles.

Provinces visited in 2013 included, Canelones, Colonia, Maldonado, Paysandú, Salto, San José and Rivera. Two-day activities were developed including dissemination of informational material and a wide dissemination in the local press.

Meetings were held in order to get collaboration from municipalities and relevant

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 **PUNTOS DE CONTROL**
MONTEVIDEO

Fecha: Sábado 19 de octubre
Hora: 10 a 18
Lugar: Rambla Museo Oceanográfico

Informate al 2628 8815 o www.gonzalorodriguez.org

Espacios educativos y de entretenimiento para niños, y de información sobre Seguridad Vial Infantil para adultos!
Apoyan esta iniciativa las empresas adheridas a **Empresas en Movimiento**.

www.gonzalorodriguez.org



actors from the selected provinces (Mayor, Traffic Director, Provincial Inspections, Heads of Teacher Training Institutes, and Health Area). The aim was to establish strategic bonds across the country looking for potential actions in the future.

The annual activity was rounded up with a one-day activity in Montevideo where different activities were developed simultaneously in differentiated spaces:

- ▶ Check Up Point: assessment of CRS correct installation.
- ▶ Information Area: dissemination of best practices regarding safe transport of children in vehicles, and also information on Act. 19,061.
- ▶ Entertainment Area: specific area for children with games and instructors so that they incorporate these values about safe behavior in traffic while playing.
- ▶ CRS exhibition area, presentation of CRSs currently offered by importers that participate of Companies in Motion.





IBEROAMERICAN FACES

The Ibero-American Federation of Victims' Association against Road Safety (FICVI), organization that gathers associations from 15 countries in Ibero-American and for which the FGR is the Secretariat, presented "Ibero-American Faces", a publication that shows the stories of those who are no longer with us.

In the mentioned publication, there are testimonies on the impact produced by traffic accidents on people and their communities. The Project was inspired on "Faces behind figures, voices of road traffic crash victims and their families" produced together with the World Health Organization and ASIRT in 2007.

Ibero-American Faces was possible thanks to ASIRT and receives support from the International Union for Health Promotion and Education IUHPE and from the Ibero-American Federation of Victims' Association against Road Violence, whose members collected, classified, and edited the stories to be published.

In Uruguay, the publication was presented on the World Day of Remembrance for Road Traffic Victims which is globally celebrated the 3rd Sunday of November.

Ibero-American faces can be downloaded from the FGR web site www.gonzalorodriguez.org

TECHNICAL WORKSHOPS

Thanks to the support of the Swiss Embassy in Uruguay, with the presence of Engineer Juan Ramos García, Chief of Vehicles Regulation and Traffic Innovation Section from the Economic Commission of the UN for Europe, the FGR organized in October a series of talks "Technical Workshops: Standards and Regulations on Road Safety".

The aim of the workshops was to provide quality technical information to authorities, organizations and agencies related to road safety, and to the press, by focusing on the dissemination of the regulation of the United Nations on the subject.

The workshops were based on recommended international standards and regulations whose implementation was necessary in the region for motorcycles, cars and CRSs. More than 90 people attended the workshops. There were national and provincial authorities as well as representatives from companies and organizations involved in the topic.



...citas técnicas

NORMATIVA

Y REGULACI

EN SEGUR



MESSAGE DISSEMI- NATION

Within the frame of work with the Swiss Embassy in Uruguay, 8 training sessions were aimed at students in the last years of Physical Education, Primary and Preschoolers Teaching Training Courses.

The objectives of the workshops were:

- To train students that will be in charge of looking after Uruguayan children when travelling.
- To provide teachers with implemented conceptual tools.
- To promote the concept of safe kid.

There were more than 600 attendants in the talks who were trained on the subject and committed to disseminate the information acquired in the process.

Institutions where talks were carried out are listed below.

- Universidad de Montevideo
- Universidad Católica del Uruguay
- Instituto Universitario Asociación Cristiana de Jóvenes
- School of Medicine
- Escuela Universitaria Centro de Diseño
- University of the Republic



SISTEMAS DE RETENCIÓN INFANTIL



¿Por qué usar un Sistema de Retención Infantil?

- Los niños no tienen las mismas proporciones físicas que los adultos.
- El peso corporal de los niños está distribuido en mayor proporción en la parte superior de su cuerpo.
- Considerando el desarrollo óseo y muscular a edades tempranas, resulta claro que los niños NO son adultos en miniatura.
- Usando correctamente un SRI se reduce en forma drástica el riesgo del niño de sufrir lesiones graves e incluso perder la vida ante un siniestro vital.
- El cinturón de seguridad en los vehículos sujeta de forma adecuada a pasajeros a partir de 1.50 metros de altura.
- PORQUE ES LEY!

PASO 1

Los niños desde que nacen y hasta que alcanzan entre 10 y 13 kilos, utilizan SRI mirando hacia atrás (Grupos 0 y 0+).

