



Africa Road Safety Seminar 2014

Safer cities for Africa's children



August 12 - 13, 2014
Cape Town, South Africa



Supported by



MICHELIN



RENAULT

TOYOTA



TOTAL

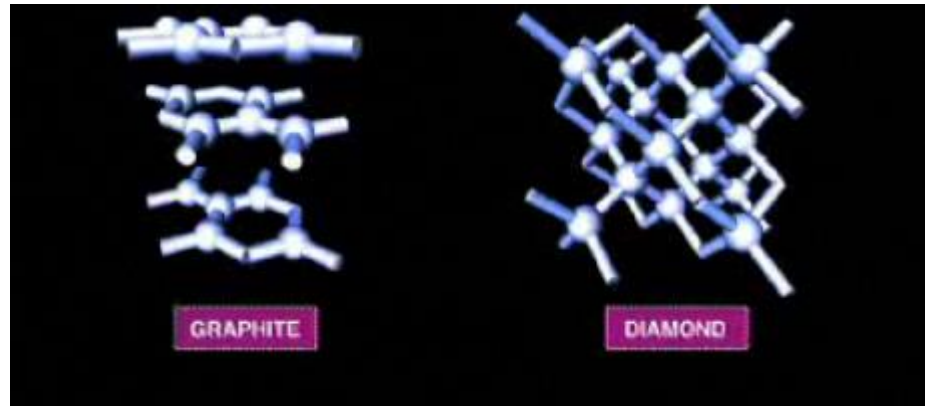
ROAD SAFETY in SOCIAL NETWORKS , e-state and women's role
Morsli O -Road memory association - ALGERIA



Introduction

Think of these two objects
Graphite and diamond ,In fact ,
they are made of the same matter ,
same atom , carbon.

Social network is transforming our
societies , lives and behaviors .





Social networking is becoming one of the most important communication tools and part of our daily life , millions of people share interests on certain disciplines, make friendship share files , photos and videos , create blogs , send messages and conduct real-time conversations .

About 1.3 billion are monthly active users on facebook , 232M on twitter, 540M on Google , 277M on LinkedIn , Wikis , blogs , Podcasting , Maps , Google Docs

