



RSI

Road Safety Initiative (U)

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The Success of RSI

Join us to Save Lives and reduce the risk of Injuries.

Contact persons:.....Tel. +256752699299;
..... +256-392907456.

18th.Feb.2012

INTRODUCTION

RSI is Non Governmental Organisation between the business, civil society and governmental bodies who share a common interest to INFORM and EDUCATE the public on PUBLIC SAFETY, SECURITY AND ECONOMIC EMPOWERMENT by using a partnership approach.

MISSION:

The mission of this project is to support the National security and Transportation system; to reduce the risk of accidents and carry out concrete actions to resolve the Safety and security problems that we encounter in our daily life.

VISION: To set the standard for excellence in transportation-security by creating awareness to minimise security risks and to respond to incidents appropriately.

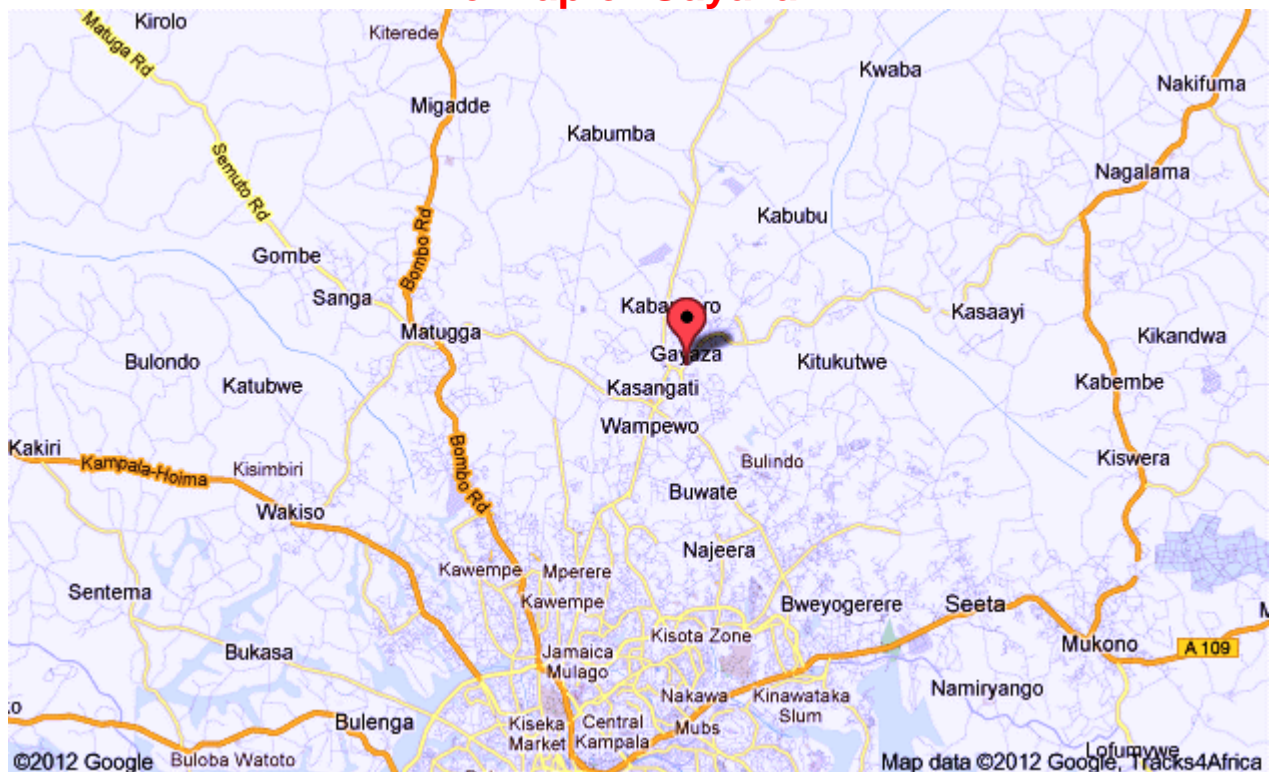
VALUES:

To set excellence in public service through integrity, innovation and team work.

Location:

The head quarters of the organisation are located in Gayaza, 14kms along Kampala-Gayaza Road in Wakiso District.

The map of Gayaza:



MEMBERS OF RSI:

INDIVIDUAL MEMBERS

RSI has 1,350 registered members; most of these are motorcyclists and commuter Drivers.

