



Protecting the Nations Future; Road Safety in Ghana and South Africa

Project Location:	Ghana and South Africa
Project Start Date:	2006
Project Duration:	1 Year

Introduction: In 2005 Christ Sowton of Transaid, with support from the Exel Foundation, Roadsafe, MAN ERF and Iveco, produced a research report focussing on the issue of children's road safety in Ghana and South Africa.

The overriding desire of the study was to create the impetus for action amongst those in the transport industry who had an interest in promoting road safety in some of the poorest and most vulnerable countries in the world. The study was written as a plan of action, as a document which could be used as a tool for implementation rather than solely as an academic resource. The study deliberately steers away from trying to reinvent the wheel; it is by definition collaborative and derivative of the large volume of research and analysis which has preceded it.

The two countries which were the target of the report are Ghana and South Africa. The choice of these countries stems from the area of interest, expertise and capacity of the two main project partners, Transaid and the Exel Foundation.

Methodology: The data and subsequent recommendations of the report evolved out of a wide range of different processes and techniques. The processes which contributed to the greatest extent, along with relevant and salient details, are outlined below:

- **A review of academic literature;** An analysis of the received academic literature relevant to the issue of road safety from world leaders and experts in the field.
- **A review of key documentation/publications in relevant fields;** A large number of reports, publicity materials, learning resources, annual reviews and other publications pertaining to road safety were gathered and analysed (both printed and electronic).
- **Observation and evaluation of current road safety initiatives;** Field research through observation of a number of different road safety programmes in the target countries was conducted. These safety programmes were of broad scope, and ranged from UK truck-driver training to lollipop patrols in Ghana and community theatre in South Africa. Similarities and differences in approaches in each of these programmes were analysed, and a model of "good practice" developed.
- **Questionnaires and baseline data gathering;** Over 250 children were interviewed during the course of researching the report. The questionnaires focused on eliciting key

information from them determining their knowledge of and attitude towards road safety.

- **Interviews with relevant stakeholders;** A wide range of relevant stakeholders in the field of road safety were consulted. These stakeholders included representatives from central and local government, NGOs, schools, community organisations, transport consultants, scientific research bodies, the logistics sector and umbrella motoring organisations. This wide consultation ensured that the report takes into account a wide range of views and opinions, hopefully ensuring that the recommendations are more credible.
- **Statistical analysis;** Relevant statistics emanating from a wide range of sources were incorporated into the report as relevant.
- **Peer Review of Recommendations;** Under the auspices of *Roadsafe*, a number of road safety practitioners and experts reviewed the recommendations of this report. Feedback and comments were also sought from those involved in road safety work in the target countries.

Outcomes: During the process of writing the report a number of successful strategies were analysed and a list of good practice devised:

- **Community support** – especially from local champions to drive the programmes forward;
- **Easily memorable information** – slogans and 'to the point' information;
- **High-level support** – endorsement by well-known individuals and organisations;
- **Role Models** – children imitate their parents and siblings, but can also be information providers to their elders;
- **Back-up campaigns with physical entities** – learning materials, safety equipment etc.
- **Using individual stories to promote road safety** – these develop empathy as well as sympathy.
- **Innovative delivery mechanism** – making the message stand-out and effective.
- **Well-chosen statistics** – statistics which educated and inform rather than confuse.
- **Take into account local factors** – 'One size first all' does not fit.
- **Substantive not gimmicky** – substantive change not short-term impact is crucial.
- **Be practical as well as emotive** – economic and emotional factors are both important.

It was hoped and anticipated that the report would stimulate interest with relevant parties and individuals, and that Transaid would be able to facilitate the implementation of the recommendations. Since the publication of the report Transaid has been seeking to build a

consensus for action and a consortium of interested parties to help implement these recommendations. The Zambia and Tanzania Professional Driver Training Projects (started in 2006 and 2010 respectively) are an example of how Transaid was able to galvanise the support of the UK transport industry towards dealing with some of the issues raised in the report.

