



# SAFE WAY RIGHT WAY

# 2024

# ANNUAL NEWSLETTER



**SAFER ROADS FOR AFRICA**



## Dear Road User,

Happy New Year 2025! As our institutional culture, we bring you our annual Newsletter for the preceding year, 2024. Through out the year, our staff – from both Kampala Metropolitan area and the Albertine region – under several of our projects conducted numerous interventions in their project areas with commendable success rates.

From our VIA schools project, to the Community Road Safety Project and the Professional Driver Training School at Mukono, our impact is significant. As you flip the pages, you are taking on a journey of impact, awareness and road safety action. In this newsletter, we invite you to take a tour of our 2024 from a road safety angle, experience the paradigm shift and behavioral change in the road safety vulnerable communities, learn of more road safety tips and also celebrate with our several trainees at our Driver school.

## Irene Namuyiga - General Manager

I am delighted to introduce this annual wrap up of our road safety activities at Safe Way Right Way. The idea of safety is central to our community development, and intersects with several pertinent aspects of our daily lives – talk of health safety, livelihood especially for the drivers, mobility for the passengers and haulage in order to support economic progress.

Our mantra at SWRW is to ensure that as the aforementioned aspects of transport take shape, road safety stays in visible range for all the key sector players – drivers, passengers, and stakeholders. In general, I am glad to report that this major objective has been largely achieved through our several interventions and field activities.

To that end, and with particular restraint from preempting the Newsletter, I wish you a 'safe journey' as you navigate through the traffic that is within these pages of road safety activism.



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Safe Way Right Way

Safe Way Right Way Uganda

# About Us

- Safe Way Right Way is a Non-Governmental Organization which was founded in 2013 as a result of a collaboration between the World Bank's Global Road Safety Partnerships and TotalEnergies to improve road safety on Uganda's economic road corridors.

## Vision

- To achieve a crash free road network in Uganda.

## Mission

- To promote road safety through public and private sector partnerships on Uganda's road networks.

# SNAPSHOT OF 2024 ACHIEVEMENTS



**10 ZEBRA CROSSING  
POINTS PAINTED**



**7,485 MOTORCICLISTS  
SENSITIZED**



**49,890 COMMUNITY  
MEMBERS SENSITIZED  
DIRECTLY**



**75,642 SCHOOL GOING  
CHILDREN SENSITIZED**



**496 PROFESSIONAL DRIVERS TRAINED**

# PROFESSIONAL DRIVER TRAINING UGANDA (PDTU) – MUKONO SCHOOL



*The professional Driver Training School, located at Kigombya-Mukono is among the few driving schools in Uganda that offer Heavy Goods Vehicle (HVG) training in Uganda. Even more exciting is the fact that the services offered at the Safe Way Right Way school are considerably subsidised and free for the women. This (subsidisation) is mainly to promote affordable and quality training as a contribution to the creation of safer road for Africa. On the other hand, the free training (for the women) is a deliberate gesture by SWRW and her partners to bridge the gender gap that is apparent in the transport and Logistics sector in Uganda and Sub-Saharan Africa at large. More details about these are available at our website*

**Isaiah Ngabirano, Administrator - PDTU**

## Performance preview

With 5 instructors and 2 master trainers, the SWRW professional driver training school has recorded stellar performance in the year 2024. Our services range from fresh HGV driver training to refresher training. This training is available for trucks, trailers, buses and is offered with well grounded theory classes that are supplemented by adequate hours of practical training. This training comprises of defensive driving training,



*Master instructor Bwire.O.Silver conducting a training session at the SWRW school*

## Highlights

### 1. Breaking barriers: hitting milestones

We are happy to report that SWRW has in the year 2024 recorded a record number of female drivers totalling to 82 drivers. It should be recalled that the school also registered this year's pioneer lady bus drivers for training. The ladies, Ms. Ayikoru Susanne and Ms.Saidia Ali Jemmil, expressed their experience, both at the school for training and generally as pioneers in an otherwise male dominated sector., in an exclusive interview with our communications team.



*Left to right: Saidia, SWRW instructor Makanda and Ayikoru*

SWRW retraced the driving history of the ladies amidst their training at the Kigombya located school during an interview and reported it in our 1st Quarter newsletter.

Ayikoru is a journalist by profession. She specifically pursued training in bus driving, notwithstanding that she had trained all other classes of HVGs. She was inspired by a female Nigerian bus driver. She believes that breaking the barriers in gendered sectors, like the transport sector, mainly relies on inspiration especially for the women.



