

Annual Report
FUNDACIÓN GONZALO RODRÍGUEZ

2012





2012 was a year of consolidation efforts marked a cultural progress in Uruguay and Latin America.

With 12 years of dedication, effort and professionalism to improve the quality of life for children in Uruguay, today I can say with great pride that since the team Gonzalo Rodriguez Foundation, its partners and collaborators have made profound changes that provide fundamental elements of cultural progress for our nation.

What Sport is compulsory in all schools of Uruguay, that all children traveling on School Transportation, they can do it safely and that those traveling in private vehicles also can make it as safe as children of the first world, I filled of pride, satisfaction and many thanks.

Some of the notable achievements of the past year highlight :

At the pinnacle of success, the Law of Mandatory Use of Child Restraint Systems, which puts equal children of adults in the vehicle safety. With a cars market with significant growth in the last five years, this decision was essential to safeguard the most precious treasure of Uruguay : Children.

Then, I want to mention another element of the new transit LAW requiring 19,061 new vehicles have security basics like over 15 years ago with other countries. While there are still more items to add, feel that the work LATIN NCAP program through its independent information was of paramount importance.

As a result of the professionalism and effort , we received important awards such as the Prix Prince Michael of Kent, who renews our strength redoubling our commitment to continue to contribute actively to the Decade of Action for Road Safety of UN.

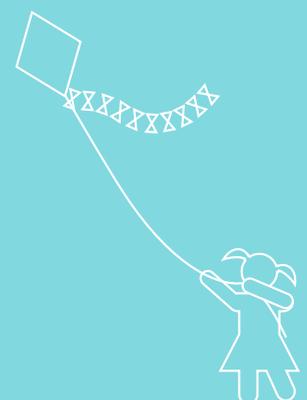
Thus, we have organized events, featured lectures, testimonies and shared our expertise in several countries such as Argentina, Colombia, Brazil, Malaysia, United States, Chile. No doubt Fundación Gonzalo Rodriguez thanks to his team and his collaborators won a prominent position on the issue regarding Child Road Safety and Motor Vehicle .

I want to express my admiration to those who made possible the communication campaigns that we have carried out making remain the subject in the media and those actors who are key to generate the necessary change.

Finally , an issue that means a lot to us emotionally, and finally we generate an exchange with the children of La Paz Sports Schools with the " Give ball to books " in the town of Laprida (Argentina), Both projects SFGF main partner Laureus Foundation incorporates the best athletes in the world .

This year close many chapters , luckily we have our blank sheet to transform our dreams into goals, and these in tasks that we serve as a roadmap to continue generating more education, health and development.

Nani Rodriguez





The Fundación Gonzalo Rodríguez has been working for twelve years building programs based on the transmission of values aimed at all sectors of society, establishing national and international networks that increase the resources, knowledge sharing and working together, being inspiring and mobilizing public sectors and private.

Institutional Recognition

The Fundación Gonzalo Rodríguez receives the “international road safety prince michael award”

In May 2, 2012, the Fundación Gonzalo Rodríguez (FGR) proudly received the “International Road Safety Prince Michael Award” in the city of New York.

Prince Michael of Kent GCVO, member of the British Royal Family, is a member of the Commission for Global Road Safety. He handed in the prize after dedicating the following words to the FGR: “The work of the NGOs is crucial to improve Road Safety in general, but in developing countries, they can offer a catalyst action when governments are not able to; the FGR’s work is an example of this.”

Currently, these awards are committed to supporting the “Decade of Action for Road Safety” and are handed in to organizations in recognition for their outstanding achievements and innovations. Other recipients of the prize were, Sweden for its Plan “Vision Zero;” Michelin for its Campaign “Vivendum;” and Michel Bloomberg (New York Mayor) for his philanthropic commitment.

Companies in motion: three years being reliable

“Companies in Motion” third edition by Fundación Gonzalo Rodríguez (FGR) took place in May at Rara Avis Restaurant's Prelude Room. “Companies in Motion” is a fund-raising event launched in 2010 for the first time for the FGR's 10th Anniversary. Through this event and thanks to the trust and confidence of more than 15 renowned-social responsible companies and media outlets in Uruguay committed to the FGR's objectives, the foundation obtains annual financial support that contributes, together with international support, to the carrying out of the Child Road Safety programs developed by the organization.

This edition focused on the FGR's objectives and its support to the Decade of Action for Road Safety 2011-2020 through its commitment with Pillars 3 “Safer Vehicles”, 4 “Safer Road Users”, and 5 “Post-Crash Response.”

