



Role of African Young People in Road Safety: Feel, Go & Get Mad Approach

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Vice President-African Youth Network on Road Safety

Photo credits: From L-R: ASIRT **KENYA**: Securite Routiere-Cameroon Bakwena Youth-SA



Brian Bilal Kanaahe Mwebaze

- 1st born in family of 6 in Uganda: Has Ethiopian Citizenship
- Dad involved in Serious Road Traffic Crash when he was 10 in 1999 resulting to very poor performance in his primary level examinations.
- This experience fueled his early youth involvement in Road Safety & Prehospital Care in developing countries
- Currently works for Uganda Red Cross as First Aid & Road Safety Officer
- Guest blogger- Youths for Road Safety & Guest Lecturer
- Vice President-African Youth Network on Road Safety
- Has a BSc, MPH and is studying a PhD in First Aid & Road Safety Programme Evaluation Using The MSC Approach
- Strongly believes the current and future of road safety agenda in Africa will be defined by its young population



Young people are dying for no reason all over the world that don't know why. It's ugly, everywhere.

(Ice Cube)

izquotes.com



If you really want to change the world you have to inspire young people. That's how you change the world.

@MMAquote

Beautiful young
people are accidents of
nature, but beautiful old
people are works of art.

Eleanor Roosevelt

thepeopleproject.com

DEAR YOUNG
PEOPLE,
DO NOT BURY YOUR
TALENTS,
THE GIFTS THAT
GOD
HAS GIVEN YOU!
DO NOT BE AFRAID
TO DREAM OF
GREAT
THINGS!

POPE FRANCIS



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Do #AfricanYoungPeople Have To Be Concerned?

- Road Traffic crashes are the leading cause of death among young people, aged **15-29** years old. (WHO, 2013)
- Every year, road traffic crashes kill more than 400.000 young people and injure millions more.
 - Half of those dying on the world's roads are “vulnerable road users”: pedestrians, cyclists and motorcyclists. (Think about the life and daily habits of young people in Africa)
- Nearly 1000 young people under the age of 25 die every day on the world's roads!
 - Males are hit hardest. So, who will marry the females? 😊

But, #AfricanYoungPeople Are Faced With Challenges...

- A lack of **awareness and recognition** in the world of the vulnerable position of young people in traffic.
- A lack of global **coordination and collaboration** among youth and youth-led NGO's and their road safety initiatives. Youth road safety initiatives remain small-scaled and scattered.
- A lack of one **strong voice** to advocate on the behalf of youth and road safety.
- A lack of **resources** for youth road safety programmes.
- A lack of a **next generation of leaders** who are passionate about road safety and involved in decision making within the road safety field.
- A lack of **capacity building**. Road safety knowledge and best practices from youth initiatives are not shared in a broader network. Besides this, programmes targeting youth and road safety are commonly not **evidence-based**.



Commuters in Dar es Salaam clamber aboard a minibus by any available route.

Photograph: ©Kizito Makoye/Thomson Reuters Foundation

A need to strengthen the religion that...

- that road crashes are **preventable**
- road safety does not stop at our **village, town or country borders**
- in the high **potential of youth** which can be improved by the adults.
- it is young people themselves who can be at the **forefront of making a difference**
- that we can **mobilize, inspire and engage** young people
- in supporting each other as **road safety role models** in peer-to-peer communication

#AfricanYoungPeople In Road Safety



World Youth Assembly for Road Safety

- 23-24 April 2007, Geneva
- >200 youth delegates
- >100 countries

Delegates expressed their wish to create a global youth NGO for road safety.

More information:

<http://www.who.int/roadsafety>

March 2009 Creation of Taskforce for preparation of the Global Youth NGO for Road Safety

- **Mission**

Determine the direction of the "Global Youth NGO for Road Safety" and prepare for the launch (01-01-2010)

- **Who**

Strong youth leaders in the field of road safety, representing all the regions of the world

- **When**

Kickoff: 25-26 March 2009 at WHO, headquarters in Geneva and ongoing until the launch date

- **How**

Contact through meetings, regular and ad-hoc teleconference calls, emails and Skype sessions



Task Force Members
© YOURS



In 2011: African Youth Network on Road Safety

- Took place in October 2011 in Niamey, Niger; over 25 international delegates from around Africa
- Participants learnt how to **advocate** for Youth and Road Safety issues
- Acknowledged the importance of **capacity development**
- Agreed to form a **regional network** that will feed into the global youth network of YOURS



Africa Region Team Photo © Brian

MEET THE NEW YOURS CORE GROUP!
NOW REPRESENTING EVERY SINGLE REGION OF THE WORLD!