She perceives her choice to pursue bus driving training as her contribution to the emancipation of women in Uganda and Africa at large. She said that:

*"whereas history may not have been kind to the females, but there is possibility to bring down the societal barricades, and someone has to start that process."*

Ms. Saidia's story although equally intriguing, was somewhat unique, especially as she managed to move through the ranks as a regular driver, to an ambulance driver, as a pioneer again.



*Ms. Saidia Ali Jemmil standing besides SWRW bus*



*Ms. Susanne Ayikoru standing besides SWRW bus*

## 2. Changing lives: Offering opportunity

SWRW is proud to report that our alumni have been empowered in safe driving, especially of Heavy Goods Vehicles. We are particularly highlighting that our female trainees, who are usually minority and are trained for free, have been able to obtain jobs within a short span of time; this is attributed to the skilful and comprehensive training. Notably, 4 of our female driver graduates were offered jobs at Roofings Uganda Ltd and employers looking forward to taking more female drivers in in the first quarter.



***Nakiyinji Annet, an alumnus from our PDTU school, during her courtesy visit at the school. Annet currently works as a truck driver at Uganda National Medical Stores.***



***Semuju Ivan, an alumnus trained by SWRW in 2021 and now employed by Hima Cement, during his courtesy visit at the driving school***

## 3. Trained by the best: The story of Kitagenda

SWRW boasts of accomplished trainers and last year we brought you the story of one of our seasoned trainers who has traced his driving journey a turn boy to the point of training and equipping other drivers with the necessary skills to promote road safety for all.

On Kitagenda, Isiah Ngabirano, the school administrator commented:

*"It is not hard to notice the dedication and zeal that Henry has towards his job. His energy rubs off to his trainees, they come out better, and more zealous than before."*

Kitagenda also noted that amidst all his challenges, it was clear to him that he was destined to be behind the wheels of these trucks. For 7 years now, Henry has trained drivers of Medium and Heavy Good vehicles. He is individually content that he has created an impact by his contribution by the training the drivers, especially the women.



*Henry Kitagenda conducting a training session at Mukono*



## Professional Drivers Trained - 2024

DESCRIPTION	MALE	FEMALE	TOTAL
New License Acquisition for class C	90	50	140
New License Acquisition for class CE	162	25	187
New License Acquisition for class DE	12	4	16
Refresher for class CE	110	3	113
Refresher for class C	40	0	40
<b>TOTAL</b>	<b>414</b>	<b>82</b>	<b>496</b>



# VIA SCHOOLS PROJECT



*"To me, the VIA Schools project holds much more substantial meaning; it is beyond mere education of youngsters, rather, it is akin to giving them proper direction for safe survival, an alternative for a better and safe future. We ( at SWRW) have learnt the value of student sensitisation and how impactful it is in shaping the general community road behaviour. At this point, I am only sure of one thing - that the VIA project is the best that has happened to these students."*

**Monica Mutesi, Project officer - VIA Schools Project**

## Introduction

Safe Way Right Way through the VIA Schools project supported by TotalEnergies Uganda intervenes in schools in order to enforce a paradigm shift and behavioural change amongst the students so as to nurture a road safety culture. Through out the year 2024, we have conducted several interventions in these schools and have hit several milestones.

## 1. Road safety as a 2024 MDD theme.

The project team engaged the Ministry of Education and Sports in advocating for the adoption of road safety as a theme in the annual MDD activities and competitions. The Ministry adopted road safety as a sub-theme for a poem to be presented by the participating schools in the Annual competition in 2024.

## 2. Refreshing For The Better: Via Teachers

In January, 2024, SWRW conducted the training to refresh the material and knowledge of the teachers. They were guided on how best to guide their pupils on how to respond to the growing traffic volume and some of the negative reactions from community members. The training was conducted in the Albertine region for the 250 teachers previously trained as VIA educators. The teachers were given training materials, Traffic signs posters, and T- shirts after the training.



### 3. Via For The Environment: Tree Planting In Via Schools

SWRW pays extra attention to environmental conservation and is alive to the climate change risks, especially for the developing countries like Uganda. In 2024, SWRW launched the tree planting project at Kisansya Primary School where TotalEnergies EP officials and Key leaders in the Albertine region attended.