The following companies took part in the event:

Sponsors: Allerton S.A, Blue Cross and Blue Shield Uruguay, National Insurance Bank (BSE), Fundación MAPFRE, Summum Medicina Privada.

Promoting the event: 3M Uruguay, Abitab S.A., Autolíder S.A., B y R Importaciones, CASMU, Coraldit S.A., Moviecenter, Porto Seguro Seguros, Unión Capital AFAP, Yomani S.A., Zonamerica.





Road Safety



The **FGR** works in different projects in the field of Road Safety in order to improve the situation of child passengers the country. The FGR has also worked to demonstrate the effectiveness of interventions to protect children, being able to promote safe traffic conditions for them as well as to become the model of best practices for other countries in the region.

Safely back to school

In February, within the Child Road Safety Plan EDU-CAR, the second edition of the public service campaign "Safely Back to School", was launched.

Within this context and since 2011 the FGR created the public service campaign that provided information to those in charge of transporting children and contributes to the timely enforcement of said regulation.

In this new edition of the campaign, the message included the importance of safety in School transport vehicles as well as the need for Child Restraint Systems for children under 3.

Presentation of the road accident investigation

In March, the results of the research project "Child Road Accidents Analysis in Uruguay: a Preventive Approach" were presented before the Chamber of Representatives at the Palacio Legislativo, approved by the ANII as a high social impact project. The mentioned study assessed the way children traveled and the safety measures used by them and the school environment. The main objective was to determine road safety prevention measures.

During the project's execution, several quantitative and qualitative studies were carried out to diagnose the children's mobility in the school context.

At the same time, we worked together with the School of Medicine of the University of the Republic (UdelaR) in a study on the clinical situation of children involved in motorcycle accidents, admitted in Intensive Care Units and Intermediate Care Units nationwide.

Results of this study can be downloaded at www.gonzalorodriguez.org



DECADE OF ACTION FOR ROAD SAFETY 2011-2020 FIRST ANNIVERSARY

The first Anniversary of Road Safety Decade of Action was celebrated in May 11, 2012.

In Latin America and the Caribbean the death toll per capita is the highest in the world; 26 fatalities per 100,000 population and 130,000 dead people and 6 million injured people every year.

The so-called "Road accidents" and their unacceptable consequences are one of the main socio-economic and public health problems in Latin America.

According to the proposal made by the General Assembly of the United Nations, regarding joining global efforts to maintain and reduce injuries and fatal victims caused by traffic accidents, the Decade of Action for Road Safety was officially launched in May 11, 2011.

The declaration establishes specific lines of action in five areas: Road Safety Management, Infrastructure, Safe Vehicles, Road User Behavior, Post Crash Care.

During 2011, in our country, according to information presented by the UNASEV, 572 people died in car accidents and more than 28,399 were injured.

In April 17, 2012 at the Chamber of Representatives in the Palacio Legislativo, the Uruguayan State joined the declaration of the 2011-2020 period as the "Decade of Action for Road Safety."

The FGR disseminated information among national media outlets, and TV journalists, badges were worn identifying the Decade of Action. All those involved in the prevention of road accidents welcome this initiative which functions as support for all actions carried out by different actors, both private and public, in order to raise awareness about this worrisome situation.

Agreement Fundación Gonzalo Rodríguez–Banco de Seguros del Estado (BSE)

The National Insurance Bank (BSE) included in its vehicle policies the (BSE) replacement of stolen or damaged Child Restraint Systems (CRS).

This benefit is part of the agreement signed by the BSE and the FGR in 2007 for the “Child Road Safety Plan EDU-CAR,” that aims to protect children in roads and to promote their road safety training as the drivers of tomorrow.

Car insurance policies that cover damage not involving third parties' responsibility, fire, and robbery, will include coverage of Child Restraint Systems (CRS) in the vehicle.

Officially approved CRSs are those that comply with recognized technical standards and have a maximum lifespan of 10 years.

The agreement between the BSE and the FGR was signed on June 25 by Mario Castro, President of the BSE and by María Fernanda Rodríguez, FGR's President.

From Spain to Flores: “clowns in danger” theatre play

Within the context of actions carried out in the province of Flores, Uruguay, and sponsored by Fundación MAPFRE (who ceded copyrights), and promoted by Municipality of Flores (IDF), and the National Board of Kindergarten and Primary Education (CEIP), the theatre play “Clowns in Danger” was presented.

Attendees to the inaugural performance: Dr. Gustavo Ruisiñol (Municipality of Flores Traffic Advisor), Blanca Lima (Municipal Head Teacher), and teacher Sara Weikert (Plan Ceibal Coordinator in Flores), representatives of Fundación MAPFRE, and FGR's President, María Fernanda Rodríguez.