YOURS | YOUTH FOR ROAD SAFETY

Details: <http://is.gd/QvLLx1>

What can #AfricanYoungPeople do?

1. **Advocate** for youth related road safety issues at village level, in a school, nationally and regionally

- Provide a voice for youth on road safety issues at a global level
- Hold table talkshows related to Road Safety
- Increase awareness of youth road safety in the world as a global issue
- Advocate for increased participation of youth in road safety at all levels



Young persons from Uganda Red Cross-demonstrating to Uganda Police Casualty Handling © Uganda Red Cross #GoodSamaritanLaw Advocacy

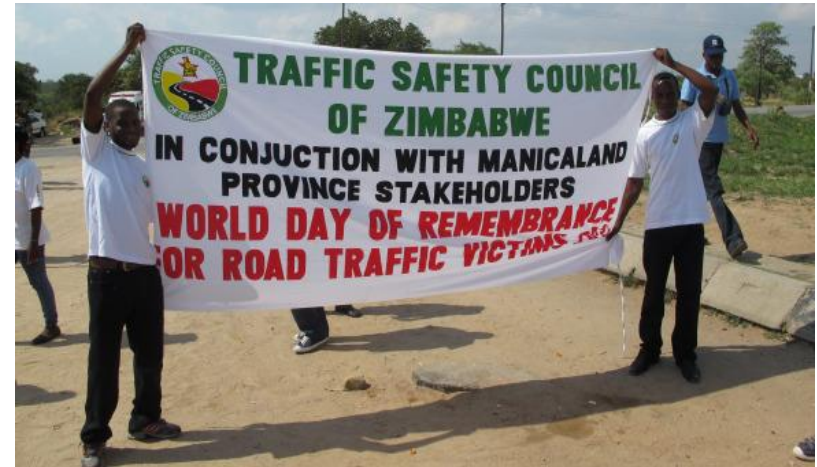


3,000 Shoe Parade in Kenya

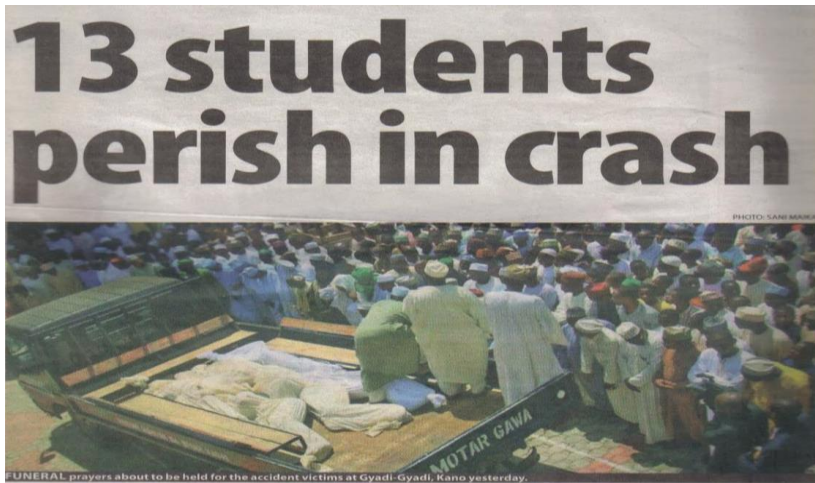
© Youths for RS-Kenya & ASIRT



Long Short Walk- SivilePrimary CAPE TOWN, South Africa



Nyazura, Zimbabwe: © Marte and Kenneth



Nigeria: APRI-Youth Section calls for human rights investigations on road traffic accident deaths



Birthday's dedicated to Road Safety: Siaka's 'The Advocate' t-shirt. © National Youth Parliament-The Gambia

Spotlight Stories

Project: Road Safety through the National Youth Parliament (NYP)

Where: The Gambia

Big idea: Use the National Youth Parliament forum to raise awareness about road safety and mobilise young people to take action.



