

**ROAD SAFETY EDUCATION TO STAKEHOLDERS
ENFRTD'S INITIATIVE**

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**RURAL ROADS CONVENTION: A FOCUS ON EAST AND CENTRAL AFRICA
ORGANIZED BY IRF AND gTKP**

**NOVEMBER 25- 27, 2009
ARUSHA, TANZANIA**

BACKGROUND



ETHIOPIA

Area: 1.1 million sq.km.

Population: About 80 million

Topography: Mountainous, plateaus and lowlands

Climate: Temperate and hot

ROAD & TRANSPORT INFRASTRUCTURE

Road: About 47,000kms.

Road density: 0.57 /1000km.

Transport vehicles: 400,000
(passenger and freight)

INTRODUCTION



**ETHIOPIAN NATIONAL FORUM FOR RURAL
TRANSPORT AND DEVELOPMENT / ENFRTD**

INAUGURATION DATE:	5 JULY 2004
LICENCED BY:	MINISTRY OF JUSTICE
LICENCE No.:	1288

ROAD SAFETY : GLOBAL SITUATION

ROAD ACCIDENTS WORLDWIDE

- . EVERY YEAR 1.2 -1.3MILLION PEOPLE KILLED BY ROAD ACCIDENTS**
- LEADING CAUSE OF DEATH - ONE OF THE TOP TEN KILLERS**
- 85% OF THE WORLD'S ROAD DEATHS IN LOW AND MIDDLE INCOME COUNTRIES (PREDOMINANTLY PEDESTRIANS)**

ROAD SAFETY SITUATION IN ETHIOPIA

- ONE OF THE HIGHEST IN ROAD ACCIDENT RATE RECORDS WORLDWIDE
- ANNUALLY, 15,000 VEHICLES CRASHES
- DEATH RATE PER 10,000 VEHICLES IS 136 (2003)
 - 1800 DEATHS
 - 51% PEDESTRIANS
 - 31% STUDENTS
 - 7000 PHYSICAL DAMAGES

ROAD SAFETY SITUATION, Contd.,

- Economic loss
 - 0.8% of the GDP or about US \$ 46.2 -57.8 million
- Rural Sector
 - People, animals, donkeys, horses, oxen, sheep, goats and the like killed or physically damaged.
 - Major loss of livelihood to the rural people.

CAUSES OF ROAD ACCIDENTS

- **MAJOR CAUSES:**
 - **HIGH SPEED DUE TO VARIOUS PERSONAL OR BUSINESS MOTIVES**
 - **RECKLESS DRIVING – UNDISCIPLINED MANNER / IMPROPER BEHAVIOR**

- **INFLUENCE OF DRUGS**

- **FATIGUE**

- **OVERLOADING**

- **LOW SKILL OF DRIVERS**

CAUSES, Contd.,

- **LOW AWARENESS OF TRAFFIC REGULATIONS BY BOTH DRIVERS AND PEDESTRIANS**
- **WEAK TRAFFIC LAW ENFORCEMENTS**

ROAD SAFETY SITUATION, Contd.,

- **POOR ROAD CONDITION**
- **ABSENCE OF TRAFFIC SIGNS AND SIGNALS**
- **POOR VEHICLE TECHNICAL CONDITION**

MAJOR MODES OF TRANSPORT

Water is life & a barrier to access



ROUGH PATH



Inconvenient to proper positioning




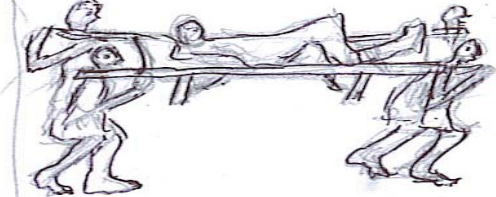

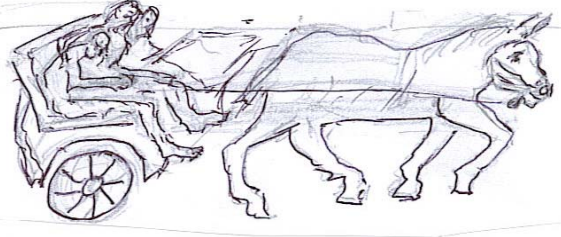
Road is not enough



No option



Exposure to accident

Users	Mode of transport
<p>The poorest of the poor Patients walking with support</p>	
<p>Critical patients -Majority with Stretcher</p>	
<p>Better -offs Horse or mule riding</p>	
<p>Villagers near few towns</p>	







ROAD SAFETY SITUATION, Contd.,

- RATES OF INJURY ACCIDENTS' CAUSE:
 - ▶ 81% - DRIVERS' ERROR
 - ▶ 5% - VEHICLES' DEFECT
 - ▶ 4% - PEDESTRIANS' ERROR, AND,
 - ▶ 1% - ROADS DEFECTS
 - ▶ 9% - UNKNOWN REASONS.

