



SAFER ROADS FOR AFRICA

OVERVIEW

Members



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Global Road Safety Facility



Core Statements

Mission

The purpose of Safe Way Right Way is to mobilise private sector firms and other actors in promoting road safety on the North and Central Corridors in tandem with World Health Organisation's Safe System Approach and based on self regulation road safety community actions and advocacy principles

Vision

To be the reference private public partnership Non Governmental Organisation in Africa promoting road safety activities and programmes based on International best practices

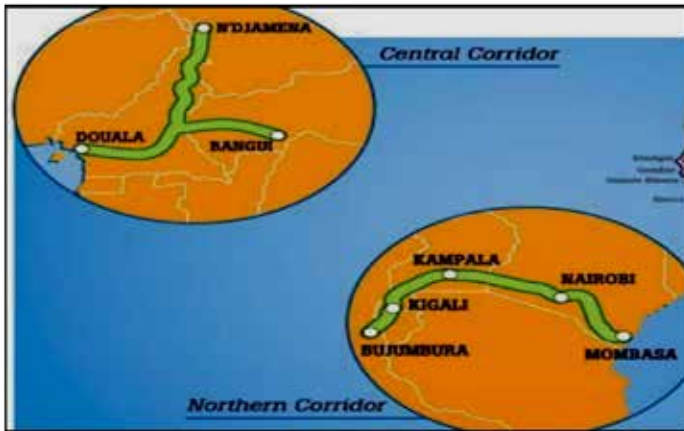
Africa Road Safety Corridors Initiative / ARSCI

In January 2010 the World Bank and TOTAL Group entered into a partnership to use their combined knowledge and experience in Africa to tackle issues relating to road safety along Africa's major trade and transit corridors. The partnership is known as the Africa Road Safety Corridors Initiative. ARSCI was launched on 27 April 2011 in Malaba town on the Kenya / Uganda border. ARSCI is rooted in the principle that road crash injuries are preventable and road safety is the responsibility of all road users. The first major transit corridors targeted by the ARSCI are the Northern and Central Corridors.

- The Northern Corridor that links the port city of Mombasa with Nairobi, Kampala, Kigali and Bujumbura. The corridor is the primary access for part of Central African Republic, Eastern Democratic republic of Congo, Sudan and Southern Ethiopia.
- The Central Corridor links Douala, Bangui and Ndjamenā, and serves as the backbone of the Central Africa Economic Community.

Kenya's Road Safety Situation

The Kenya Police Service statistics indicate that road crashes claim at least 3,000 lives annually. The Global Status Report on Road Safety 2013, using statistical models considering other deaths occur later-not at the crash sites, estimates Kenya's road traffic deaths at 20.9 per 100 000 population. This report also ranks Kenya and identifies enforcement of laws on speeding, drink driving, safety belt and helmet use as areas for improvement. Kenya has made significant strides in road safety management through the creation of a lead national agency known as the National Transport and Safety Authority (N.T.S.A) in the Ministry of Transport and Infrastructure. N.T.S.A takes the lead on road safety. Safe Way Right Way works closely with N.T.S.A



Methodology

In 2004 the World Health Organisation and the World Bank released the World Report on Road Traffic Injury Prevention. This report raised global awareness and concern on the scale of the health losses associated with increased motorization and recognition that urgent action was necessary to minimise the attendant economic and social costs. Implementing the report's recommendation is widely accepted as a priority for low and middle income countries which bear the brunt of the problem.

The report promotes the Safe Systems Approach to road safety management. This approach distills the lessons learned by high income countries in road safety management. Low and middle income countries can benefit from these lessons and avoid high levels of death and injury arising from road crashes.

The Safe Systems Approach is dedicated to the elimination of death and injuries that undermine the sustainability of road transport networks and the communities they serve. The priority is to afford protection to all road users and this includes the most vulnerable such as pedestrians, young children, pedal / motor cyclists and the elderly.

In Kenya, our focus is on road safety actions on the Northern corridor through private sector mobilisation, self regulation, advocacy and community actions.

Safe Way Right Way adopts a modular approach based on the five pillars of World Health Organisation's Safe Systems Approach.

Concerted and aligned programs and activities in the five core areas can successfully reduce carnage and injury on our roads



Self Regulation Charter

All members have adopted a Standards Charter for self-regulation.