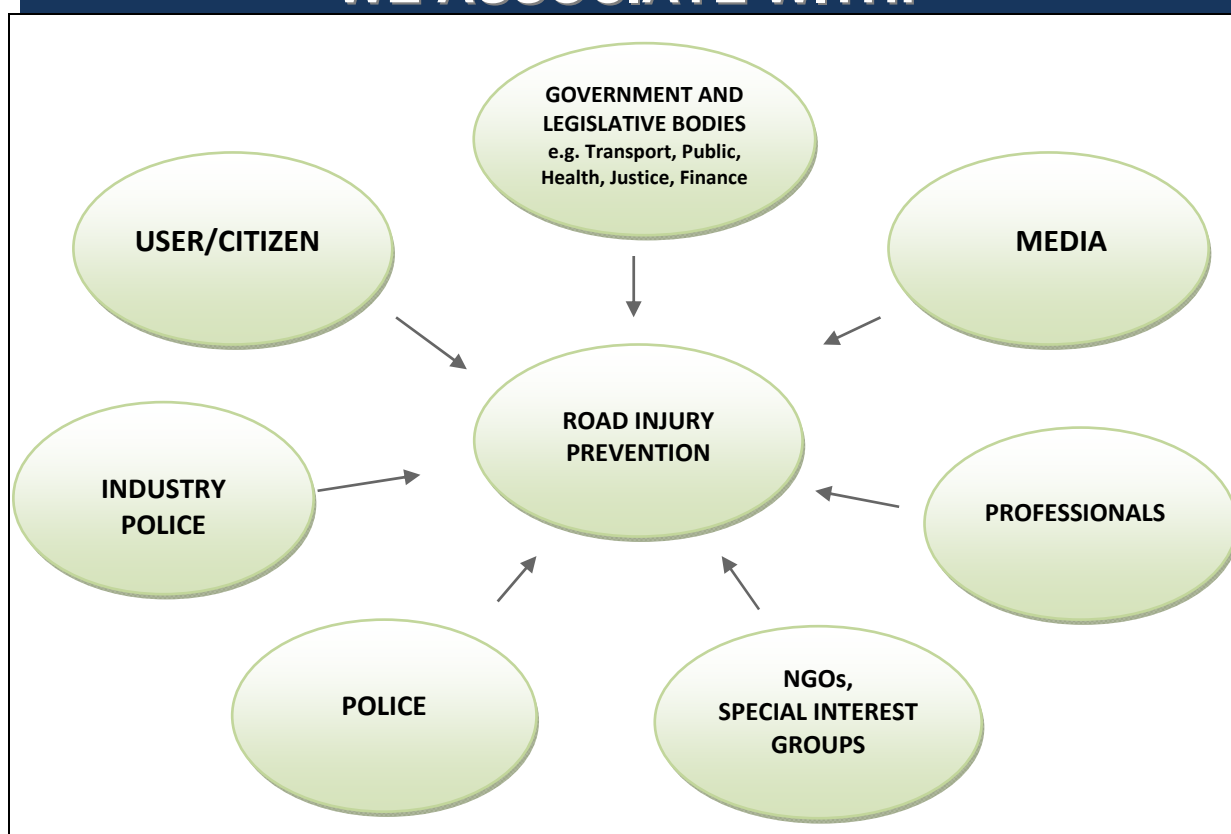
COMPANY MEMBERS

Dream & Vision Ltd
Rural Vision Cooperative Savings and Credit Society Ltd
The York Trade Centre Inc. Ltd.
Sky (U) Ltd.
Alico Merchants
Sky Ltd.

ASSOCIATES

Uganda Traffic Police
Uganda National Roads Authority (UNRA)
Uganda National Road Safety Council (UNRSC)
Local Authorities
Insurance Companies and the Media

INSTITUTIONS AND ORGANISATIONS THAT WE ASSOCIATE WITH:



Road Safety is a collective Responsibility

THE EXECUTIVE COMMITTEE:



Chairman: Mr.Senkayi Haruna

The Chairman is responsible for overseeing the work of the organisation.
He is highly experienced in safety and security matters.



Chief Executive Officer

The CEO is responsible for the day-to-day running of the NGO. Mr.Muteza Ali, is an accountant by profession. Trained in Great Britain and experienced in IT, Road Safety & Security matters.



Secretary: Nakawuki Fat
In Charge of Records



Mrs.Nanteza Farida
Driving Permits and Insurance Polices



Mr.Kimuli Micheal: Education officer
masters degree in education MUK coordinates
general awareness, information and Road Safety
Education activities.



Chief Coordinator:Mafabi Allan



Mr.Sembatya Alvin Treasurer.

