



ZAMBIA RED CROSS SOCIETY

COMMUNITY APPROACHES

TO ROAD SAFETY

PRESENTED
BY

BOYD SIYANGA
DISASTER MANAGEMENT COORDINATOR



TOGETHER FOR HUMANITY

ROAD SAFETY IN THE RED CROSS

- 1st to raise concern over the horrendous deaths caused by road traffic crashes in its WDR 1998 detailing the tragic consequences on people and livelihoods
- International Federation of RC/RC societies has in its long term programming committed to:
 - “ improve road safety to save lives and build *safer communities*”
- In June 2009 RC/RC youths from all over the world committed to contribute to the reduction of road traffic crashes in a document called the *Solferino declaration*



ROAD SAFETY IN THE RED CROSS

The Red Cross and Red Crescent National Societies are engaged in various road safety activities in their respective countries

The Zambia Red Cross has in the last ten years been involved in training of traffic officers (ZP), traffic wardens (volunteers & school employees), school children in Red Cross Clubs, and other joint ventures with various organisations including RTSA

The main forums for Zambia Red Cross community road safety programmes have been Red Cross Clubs (in schools) and its network of branches (volunteer structures)



FRAMEWORK FOR ZRCS COMMUNITY APPROACH

- Regard for vulnerable road users i.e. children, cyclists, pedestrians, etc
- Raising public awareness of the importance of road safety
- Equipping first responders (especially PSV drivers) with first aid skills
- Closer partnerships with government, private sector and civil society
- Community-based disaster risk reduction



RATIONALE FOR COMMUNITY APPROACH

- Roads are a public space/domain thus must be the concern of all
- Social cost of road traffic crashes is just as significant as other pandemics e.g. tuberculosis and malaria and are on the increase
- Road traffic crashes are the major cause of death among people aged 15-29yrs, and the 2ND for ages 5-14yrs (over 80% of RC/RC work is done by youths)
- WHO has predicted that injuries due to road crashes will be the sixth major killer by 2020 unless significant action is taken.
- Community presence of ZRCS structures at the smallest unit of social organization



IMPLEMENTATION METHODOLOGY

- Setting an example
- Integrating Road Safety into our Programming
- Working with local authorities to raise road safety awareness
- Encouraging highly populated institutions to introduce safe road crossing places and/or systems
- Educating school children in RC clubs on road safety
- Promoting simple but effective solutions e.g. wearing safety belts, campaigning against drinking and driving, driving at safe speeds, etc.



END

Any questions or comments?



TOGETHER FOR HUMANITY