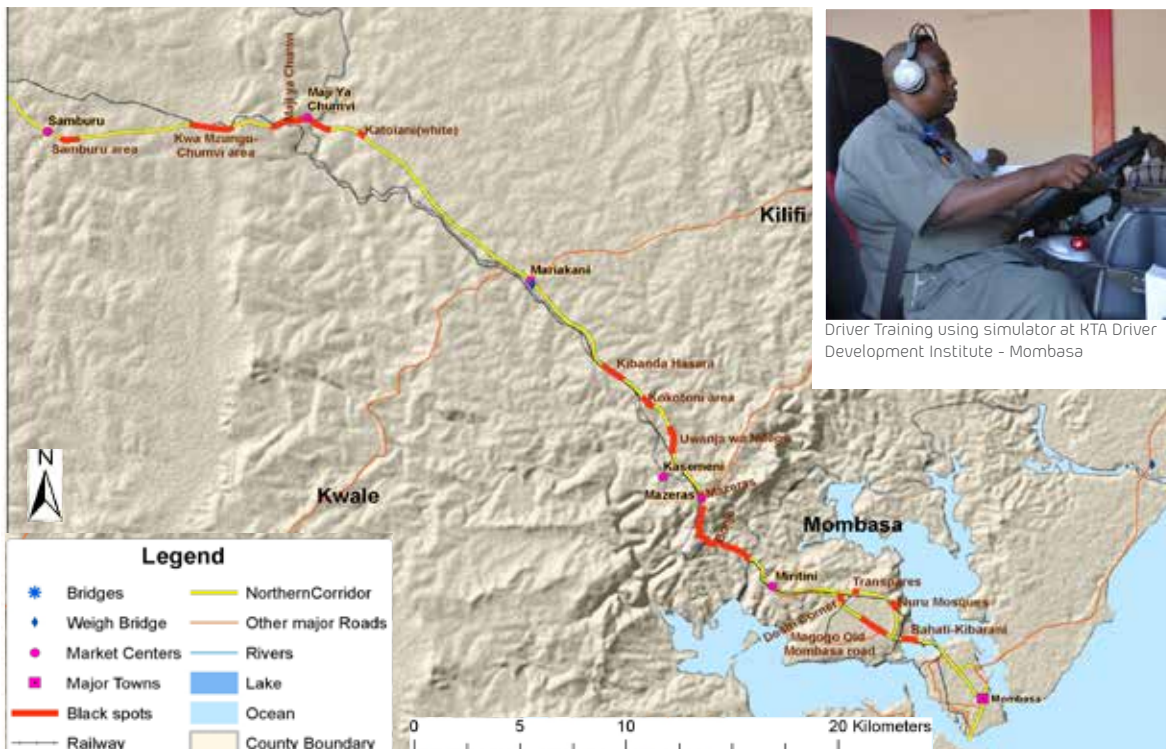
1. Third Party Transport Contractor Vetting
2. Occupational Health and Safety
3. Capacity Building and Professional Development
4. Journey Management
5. Vehicle Technical Standards
6. Accident Reporting and Investigation
7. Legal Compliance and Cooperation with Law Enforcement Agencies
8. Emergency Response
9. Road Safety Community Actions

Black Spot Mapping

In 2013 Safe Way Right Way commissioned a Geographical Information System firm to map the precise location of black spots on the Kenyan section of the Northern Corridor. This project entailed determination of the reasons that make each black spot dangerous through participation of Kenya Police through the office of the Inspector General. An interactive map will be uploaded on <http://www.swrw.org> to enable access by the public.

Driver Capacity Building

Kenya Transporters Association, Safe Way Right Way member, received a grant from USAID in the form of a modern driver training institute equipped with simulators for professional training of experienced heavy commercial vehicle drivers. The institute offers an array of general and tailor made courses that increase driver competence and knowledge in-line with global best practices in driver training.



Driver Training using simulator at KTA Driver Development Institute - Mombasa

Programs & Activities

World Day Remembrance & Annual Road Safety Caravan

Since 2010, Safe Way Right Way members have participated in the World Day for Remembrance of Road Crash Victims. This international day was set aside by the United Nations, in 2005, to serve as the

