



UNIVERSITY OF EMBU

ROAD SAFETY COMMITTEE ROAD SAFETY SENSITIZATION



INTRODUCTION

The newly established University of Embu Road Safety Committee (RSC) has been charged with the responsibility of mainstreaming road safety at the University. To do this, the RSC has prepared an Annual Implementation Work Plan with various activities to sensitise the University Community on road safety.

One of the immediate key activities is to observe the World Day of Remembrance (WDoR) of road crash victims, which will be observed on **Sunday, 15th November 2020**, amongst other activities. As a build up to the day, the RSC has organized the following activities and is inviting members of the University Community to participate:-

ACTIVITY		LOCATION	DATE
1.	Lighting of Remembrance Candles	• Administration Block Reception • Prof. George Magoa Library Reception	Wednesday, 11 th Nov, 2020 to Sunday, 15 th Nov. 2020
2.	• Poster display of message/information to stop the carnage • Signing of remembrance messages to departed colleagues, friends, family and acquaintances.	• Administration Block Reception • Prof. George Magoa Library Reception	Wednesday, 11 th Nov, 2020 to Sunday, 15 th Nov. 2020
3.	To plant one (1) tree annually in remembrance of road crash victims	Designated spot between the Library and the Administration Block	Sunday 15 th Nov. 2020
4.	Observing a moment of silence in remembrance of road crash victims during religious event prayer services	Various local churches and mosques	Friday, 13 th Nov. 2020 Saturday, 14 th Nov. 2020 Sunday, 15 th Nov. 2020 (as applicable)
5.	Media Event	University and County leadership	Sunday, 15 th Nov. 2020

ABOUT THE WORLD DAY OF REMEMBRANCE

The World Day of Remembrance of Road Traffic Victims, observed on the **Third Sunday every November**, is a day set aside by the United Nations General Assembly to remember the many millions killed or injured in road crashes and their families and communities, as well as to pay tribute to the dedicated emergency crews, police and medical professionals who daily deal with the traumatic aftermath of road death and injury.

In Kenya, over **3000 people** are killed every year and more than **6000** permanently disabled annually through Road Traffic Injuries (RTIs). Beyond the human suffering, road crash deaths and injuries impose a heavy economic and financial loss to individuals, communities and the Country.

This year's theme is **"Remember Support Act"**. **Remember** those who we have lost through RTIs; **Support** road traffic injury victims including the families of those lost through RTIs; **Act** by doing something practical within your capacity towards the reduction of RTIs.

TIPS FOR ROAD USERS

DRIVERS	RIDERS & PILLION PASSENGERS	PEDESTRIANS
<ol style="list-style-type: none">Do not use your mobile phone while driving.Always wear your seat belt before start of any journey.Practice defensive driving ie anticipating major risks and potential hazards.Don't follow too closely.Be extra careful in bad weather ie whenever it is rainy, foggy e.t.c.Avoid the "O" words ie Overspeeding, Overloading and Overtaking.	<ol style="list-style-type: none">Always wear a helmet and strap it; it reduces the risk of head injuries.Communicate; If you need to stop, let the rider know.Avoid engaging riders in conversation; it can distract them from paying attention to the road.Do not share a boda boda with someone else; Can lead to loss of balance.Always wait for the bike to come to a full stop before you mount or dismount.Always be alert when on a boda boda; do not text or answer phone calls.	<ol style="list-style-type: none">Always walk on sidewalks whenever they are available.If there is no sidewalk, walk facing traffic and as far from traffic as possible.Be smart and alert at all times by avoiding using earphones or talking on cellphone on the road.Always observe traffic signs and signals.Walk single file.Never assume drivers see you or will stop when they should. Walk defensively.Be visible at all times. Wear bright clothing during the night and on rainy and foggy days, or use a flashlight at night.Avoid alcohol because it impairs your abilities and your judgment.Be alert to engine noise or reverse lights on cars in parking bays.Stay on one side of the path while walking rather than weaving randomly from side to side.Choose a walking route frequented by other walkers, joggers, and bikers. If you see someone suspicious, alter your course or go into a store or public building to avoid them.



DRIVING

MOTORBIKE

PEDESTRIAN



DRINK
DRIVING

IT'S NOT JUST AN OFFENSE, IT'S OFFENSIVE.

- ▶ DON'T DRINK AND DRIVE
- ▶ DON'T COUNT ON SHORT TERM REMEDIES
- ▶ TAKE ALTERNATIVE TRANSPORT



DISTRACTED
DRIVING

YOU CAN'T MULTI-TASK AS WELL AS YOU THINK.

- ▶ KEEP YOUR EYES ON THE ROAD
- ▶ KEEP BOTH HANDS ON THE STEERING WHEEL
- ▶ STAY FOCUSED



SEATBELTS

TELL EVERYONE TO STRAP IN OR STEP OUT.

- ▶ WEAR YOUR SEATBELT
- ▶ ENSURE ALL PASSENGERS WEAR SEATBELTS
- ▶ SAFELY SECURE CHILDREN IN CAR SEATS



SPEED
LIMITS

YOU'RE BETTER LATE THAN NEVER.

- ▶ OBEY SPEED LIMITS
- ▶ SLOW DOWN AT HIGH-RISK AREAS
- ▶ KEEP A SAFE DISTANCE



MOTORCYCLES

ONE OF THE MOST DANGEROUS FORMS OF TRANSPORT.

- ▶ ALWAYS WEAR A HELMET
- ▶ STAY VISIBLE
- ▶ KEEP A SAFE DISTANCE



DRINK
RIDING

ANY AMOUNT OF ALCOHOL WILL AFFECT YOUR BALANCE AND REACTIONS.

- ▶ DON'T DRINK AND RIDE
- ▶ DON'T COUNT ON SHORT TERM REMEDIES
- ▶ TAKE ALTERNATIVE TRANSPORT



SPEED

MOTORCYCLES ARE A LOT FASTER, AND A LOT MORE DANGEROUS.

- ▶ OBEY SPEED LIMITS
- ▶ SLOW DOWN AT HIGH-RISK AREAS
- ▶ KEEP A SAFE DISTANCE



DISTRACTED
RIDING

RIDE CAUTIOUSLY AND ASSUME DRIVERS DON'T SEE YOU.

- ▶ KEEP YOUR EYES ON THE ROAD
- ▶ KEEP BOTH HANDS ON THE HANDLEBARS
- ▶ STAY FOCUSED



PEDESTRIANS

YOUR EYES AND EARS ARE YOUR SAFETY TOOLS.

- ▶ STAY ALERT AND AVOID DISTRACTIONS
- ▶ WALK IN SAFE PLACES
- ▶ STOP, LOOK, LISTEN, CROSS
- ▶ USE ZEBRA CROSSING



DRIVERS

HALF OF ALL ROAD RELATED DEATHS ARE PEDESTRIANS

- ▶ CHECK YOUR SPEED
- ▶ CHECK YOUR BLIND SPOTS
- ▶ BE EXTRA CAUTIOUS IN POPULATED AREAS
- ▶ KEEP A SAFE DISTANCE FROM THE CURB



From: Margaret K. Otolo

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