Verificar que:

- Siempre viaja en el asiento trasero y nunca enfrente de una bolsa de aire.
- Siempre viaja en un SRI apropiado para su peso y altura.
- El SRI cumple con norma técnica internacionalmente reconocida.
- He seguido las instrucciones del fabricante del auto y del SRI para colocar el mismo en forma segura.
- El SRI está bien sujeto al auto y no se mueve más de 2,5 cm cuando lo muevo con fuerza moderada.
- Viaja sin ropa de abrigo, dado que la misma puede provocar la falsa sensación de ajuste del arnés.
- Los arneses están bien justos al cuerpo, de manera que yo no pueda pellizcarlos.
- Usará este tipo de asiento hasta que el arnés le quede chico (altura) o supere el máximo de peso admitido por el fabricante del SRI.

PASO 2

Los niños pequeños y los niños más grandes utilizan SRI mirando hacia adelante (Grupo 1). El niño ha excedido los límites de peso y altura para utilizar SRI mirando hacia atrás.

Verificar que:

- Siempre viaja en el asiento trasero y nunca enfrente de una bolsa de aire.
- Siempre viaja en un SRI apropiado para su peso y altura.
- El SRI cumple con norma técnica internacionalmente reconocida.
- He seguido las instrucciones del fabricante del auto y del SRI para colocar el mismo en forma segura.
- El SRI está bien sujeto al auto y no se mueve más de 2,5 cm cuando lo muevo con fuerza moderada.
- Viaja sin ropa de abrigo, dado que la misma puede provocar la falsa sensación de ajuste del arnés.
- Los arneses están bien justos al cuerpo, de manera que yo no pueda pellizcarlos.
- Usará este tipo de asiento hasta que arnés le quede chico o supere el máximo de peso admitido por el fabricante del SRI.

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PASO 3

Los niños más grandes utilizan asientos elevador / booster mirando hacia adelante (Grupos 2 y 3). El niño mide menos de 1,50 metros y ha excedido los límites de peso y altura para utilizar SRI mirando hacia adelante.

Verificar que:

- Siempre viaja en el asiento trasero y nunca enfrente de una bolsa de aire.
- Siempre viaja en un asiento elevador / booster utilizando el cinturón de seguridad de 3 puntas (hombro / cadera) del auto.
- El asiento elevador / booster cumple con norma técnica internacionalmente reconocida.
- La porción de cinturón de cadera debe quedar sobre la misma, no sobre el estómago.
- La porción de cinturón para el hombro debe quedar sobre el mismo, no por el cuello, debajo del brazo o detrás de la espalda.
- He seguido las instrucciones del fabricante del auto y del SRI para colocar el mismo en forma segura.
- El cinturón de seguridad está bien justo al cuerpo, plano y cómodo.

PASO 4

Los niños / adolescentes están listos para usar los cinturones de seguridad. El niño alcanza el 1,50 metro y ya no le sirve el asiento elevador / booster.

Verificar que:

- Siempre viaja en el asiento trasero y nunca enfrente de una bolsa de aire.
- Siempre viaja utilizando el cinturón de seguridad de 3 puntas (hombro / cadera) del auto.
- La porción de cinturón de cadera debe quedar sobre la misma, no sobre el estómago.
- La porción de cinturón para el hombro debe quedar sobre el mismo, no por el cuello, debajo del brazo o detrás de la espalda.
- Su espalda se apoya firmemente contra el respaldo del asiento, sus rodillas pueden doblarse cómodamente sobre el borde frontal del asiento y puede ir sentado/a de esta manera todo el viaje.
- El cinturón de seguridad está bien justo al cuerpo, plano y cómodo. Si el cinturón de seguridad no le ajusta bien, entonces debe volver al PASO 3 y utilizar un asiento elevador / booster.

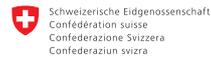
Recuerde:

- Todos los SRI y asientos elevadores / booster, deben cumplir con normas técnicas internacionales y reconocidas.
- Los SRI y asientos elevadores / booster homologados en Uruguay cuentan con la recomendación de la Sociedad Uruguaya de Pediatría y la Fundación Gonzalo Rodríguez. Los mismos se distinguen en los puntos de venta por contar con la identificación correspondiente.

¿Sabía que...?

- Por corto que sea su viaje, siempre debe utilizar un SRI.
- En un choque a 30 km/h un niño de 10 kg. ejerce una fuerza equivalente a 147 kg., por lo cual los brazos de los adultos son incapaces de sostenerlo.
- Las estadísticas demuestran que la mayoría de los siniestros de tránsito ocurren a distancias cercanas al punto de salida o llegada.
- El mejor lugar para colocar un SRI es el asiento trasero central, para protección en un choque lateral, siempre y cuando se cuente con el sistema de anclaje adecuado.
- Todo SRI que cumple con norma técnica tiene fecha de vencimiento: verifíquela en la parte trasera del mismo trasera del mismo ó con el manual / sitio web del fabricante.