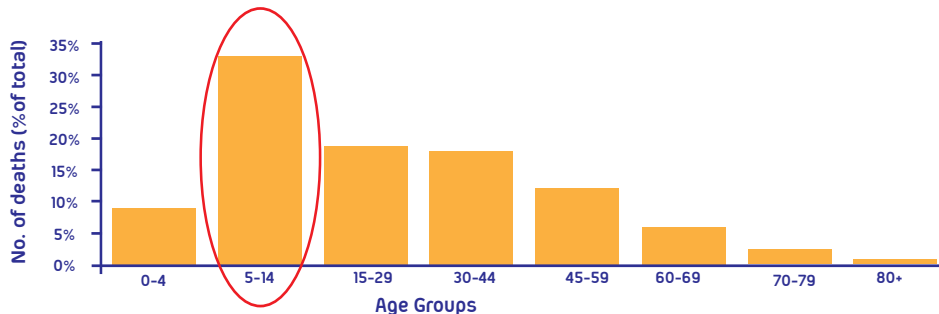
appropriate acknowledgment for victims of road traffic crashes and their families. The commemorations commence with the flagging of a road safety caravan that traverses the Northern Corridor towns creating awareness on the responsibility of individual road users.



1. (L-R) Mr. Joshua Omuketa, Traffic Commandant Mombasa, assisted by Bamburi Staff and Mr. Joseph Adewu flag off the annual Safety Caravan. 2. M/s Ada Eze speaks on behalf of Safe Way Right Way and NRST. 3. A road Crash victim representative speaks. 4. Speech by Mr Lee Kinyanjui Chair NTSA. 5. Speech by Chief Guest, Eng. Michea Kamau, CS MoTI



Age distribution Road traffic injury mortality in Africa, 2002



60% of deaths from road traffic injuries occur among those younger than 30 years old
Age 5 to 14 are the highest risk group

Children's Road Safety Program: On the Road to Safety

In Africa children aged 6-14 years are at greatest risk of death due to road crashes—World Health Organization

Children are vulnerable road user because of their size, developing sense of vision and hearing which affect their ability to be safe road users. A child's size makes it difficult for them to be seen and to see traffic well. Their sense of vision is not sufficiently developed to enable them judge speed and distance of two moving objects.

A child's sense of hearing has not fully developed to enable them correctly and consistently determine the direction of sound. The net effect is that children, who walk to school, are extremely disadvantaged in terms of their personal safety as road users.



Programs & Activities

To address this challenge, the Total Group engaged education and road safety experts to create a road safety program, known as On the Road to Safety targeting children aged 6-14 years in Africa and Middle East. On the Road to Safety program aims at equipping pupils in public primary schools with knowledge and skills to ensure that they become safer pedestrians.

Schools are provided with teaching manuals, student exercise books, miniature road signs, a jigsaw road track, and colored pencils.

Road safety is currently taught in schools as part of the Social studies Syllabus but without practical teaching aids to reinforce learning.



Langata West Primary Road Safety Ambassadors Graduation during 2 UN Road Safety Week, 6-12 May 2013.



Our Lady of Mercy Primary School Road Safety Ambassadors Graduation – APRIL 2014



Partnerships:

National Road Safety Trust (N.R.S.T) was formed by Safaricom and Media Owners Association to create awareness on road safety and contribute towards reduction in road traffic accidents. The Trust is

organized in Working Groups that cover the core areas of road safety. Total Kenya is a trustee member and Safe Way Right Way Chief Executive chairs two Working Groups of the Trust.



Donation of speed guns to Traffic Commandant, Kenya Police Service during the 2 UN Road Safety Week Activities - 10 speed guns were donated under N.R.S.T-MAY 2013



Visit to Wellness and Emergency Response stand by M/s Hazel Katana (in green), Deputy Governor Mombasa County. The visit was during the launch of New Jomvu Total station - JANUARY 2014



General Stakeholders Engagement Forum- January 2014. **Seated L-R:** Eng. Solomon Waithaka (World Bank); M/s Brenda Mbathi (E.A.B.L); Mr. Nduva Muli (PS MoTI); M/s Ada EZE (Chairperson Safe Way Right Way and Total Kenya MD); Mr. Lee Kinyanjui (Chair N.T.S.A); Mr. Matthew Munyao (Bamburi) **Standing L-R:** Mr. Joseph Adewa (Safe Way Right Way CEO); Mr. Eric Kiniti (EABL); Mr. Ben Clay (DHL); Mr. Joe Muganda (K.B.L); Eng. Arasa (MoTI); Mr. B. Abala (Safe Way Right Way Board Secretary); Mr. Samson Kanai (N.R.S.T)



Mr. David Chesoni (right), the chief operations officer of Car and General, presents a TVS motorcycle to Mr. Joe Adewa (left), for motor cycle rider training