How they did it: The NYP partnered with the Gambian Red Cross Society to address road safety. Together, they reached thousands of youth through capacity building activities, community outreach, and media campaigns. They also engaged with the government and worked collectively with other stakeholders to influence government policy. As a result, Gambia's Motor Traffic Act 2008, which mandates the use of seatbelts in vehicles and prohibits mobile phone use while driving, was created.

Key message: Formal structures such as parliaments or pressure groups can be powerful channels to spread the road safety message and bring government attention to the issue.

More information: youthgambia@yahoo.com

Spotlight Stories

Project: Fondel Ma Bori

Where: Niger

Big idea: Educate young people about road safety using a peer-to-peer approach.



How they did it: Fondel Ma Bori teamed with the FIA Foundation for the Automobile and Society which provided funding to recruit 100 peer educators. The project has helped raise awareness of issues such as helmet use, drink driving prevention, and visibility among 25,000 young people in Niger's schools and colleges. Through its advocacy efforts Fondel Ma Bori also succeeded in influencing the government to increase enforcement of a helmet law for motorcyclists.

Key message: Don't be afraid to approach donors for funding; with their support your message can reach nationwide.

More information: chillen2004@yahoo.fr, ong.fondeimabori@gmail.com

Find out more

The Royal Society for the Prevention of Accidents in the UK has created *Top Ten Tips to Stay Within the Limit*, Available in the Resources section on YOURS' website.



[Click here to download the declaration.](#)

2. Connect young people and youth-led NGO's active in the road safety field around the region, so they can work together and easily share information and experiences

- Set-up and maintain an African network to connect young people and youth-led NGO's active in the road safety field
- Centralize and distribute information on youth road safety initiatives (exchange information, share experiences and good practices)
- Organise African/National/District/Community level Youth Assemblies for Road Safety on Annual basis
- Support and facilitate Regional Youth Assemblies for Road Safety
- Photo, painting, essay, or other types of competitions.
- Interactive awareness raising sessions at schools and colleges.
- Promoting safe walking buses to school.



Monthly Blog:

<http://www.youthforroadsafety.org/>



Forming 'Road Safety Facebook' groups instead of 'Party' groups



Use Twitter under these hashtags: More:

http://www.youthforroadsafety.org/activities/news/news_item/t/road_safety_target_in_zero_draft_of_post_2015_development_agenda



Selfies aimed at road safety eg
@Keagz08: #Seatbelt



Youth fellowships every Friday evening
at Amak County- South Sudan

3. Build capacity among youth in the road safety field

- Develop exchange (twinning) programmes/trainings to learn and model from the road safety successes in other villages, communities, and countries
- Create accessibility of relevant road safety programmes/trainings to support the development of the high potential of youth
- Provide incentives to engage and encourage the participation in youth programmes
- Provide support to help road safety initiatives for young people

Youth and Road Safety Action Kit

Download it here!



"Globally road traffic crashes are the leading cause of death for young people, like myself. We have the right, responsibility, and capability to change this situation. This Youth and Road Safety Action Kit is an essential addition to our road safety toolbox." **Sheila Atieno, 25 years, Kenya.**

YOURS has officially published the Youth and Road Safety Action Kit! This is a guide available to all young people around the world and aims to make road safety accessible to youth everywhere.



Click here to view the Youth and Road Safety Action Kit digitally.

Why an Action Kit?



Youth and Road Safety Action Kit
Click here to download



Download the Action Kit Press Release



Youth & Road Safety Training Kit



Youths for Road Safety Workshop
Nairobi 2013 © Floor Leishut



Yours - Youth for Road Safety
 Organisation non gouvernementale (ONG)

J'aime Abonné(e) Message

Journal À propos Photos Mentions J'aime Plus

4 717 mentions J'aime

r Toure, Manpreet Darroch et 72 autres personnes aiment ça.

+69 vos amis à aimer cette Page

vos

URS - Youth for Road Safety - is a unique global

Yours - Youth for Road Safety a partagé un lien. 24 juillet

Last month, YOURS partnered with the Caribbean Development Bank and the Government of Belize to run the training of facilitators in the region. A two week programme introducing 19 young Belizean leaders to road safety and facilitation, we have captured the two weeks in a short video with facilitator and partner testimonials!

Training of Facilitators - Belmopan, Belize

Vimeo is the home for high-quality videos people who love them.