GLOBAL DATA

7,095,476,818

TOTAL WORLD POPULATION



82%

URBAN

48%

RURAL

2,484,915,152

INTERNET USERS



38%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

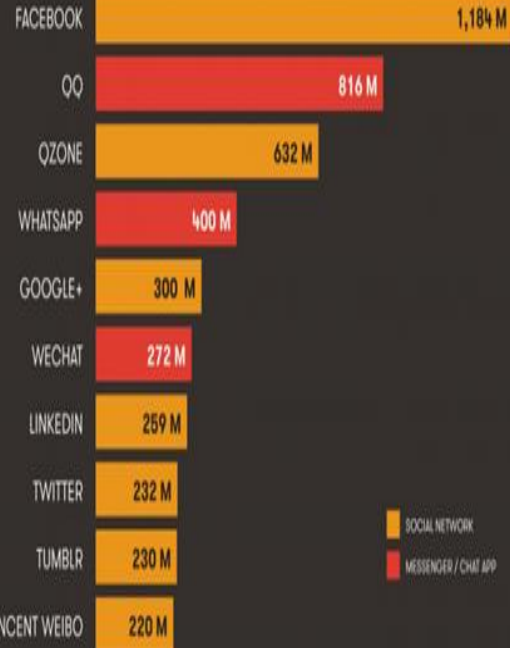
MOBILE SUBSCRIBERS



93%

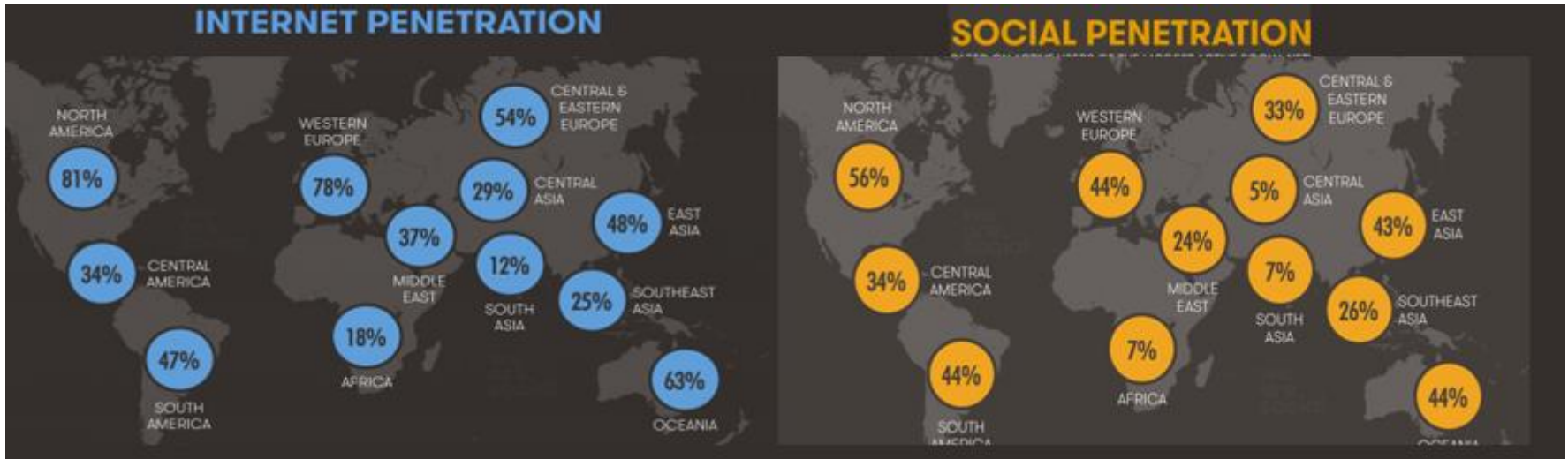
MOBILE PENETRATION

SOCIAL ACTIVE USERS



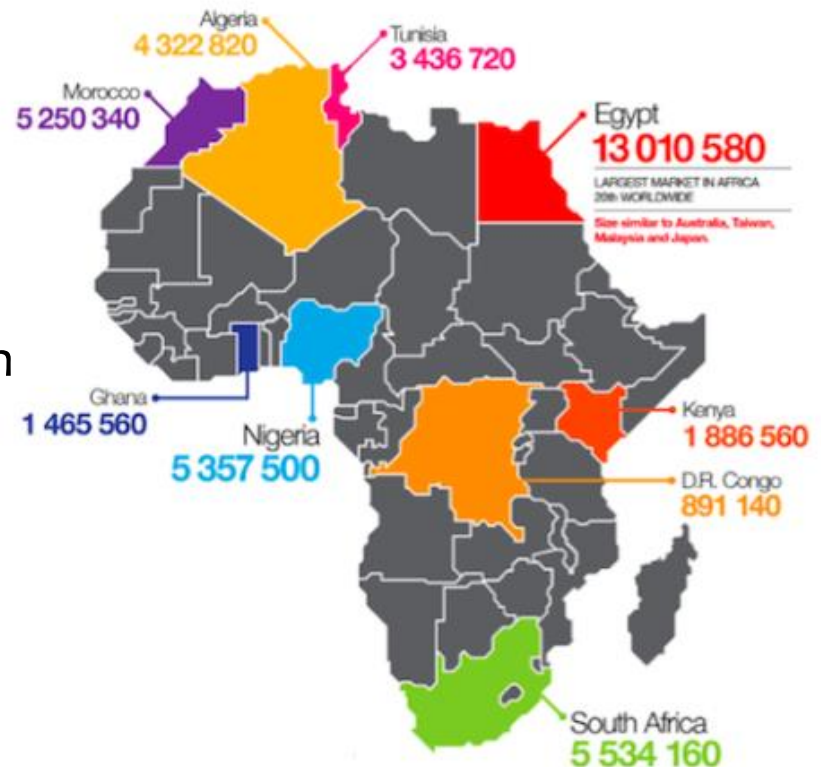
■ SOCIAL NETWORK
■ MESSENGER / CHAT APP

Social media is transforming people from content readers to content makers .
30 billions of items shared monthly on