PRIMARY OBJECTIVES

The primary objective of RSI towards this venture is working as a coordinating, facilitating and enabling body for individuals, institutions organization and groups of persons involved in the transportation business to avert the misery of road crashes that has lead to too much suffering and incapacitation in Uganda.

- To Save Lives and reduce the exposure to risk of Injuries.
- To prevent road traffic crashes from occurring;
- To reduce the severity of injury in the event of a crash;
- To reduce the consequences of injury through improved post-collision care.
- Support Government's road casualty reduction agenda;
- Ensure that the quality of training provided by instructors in this country is high enough;
- Avail good educational opportunities and learning resource for motorists and young drivers of tomorrow;
- Promote good post-test training and education for learner drivers.
- Educate motorists and pedestrians on every safety precaution;
- Give sufficient knowledge about the increasing traffic and new road designs in the country;
- Inform and educate road users the real experience of road use and driving in professional standards.

Road Safety:

CAUSE OF ACTION:

Accidents suck-up people's ability to work, increases poverty and suffering to the victims, their loved ones and the human society as a whole.

Over sh.333b is estimated as the cost of accidents in Uganda annually. This is the cost of vehicles, medical bills, loss of income and property; approximately 2.7% of GDP (According to the Ministry of finance).

THE SOURCE OF POOR DRIVING IN UGANDA:

- There is no professional body in charge of Driving Instructors (**Approved Driving Instructors**) to ensure quality driving in the country.
So, either the “driver” is trained by un-approved Driving Instructor or they learn on job.
- There is no theory test to enhance knowledge of Rules of the Road (the Highway Code). For this reason, drivers don't even bother to learn the highway-code as they do not expect a test for it before they get a driving permit.

For this reason RSI has embarked on vigorous road safety education as the principal tool to avert road crashes.

ADVOCACY TO PROMOTING TRAFFIC LAWS

Advocacy Uganda needs to target the following ideas:

- Advocate for the introduction of “**Approved Driving Instructors Board**” (this body currently does not exist in Uganda and so any driver is an Instructor regardless of the theory knowledge in driving).
- Advocate for the introduction of **Counter-part Driving Licenses** on which penalty points are indicated. This measure is not available and the offenders always take advantage to continue driving even after causing death.
- To advocate for theory test so as to enhance knowledge of Rules of the Road (the Highway Code). So that drivers consider learning the highway-code as they shall expect a test for it before they get a driving permit.
 - Legislative and related measures that can be effective include:
 - laws mandating helmet use;
 - strict legal limits on alcohol use while bicycling;
 - speed restrictions;
 - Enforcement of traffic laws.

RSI RESEARCH

Our research is based on the following principals:

- Systematic data on road traffic crashes and on the victims of crashes compiled.
- The safety of road travel to and from schools
- Risk behaviour among drivers and pedestrians;
- The wearing of seat belts;
- The vulnerability of road users visiting health centres;
- Safety audit of roads, and identification of high risk crash sites (black spots);
- The financial cost and economic consequences of traffic crashes.

ROAD INJURY PREVENTION AND CONTROL THE NEW UNDERSTANDING

ROAD TYPES AND APPROPRIATE SPEEDS

- **Flow roads** (or through-roads). For such roads, through-traffic goes from the place of departure to the destination without interruption. Speeds above 100–120 km/h are not permitted, and there is a complete separation of traffic streams.
- **Distributor roads**. These roads enable users to enter or leave an area. The needs of moving traffic continue to be predominant. Local distributor roads carry traffic to and from large urban districts, villages and rural areas, and have traffic interchanges at limited sections.

These roads give equal importance to motorized and non-motorized local traffic, but separate users wherever possible. Speeds on distributor roads should not exceed 50 km/h within built-up areas or 80 km/h outside such areas. There should be separate paths for pedestrians and cyclists, dual carriageways with separation of streams along the full length, speed controls at major crossings, and right of way.

- **Residential access roads**. These roads are typically used to reach a dwelling, shop or business. The needs of non-motorized users are predominant. There is a constant access and interchange of traffic and the vast majority of roads are of this type.