This reinforces the relevance that the eco system offers to road safety initiatives. At this instance, a total of 1920 tree seedlings were distributed to 9 schools in Kigwera sub-county, Ngwedo sub-county, and Wanseko Town council.

We are confident that this has contributed more to the maintenance of lively school compounds. This will further facilitate safety at the school premises by providing refresher zones and laying ground for the development of active 'talking compounds' as a safety intervention in these schools.



*The DCDO planting a tree at Kisansya Primary School Kisansya PS*



*Total staff supporting tree planting at Kisansya PS*

## VIA AMBASSADORS PROJECT

The VIA Program, a pioneering initiative, has taken its commitment to road safety to the next level. As part of its commitment phase, the program hosts an international competition, VIA Creative, where young minds converge to create posters and share innovative recommendations for safer mobility in their schools. In 2024, the TotalEnergies Foundation has elevated this initiative by introducing the VIA Safe Mobility Ambassadors.



*Ambassadors of Kibanjwa Primary School*

## Supporting teams – Eyes on the prize !

Our team had in-school sessions with the teachers and ambassadors of Kibanjwa PS, ST. Ludovico PS, Kihungya PS and Kisomere PS in collaboration with teams from Total Energies EP.

The objective of the sessions was to monitor project implementation progress and provide technical support and guidance to the teachers and ambassadors in preparation for the competition on 18th October 2024.



*Ambassadors of Kabojja Junior School*



*Ambassadors at Kisomere Primary School*



## Grande Finale : Battle

The final stage of the competition attracted several schools in the Albertine Region and one from Kampala Metropolitan Region. The students presented their inventions aimed at bolstering road safety within and around their schools.

The students were judged by road safety professionals from TotalEnergies Uganda and key government stakeholders.

St.Ludovico Kitana primary school emerged the winner of the 2024 VIA schools competition.



**2024 VIA Champions St.Ludovico Kitana primary school**



**Susan Tumuhairwe, Projects Manager at SWRW, giving her remarks**



**Kibanjwa Primary School ambassadors making their presentation**



**Kabojja Junior school ambassadors making their presentation**



**Kihungya Primary School ambassador making their presentation**



**VIA teachers at VIA competition finals**

## Steering Young Minds Towards Safety: Teachers' and Safe Way Right Way's Quest for Road Safety in Africa.

**By Odong Henry – VIA trained Road Safety Educator, Greenwich Secondary School.**

As I stand before my students, I am reminded that educating them on road safety is not only a responsibility but a lifeline. Every day, thousands of lives are lost on African roads due to preventable accidents. With the support of Safe Way Right Way, me and my colleagues are changing this narrative, one school at a time.

Africa's roads are a ticking time bomb. The continent accounts for only 2% of the world's vehicles but a staggering 16% of global road fatalities. In many countries, road accidents are a leading cause of death among children and young adults. The numbers are daunting, but we are determined to reverse this trend.

Our approach is simple yet effective. Through our teaching duty at the several schools, our target is shaping the minds of future road users. Through interactive sessions and hands-on activities, learning is made fun and engaging. Several road safety clubs have been established in numerous schools, fostering a culture of safety among students, teachers, and parents.

At the heart of our education program are critical messages that can mean the difference between life and death. We emphasize the importance of helmet and seatbelt usage, pedestrian safety, driver education, and visibility and awareness to our pupils and students. These simple habits and practices can save countless lives.

Through my tireless efforts, I have witnessed remarkable transformations first hand. Students have designed innovative road safety campaigns, schools have adopted road safety agendas, and communities have come together to engage in awareness events.

But our work, as teachers, is far from over. We need your support to continue this critical mission. Together, we can make a difference. We can support road safety education in schools, advocate for infrastructure improvements, and encourage responsible road behaviour.

Special appreciation is extended to Safe Way Right Way. I believe that every life saved is a testament to our collective efforts.

# COMMUNITY ROAD SAFETY PROJECT (CRSP)

*I am proud to be part of this project implemented by Safe Way Right Way (SWRW) in the Albertine region since November 2022. Our project targets all road users, with a focus on equipping them with road safety knowledge to reduce crashes. We have made significant progress, particularly in schools, where we have seen zero fatal crashes among students. I believe road safety is everyone's responsibility, and I am committed to continuing our efforts to create a safer community. Special appreciation is extended to TotalEnergies EP (TEPU) and Tilenga project for their support all through.*

**Bashir Gwandaye, Sociologist - CRSP**





## 1. The Director of Traffic and Road Safety visits the Albertine Region

On 18th July, 2024, the Director of Traffic and Road Safety in the Uganda Police Force, Mr. Nuwabiine Lawrence visited the Albertine district and was welcomed and hosted by SWRW at Ndandamire Primary school, with the support of Total Energies EP and the Tilenga project.