CAUSES OF FATAL ACCIDENTS

- **88% BY PROFESSIONAL EMPLOYED DRIVERS**
- **8% BY SPECIAL PURPOSE VEHICLES AND MOTORCYCLES DRIVERS**
- **4% AUTOMOBILE DRIVERS, ENGAGED IN ABOUT 43% OF THE TOTAL NUMBER OF VEHICLES IN THE COUNTRY**

INDIRECT CAUSES

- **ABSENCE OF JOB SECURITY**
- **LOW SALARY**
- **MISTREATMENT**
- **OVERLOAD OF WORK**
- **LACK OF SOUND LABOUR
MANAGEMENT SYSTEM**

INDIRECT CAUSES

- **LACK OF AN ENABLING ENVIRONMENT /POLICY ISSUES, RESPONSIBILITY & ACCOUNTABILITY MATTERS/**
- **PARTICULAR GENE VARIANT**

ENFRTD's INITIATIVES

- **CHANGE OF ATTITUDE FOR:**
 - **SHOULDERING RESPONSIBILITY**
 - **ACCOUNTABILITY**
 - **CODE OF CONDUCT**
- **FOCUS ON EDUCATION / AWARENESS CREATION**

AWARENESS CREATION ACTIVITIES

- **ORGANIZE WORKSHOPS ON ROAD SAFETY TO STAKEHOLDERS**
- **DISSEMINATION OF INFORMATION THROUGH VARIOUS MEDIAS**

STRENGTHEN NETWORKING

CLOSELY WORK WITH STAKEHOLDERS

- NATIONAL ROAD SAFETY CO-ORDINATION OFFICE
- TRAFFIC POLICE
- DRIVERS ' ASSOCIATIONS
- TRANSPORT OWNERS' ASSOCIATIONS
- OTHERS

DEVELOP NETWORKING/PARTNERSHIP

LEVELS

- NATIONAL LEVEL
- REGIONAL
- GLOBAL

EXPERIENCE SHARING

PUBLICATIONS

1. TRANSPORT CODE OF PRACTICE ADDRESSING:

- ◆ GOVERNMENT BODIES
- ◆ DRIVERS AND CO-WORKERS
- ◆ VEHICLE OWNERS
- ◆ PEDESTRIANS

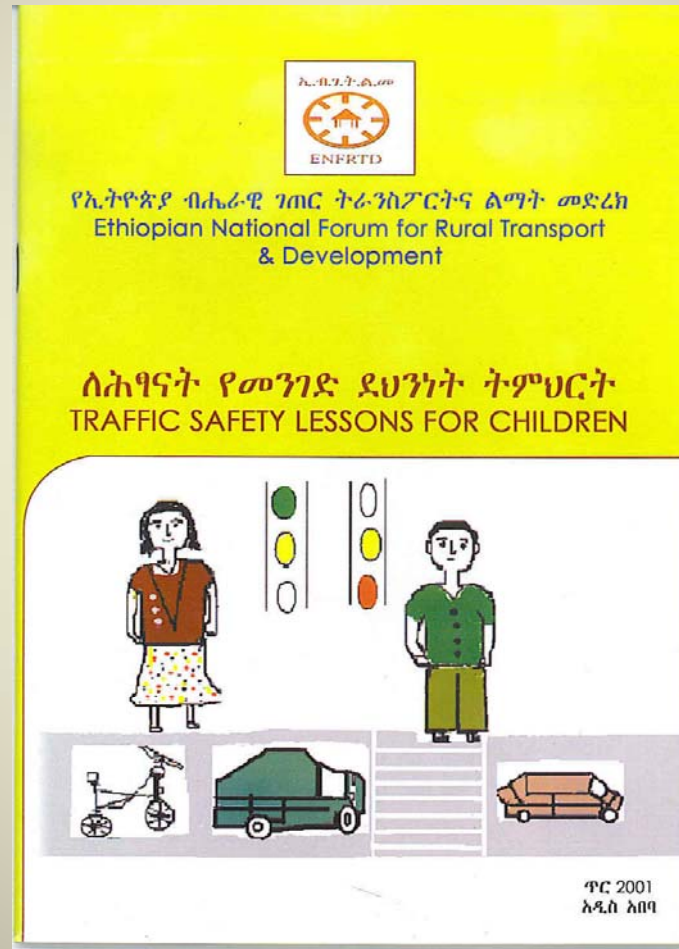
PUBLICATIONS, Contd.,

2. TRAFFIC LESSONS FOR CHILDREN

ISSUES ON CHILDREN

-  **BEHAVIOUR INSIDE A VEHICLE**
-  **AS PEDESTRIANS**
-  **AS CYCKISTS**
-  **CROSSING ROADS**
-  **AT PLAY & PROCESSIONS, ETC.,**

