

# ROAD SAFETY NEWS



The Quarterly News Bulletin  
for Safe Way Right Way Uganda  
Issue No. 007: June 2016

## Editorial: Finalizing work on the Kampala – Hoima Corridor

The first half of 2016 has been filled with activities as our road safety interventions along the Kampala – Hoima Highway were concluded.

On 23/March/2016, Safe Way Right Way had a successful launch for the speed zone campaign in Kakiri Town Council, Wakiso District. The day was marked by the donation of brand new hi tech speed guns to the police force by Safe Way Right Way.

The launch was graced by the Minister for Works and Transport, Hon. Eng. John Byabagambi who was the presiding Guest of Honour. He made a commitment to return the formation of the National Road Safety Authority to Cabinet owing to the central role it would play in coordinating road safety activities.

Also present was the Director for Traffic and Road Safety in the Uganda Police Force, Dr. Steven Kasiima, who emphasised the importance of road safety as a key intervention in corporate social responsibility. He urged all current and potential partners to continue and enhance their support towards the cause.

Safe Way Right Way then implemented the campaign at 12 identified black spots. Over 600 drivers were stopped and engaged on the devastating effects of speeding with assistance from the traffic police teams. Driver handbooks which were available in English, Luganda and Lunyoro were offered together with traffic sign charts to all sensitized drivers.

Drawing on the positive impact from the Kampala - Busia highway, it is hoped that the continued presence of the speed guns will play a significant role in bringing about speed reduction along the high way and consequently reduce the number of casualties that result from road accidents.

A school zone campaign was launched at Hoima Public School on 17/March /2016 after the selection of 12 schools whose pupils were found to be at high risk owing to their proximity to the highway. A team comprised of staff from Safe Way Right Way and the traffic Police was able to reach 6,200 pupils with the road safety message. Each of the pupils then received a set of road safety education materials and two selected teachers were trained as crossing guides to ensure continuity of the program.

The communities living along the Kampala-Hoima Highway were also reached through a community sensitization program on the 23rd and 24th May 2016. Teams were able to engage drivers of Heavy Good Vehicles, Passenger Service Vehicles and Boda Boda at nine key towns on the High Way.

Safe Way Right Way was in attendance at a workshop organised by the Northern Corridor Transit and Transport Coordination Authority from 25th – 29th April 2016 in Kampala.

The Authority which draws its membership across countries that make up the Northern Corridor including Uganda, Kenya, Tanzania, Democratic Republic of Congo and Burundi, recognised the significant role played by Safe Way Right Way in improving road Safety and expressed interest in working more closely with the secretariat to implement its mandate. Safe Way Right Way looks forward to complementing the Authority's efforts to improve road safety in the region.

**Joe Erem Eyoko**  
Project Coordinator



Kampala – Hoima Speed campaign



(L - R) The Chairman Board of Governors, Mr Amar Mousa, welcomes Hon. Byabagambi to the launch of the speed zone campaign.



## Kampala – Hoima Speed campaign



**2** Laser speed guns donated  
**25** Officers trained  
Launched by Hon. Minister of Works and Transport



Members of the Board of Governors with Hon. Byabagambi, (Front Center), Dr. Steven Kasiima (3rd, 2nd row), the Mayor, Kakiri Town Council (4th, 1st row).

## 11 May 2016: five-year anniversary of the launch of the Decade of Action for Road Safety 2011-2020

This day marked the mid-point in the Decade of Action for Road Safety 2011-2020, which was launched to great fanfare in many countries around the world on 11 May 2011. Five years since the launch of the Decade of Action, where do we stand?

Although still unacceptably high, an encouraging sign of progress is that the annual number of road traffic deaths is stabilizing at around 1.25 million even though the number of motor vehicles worldwide is increasing rapidly. According to WHO's Global status report on road safety 2015, 79 countries have seen a decrease in the absolute number of road traffic fatalities during a recent three-year period.

Following the spectacular launch of the Decade of Action, many countries have developed national road safety plans in line with the Global Plan. They are improving legislation and enforcement on the main behavioural risk factors; working with groups such as the International Road Assessment Programme and Global New Car Assessment Programme and their regional affiliates to assess and upgrade the safety of their roads and vehicles; and enhancing the systems that provide medical treatment and support to the injured.

A major achievement for the field, the 2030 Agenda for Sustainable Development recognizes that progress will continue to be hampered in countries lacking safety on their roads. Sustainable Development Goal (SDG) target 3.6 calls upon governments to reduce road traffic deaths and injuries by 50% by 2020, while SDG target 11.2 encourages them to provide safe, affordable, accessible and sustainable transport systems for all by 2030. A related UN General Assembly

resolution, adopted in April 2016, acknowledges the importance of these SDG targets, calling for road safety as a pressing priority. The more than 2000 delegates to the 2nd Global High-Level Conference on Road Safety held in Brazil in November 2015 - including more than 50 ministers and vice-ministers of health, transport and interior - charted ways to achieve these ambitious targets.