At the school, the Director recognised the road safety club at Ndandamire Primary School and ordered that it be registered in the traffic police records. He appreciated club's contribution to road safety and gifted them traffic road signs, as well financial assistance for the club.

### Zebra Crossing painting.

The Director commissioned 06 Zebra crossing points, at three key locations: Ndandamire Primary School, Kisiabi Primary School, and four points at Nyamasoga Biiso Junction. This initiative aimed at providing safe crossing points for school children. Unto these, 4 other zebra crossing points were painted in Kikuube later in 2024.

### Wanseko Stage Visit

Mr. Nuwabiine Lawrence also visited the Wanseko Boda Boda Stage, a beneficiary of the road safety training program implemented by Safe Way Right Way. He expressed gratitude to SWRW, Total Energies EP and the Tilenga project for investing in the young generation of Boda Boda riders. He also commended Champion Trainer Mr. Bazale Mike, a champion who demonstrated the skills learnt, for his tireless efforts in promoting road safety awareness, cleanliness, and good behaviour among his peers.

To further support the riders, Lawrence distributed highway code books and road sign charts to the Wanseko stage riders, empowering them with the knowledge to stay safe on the roads.

The launch was attended by notable officials, including Traffic Police Spokesperson SP Michael Kananura, Regional and District Traffic Officers, District Sports Officer Buliisa, representatives from Petroleum Authority of Uganda, Total Energies E&P Uganda, and staff from Safe Way Right



*The Director addressing Wanseko stage riders*



*The Director, Senior Police officers, TotalEnergies, PAU and SWRW staff pose for a photo at conclusion of visit*

## 2. Trainer of Trainers: Revving Up Road Safety through peers

With the support of the SWRW Community Liaison Officers and the trained Boda Boda champions in the Albertine region, peer to peer training as a trailblazing activity is proof that collective action can drive meaningful change and save lives on our roads. Take for instance, that SWRW conducted over 588 training sessions and reached over 7,485 riders.



*“SWRW conducted over 588 training sessions and reached over 7,485 riders”*

## 3. Road Safety messages and jingles

Throughout the year, SWRW strategically partnered with local radio stations to broadcast a series of targeted jingles at about six times a day, across several stations in the Albertine. We happily note that a total of 1,050 adverts were broadcast across various radio stations, including Spice FM, Biiso FM, Pakwach FM, and Nwoya FM. The adverts reached a broad audience, airing in five languages (English, Lugungu, Alur, Runyoro, and Acholi).

We reached drivers, riders, and communities in the Albertine region. By sharing vital safety information in local languages, SWRW mitigated the risks associated with increased traffic flow and ensure a safer journey for all.

To further amplify the reach during the festive period, 336 radio adverts were broadcast in December 2024, including 252 radio jingles and 84 DJ mentions tailored to the holiday season.

## 4. Billboards

More is usually not enough, and this is especially true for road safety. That is why at SWRW we are locked in a constant cycle of intervening in society so as to alleviate road safety risks until we record zero crashes.

With that trail, SWRW strategically placed three double-faced free-standing billboards along key roads in the Albertine Region during the festive season. The billboards were positioned along the Kampala–Hoima Road, Hoima–Buliisa Road, and in Pakwach town, running for one month to sensitise road users entering and exiting the abovementioned strategic districts and towns on the necessary road cautions.

We are excited to report that in those targeted areas, towns and/or cities, there were minimal road crashes in the festive season when compared to recent years. This activity was supported by TotalEnergies EP and the Tilenga project.



## 5. Road Talk shows



### ***Traffic Police Spokesperson, SP Michael Kananura at Spice FM for a radio talk show, together SWRW sociologist and Petroleum Authority Uganda (PAU) Officer.***

SWRW appreciates the central role played by radio in the Albertine community and has in fact leveraged this to further the road safety gospel in that region. For instance, SWRW, with the support of TotalEnergies EP and the Tilenga project, conducted 20 radio talk shows across the project districts, featuring traffic police and representatives from key road user groups, such as Boda-Boda and Taxi drivers' chairpersons.