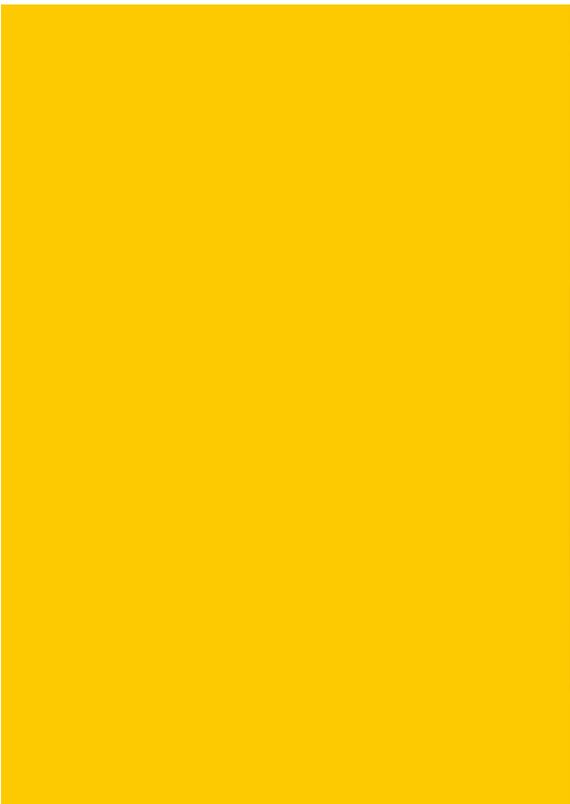
The objective of this theatre play is to disseminate concepts of Road Safety through playful and imaginative activities through the potential of artistic creativity (theatre, music) to transmit the concept of responsible care.

Local artists performed directed by Celia Bessonart Rizzo.

The play aims to raise awareness among school children and promote change in their social context: substantial changes in society can be achieved through the education of children.

As the author said: “As they sing, play and laugh, these five clowns learn from the wise advice of their teacher Rudy: To learn to play and live without hurting or being hurt.”





Re-launch public service campaign “use a child seat”

The public service campaign “Use a Child Seat 2012” was re-launched for the third consecutive year. This campaign not only reminds the public of the importance of using a CRS, but it also adds new information for parents and caregivers about how to select a suitable device for their children. Visual material describing different child seat categories is included in the campaign. CRSs are not randomly selected, the correct child seat suits the child weight and height.

To reach the campaign's goal, a multimedia strategy was planned, including TV, radio, written press, the Internet, public spaces, and more than 40 local media outlets.





World safety conference

As a member of Safe Kids Worldwide the FGR attended the 2012 Annual Meeting in Wellington, New Zealand.

Representatives from 17 different countries worked together with members of the staff of Safe Kids Worldwide, its President Kate Carr, and the Chairman of the Board Mr. John Claster.

In this meeting the members shared their best practices, exchanged ideas on their strengthening and discussed regional opportunities for cooperation.

After actively participating of this meeting, the FGR attended de 11° World Conference on Injury Prevention and Safety Promotion carried out in the same city. At this event, the world leaders, researchers, professionals and activists gathered to build knowledge and strengthen the areas of injury prevention and safety at a global level.

In this conference, the FGR was selected to present a poster showing findings of its comparative study conducted before and after the Public Service Campaign "Use a Child Seat. Travels Safely. Gets There Safely" (2008-2010)

Regional course on child passenger safety

The FGR conducted the "Child Passenger Safety Certification Program for Latin America and the Caribbean" for the first time in the region on November 27-30 at the Hotel Regency Zonamérica. There were instructors from USA and Europe, and 14 students from Argentina, Brazil, Chile, Mexico, and Uruguay.

As part of the working agreement between the Fundación Gonzalo Rodríguez (FGR) and Safe Kids Worldwide (SKW), "Safe Kids Uruguay" intends to replicate basic concepts of the Program "National Certification on Child Passenger Safety," that Safe Kids USA carries out in said country.

Legal recognition to children's right to travel safely

On Wednesday, December 26, the Road Safety General Regulations Act was passed. Articles 1 to 3 of said Act make it mandatory to use Child Restraint Systems (CRS) in all private vehicles transporting children and adolescents.

The passing of this act represents a crucial step in the prevention of child injuries and deaths. Its correct implementation by the Executive Power through the UNASEV (National Road Safety Agency) is however, fundamental for this act to fulfill its mission, SAVING LIVES!

The Fundación Gonzalo Rodríguez (FGR) expresses its satisfaction with the passing of this Act and wants to thank all those involved in this process that represents a milestone for the country and the region.