The Decade of Action has also helped to generate additional resources. In a major boost, Bloomberg Philanthropies announced in February 2015 a further US\$ 125 million donation to select low- and middle-income countries to strengthen national road safety legislation and implement bold, new road safety initiatives in cities.

During the first half of the Decade of Action, we have also seen the emergence of a stronger civil society, with groups such as the Global Alliance of NGOs for Road Safety and YOURS leading the charge. Such organizations - and the voices behind them - have been instrumental in demanding greater attention for road safety and marking advocacy events, such as the UN global road safety weeks and the annual World Day of Remembrance for Road Traffic Victims.

However, during the five years remaining in the Decade of Action, if we are to achieve the significant SDG targets governments have set, we need to dramatically accelerate action, in particular at national and local levels. Many actors have a role and collaboration across many sectors will be key.

WHO is developing a package of priority interventions to guide governments as they rally around what works to prevent road traffic deaths and injuries. These include measures to improve laws and enforcement; make roads safer through infrastructural modifications; ensure that vehicles are equipped with life-saving technologies; and enhance emergency trauma care systems. Tackling speed will be central to these efforts.

In collaboration with other UN agencies and UN regional commissions, WHO is also facilitating the development of global performance targets for risk factors and service delivery and will continue to monitor, through its global status reports, progress towards the achievement of the goal of the Decade of Action - to save 5 million lives.

The challenge ahead is huge. We know what works to prevent road traffic deaths and injuries. We must simply garner the will to transform that knowledge into the concrete and practical road safety interventions that will save lives.

#### Sources:

Decade of Action Secretariat: World Health Organisation

Decade of Action for Road Safety 2011-2020

[http://www.who.int/roadsafety/decade\\_of\\_action/en/](http://www.who.int/roadsafety/decade_of_action/en/)

Global status report on road safety 2015

[http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)

UN General Assembly resolution A/70/L.44 "Improving global road safety"

[http://www.un.org/ga/search/viewm\\_doc.asp?symbol=A/70/L.44](http://www.un.org/ga/search/viewm_doc.asp?symbol=A/70/L.44)

"Brasilia Declaration on Road Safety"

[http://www.who.int/violence\\_injury\\_prevention/road\\_traffic/Brasilia\\_Declaration/en/](http://www.who.int/violence_injury_prevention/road_traffic/Brasilia_Declaration/en/)



## School Zone Campaign



**12** schools sensitised  
**24** crossing guides trained  
**6,200** children educated  
**6,200** educational materials distributed  
**24** crossing guide aids donated  
**2** Zebra Crossings pending



**School Zone Campaign**







## Police Training

### UN General Assembly adopts a resolution on “Improving global road safety”

The UN General Assembly and its Member States adopted a resolution on “Improving global road safety”. The resolution, which was tabled by the Government of the Russian Federation, was co-sponsored by 55 governments.

Among key decisions, resolution A/70/L.44 reaffirms adoption of the Sustainable Development Goal (SDG) targets on road safety outlined in the 2030 Agenda for Sustainable Development: SDG target 3.6, which aims to reduce global road traffic deaths and injuries by 50% by 2020 and SDG target 11.2, which aims to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030.

The resolution acknowledges their importance and calls for action to reduce road traffic deaths and injuries as a pressing development priority. It also endorses the outcome document of the 2nd Global High-Level Conference on Road Safety, held in Brazil in November 2015, namely the “Brasilia Declaration on Road Safety”.

The resolution invites two major development conferences - the UN Conference on Housing and Sustainable Urban Development (Habitat III, Quito, Ecuador, October 2016) and the 9th Global Conference on Health Promotion (Shanghai, China, November 2016) - to give appropriate consideration to road safety and sustainable mobility generally. It asks these to do so, while paying special attention to the needs of those in vulnerable situations, including people with disabilities.



## Police Training

With regard to Member States, the resolution renews its call on governments to take a leading role in implementing the road safety-related SDG targets and the activities of the Decade of Action for Road Safety 2011-2020. In line with the Global Plan for the Decade of Action, and as documented in previous UN General Assembly resolutions, Member States are specifically invited to adopt comprehensive legislation on key risk factors, including speeding, drinking and driving, and failing to use motorcycle helmets, seat-belts and child restraints; improve the safety of vehicles and roads; and strengthen emergency trauma care for victims of road traffic crashes.