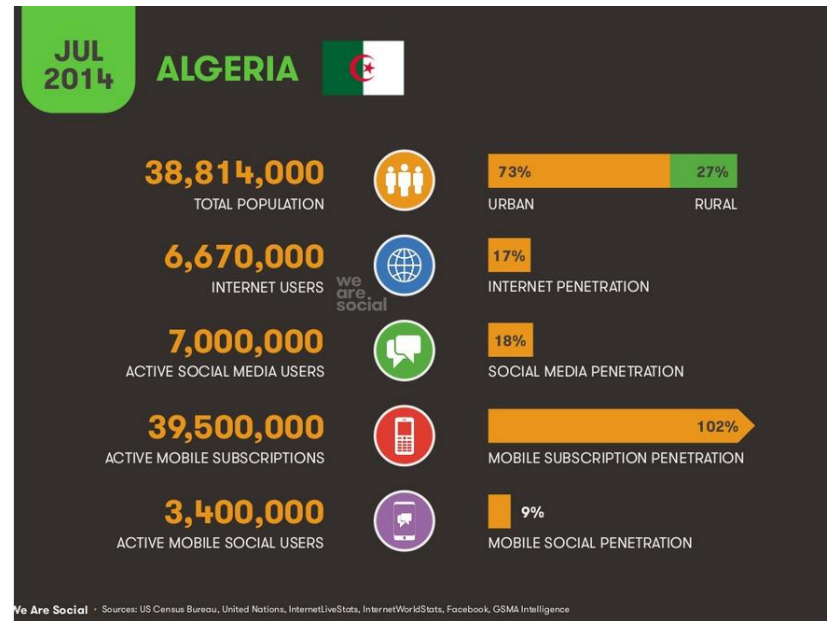


Internet penetration in Africa is 18 percent of the whole population. whereas social is only 7 percent

In the 1280 millions of facebook users in the world , 50 millions use it Africa.



Source : wearesocial.net



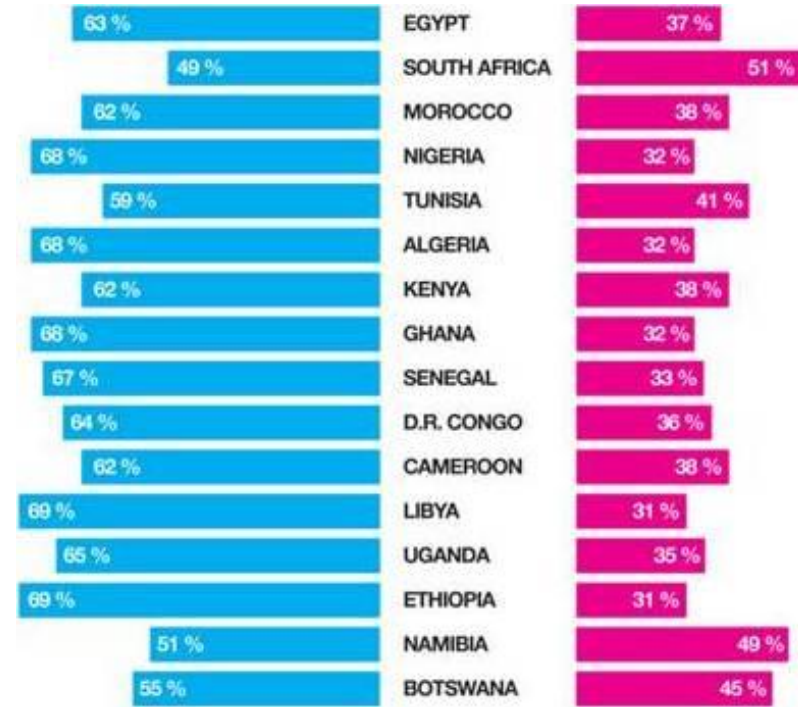
Some Groups are created in facebook , many pages of driving schools , NGOs (road memory , amie de la route , tarik essalama , el baraka)

Women , road safety , social networks

Women is the nearest person to child before and after incidents occur .

