

Vision: Safer roads for Africa

Mission: Design and implement impactful road safety programmes, based on global best practice, that sustainably reduce road crash fatalities.



The World Health Organisation estimates that, every year, road crashes claim **1.35 million lives and injure 50 million people worldwide**. Road traffic injuries are the **leading cause of death for children and youth aged 5-29 years worldwide**. In **2021**, the United Nations General Assembly adopted a resolution proclaiming **2021-2030 as the Second Decade of Action for Road Safety**. The goal of the decade is to **halve road crash deaths by 2030**. This target is part of the Sustainable Development Goals (**SDG 3.6**).

WHO estimates the **risk of dying from a road traffic crash in Kenya is 27.8 per 100,000 population** against a global average of 18.2 and above that for Africa (26.6). Road traffic crashes cost Kenya **5%** of its GDP.

In 2011 Safe Way Right Way (NGO) was registered to mobilise the private sector and other actors in promoting road safety in Kenya. SWRW operations are governed by its constitution that allows for membership at Board and Associate levels. Members sign an MOU requiring them to pay an annual subscription as a condition for their continued membership.

SWRW is a member off the **Global Alliance of NGOs for Road Safety** and the **National Helmet Wearing Coalition**.

SWRW members are; **TotalEnergies Marketing Kenya***, **East African Breweries ***, **Bamburi Cement***, **Scania East Africa**, **Allianz Insurance**, **Roy Transmotors & North Star Alliance**.

***Board members.**

Why Road Safety?

Preventing road crash deaths is an urgent priority of our time (**SDG3.6**). Most road crashes are preventable and result from human error. The responsibility for making roads safer is shared by all. Private sector firms have a special role as they are heavy road users.

Safe Way Right Way Impact

- 1) Trained **400** commercial riders on high-risk roads in Nairobi. Riders have been

tested by the government and issued with driving licenses (2020-2021).

- 2) Jointly advocated for the **development of Kenya's National Road Safety Action Plan** (2021).
- 3) Jointly participated in the **handover of the Global Plan for the UN Decade of Action for Road Safety 2021-2030** to the National Transport and Safety Authority/NTSA (2021).

- 4) Launched **VIA children's road safety** program through *Kenya Red Cross Society* - **18** schools in Kenya. VIA is sponsored by TotalEnergies Foundation and Michelin Foundation (2020 -2022).
- 5) In collaboration with **Essilor and North Star Alliance** conducted **1,000 eye tests for truck drivers** at the Mlolongo Weigh Bridge (2018).
- 6) Developed the **first-ever black-spot map of the Northern Corridor detailing 273 black spots on the Northern Corridor & Nairobi County** (2017). Government road agencies have undertaken engineering interventions on key roads (Salgaa, Thika Road and Mlolongo area).
- 7) Conducted **five road safety caravans in black spot locations to sensitize road users** and commemorated the World Day of Remembrance for Road Traffic Crash Victims (2015-2019)
- 8) Donated medical equipment that enabled the **set-up of the SWRW ICU at the National Spinal Injury Referral Hospital. SWRW ICU serves 15 patients per month** (2015). **Donated Hematology Analyser** to NSIRH Laboratory (2019).
- 9) Participated in **mainstreaming of road safety in Kenya's new education curriculum** (2016).
- 10) Established an **outpatient clinic run by North Star Alliance at TotalEnergies Jomvu** (Mombasa) for truck drivers and the local community (2016).
- 11) Together with other NGOs, advocated for the formation of **NTSA as Kenya's**

lead road safety management agency in line with global best practice in road safety management (2013).

Safe Way Right Way 2022 Focus Areas

- 1) **Motorcycle rider Training.** Target to train **500** riders in Nairobi and Machakos County blackspots.
- 2) Road safety advocacy actions:
 - a. **National Road Safety Action Plan** launch.
 - b. Advocacy on **children's road safety** to implement school zone safety features in *Traffic (Amendment) Act No.26 of 2017*
 - c. FIA's **Safe Helmet Initiative**, a multi stakeholder forum that seeks to improve helmet wearing rates and enforcement of Kenya Bureau of Statistics Helmet Standards.
- 3) Complete the training of **3,000** children on Road Safety through the **VIA programme**
- 4) **Resource mobilization through membership and proposals**-obtain resources for road safety programmes.

How Do I Join SWRW?

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