SA ROADS 4 YOUTH
 Safe Roads 4 Youth Belhar Cape Town Communauté

A RESEARCH-ACTION PROJECT

Journal À propos Photos Mentions J'aime

129 mentions J'aime

Elna Van Niekerk, Felix Chinwendu Joe et 3 autres personnes aiment ça.

Invitez vos amis à aimer Safe Roads 4 Youth Belhar...

Safe Roads 4 Youth Belhar Cape Town 4 août

my apologies for the mistake. the meeting is WEDNESDAY. 6AUGUST 2014. that is in 2 days time. thank you Ismael for the correction

We provide links to free and online road safety trainings, opportunities
www.youthsforroadsafety.org

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road safety commitments

I COMMIT TO:

- Use a seatbelt
- Wear a helmet on a motorcycle
- Drive at a safe speed and distance suitable for the conditions
- Not drive under the influence of alcohol or drugs
- Not use a mobile phone when driving
- Be visible as a pedestrian or cyclist
- Know and respect the highway code
- Maintain my vehicle in a good condition
- Be licensed and trained for the vehicle I drive
- Know how to react in case of a crash

4. With policy/decision makers/ private partners

- Educate decision makers by drawing their attention to the road safety problem in your area.
- Write letters to them and invite them to your school road safety event
- Find a personal story from a leader who has experienced a family tragedy related to a road traffic crash or injury.
 - Story of death of son of Uganda's vice president: link <http://www.newvision.co.ug/D/8/12/700528>

Bukenya's son dies in crash Publish Date: Nov 08, 2009

Newvision Archive

 Tweet 0  J'aime Une personne aime ça. Soyez le premier parmi vos amis.  g+1 0  Print  

By **Steven Candia**

The son of Vice-President, Gilbert Bukenya, died at Mulago Hospital after being involved in a road accident on Saturday morning.

Bryan Bukenya, 26, a lawyer who was about to complete a cadet officers course at Kabamba n

6. With victims of road crashes and their families

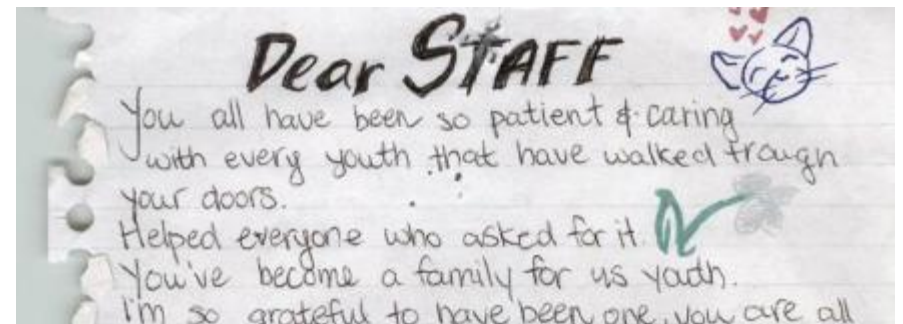
- Hold ceremonies dedicated to victims and survivors, such as moments of observed silence and candlelight vigils.
- Inaugurate memorials, such as remembrance gardens, roadside memorials, and internet-based memorials.
- Commemorate the World Day of Remembrance for Road Traffic Victims, held each year on the third Sunday of November.
- Campaigns to promote the use of helmets and seatbelts and to prevent drink-driving and speeding.
- Publicity around the placement of new road signs and signals.
- A quiz to test road safety knowledge.
- Street demonstrations, fairs, walks, concerts, or sports events to raise road safety awareness and funds for road safety projects.
- First-aid demonstrations.

Drama workshops in Zeerust



7. With the media

- Press conferences on new road safety data, reports, and initiatives.
- Radio or television talk-shows.
- Open letters in the printed media.
- Special newspaper supplements.
- Televised debates.



Summary: Creating road safety madness

- The role of young African people in promoting road safety is as wide as their ability to translate awareness into action.
 - Talk about it even at church/mosque/ toilet everywhere: FEEL MAD
- Creativity coupled by passion to do something over the leading cause of death amongst young people worldwide is the key.
 - Draw cartoons, paint, design Tshirts, personalise your car with road safety messages: GO MAD
- No one is gonna kill you for asking for a little help over event organising, a training workshop, an essay writing competition, traditional dance/edutainment: GET MAD!
 - So get to people, communities, banks, churches etc. Create a road safety madness

More information

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