Man has the probability to die 3 times than a woman and the responsibility of women is 3 times after road tragedies , as mother , wife , sister , daughter (in middle and low income countries).

Women as mother interact positively with 18-24 year olds possessing the heaviest social media account owners, 91 per cent of this category (attracted to road risky behaviors) own Facebook accounts .



Number of women administering road safety facebook pages has increased , strengthening influence of their activities , and number of followers , showing good continuity . following are some examples





Elbaraka Ansph

Timeline

Recent

Lives in 'Ain Taya, Alger, Algeria

From 'Ain Taya, Alger, Algeria

PHOTOS · 105



FRIENDS · 648 (7 Mutual)



21 hours ago

Un énorme merci a la D.G.S.N de Bejaia pour son soutien et son accompagnement dans le parcours de notre ONG a travers la Wilaya.



Like · Comment · Share

2 Shares

[Kunhadi](#) (a Lebanese Youth Awareness NGO promoting Road Safety) has a road safety advertising campaign in association with Lebanon's Mother's Day, (March 21, 2011). The campaign is designed to wake up the Lebanese Youth to what they may be leaving behind if they don't respect traffic laws. The Mother's Day television and outdoor advertising campaign provides a twist to the custom of giving flowers on Mother's Day.



MADD



Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving is the nation's largest nonprofit working to protect families from driving under the influence of alcohol and drugs, support the victims of this violent crime, increase the awareness of the problem



Pat Shaw added 6 new photos — with Tammy Clem and 2 others.

27 June · 🌐

Some of you may have heard the news about my beautiful daughter, Sarah, just 20 years old, being involved in an automobile accident.

June 6th, 2014, Sarah had an accident resulting in catastrophic brain trauma leading to a coma. She never regained consciousness and blessedly passed away 6/23.

The thing I want you, and your family members to know, is that this accident causing so much grief and loss of so much potential was avoidable, as it is believed the cause of the accident was texting while driving.

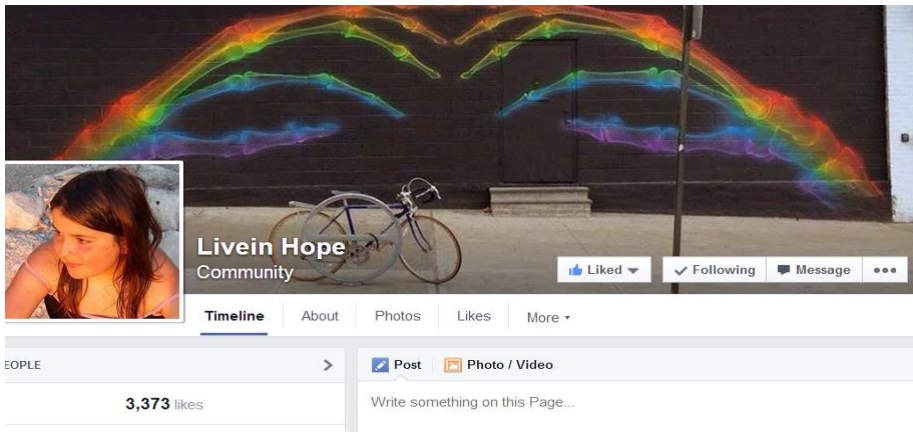
I am sending a picture of my beautiful daughter Sarah's picture as she was, and one of her in the hospital. Please, show it to those who text and drive, and beg them to stop.

Please, don't text, dial, and drive. It can wait.