Pictorial



General Stakeholders Consultation & Debate Forum -Nairobi, August 2010



Launch of Africa Road Safety Corridor Initiative –Malaba, April 2011



L-R: Mr. Joseph Adewa- CEO Safe Way Right Way and Mr. Vincent Wandera - Programs Manager Safe Way Right Way, receive a Road Safety Award from Mr. John Nganga (left), the Acting CEO of Cannon Assurance, during the Association of Kenya Insurers 2013 Road Safety Awards –NOVEMBER 2103. East Africa Breweries Limited received an award for social marketing campaign (DRINK IQ) and Roy Transmotors was feted for road safety excellence.



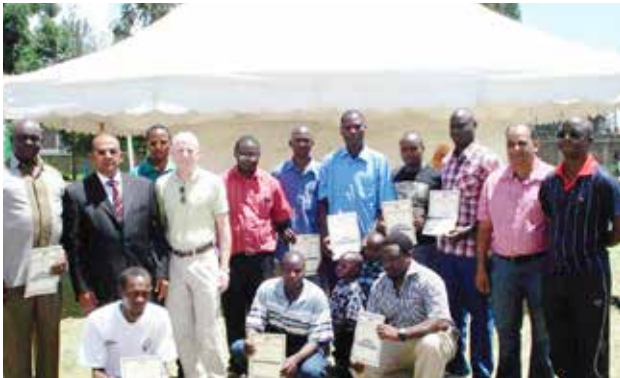
BODA BODA TRAINING. Ada Eze (right), the Chair Person of Safe Way Right Way was joined by Wambua Katithi (second right), Staff Officer In charge of operations at the Traffic Police Headquarters, Francis Meja (third right), the Director General of the National Transport and Safety Authority, Habel Okema (left), and Daniel Ndunda (second left) from Bamburi Cement to hand over a TVS Motorcycle, a helmet and a safety jacket to Lydia Mwaniki (third left), a Training Director at Diamond Defensive Driving Academy. The Motorcycle was donated to Safe Way Right Way by Car and General for training Boda Boda.



Bollore Africa Road Safety Talk – Mr. James Apamo of Bollore Africa Logistics speaks during the World Day for Safety at Work. The theme for the day was road safety with guest presentations by Bamburi staff.



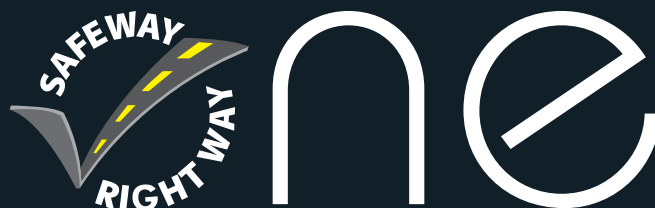
EABL Responsible Drinking Pledge –Eng. Michael Kamau, Cabinet Secretary Ministry of Transport and Infrastructure, signs responsible drinking pledge that is part of EABL DRINK IQ social marketing campaign.



Roy Hauliers Family Day Group Photo – Mr Yakub R. Omar (Chairman Roy Hauliers-2 L) and senior staff with drivers who were recognized for exemplary road safety record and eco driving in 2013



Salgaa Rescue Centre Launch – M/s Ada Eze, the Chairperson S.W.R.W. presents a symbolic key to St John Ambulance Communications Manager Mr. Fred Majiwa during the commissioning of the highway rescue centre at Salgaa in Nakuru. Salgaa is a known black spot. The facility offers emergency treatment to crash victims to ensure they reach hospitals in a stable condition.



s t a n d a r d c h a r t e r

The World Health Organisation (W.H.O) estimates that every year, road crashes claim 1.24 million lives and injure 50 million people worldwide. In Kenya we lose at least 3000 lives annually.

To address this, Africa Road Safety Corridor Initiative came to being as part of the UN Decade of Action for Road Safety. This led to the establishment in 2011 of an NGO known as Safe Way Right Way whose goal is to recruit private sector firms and work with other stakeholders in promoting road safety on the Northern and Central corridors.

All our activities are aligned with the W.H.O's Safe System Approach. All Safe Way Right Way members are committed to self regulation, road safety community action and advocacy principles.

We invite like minded firms with road safety best practices, to join us in achieving the noble goal of reducing road carnage. For more information or to become a member, call us on;

T: +254 20 222 1271

E: info@swrw.org

Members



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