Conclusion: During the research three major groups were identified where efficient and high-value project work could take place – schools, communities and drivers. Ten key goals that go towards supporting these groups were identified, as were a large number of project components which would work towards the overall goal of these road safety recommendations, which is namely to save lives on the road and promote safety in dangerous road environments. Below is a table detailing the ten goals and the project components appropriate to achieving each goal:

Schools Programmes	
1. To physically protect children from the dangers of traffic.	<ul style="list-style-type: none"> • Micro-Engineering • Reflective Clothing • School Road Patrols
2. To create centres of road safety excellence.	<ul style="list-style-type: none"> • School Award Programme
3. To improve children’s attitude, knowledge and behaviour in the road safety environment.	<ul style="list-style-type: none"> • Learning Materials / Comic Book • School Painting • Cycling Proficiency • Participatory Education Techniques
4. To empower teachers and other educational stakeholders to facilitate road safety education in their school environment.	<ul style="list-style-type: none"> • Teacher Development
Communities	
1. To raise communities’ awareness about the importance of road safety	<ul style="list-style-type: none"> • Poster and Information Campaign • ICT Programme
2. To engender attitudinal change amongst all members of the community.	<ul style="list-style-type: none"> • Community Theatre
3. To improve the physical safety of pedestrians	<ul style="list-style-type: none"> • Pedestrian visibility campaign
4. To empower communities to be long-term agents for change and improvement in road safety.	<ul style="list-style-type: none"> • Education Campaign • Micro-engineering
Drivers	
1. To improve the driving ability of commercial drivers.	<ul style="list-style-type: none"> • Training Programme • Audio-visual information campaign
2. To combat drink-driving through encouraging self-regulation and by empowering passengers.	<ul style="list-style-type: none"> • Anti-drinking driving campaign

Tools Utilised: The report, entitled “Protecting the Nation’s Future: Road Safety in Ghana and South Africa” is available upon request from Transaid.

Partners: The Exel Foundation, Roadsafe, MAN ERF, Iveco, Chris Sowton. Acknowledgements go to Adrian Walsh, Tony Spalding,

Justice Amergashie, Noble Appiah, Jolene Boulton, Saaka Dumba, Fatima Fuesini, Angela Fitzpatrick, Susan Fitzpatrick, Rod Grewan, Richard Hanson, Catherine Hill, Nick Hill, Abbie Kenyon, Magnus Kwashe, Thoko Mabaso, Siphon Malengu, Geri McCotter, Victor Mengot, GD Mensah, Thomas Mensah, Abi Moripe, Steve Morton, Marlene Pillay, Gary Ronald, Chris Saunders, John Schnell, Pumza Tuswa, Pieter Venter, Lynne Vermaak, Wendy Watson, and Moira Wilmslow.

About Transaid:

Transaid is an international UK development charity that aims to reduce poverty and improve livelihoods across Africa and the developing world through creating better transport. Transaid was founded by Save the Children and the Chartered Institute of Logistics and Transport. Our Patron is HRH The Princess Royal. Transaid specializes in the following:

- Building the capacity of public health authorities to provide effective, safe and cost efficient transport management systems to promote equitable access to primary health care services.
- Developing and improving logistics and supply chain systems to enhance the delivery of medicines, equipment and relief services to vulnerable communities.
- Promoting effective partnerships to support and enhance community participation in developing sustainable transport solutions in rural areas.
- Developing and delivering transport and logistics training and qualifications for public and private sector operators.

Transaid has the capacity and reach to lead projects throughout the developing world, but is equally capable of providing niche technical assistance to large scale health systems strengthening projects. Transaid maintains strong relationships with a number of leading international organizations including donor agencies such as DfID, DANIDA and USAID, and implementing organizations such as Health Partners International, Options Consulting, John Snow Inc. and Management Sciences for Health.

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