



Launching Ceremony of the First African Road Safety Day

18th Nov. 2012

Addis Ababa, Ethiopia

"Safer Roads for Africa's Sustainable Development"

Background

Traffic accidents constitute a considerable expense for society; every year 1.2 million people world-wide are killed on roads and 50 million are injured. In March 2010, the UN general Assembly took steps to address this enormous global problem by proclaiming the Decade of Action for Road Safety 2011-2020 (the Decade). The resolution urged countries to decrease road traffic deaths through multi-sectorial collaboration/interventions in both public and private sectors, with the involvement of civil society. Road safety in Africa is part of the broader development process. Because of the rapid economic growth in Africa, both public and private vehicle fleets are expected to continue to grow rapidly in the coming years, creating tremendous pressure on insufficient road infrastructure. Without effective action, traffic deaths in the region are expected to increase sharply within this decade. The situation is particularly worrying in the continent because of the combination of high number of vulnerable road users, poor vehicle condition, under-developed infrastructure, lack of risk awareness, and ineffective enforcement jeopardized by weak institutional arrangements.

In an effort to follow the global directions set by the UN General Assembly, UNECA in collaboration with its partners, organized the Second African Road Safety Conference which was held from 09th -11th of November 2011 in Addis Ababa, Ethiopia with calls to turn Africa's road carnage statistics by 50% by the year 2020 through the implementation of an African Decade 2011-2020 Plan of Action for Road Safety. The Plan was afterwards approved by the African Ministers of Transport and endorsed by the Heads of State in January 2012; it calls on development partners and the private sector to intensify their technical and financial support in the implementation of the Decade.

Pursuant to the African Union Assembly decisions to remember the **third Sunday** of each November as an African Road Safety Day; to this end, the launch ceremony of the **First African Road Safety Day** which is also the **World Day of Remembrance for Road Traffic Victims**, will be jointly celebrated with the, United Nations Economic Commission, WHO, African Union Commission, Government of Ethiopia and other key road safety stakeholders. The respected ceremony will be held in several African cities to raise the road safety issues among stakeholders and community involvement for the traffic related injury and death prevention activities. This is in line with the Decision EX.CL/Dec.682 (XX) of the Africa Union Executive Council.

The Day will become an important tool in African efforts to reduce road casualties. It will offer an opportunity for drawing attention to the scale of emotional and economic devastation caused by road crashes and for giving recognition to the suffering of road crash victims and the work of support and rescue services. In this regard representative of key road safety players are invited to join the efforts in organizing this historical event.

The **objectives** of the Launching ceremony of the First African Road Safety Day are to:

- Raise awareness on road safety issues;
- Highlight the potential for preventing road traffic crashes and the importance of a more serious response at all level;
- Remember the people killed and empathize with the suffering of bereaved families;
- Acknowledge the work of all those involved in the aftermath of road crashes – fire, police and ambulance personnel, doctors, nurses, counselors and others who experience the disaster caused by road traffic crashes on a daily basis and are affected by it;
- Offer everyone the opportunity to review their contribution to road traffic injury prevention.

Road Map of the African Road Safety Day Celebration in Addis Ababa

Indoor Event

1. Press conference and release highlighting the Road Safety problem and solutions in the context of the World, Africa and Ethiopia:
 - a. African Union Commission and UNECA
 - b. Ministry of Transport and Addis Ababa City Administration - Mayor
2. Media Promotion
 - a. National Road Safety Council Office (NRSCO) to invite Ethiopian News Agency to ensure TV, Radio and news papers coverage of the occasion.
 - b. NRSCO to arrange TV panel discussion with the participation of the concerned government and private organizations
 - c. FTA regular weekly TV and radio programs to ensure sufficient coverage of the occasion including spot promotion

Outdoor event:- Venue - Meskel Square

1. Arrangement required at Meskel Square
 1. Tents and Chairs for guests and dignitaries invited
 2. Tents for exhibitions
 3. Ambulance service
 4. Security
2. Speeches to be delivered at Meskel Square by
 1. AUC Chair person
 2. MOT Minister
 3. AAC Mayor
 4. UNECA Executive Secretary
 5. Victims representative
3. Programs:-Parade from in front of Ministry of Transport to Meskel square by
 1. Traffic police accompanied by the police musical band
 2. Student traffic control assistants
 3. Drivers training centers employees

4. Nurses, ambulance services, paramedics and Red Cross members
 5. Others such as Taxi and minibus drivers association with their vehicles
4. Workshops and Exhibitions
1. AUC to arrange panel discussion for African diplomatic community, donor agencies, NGOs and Ethiopian government lead road safety agencies and other representatives (WB, EU, AfDB, WHO, Red Cross, SIDA, CIDA, DFID, USAID, GiZ)
 2. NRSCO and AACRTB to arrange exhibition of cars wrecked by accidents, pictures, video films and graphic charts on road crashes and the damages it causes to the society and the national economy. Others, like TOTAL and Tebita Ambulance Service, should also be encouraged to arrange demonstrations as relevant. MOH and MOE, which have taken drastic efforts in improving EMSS and children road safety education should also be invited to present their respective programs at the exhibition
 3. AUC, UNECA, NRSCO, AACRTB each to prepare brochures, pamphlets, banners, posters, stickers and SMS messages related to the occasion
 4. Special hand outs to create awareness of pedestrians and drivers on possible causes and solutions of road crashes
 5. T-shirts and caps, to be distributed to the those participating in the parade and the guests, reflecting the occasion to be prepared with the support of the private sector

Program Preparation Guides

1. The Ethiopian side to form a coordinating subcommittee to detail out its programs in line with this Road Map
2. The AUC and UNECA to form a subcommittee to detail out their share of programs in line with this Road Map
3. Both subcommittees to prepare detailed financial needs and identified sources for implementing their shares of the programs
4. NRSCO to list discussion group participants
5. NRSCO to list stakeholders
6. NRSCO to find out any other major events around the ARS day celebration
7. Arrange media programs before and after the event day
8. NRSCO to identify keynote speakers, facilitators etc.
9. Include car dealers, garage owners, transporters, insurers and fuel distributors to participate in the discussion group
10. Include problems and solutions of traffic management in Addis Ababa City
11. Give emphasis to road safety audit presentation as the theme of the event is ***"Safer Roads for Africa's Sustainable Development"***
12. Workshop to be arranged by AUC to include road safety status and improvement measures in the context of:
 - a. The World, to be addressed by UNECA
 - b. Africa, to be addressed by AUC
 - c. Ethiopia, to be addressed by MOT

13. As it also relates to victims of road traffic injuries, we might consider the following activities:
 - a. Hosting of a day of remembrance to victims
 - b. Hosting of one minute of silence in honor of victims
 - c. Candle light vigil for victims
 - d. National memorial to victims

Partnership:

The Ceremony brings together a large number of participants including High Officials from Government Offices and Diplomats, African member States representatives, policymakers & practitioners, development partners, UN agencies, European Union, World Bank, Red Cross, NGOs, the academia, CSOs, the private sector, eminent policy and opinion leaders and other concerned stakeholders. For further questions regarding the event, please contact the secretariat through: ybekele@uneca.org