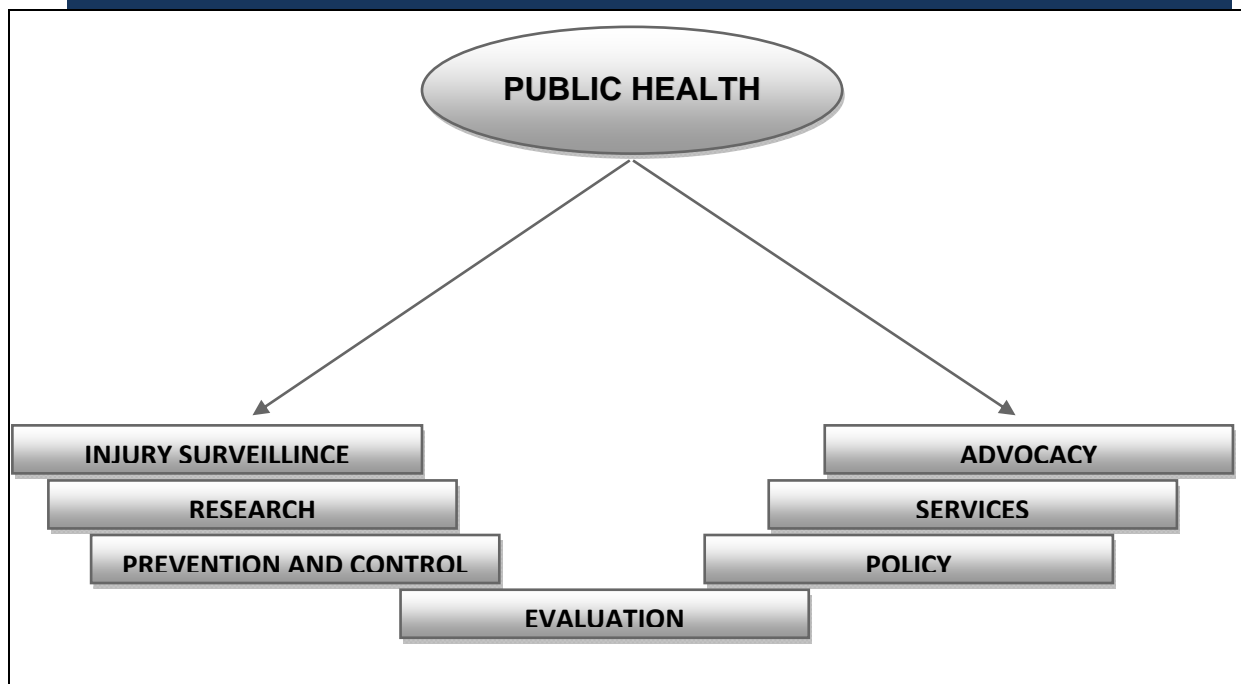
For residential access roads in towns and villages, speeds above 30 km/h are not permitted. In rural areas, no speeds over 40 km/h are allowed at crossings and entries – otherwise 60 km/h may be acceptable.

Where a road performs a mixture of functions, the appropriate speed is normally the lowest of the speeds appropriate to the individual functions.

ROAD CRASHES ARE A MAN MADE DISASTER:

- Road crash injury is largely preventable and predictable; it is a human-made problem amenable to rational analysis and countermeasure
- Road safety is a multi-concern and a public health issue – all sectors, including health, need to be fully engaged in responsibility, activity and advocacy for road crash injury prevention
- Common driving errors and common pedestrian behaviour should not lead to death and serious injury –the traffic system should help users to cope with increasingly demanding conditions
- The vulnerability of the human body should be a limiting design parameter for the traffic system and speed management is central cause of deaths and injuries;
- Road crash injury is a social equity issue – equal protection to all road users should be aimed for; since non-motor vehicle users bear a disproportionate share of road injury and risk
- Technology transfer from high-income to low-income countries needs to fit local conditions and should address research-based local needs.
- Inform the implementation of local solutions as such.

ROAD TRAFFIC INJURY AS A PUBLIC HEALTH PROBLEM:



WHAT PUBLIC HEALTH CAN DO

- Include road safety in health and disease prevention activities.
- Set goals for the elimination of unacceptable health losses arising from road traffic crashes.
- Systematically collect health related data on the magnitude, implementation monitoring and evaluation of effective interventions, including improved care.
- Promote capacity building in all areas of and management of survivors of road traffic crashes.
- Translate effective science-based information into policies and practices that protect vehicle occupants and vulnerable road users.
- Strengthen pre-hospital and hospital care as well as rehabilitation services for all trauma victims.
- Develop trauma care skills of medical personnel at primary, district and tertiary health care levels.
- Promote the further integration of health and safety concerns into transport policies and develop methods to facilitate this, such as integrated assessments.
- Campaign for greater attention to road safety, based on the known health impact and costs.