Thank you,

Patricia Shaw

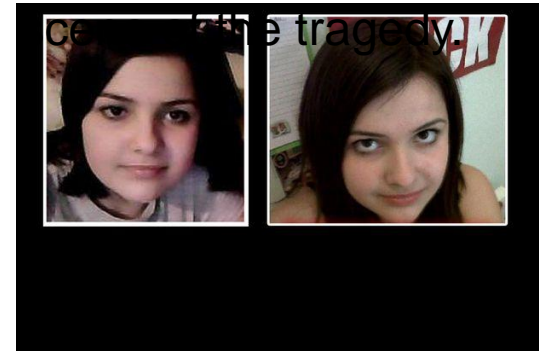




THE mother of a Birmingham schoolgirl who was knocked down by a lorry launched many campaign to improve safety at the

Hope Fennell, 13 was killed on 7/11/2011 while on her way back from school and on a puffin crossing. The driver of the HGV-18 tonne has been texting..

I believe I have lost my child because safety was not taken as seriously as it should be,



Home

The Alicea Foundation, a not for profit company registered on November 11, 1997, was formed by Denise Dias when her daughter Alicea died.



Alicea - Aged 17 killed by an alleged drunken driver
23rd August, 1996.

Search

Mothers in Black

While the Alicea Foundation was set up as a non-profit, non-governmental organisation with the aim of highlighting the senseless loss of lives to dangerous drivers, the active arm or movement is the "Mothers In Black"

We are mothers who have lost our loved ones, slaughtered on our roads. We are asking for our present laws to be enforced.

We are mothers who condemn speeding

We are mothers against drinking and driving.



A Mother's Fight for Justice and Better Road Safety



Gurgaon: 35-year-old Jyoti Gupta holds her 8-month-old daughter Ashiya close to her while she recounts the events of 21st April. Just over a month ago, she witnessed her husband and daughter crushed under the wheels of a bus outside her home in Gurgaon.

The date was special for her and her husband Pankaj Gupta, cardiologist with Medanta Medicity hospital in Gurgaon. Their two-and-a-half year-old daughter, Lineshya was going to attend school for the first time. The excited couple had gone down together along with baby Ashiya to drop off their daughter. But a speeding bus crashed into Jyoti's world and turned it upside down.



WOMEN
IN
ROAD SAFETY
THE ROAD SAFETY FOUNDATION

TEL: +27 (0)83 395 3330
E-MAIL: INFO@WIRS.CO.ZA



WOMEN USING THEIR CARING POWER TO POSITIVELY INFLUENCE
ROAD SAFETY THROUGHOUT SOUTH AFRICA

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Présidente de l'association " Ligue contre la violence routière «

Atteindre l'objectif : zéro accident !

Interpeller le public des réseaux sociaux sur la gravité de la violence routière au quotidien.

Chargée de communication du laboratoire d'informatique de Paris-VI, à l'université Pierre-et-Marie-Curie-CNRS, Chantal Perrichon est depuis 2003 la présidente de la Ligue contre la violence routière. Cette association, fondée vingt ans plus tôt, interpelle régulièrement les acteurs de la sécurité routière – ministres, élus, préfets, maires, constructeurs automobiles, automobilistes, motocyclistes, etc. – afin de rendre la route plus sûre pour ses usagers.

NGOs , GROUPS , PAGES

Morsli Oumrani
Edit Profile

MY EVENTS

Upcoming 5

Past

Create

THIS WEEK

KingshEATH Streetfood M...
Tomorrow at 11:30

NOV 21 UN WORLD DAY OF REMEMBRANCE FOR ROAD CRASH VICTIMS

Public · Hosted by Accident victims relief foundation

Join Maybe ...

Sunday, 21 November 2010 at 08:00-18:00
More than a year ago

Nairobi, Kenya [Show Map](#)

GUESTS

95	69	1.6k
going	maybe	invited

English (UK) · Privacy · Terms · Cookies · Advertising · More

World Day of Remembrance for road traffic victims

16th November 2014

World Day of Remembrance of Road Traffic Victims Community

Liked Following Message

Timeline About PicBadges Likes More

PEOPLE

Post Photo / Video

1,779 likes

TRAMS: Injury Preve... Google Traduction Courses by Topic - S... Google Traduction Facebook google MSN Arabia l'Afriqu... WORLD

Vote now for safe roads!