APOYA:



Embajada de Suiza en Uruguay

Fundación Gonzalo Rodríguez 26 de marzo 3454/102, CP 11300 / +598 26288815 / Montevideo, Uruguay

www.gonzalorodriguez.org



Habilitación

- Todos los Transportes Escolares deben estar debidamente habilitados para su circulación,
- Las Intendencias Departamentales son las responsables de la inspección y habilitación de los vehículos destinados a este fin.
- La habilitación debe estar visible en todo momento ya sea a través de autoadhesivos o tarjetas (si la misma no es visible, usted puede solicitarla al responsable del transporte).
- Los vehículos habilitados por el MTOP a partir de 24 asientos pueden trasladar niños siempre que cuenten con cinturones de seguridad.
- Desde su rol de educador, a la hora de seleccionar el servicio busque aquellos que cuenten con un acompañante adulto.

Seguridad interna

- Los asientos utilizados deben cumplir con norma técnica internacionalmente admitida,
- Los asientos deben estar dispuestos transversalmente al sentido de la marcha del vehículo (no de espaldas al conductor).
- Los cinturones de seguridad deben ser de 3 puntas con regulación de altura y cumplir con norma técnica internacionalmente admitida.
- Los niños deben viajar con el cinturón abrochado SIEMPRE y en todos los casos; en ningún caso es admisible que los niños viajen sueltos,
- Los niños menores de 3 años deben viajar utilizando Sistemas de Retención Infantil (SRI).

Los vehículos destinados a transporte escolar tienen la obligatoriedad de contar con cinturones de seguridad de tres puntas con regulación de altura en cada una de las plazas del vehículo. Se recomienda que los propios referentes de los niños fiscalicen que esto se cumpla.

Desde su rol de Educador, y como responsable del cuidado de los niños, tenga en cuenta los siguientes aspectos al momento de utilizar cualquier tipo de transporte para el traslado de los niños.

Proteger a los niños es responsabilidad de todos

1. Infórmese

La FGR dispone de información sobre la normativa vigente en materia de Transporte Escolar, así como de información adicional en www.gonzalorodriguez.org

2. Difunda

Asegúrese que los padres, responsables de la educación, instituciones de educación física y demás responsables por el traslado de los niños, conozcan la reglamentación y ¡LA CUMPLAN!

3. Controle

Si detecta algún incumplimiento en relación a la normativa vigente, denúncielo; de la seguridad de los niños ¡TODOS SOMOS RESPONSABLES!



APOYA:



Embajada de Suiza en Uruguay

Fundación Gonzalo Rodríguez 26 de marzo 3454/102, CP 11300 / +598 26288815 / Montevideo, Uruguay

Fundación Gonzalo Rodríguez
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INTERNATIONAL DEVELOPMENT

The expansion of the organization was not only in our country. The FGR participated of activities in different cities in the world like never before. It got to know other realities, contacted representatives from civil organizations, companies, institutions and governments.

Through the participation in conferences, congresses, integration of research networks, training courses and work meetings, the FGR tried to share experiences and knowledge gained in years of work to keep developing the FGR into a referent of Child Road Safety in Latin America and the Caribbean.

The different international institutional events were used as an opportunity for the presentation of the First International Child Road Safety Forum (FISEVI) to be held in Montevideo, Uruguay on May 20-21, 2014.



Latin NCAP

The New Cars Assessment Program for Latin America and the Caribbean (Latin NCAP, of which the FGR is a founding member and Secretariat) tested and presented 13 vehicles during 2013, two of them belonged to Phase III and the other eleven cars belonged to Phase IV.

For the first time, cars awarded 5 stars for adult protection were presented. This shows the work and commitment of the local industry evidenced through the potential to manufacture vehicles with said quality standards. The same tests, however, showed that unstable structures are still the major problem in top-selling cars in the region and child protection is still poor.

Latin NCAP awarded recognition to those manufacturers to be the first ones in getting 5 stars for adult protection. The awarded manufacturers in 2013 were Seat, Ford and Volkswagen.



SPORTS SCHOOLS

The program "Sports Schools" has been carried out by Fundación Gonzalo Rodríguez (FGR) since 2002. Said program follows international guidelines by Laureus Sport for Good Foundation (<http://www.laureus.com>), working for more than 200 children in the Rossi and Villa Nelly neighborhoods (La Paz – Canelones). The aim of the Sports School Program is to use sports as an educational tool to develop values and social inclusion.





In the 11th year of the Program, we finished activities for an international exchange program with Argentina "Dale Pelota a los libros" (also supported by LSGF), in which a group of our children and youngsters was involved. It was an unforgettable experience for those who participated in the different stages since the beginning of the exchange in 2012 through activities in both countries during two years.

As well, several activities were carried out involving more than 150 children, e.g.: Back to School, Child's Day, Going Camping or a Kermesse. There was an important participation of families and different social organizations and companies that supported different events as participants of the Program Uruguay Works of the Ministry of Development.

Another important achievement of the Program, which made of 2013 a very special year, is that the Support Commission, parents of children participating in the Program, was formally set up showing great commitment to the program.



PARTNER

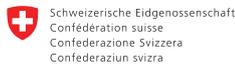


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