THE SUCCESS OF RSI

The reading culture in this country is very poor.
Therefore it is easier for people to watch and listen than read!!

Main measures undertaken to date include:

- setting safety performance goals for various groups of the road traffic users;
- a focus on vehicle crash protection, and support for the consumer information programs;
- securing higher levels of seat-belt use etc;
- Sensitization on crash-protective barriers on single-carriageway rural roads e.g. on Kampala-Gayaza Road;
- encouraging local authorities to implement 30 km/h zones;
- Advocating for wider use of speed camera technology;
- Advocating for an increase in the number of random breath tests;
- Promotion of safety as a competitive necessity in road transport contracts.

TARGET GROUPS

We have divided our learners in five different groups as their needs and experiences defer:

- Commercial Drivers/ Bus Drivers
- Commuter Drivers
- Boda-bodas and Cyclists
- Students
- Public

COMMERCIAL DRIVERS, BUS DRIVERS AND COMMUTER DRIVERS

Understanding customer needs and expectations is very important to a service-oriented organization as it protects against dissatisfied customers or, even worse; those who take their business elsewhere without voicing their complaint.

After customer needs and expectations are identified, customer satisfaction must be monitored and the findings used to generate improvements.

In order to achieve customer expectation, **Drivers, inspectors, mechanics**, and other persons responsible for ensuring the safe transportation of Passengers need to under-go the basic **safety, security, monitoring and inspection training**.

RSI creates the professional awareness to achieve this objective especially to:

- Encourages mechanical and safety standards to ensure adequate safety and security;
- Advise mechanics on critical areas that require maintenance, repair or replacement of parts;
- Provide theory and practical lectures to the mechanics;
- Provides learning materials in identifying critical vehicle faults.

FACTORS THAT EXPOSE A DRIVER TO FATIGUE

DRIVERS AT RISK OF FATIGUE	TEMPORARY FACTORS CAUSING FATIGUE	ENVIRONMENTAL FACTORS IN FATIGUE	SLEEP RELATED FACTORS
<ul style="list-style-type: none"> • Young Drivers (up to 25 years) • Drivers over fifty years • Males • Shift workers • Those for whom driving is part of job • Those with medical conditions (such as narcolepsy) • After consuming alcohol • Driving after inadequate rest and sleep 	<ul style="list-style-type: none"> • Driving between 2:00 am and 5:00 am • More than 16 hours of wakefulness before trip • Long work period before trip • Long time before since start of trip • Irregular shift work before trip • Driving after successive nights of shift work • Driving under time pressure • Some drivers are drowsy in the afternoon 	<ul style="list-style-type: none"> • Driving in remote areas with featureless terrain • Monotonous roads • Main arterial roads • Long-haul driving • Unexpected demands, breakdowns etc. • Extreme climate conditions • Driving in unfamiliar road 	<ul style="list-style-type: none"> • Driving with sleep debt • Driving with a sleep-related condition • Driving when normally asleep • Drivers disposed to nodding off • Driving after poor-quality sleep

BODA-BODAS AND CYCLISTS

PROBLEM STATEMENT

- Boda-bodas face highway robberies and those who survive can not meet medical expenses.
- They lack proper training skills
- Most of them do not have the minimum legal driving documents – Driving permits and third party insurance cover.
Some times they fail to re-fuel their motorcycles or service due to lack of capital and the poor saving culture.

OBJECTIVE TO SOLVE THE PROBLEM THE BODA-BODA PROBLEM

- To organize the riders into a single bargaining body by holding regular elections and enhancing a coordinated approach to the general operation of road safety education, their transportation business, economic development and security.
- Organize the Boda-Bodas, train and equip them with professional driving skills.
- To offer professional help, support and improve the welfare of the stakeholders.
- Extend loans to those in need to help them especially for medical bills, Driving permits and 3rd.Party insurance covers and refuel, or service their motorcycles.

The approach of leadership and giving financial support makes mobilisation work easier.

Reducing Motorcyclists and Bicycle Injuries:

To reduce bicycle injuries – in Uganda, as elsewhere – several types of intervention are likely to be effective.

Changes to the road environment can be highly beneficial. They include:

- separating bicycles from other forms of traffic;
- engineering measures to control traffic flow and reinforce low speeds;
- bicycle lanes;
- traffic signals and signs aimed at bicyclists;
- painted lines on the side of the road;
- removing obstacles from roads and cycle paths;
- creating clear lines of sight;
- Sensitization on road works (repairing) road surfaces, pot-holes and dangerous curbs.