WANT BETTER TRANSPORT AND ROADS?

VOTE

Make Roads Safe
Non-profit Organisation
@myworld2015 myworld2015.org

Timeline About Photos Videos More

Yours - Youth for Road Safety

Non-governmental Organisation (NGO)

Liked Following Message

Timeline About Photos Likes More



PEOPLE



4,709 likes



Yours - Youth for Road Safety shared a link.
24 July



-   Coalition of Road Safety NGOs in Africa (CORSA). 7
-   contre l'insécurité routière 15
-   ROAD SAFETY FOR ALL 2
-   la Prévention Routière Internationale 20+
-   The Safe Driver 4
-   Car Seats for Kids 14
-   Stop Injuries and Violence (LASSA) 10
-   (Awladna) Kids Road Safety Campaign 7
-   ATPR Association Tunisienne de Prévention Routière 20+
-   Road Safety 20+
-   World Road Safety Partnership 20+
-   YASA Group for Public Safety 20+
-   Alberta Traffic Safety 20+


-   ArriveSAFE 20+
-   ACCIDENT DE LA ROUTE FAUT CA S' ARRETTE!!!! 20+
-   DARS Decade of Action for Road Safety 20+
-   Réseau Africain des Jeunes Pour la Sécurité Routière 5
-   Drive Safely: Don't Use Your Cell Phone While Driving 20+
-   YASA.org 20+
-   Road Deaths - Show you care. Please avoid distractions and help save lives! 20+
-   AFRICAN NGO NETWORK FOR ROAD SAFETY 20+
-   World Day of Remembrance for Road Traffic Victims 15
-   Irish Road Victims Association 20+
-   Decade of Action for Road Safety 2011-2020 in LT 20+
-   ASOCIACIÓN DE PROFESIONALES EN ACCIDENTOLOGÍA VIAL. 20+



  La Sécurité Routière en Algérie **2**



  Que aprendan a manejar los alumnos de la secundaria **20+**



  WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS **9**

  Association Tunisienne de la Prévention Routière (Groupe Officiel) **20+**



  Accident Free Kenya **20+**

  BYNERS-Botswana Youth Network for Road Safety **13**


  Ensemble contre l'insécurité routière **20+**



  Esto no hay ya quien lo frene **20+**



  International Security and Safety Professionals Association **17**

  Sécurité routière **8**

  Sadek Nisr's story **14**

  Accident Free Kenya **20+**



  BYNERS-Botswana Youth Network for Road Safety **13**



  Ensemble contre l'insécurité routière **20+**



  International Security and Safety Professionals Association **17**



  Lebanese Fire Prevention Committee (LFPC) **20+**



  Lowering The Road Toll Campaign **18**



  POR UN TRANSITO MEJOR **20+**









  PROJECT C.A.R.E.S. - Neg. Occ. Philippines **20+**

  RAPID RESPONSE[ACTION]ABIA STATE/OBINGWA CHAPTER.[HON.OKEY ,COM.FELIX C JOE **1**













  Remembering car accident victims~ **10**

  Road Awareness - Starts with you **12**

  LASIP (Lebanese Association for Sports Injury Prevention)

Name	Total Likes 	People Talking About This
 The Road Safety Hedgehogs :)	642	0
 J-CORS- Jonathan Camacho Organization...	643	2
 Агенција за безбедност саобраћаја / R...	641	4
 Bermuda Road Safety Council	624	0
 Road America Safety Team	537	1
 federal road safety corps	524	1
 JTB Road Safety Photography Competition	519	8
 Florida Road Safety Week - The Geico ...	512	178
 Where did the road safety hedgehogs g...	506	0

