



PRESS RELEASE



SAFE WAY RIGHT WAY RECEIVES PRESTIGIOUS PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARD

14th Dec 2017

On the 12th of December 2017 at the Annual award ceremony in London, UK, Safe Way Right Way was honoured to receive a "Prince Michael International Road Safety Award". The award is one of the highest and most prestigious awards recognising companies or organisations for their outstanding contribution to improving road safety through Innovation.

The judges thought that the programme showed an impressive approach to engaging the private sector working to support and engage public sector, NGOs and enforcement agencies as well as governments to deliver a highly effective programme which would serve as an example to other NEPAD programmes. They were impressed by its effectiveness and targeted approach.

Safe Way Right Way received the award for efforts to reduce road traffic crashes through implementation of holistic highway specific interventions informed by the Decade of Action for Road Safety pillars specifically "Safer road users" and enabled through developing and leveraging synergies between the government and private sector operators.

The road safety interventions along the Kampala- Malaba Highway included a road safety inspection/ baseline study of the existing 220km Kampala- Malaba highway in an effort to identify high accident locations or black spots and suggest measures to mitigate some avoidable accidents. The baseline study identified 67 black spots along the highway and safety concerns along the highway were broadly categorised into: speeding and overtaking zones, trading centres with high pedestrian volumes and school zones.

Recommended actions for the project included enforcement of speed limits and appropriate overtaking at selected high priority sections in partnership with the Uganda Police Force, donation of laser speed guns and training for 50 Traffic officers. Short term measures to address safety concerns at selected road side markets were implemented through stakeholder engagements and community sensitisation as well as provision of safety gear such as reflective vests. At prioritised schools, road safety education was delivered and at identified school zones there was installation of zebra crossings and speed calming measures in partnership with the Uganda National Roads Authority. Other interventions included a mass media campaign that saw the use of life size "police dummies" at identified high speed sections of the highway and sensitisation of speeding drivers carried out by the project team.

The project achievements for the speed management campaign saw an 8% reduction in the proportion of over speeding vehicles on almost all sections evaluated, the "Police Assistant/dummy" led to a 54% reduction in proportion of vehicles travelling above the 80km/hr. posted speed limit whilst the average speed of all vehicles at high speed sections reduced by 24km/hr. An overall homogenous reduction in speed variance and extreme speeds was realised.

The school zone campaign reached over 5400 children and saw 70% of pupils observed using the zebra crossings provided, over 12% increase in children looking left and right before crossing the road, 40% decrease in children running across the road and a 65% increase in children walking in single file.

Safe Way Right Way Would like to take this opportunity to recognise and thank our line Ministry the Ministry of Works and Transport without whose pivotal support we would not have achieved this milestone, we thank the Uganda Police Force who worked with us tirelessly on the ground for a period of 4 months, we thank the Uganda National Roads Authority for their encouragement and support and we thank the Makerere University School of Public Health for ensuring that we were able to measure impact of our interventions, last but not least we thank Dr Godfrey Mwesige of Makerere University who has provided incredible technical guidance.

As Uganda moves on to achieving the sustainable development goals, there is an opportunity for the Government of Uganda and all stakeholders to collaborate and support efforts to realise SDG 3.6.

Notes to the Editor

SAFE Way Right way (SWRW) is a registered NGO comprising several corporate companies working together to leverage resources and best practice to implement road safety interventions.

SWRW was a result of collaboration between the World Bank's "Global Road Safety Partnerships" and Total SA to improve road safety on Africa's economically critical corridors. The collaboration is called the "African Road Safety Corridors Initiative" (ARSCI). Currently SWRW is founded and funded by a number of private sector companies including Bollore logistics, Hima Cement Limited, Total Exploration & Production, Tullow Oil, Total Uganda Limited, Toyota Uganda, and CNOOC.

The Prince established his award scheme in 1987, the Prince Michael International Road Safety award recognise achievement and innovation in road safety worldwide. Each year the most outstanding examples of public recognition through the scheme and the winners are invited to a Gala Presentation held in London.
www.roadsafetyawards.com