STUDENTS/PUBLIC:

The burden of injury is unequal. More boys are injured than girls, and children from poorer families have higher rates of injury.

Even in high-income countries, research has shown that children from poorer families and ethnic minority groups have higher rates of unintentional injury, particularly in the case of child pedestrians.

- It is important for every road-user to understand road safety.
- Public roads are a shared space and not points of conflict.
- It doesn't have to be frustrating or dangerous.

Measures involving changes in personal behaviour include:

- use of a motorcycle and bicycle helmet;
- safe bicycling practices;
- Respectful behaviour towards others sharing the road.

Children and road traffic injury

Child road trauma is a major worldwide problem. Children are especially vulnerable, as their physical and cognitive skills are not fully developed and their smaller stature makes it hard for them to see and to be seen. Societies are concerned about the basic safety of their children.

Interventions that have done much to reduce child traffic injuries and deaths include:

- Sensitization on use of specifically-designed child restraints;
- improvements in the road environment; since these injuries are associated with traffic volume and traffic speed;
- increased use of bicycle helmets, that has been associated with a reduction in head injuries among children.

STRATEGIES:

FACTORS				
PHASE		HUMAN	VEHICLE EQUIPMENT AND	ENVIRONMENT
• Pre-crash	• Crash Prevention	<ul style="list-style-type: none"> • Information • Attitude • Impairment • Police enforcing 	<ul style="list-style-type: none"> • Roadworthiness • Lighting • Breaking • Handling • Speed management 	<ul style="list-style-type: none"> • Road design and layout • Speed limits • Pedestrians facilities
• Crash	• Injury prevention during the crash	<ul style="list-style-type: none"> • Use of restraints • Impairment 	<ul style="list-style-type: none"> • Occupant restraints • Other safety devices • Crash protective design 	<ul style="list-style-type: none"> • Crash-protective roadside objects
• Post Crash	• Life sustaining	<ul style="list-style-type: none"> • First-aid skill • Access to medics 	<ul style="list-style-type: none"> • Ease of access • Fire risk 	<ul style="list-style-type: none"> • Rescue facilities • Congestion

ACTION PLAN

- A. Raising the need for theory driving to all groups;
- B. Providing drivers with the information required to comply with traffic laws.
- C. Using participatory learning – including use of participants’ own experiences
- D. Raising awareness of the need for occupational health and safety in road transport.
- E. Covering driving and non-driving risks, including stress, conflicts and financial support.
- F. Establishing an effective system of on-the-job training run by company members
- G. (train-the-trainer) supported by information manuals.

Information manuals written:

RSI has written the following manuals normally supplied free to our members and the trainer-of-trainers.

1. HE SUCCES OF RSI 22 Pgs.
2. THE PROFILE OF RSI
3. MANAGING RISKS TO DRIVERS IN ROAD TRANSPORTATION
4. MOTORCYCLIST (BODA-BODA) ROAD SAFETY EDUCATION Road 26pages
5. PASSENGER-BUS SAFETY TRAINING - MONITORING AND INSPECTION CONCEPT
6. PASSENGER BUS SECURITY GUIDE
7. MOTOR-VEHICLE ROAD SAFETY EDUCATION 377 pages
8. PASSENGER-BUS SAFETY AND QUALITY-SERVICE TRAINING MNNUAL
9. EFFECTIVE CUSTOMER CARE SERVICE (Public Transport)
10. QUESTIONS AND ANSWERS TO HIV AIDS AND TUBERCULOSIS
11. TRAVEL SAFELY AROUND THE WORLD (HIV/AIDS Computer Game for the youth & schools)
12. PUBLIC SAFETY AND SECURITY AWARENESS - CRIME WATCH (100pages)

METHODS USED TO DISMINATE INFORMATION:

- workshops, seminars, conferences
- Audio-visual materials,
- information manuals, Book publishing,
- T-Shirts, banners, leaflets, badges, audio cassettes, video cassettes, Newspapers
- TV-clips and Radio programs- news coverage, debates, information manuals and documentaries.
- Electronically test driver-reaction to developing Hazards on a computer.

ACTIVITIES RAISING AWARENESS TO DRIVERS AND MOTORCYCLISTS

We raise awareness on risk management and occupational risks to cyclists, motorcyclists and drivers in road transportation mainly in the following factors.