Name	Total Likes 	People Talking About This
 THINK!- Road Safety	1,408	23
 Yours - Youth for Road Safety	1,342	71
 Road Safety Greece	1,315	2
 Hikmat Road Safety	1,282	6
 Brunei Road Safety Council	924	7
 Hong Kong Road Safety Patrol	869	1
 Coyote: Leaders in road safety gadgets	868	0
 Headlight - Road Safety Awareness	798	2
 Nigerians Unite for Road Safety	700	3

Name	Total Likes ↓	People Talking About This
 Road Safety Authority Ireland	29,880	575
 FEDERAL ROAD SAFETY CORPS (FRSC), NI...	24,494	877
 YASA Lebanon For Road Safety	18,531	5,481
 Decade of Action for Road Safety 2011...	5,921	405
 Road Safety Association	5,386	31
 ROAD SAFETY, ITS TIME WE HELP PREVENT...	3,155	2
 Roadside Safety Supply	2,456	19
 Caribbean Road Safety	2,386	17
 Road safety starts with me	2,309	11
 Road Safety in Egypt - أمان الطريق في...	2,031	1
 Pimp My Ride - Road Safety Southland	1,416	7
 THINK!- Road Safety	1,408	23

Name	Total Likes 	People Talking About This
 Securite Routiere Ensam nou capav	16,573	6
 Code de la route & Prévention routière...	2,875	10
 Pour un alger centre sans circulation...	1,182	0
 Un Roux n'utilise pas de GPS mais une...	1,129	0
 ... المكعب الجهوي للسلامة المرورية بنونس	1,038	18
 Pour que le spot de sécurité routière...	569	0

Road Safety Content

Photo

75%

Link

10%

Status

6%

Album

4%

Video

4%

Other

1%



Type of content posted on facebook (socialbakers)

- Every day , hundrunds of photos and videos are posted in facebook
- strong messages through posting poor and bad behaviors images.
- Interraction between road users , having positive impact in real traffic.

- Morsli Oumrani
- News Feed
- Messages
- Events
- Pages
- Road Memory
- E-consumer Protection Association
- Pages feed
- Like Pages
- Create Page
- Create Advert
- Groups
- la Prévention Routière
- مبادرة 2020 - 2011



العقد العائد، للسلامة على الطرق،

17 NOV 2011

Members Events Photos Files Notifications Create Group

Write Post Add Photo/Video Ask Question Add File

Write something...

Road Traffic Accidents: The Modern Killer

The Global Status Report released by WHO this year, confirms that road traffic injuries are still a big global health and development problem



حوادث الطرق – القائد الجديد

1.2 مليون يموتون على الطرقات كل سنة من الجرحى 50 مليون



E-consumer Protection Association Non-profit Organisation

Timeline About Photos Likes Manage Tabs

لا تجعل آخر كلماتك..مراثة

your s Road Memory Non-governmental Organisation (NGO)

837 likes

Find New Customers

- THIS WEEK
- 3 Page Likes
 - 420 Post Reach
 - UNREAD
 - 0 Notifications
 - 0 Messages
- Recent
- 2014
 - 2013
 - 2012
 - 2011
 - 2010
 - Founded

Together We can Save millions

Morsli Oumrani

Timeline About Photos Friends 531 More

ABOUT

- Member at Prévention Routière Internationale
- Lives in Algiers, Algeria
- Studied Bachelor of Computer Science at

Status Photo/Video Place Life Event

What's on your mind?

Morsli Oumrani 3 August

Chat (38)

