



## UNIVERSITY OF EMBU

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**REMARKS BY THE VICE-CHANCELLOR, PROF. DANIEL MUGENDI  
DURING THE ROAD SAFETY ONLINE SENSITIZATION FORUM HELD ON  
TUESDAY, 29<sup>TH</sup> MARCH 2022 FROM 9.00 A.M.**

- The Facilitator, Ms. Phyllis Mutinda of NTSA
- Road Safety Committee Members,
- Student Leaders
- Students

**Good Morning.**

It gives me great pleasure to join you in this Road Safety Sensitization Forum. I appreciate the work that the Road Safety Committee has been doing in sensitizing the University community on matters road safety. As we all know, road accidents affect all of us in society. Some have resulted in, injuries, disabilities and death of our close family members, colleagues and friends.

I would also like to appreciate the students who have found time to log in and follow this sensitization despite the fact that we are all busy preparing for the End-of-Semester Examinations.

Once again, I welcome our facilitator, Ms. Phyllis Mutinda from NTSA to the online engagement with our students. We look forward to hearing the information that you have prepared for us. I am confident that we will all find this session both informative and useful in our day to day interactions on the road.

Road safety is an integral part of our everyday life. Every member of the society needs to know how to use the roads correctly and safely. We all know that traffic accidents cause major loss of human life and leave many others with permanent injuries. Deaths caused by road traffic accidents are globally ranked seventh by the World Health Organization. Statistics show that about 1.35 million people die on the roads worldwide every year and up to 50 million more left injured and disabled. Most of these casualties are people between the ages of 15-29 years. These accidents cause psychological and emotional pain from losing a family member or friend. Indeed, road traffic accidents are very wasteful in terms of monetary, environmental, economic, health, social and human resource.

The University has also not been spared. As you know, the University of Embu is located along the busy Embu- Meru Highway. Current statistics show that there has been an increase in number of casualties along the highway due to reckless drivers / riders and poor road use by pedestrians. We have also lost members of the University community on this road. Some students have been

knocked by vehicles while walking along the road at night, coming from clubs and joints while drunk, especially in the wee hours of the night. It is high time that we started doing something to address this emerging trend.

This sensitization is focused on providing the student community with some useful tips to embrace when using the roads. It is my prayer that after this session, we will be able to see a reduction in number of incidences related to road traffic accidents involving students around the University. As a University we have taken several measures to mainstream Road Safety. This includes:

- Development of a Road Safety Policy
- Appointment of a Road Safety Committee to mainstream road safety amongst University community
- Organizing periodic road safety sensitization fora etc.

In conclusion, I urge everyone to observe road safety whenever you are using roads either as a driver, passenger, cyclist or pedestrian by observing the tips Madam Mutinda will share with us today, with special focus on the 15-29 year old bracket, where most of our students fall. As we head to the long vacation, with its heightened political climate, the focus road safety for this group is even more urgent, as it is this same group that has the highest prevalence of motorcycle riders and pillion passengers that is likely to feature prominently as the preferred mode of travel.

With those remarks, it is now my pleasure to declare this Road Safety Sensitization forum officially open.

Thank you and God Bless you.

Prof. Daniel Mugendi Njiru, Ph.D  
**VICE-CHANCELLOR**