- Continuous wearing of seatbelts
- No phone calls whilst driving
- Zero-alcohol principle
- Courtesy towards the vulnerable:
- Motorcyclists, Cyclists, Passengers, pedestrians, children and elderly people
- older drivers
- young drivers
- women drivers

Risk actors influencing crash involvement:

- Inappropriate or excessive speed
- Presence of alcohol, medical or recreational Fatigue
- Being a young male (false confidence)
- Being a vulnerable road user in urban and residential areas
- Travelling in darkness
- Vehicle factors - such as braking, handling and maintenance
- Defects in road design, layout and maintenance can also lead to unsafe road use behaviour
- Inadequate visibility due to environmental factors(making it hard to detect vehicles and other users)
- Poor road user eyesight

Risk factors influencing crash severity:

- Lack of patience
- Excessive speed
- Seat-belts and child restraints not used
- Crash helmets not worn by users two-wheeled vehicles (the disabled)
- Roadside objects not crash protective
- Insufficient vehicle crash protection for occupants for those hit by vehicles
- Presence of alcohol and other drugs

RISK FACTORS INFLUENCING SEVERITY OF POST-CRASH INJURY:

- Delay in detecting crash
- Presence of fire resulting from collision
- Leakage of hazardous materials e.g. Petrol
- Presence of alcohol and other drugs
- Difficulty rescuing and extracting people from scene of accident
- Difficult evacuating people from buses and co-involved in crash
- Lack of appropriate pre-hospital care
- Lack of appropriate care in hospital emergency rooms



RSI works together with the Uganda Traffic Police



Boda-bodas (motorcyclists) at RSI seminar in Gayaza

We organize Boda-Bodas (motorcyclists/Drivers), train and equip them with professional riding/driving skills.



We sensitise motorcyclists to use properly fastened HELMETS at all times.



We demonstrate how to attend to accident victims



We attend to victims and produce films involving students to shape their own future.

RSI FINANCIAL SUPPORT TO MEMBERS:

APPROACH FROM THE GRASS-ROOT LEVEL:

RSI works to create a strong, well capitalised and durable non-profit sector that connects money to the mission effectively, supporting the highest aspirations and most generous impulses of peoples and communities.



**In conjunction with Rural Vision Cooperative Savings and Credit Society
RSI facilities small loans to motorists**

We have turned our member contributions into a revolving fund aimed at promoting the saving culture amongst our members and there by improving their lives.

- We advance daily small loans to help **Boda-bodas** refuel, or service their motorcycles.
- Motorcyclists face highway robberies and those who survive can not meet medical expenses.
- We extend loans to those in need to help them especially for medical bills, Driving permits and 3rd. Party insurance covers.



RSI ORGANISATIONAL STRUCTURE

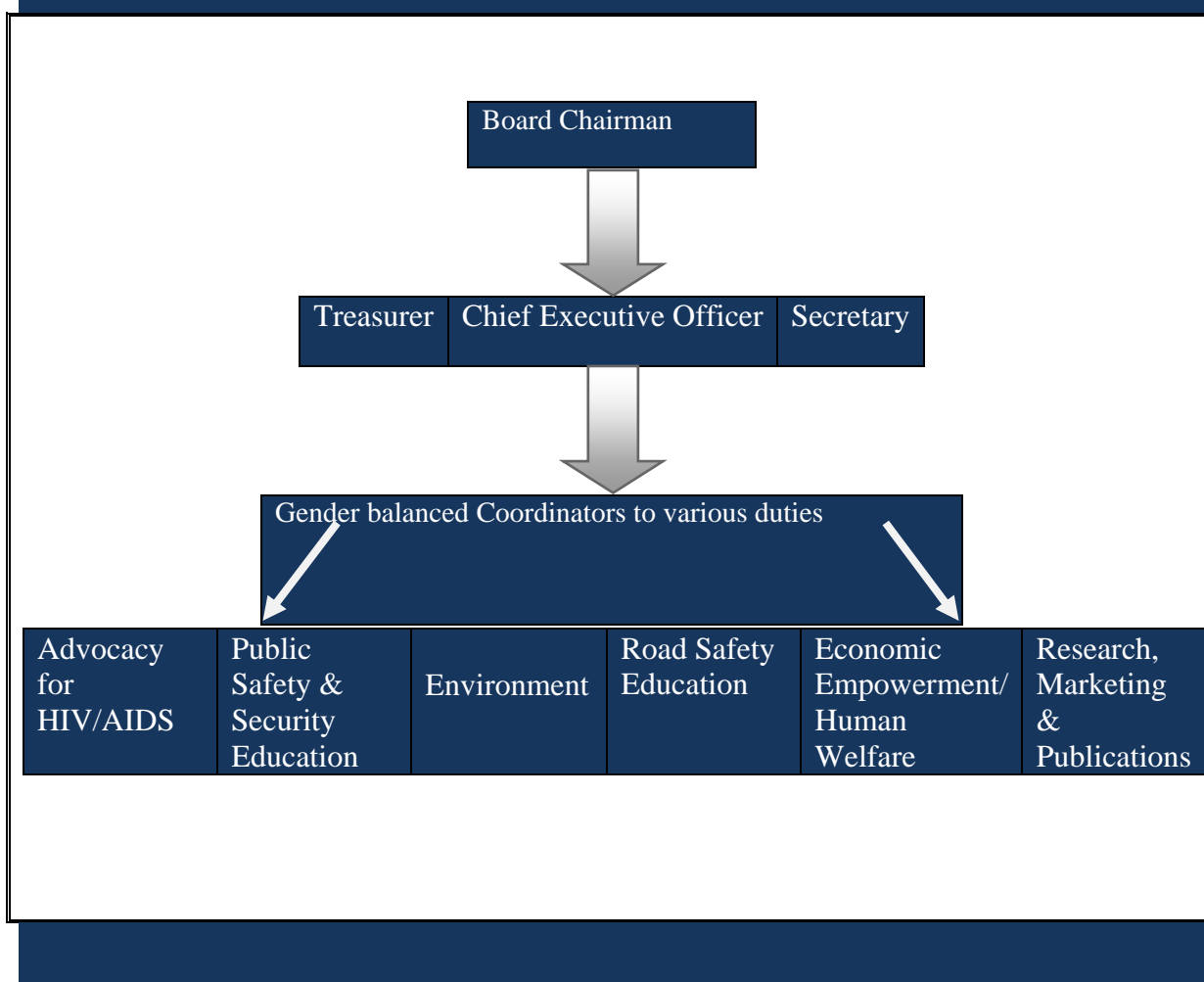
The organisation has a steering committee which performs the following functions:

- Initiate policies, monitor and supervise the activities of the organisation
- Consider the organisations annual budgetary estimates and approval all uses and withdraw of funds and ensure that management properly uses and accounts for the organisation.
- Appoints and employs such officers as may be necessary for the efficient performance of the activities of this venture.

MANAGEMENT

The Steering Committee appoints the Chairman, Chief Executive Officer (CEO) and the Secretary. The CEO manages the RSE programs on a day-to-day basis.

RSI ORGANISATIONAL CHART





WORK PLAN AND SCHEDULE OF ACTIVITIES

Activity	1 st	2 nd	3 rd	4 th
Establishment of facilities and training				
Liaise with the local authorities, mobilization and sensitization of the population				
Recoding of films				
Consolidating the recordings with the sponsoring companies				
Editing and Production of the films				
Production and publication				
Evaluation/Public response				



**BUDGET FOR FILMING AND PRODUCING
ROAD SAFETY EDUCATIONAL MATERIALS FOR 2012**

NO	SERVICE	DESCRIPTION	AMOUNT
1	PRE-PRODUCT 10N	Research Development Communication and Networking to gather information UG.sh. 100.000/= @ week for 13 weeks.....	1,300,000
2	Production Crew Charges/allowances	<ul style="list-style-type: none"> • Producer/Director UG.Sh. 40,000/= @ week 13 weeks • Switcher/Video, Audio Editor, sh.30,000/= ... • Camera for 13 weeks 	500,000 400,000 520,000
3	Transport	Transport to and from for the 3 production persons: <ul style="list-style-type: none"> • Producer • Director • C/Person and their equipment 	1,300,000
4	Consumables	DVD Cam, Taps and DVDs for Field and TV Station Transmission (TX).....	850,000
5	EQUIPMENT	Professional DV Cam Camera Chain (Including Microphones Light, Tripods etc. @ Ugsh.150,000/= @ week for 13weeks.....	1,950,000
6	Scripts	<ul style="list-style-type: none"> • Editing Script x 13..... • Narration x 13..... • Program Presentation x13..... 	1,300,000 1,300,000 1,300,000
7	STUDIO TIME	Logging at UG.Sh.10,000 @ week for 13 weeks	130,000
8	TV Station sponsorship charges	Television station airtime charges. Ug.550,000 for 30 minutes @ week for 13 weeks (3months).....	7,150,000
9	TAXES	6% WITHHOLDING TAX	1,081,200
	GRAND TOTAL		19,081,200

This Budget estimates cover 3 months, ¼ year of both production and air time.

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