Member States are also requested to develop and implement targeted social marketing campaigns to raise awareness; commemorate the annual World Day of Remembrance for Road Traffic Victims; organize activities in 2017 to mark the Fourth UN Global Road Safety Week; support the activities of the UN Secretary-General's Special Envoy for Road Safety; and explore new and innovative funding modalities.

The resolution requests WHO, in collaboration with other UN agencies and UN regional commissions, to continue facilitating a transparent, sustainable and participatory process with all stakeholders to assist countries to develop voluntary global performance targets on key risk factors and service delivery mechanisms to reduce road traffic fatalities and injuries. WHO is also encouraged to continue to monitor, through its global status reports, progress towards the achievement of the goal of the Decade of Action.

Finally the resolution requests the UN Secretary-General to consider the possibility of establishing, from voluntary contributions, a Road Safety Trust Fund, to support the implementation of the Global Plan for the Decade of Action and road safety-related SDGs.

Road traffic deaths and injuries are a major health and development concern. WHO's Global status report on road safety 2015 indicates that worldwide the total number of road traffic deaths has plateaued at 1.25 million per year, with the highest road traffic fatality rates in low-income countries. In the last three years, 17 countries have aligned at least one of their laws with best practice on the key risk factors noted above. While there has been progress towards improving road safety legislation and enhancing vehicle safety, the report shows that the pace of change is too slow. Urgent action is needed to achieve the ambitious targets reflected in the 2030 Agenda for Sustainable Development.



Thanks to your continued commitment to [#SaveKidsLives](#), we are excited to invite you to join the next phase of the campaign!

There has been huge demand to continue the push for action, and we need real change more than ever before.

So [#SaveKidsLives](#) launched the 2020 Action Agenda, and we need your support. Starting with the Child Declaration for Road Safety, this new agenda is now taking everything a step forward.

Having listened to your ideas, they have now been included in an agenda that is focused on actionable steps that our leaders must take to save kids lives now! There are five priority actions that must be put in place urgently to reach the global target to halve road deaths by 2020. Our leaders must turn their words into action to save lives.

[#SaveKidsLives](#) is now pushing for the 2020 Action Agenda to be implemented by governments.

Visit the all new [#SaveKidsLives](#) website at [www.savekidslives2020.org](http://www.savekidslives2020.org). We ask you, our champion campaigner, to check out the new steps to start a wave of real action around the world.

**The new steps are:**

**1. Get Smart** - understand the issue facing children and grasp the 2020 Action Agenda.

Get smart with our range of resources.

**2. Get Committed** - having understood the calls in 2020 Action Agenda, sign your name in support.

Even if you signed the Child Declaration, add your commitment to the Action Agenda, and get others to sign up.

**3. Get Loud** - Spread the word! Take a #Safie with our new signboards and share everywhere you can!

**4. Get Going** - Take it even further! You can take some real steps get more attention for the campaign and get our leaders to act.

Without your support the [#SaveKidsLives](#) would not have made such a big impact around the world. Now we call on you to help us take the campaign even further!

Join us, call on leaders at all levels to tell us how they will reach the Global Goals target to halve road deaths in the next five years. Learn more about how you can Get Going.

As we move into the next phase of the campaign, can we count on you to hold our leaders accountable?



## RADIO AND SOCIAL MEDIA

Safe Way Right Way Radio Monitoring Report December 2015 To January 2016

STATION	BOOKED	AIRED	BONUS	PERCENTAGE RATING
HOIMA FM	56	528	472	943
CAPITAL FM	28	110	82	393
SIMBA FM	44	96	52	218
COMMENTS				
Over 200% performance per station.				

- 3 Radio Ads recorded and aired in English, Luganda and Lunyoro.
- 3 locally produced video clips aired on you tube, facebook and whatsapp.

## PERFORMANCE ON SOCIAL MEDIA

	January 2016	February 2016	March 2016	April 2016
REACH	40,000	54,641	114,292	195,700
ENGAGEMENT RATE	5.37%	7.7%	6.2%	6%
LIKES/COMMENTS	2,932	3,244	2,721	1,541

Safe Way Right Way Audience: 71% men and 29% female and 96% based in Kampala. The 18-34 year old urban male makes up the biggest part of the audience.

Safe Way Right Way Facebook Page: <https://www.facebook.com/safewayrightwayuganda/?fref=ts>,



## Media Campaign



**CONTACT US:**  
**SAFE WAY RIGHT WAY**  
Plot 7, 7th Street (Total Uganda Limited),  
Industrial Area, Kampala  
[www.swrw.org](http://www.swrw.org)  
[feedback@safewayrightway.org](mailto:feedback@safewayrightway.org)  
Tel: +256 (0) 414 581 426