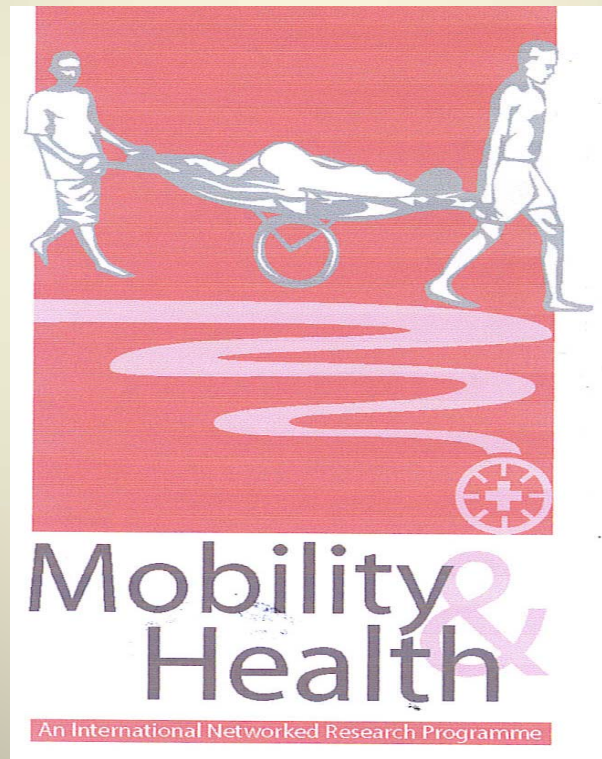
TARGETTING CHILDREN



RESEARCH

1. TRANSPORT & HEALTH
2. RURAL HUBS

(COMMISSIONED BY IFRTD)



FUTURE PLANS

- **AWARENESS RAISING ACTIVITIES**
 - ORGANIZE WORKSHOPS
 - DISSEMINATION OF INFORMATION
 - **DISTRIBUTE PUBLICATIONS**
 - USE MEDIA
- **STRENGTHEN NETWORKS WITH STAKEHOLDERS / national, regional & intl.**
- **UNDERTAKE MORE RESEARCH WORKS**

FUTURE PLANS

- CONTRIBUTIONS FOR THE REALIZATION OF THE FOLLOWING
 - ▶ TRAINING ON DEFENSIVE DRIVING TECHNIQUES AND FIRST AID;
 - ▶ ENSURE THE EXISTENCE OF STRONG ROAD SAFETY MANAGEMENT SYSTEM;
 - ▶ INVOLVE NON-STATE ACTORS IN ROAD SAFETY ACTIVITIES;

FUTURE PLANS, Contd.,

- ▶ **INTRODUCE MANDATORY VEHICLE INSPECTION AND INSURANCE;**
- ▶ **STRENGTHEN ENFORCEMENT OF TRAFFIC RULES AND REGULATIONS WITH THE AID OF MODERN MANAGEMENT AND TECHNOLOGY APPLICATIONS;**
- ▶ **IMPROVE DESIGNS OF ROADS WITH ALL ATTRIBUTES;**

FUTURE PLANS, Contd.,

- ▶ INTRODUCE TRAFFIC SAFETY CURRICULAR TO THE EDUCATION SYSTEM;**
- ▶ INSTITUTE AND MANAGE SAFETY AUDIT PRACTICES;**
- ▶ ESTABLISH RESEARCH AND DEVELOPMENT SYSTEMS FOR IMPROVEMENT OF SAFETY MEASURES;**

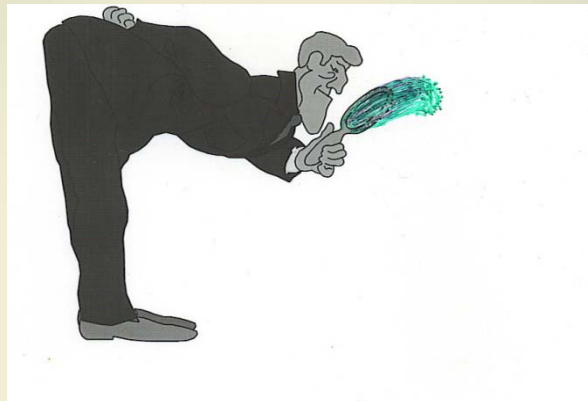
FUTURE PLANS, Contd.,

- ▶ **UNDERTAKE STUDIES AND MEASURES ON HAZARDOUS TRAFFIC SPOTS;**
- ▶ **ENHANCE AWARENESS CREATION ACTIVITIES ON ROAD SAFETY ETHICS;**
- ▶ **INTRODUCE INCENTIVES FOR EXCELLENT PERFORMERS; ETC.,**

RURAL OR URBAN?



CONCLUSION: WORK TOGETHER



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AHSANTENI SANA

THANK YOU