These talk shows were broadcast on popular local stations, including Pakwach FM, Voice of Nwoya, Spice FM, Biiso FM, and Radio Maria. The total reach of the talk shows is estimated between 800,000 to 1.3 million people, ensuring extensive exposure of road safety messages to a diverse audience across the region.

Our talk shows were aimed at proffering the necessary information to the society and were manned by officials from Uganda Police Force, Petroleum Authority Uganda (PAU), TotalEnergies and Key district stakeholders.

## 6. Building Capacity: Training Taxi Drivers in the Albertine Region

The Albertine region continues to grapple with increasing motorisation, mainly resulting from exploration activities. There is a need to balance economic development and community safety. To strike this delicate balance, SWRW identified the obstacle to general road safety as persistent reckless driver behaviour.

Accordingly, SWRW embarked on a mobilisation and sensitisation agenda of the most strategic drivers in the region – taxi drivers and boda boda riders.

Whereas the riders were, time and again, under the direct training and sensitisation of our Community Liason officers, there was a gap in so far as taxi drivers (also commonly referred to as wish drivers) were concerned.

This training aimed at equipping the driver with the necessary knowledge to enable them to efficiently comply with the traffic laws; in this respect, the drivers were facilitated by Mr.Brian Matsiko from Ministry of works and Transport (MoWT) in the sphere of license registration and renewal requirements. Mr.Kisaakye Robert , a senior licensing officer at MoWT also trained the commuter taxi drivers on the legal regime

governing their transport sector. He refreshed them on the traffic laws, offences, penalties and any changes or amendments. As icing on the cake, Safe Way Right Way's master instructor Mr.Bwire Silver equipped the drivers with the knowledge, skills and attitude to develop the necessary road discipline to maximise security on the road. On conclusion of the training, drivers were awarded with certificates upon completion of the training, these were awarded by the Regional Traffic Officer Mr.Tumwebaze Yoram.



**OC Traffic, Hoima city refreshing drivers on traffic signs**



**Mr.Bwire Silver training the taxi drivers**



**Participants and stakeholders attending training at Hoima**



**RTO, SP Tumwebaze handing over certificate to trainer**

## 7. First Responders' training

In order to respond to unavoidable road crashes in the Albertine Region, SWRW in collaboration with TotalEnergies EP and the Tilenga project skilled 70 individuals as first responders. This training was conducted across the districts of Hoima, Kikuube, Pakwach, Nwoya, and Buliisa in order to build capacity by enhancing emergency response capabilities for quick and effective responses to crashes and save lives.

The training which was provided by The Association of Ambulance Professionals Uganda (AAPU), encompassed emergency medical services, and focused on equipping participants with essential first aid skills, such as crash scene assessment, basic life support techniques, and wound management.

The targeted participants included Boda-boda riders and LCI chairpersons, who are often the first to arrive at crash scenes and through this training, we aimed to reduce casualties and improve survival rates in these crash-prone areas, ultimately strengthening the region's overall emergency response capacity.

The training included 20 participants from Hoima, 5 from Kikuube, 15 from Pakwach, 16 from Nwoya, and 14 from Buliisa.



*AAPU trainer demonstrating to the trainees*



*Participants engaged in training and applying skills obtained*

## 8. Review Meetings: Calibrating progress.

We are alive to the invaluable support that our key stakeholders proffer to us and to the materialisation of our project.

In order to ensure accountability, SWRW conducted 03 project review meetings in three districts of Buliisa, Pakwach, and Hoima to update the stakeholders on the project achievements, challenges, and lessons learned as well as gather feedback regarding the Community Road Safety project implementation within the project districts.

In Buliisa, the meeting was held on the 18th of December and 35 stakeholders attended, Hoima on the 20th of December with 38 stakeholders, and in Pakwach on the 19th of December with 39 stakeholders.

SWRW received project evaluations comprising of criticisms and recommendations which the team is keen to pay extra attention to and ensure that in the next year of implementation, the same are applied, in order to ensure maximum project implementation and productivity.



**Stakeholders attending review meeting at Pakwach**



**PAU official and other stakeholders attending Buliisa Review meeting**



**Gloria Ndagire from TotalEnergies EP giving remarks at Pakwach Review meeting**



**SWRW General Manager, Irene Namuyiga making a presentation at Hoima Review Meeting**

# MEET OUR PARTNERS



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