SAFE ROADS FOR CHILDREN



60 km/h



80 km/h



105 km/h

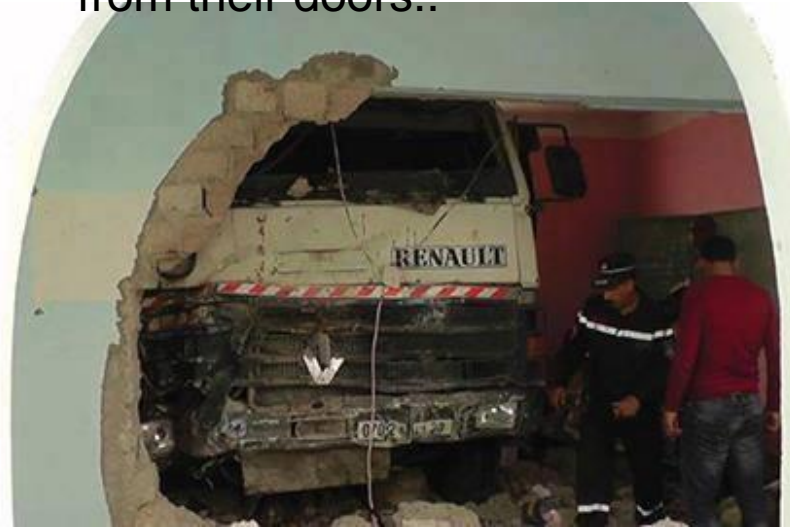


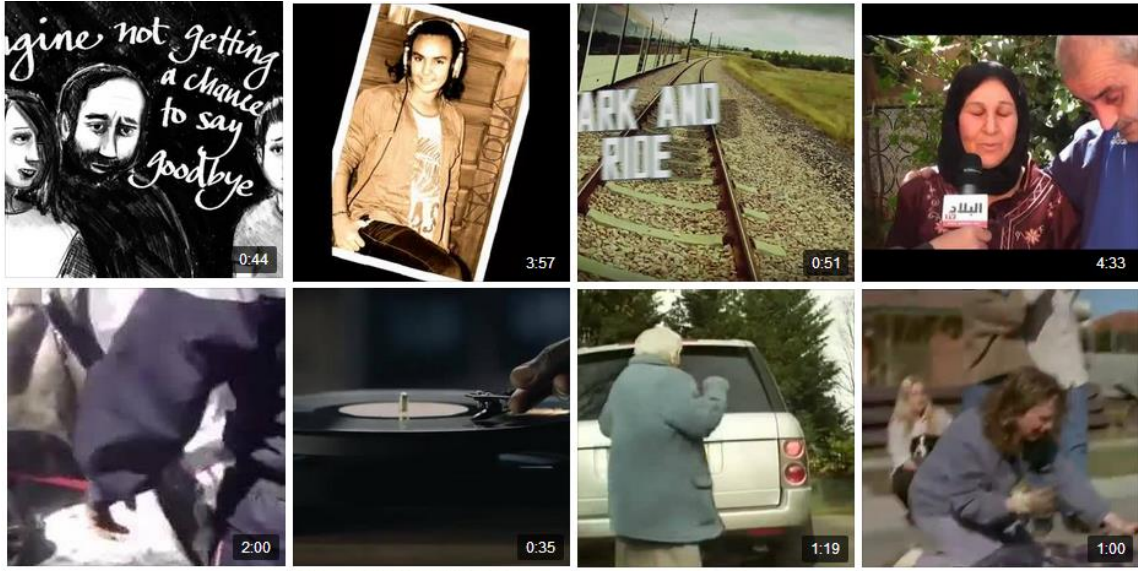
.....سرعة أكثر..أضرار أكبر

ارفع رجلك

163 km/h

Lorries entering schools but not from their doors..





Czech Republic



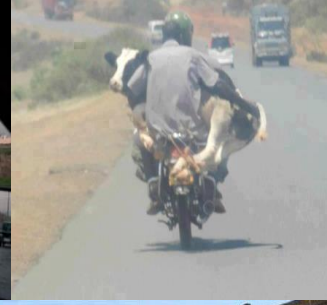
India



Kenya



Around 100 hours of video are uploaded each minute to youtube and this number is increasing.
 6 billion hours of video are watched each month.
 Thousands of hours about road crashes and road safety videos are uploaded as well .





**Choose road
Safety for yours**

Conclusion

- Provide a training program to african groups and NGOs in road safety content developement , ads design for social media.
- Research on changing behaviors using social networks
- Encouraging Women to use social media awarness.
- Road safety wiki and map



Thanks