The FGR has been working relentlessly in the promotion of this act. This, together with those School Transport acts, already passed, will contribute to improve safety conditions of vulnerable road users, within the context of the Decade of Action for Road Safety.

The FGR has lead the way, together with the Uruguayan Society of Pediatrics, in the promotion of the use of officially authorized CRSs complying with internationally recognized technical standards. As a complement, the FGR has implemented "Check up events" as a model activity for CRS correct installation.

In these 5 years, the FGR has worked tirelessly in the promotion of a cultural change through different actions including, Public Service Campaigns, Agreements with public and private agencies (both national and international), technical advice to authorities, research and scientific studies, training to pediatricians, enforcement officials, students from the School of Medicine, parents and caregivers, as well as the dissemination of reference materials.

We would also like to thank all those agencies, companies, public and private institutions, national authorities, politicians, media outlets, NGOs, both national and international, that have supported and shown their commitment to the FGR, devoting many hours of their time, and human and material resources to reach this objective.



Latin NCAP is a joint initiative of the Federation Internationale de l'Automobile (FIA), the FIA Foundation, the Global New Car Assessment Programme (GNCAP), the Fundación Gonzalo Rodríguez and International Consumer Research & Testing (ICRT). It counts with the support of the Inter-American Development Bank.

Latin NCAP aims to provide consumers across the Latin American & Caribbean region with independent and impartial safety assessment of new cars; encourage manufacturers to improve the safety performance of the vehicles they offer for sale in the Latin American & Caribbean region; encourage governments across the Latin American & Caribbean region to apply UN vehicle crash test regulations to passenger cars.

Safety levels of latin american vehicles still very low, there is, however, some progress

Last crash tests results published by Latin NCAP were presented in Buenos Aires, Argentina on November, 13. The event, which took place at the National Institute of Industrial Technology (INTI), included the participation of the Minister of Industry Mrs. Débora Giorgi, and the Executive Director of the National Road Safety Agency, Mr. Felipe Rodríguez Laguens, among other prominent guests.

Last tests results show that safety levels of most popular cars in the region are still 20 years behind in relation to high-income countries. There has been, however, some progress with more vehicles obtaining 4-star ratings. Besides, two manufacturers have included airbags as standard equipment in their tested vehicles.

Tests results are available at www.latinncap.com







Sports are used as a tool for the education of values and social inclusion.

The program "Sport Schools" has been carried out by the 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)

Different thematic units were carried out

The Thematic Units Project was incorporated to the activities scheduled. The project worked on topics of general interest and was aimed to children, teenagers, families, and the community of the program.

Units covered during 2012 were: Nutrition, Dental Health and Sexuality. Different activities were planned to be carried out during the first three months of each unit; there were prominent professionals involved in each area. All thematic units finished with one or more workshops for children and their families.

Another dream fulfilled: camp and exchange

Thanks to Laureus Argentina support we were able to fulfill the dream of the children participating of an exchange experience with another Laureus program "Dale Pelota a los Libros" (Argentina).

Children from both countries had the opportunity of getting to know new life stories, and realizing about shared feelings and emotions on both sides of the border. The exchange widened their social environment, created an opportunity for personal growth strengthening bonds between themselves and with their teachers.

The Argentinean delegation also took part in other activities organized by "Sport Schools" in the premises of Direction of Sports - Parque del Plata. Likewise, Uruguayan kids travel to Laprida, province of Buenos Aires, Argentina in February 2013 to share 5 days of activities with children from the program "Dale Pelota a los Libros."

Sharing the olympic dream

In the context of the London Olympic Games 2012, the FGR, sponsored by the British Embassy in Uruguay and with the support of the Uruguayan Athletic Confederation, conducted the Mini Olympics project for the "Sport Schools" program.

The FGR combined the efforts of different sport associations, Education officials, and government representatives to achieve the project's goal: To introduce children to Field and Track, taking them to the Official Athletics Track, promoting team work, teaching them the historical process of the Olympic Games, and carrying out workshops to construct basic elements for the mini- Olympics.

The Project finished with a final activity involving all disciplines of mini-athletics. Children from different organizations attended the event, among them: Plaza de Deportes La Paz, Plaza de Deportes Las Piedras, Public School Villa Nelly N° 188 and Public School Barrio Rossi N° 172. Prominent stakeholders also attended, among them, Mr. Juan Tons (La Paz Mayor), Mr. Alejandro Pereda, Sports Director Municipality of Canelones,) Prof. Ernesto Irueta (National Sports Director,) Mr. Ben Lyster-Binn (British Ambassador,) and the representative of Laureus Argentina, Mr. Martín Orti, among others.



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