



[Media Campaign for the Professional Driver Training - Uganda]

Project Location: Uganda

Project Start Date: November 2016

Project Duration: 2 years and 9 months

Introduction:

In Uganda there were a reported 2,937 road traffic fatalities in 2013 (WHO, 2015), however, the WHO estimates that this figure could realistically be as high as 10,280. The discovery of oil and gas reserves in the Albertine region of Uganda as well as a significant increase in the number of infrastructure projects taking place nationally, will lead to a substantial increase in heavy goods traffic in Uganda, increasing the risk of road traffic related fatalities and injuries. The introduction of minimum national driving standards would go some way to contributing to a reduction in road fatalities and injuries as would a concerted effort to build driver training capacity, in particular professional driver training, on the ground.

Existing professional driver training capacity for PSVs and HGVs is limited in Uganda, and concerns have been raised over the transport sector's ability to cope with a projected increase in demand for drivers and in turn driver trainers in a context perceived to be lacking in adequate regulations. As a result many drivers do not have the skills, knowledge or attitudes required to perform their role safely on roads in Uganda and the majority do not meet the standards required by many of the larger international transporter companies. This prevents Ugandan drivers from accessing jobs, constrains growth in the wider economy, as well as being a major contributory factor to the estimated 10,280 road traffic fatalities in Uganda in 2013 (WHO, 2015).

Within this context, Transaid in partnership with Safe Way Right Way and GIZE4D/SOGA - Employment and Skills for Eastern Africa, with support from transport industry partners and the Government of Uganda, has been implementing the Professional Driver Training-Uganda project (PDT-U). The PDT-U project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), the UK Department for International Development (DFID) and the Norwegian Agency for Development Cooperation (NORAD).

At least 12 driver trainers and 800 drivers of Large Commercial Vehicles (LCVs) will receive training in accordance with the East African Community (EAC) Standardised Curriculum for Drivers of Large Commercial Vehicles. The standardised training seeks to enhance the employability of Ugandan HGV and PSV drivers within the transport and logistics sector improving the opportunities for truck and bus drivers seeking employment. One of the outputs of the project was a successful media campaign set to attract new and existing drivers to undergo the enhanced training, to raise awareness of the aims and objectives of the project and to promote the participating driving schools offering this new training opportunity.

PDT-U also aims to increase the participation of women within the transport sector as a whole.

Methodology:

The media campaign made use of television, radio and national newspapers, as well as the branding of training vehicles to advertise the project. Implementing partners approached a large number of local advertising and media agencies in order to recruit a media partner. The campaign brief was shared with agencies which were then invited to a first round of interviews to present a brief pitch giving agencies the opportunity to explain their initial ideas and approach for the campaign. They also introduced their project teams and resources. The pitches were assessed according to the agencies' capabilities and their capacity to resource carrying out the campaign adequately. After this initial phase, four agencies were selected and invited to participate in phase two of the recruitment process and to further showcase their approach to implementing the campaign and to develop further their creative concepts and tools that they planned to use. A panel of four judges was present to ensure an objective and fair scoring process. Subsequently, a Kampala based advertising agency was appointed to execute the campaign using a robust mix of various advertising approaches.

Due to the nature and demographics of the target audience, it was important that the campaign included a strong mix of conventional advertising channels i.e. press and radio advertising, known as *Above the Line* (ATL) activities, and those that enable direct interaction with the audience through roadshows, samplings or events at places populated by the target audience which are known as *Below the Line* (BTL) activities.

Above the Line (ATL) activities

The agency developed the 'Linnya Class' concept that creatively promoted upgrading driving skills in order to improve employment opportunities. The 'Linnya Class' concept ran throughout the campaign and was used for branding and all promotional materials. ATL activities utilised a mix of radio and 'Out of Home' (OOH) advertising. For the radio campaign an advert, a jingle and a song were developed and used across five Ugandan radio stations. This was accompanied by DJ mentions, captions and interviews with key project stakeholders whilst OOH advertising utilised roadsters strategically placed in 18 locations across the country.

Below the Line (BTL) activities

The BTL campaign was conducted between August and October 2017 and focused on activations conducted at taxi parks which aimed at drawing the attention of drivers stationed there through musical performances and direct engagement with the intention of explaining the project as well as the benefits of upgrading or obtaining a new driving licence. Ambassadors used to perform those tasks also obtained the contact details of interested drivers which then formed the basis of a project database. The BTL campaign also included activities known as 'office storms' during which ambassadors visited premises of transport operators to introduce the

project and benefits associated with training. These visits were approved with operators in advance.

Outcomes:

Key outcomes of the respective elements of the campaign included a total number of 2990 people registering their interest in training during the 16 taxi car park activations and 'office storms' conducted between August and October 2017 through the BTL activities.

For the ATL activities, the radio campaign lasted from September 2017 until February 2018 and advertising was aired by five radio stations (a mix of paid content and free of charge). Radio station compliance against the agreed schedule and frequency was traced by independent media monitoring companies Reelforge and Ipsos. 704 people called the office to register for training as a direct result of the radio advertising.

Conclusion:

The campaign offered the opportunity to introduce and build awareness about the benefits of the professional driver training through ATL and BTL activities as well as helping the project to better engage with drivers through their associations and the BTL parking activities. Direct interaction with drivers was particularly successful and provided us with the chance to raise road safety awareness amongst a core demographic i.e. professional drivers and the wider transport sector. Discussions were encouraged around the benefits of safe driver behaviour in order to embed a deeper understanding from participants and as a means of motivating individual drivers to sign up for training.

The campaign also placed emphasis on stakeholder engagement and presented an opportunity to work more closely with key industry and government partners to improve the way we promote the training and to place emphasis on its future impact to transporters in terms of the credibility it brings to the sector's workforce. It also provided a space for discussion around that lack of participation from women in this particular sector, and how this could be addressed in future. The success of the overall project will be determined by the transport sector's support for and uptake of this training.

Tools Utilised:

A media briefing document, media agency pitch scoring tool, interview sheet, reports from media monitoring agencies (IPSOS and Reelforge Uganda), press releases.

Partners:

Safe Way Right Way, GIZ

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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