



CONTEXT

Transportation of people and goods is an activity with an outstanding economic impact. Due to time constraints, drivers are lured into over speeding. Unfortunately, according to a report from The World Health organization in 2015, uncontrolled speeding has been outlined as the primary cause of accidents. In 2010, The UN General Assembly endorsed resolution 64/255 aimed at improving global road safety.

Coupled to the call on member states to initiate national and regional tactics, the UN went a step forward in creating a unifying event which as a result gave the entire world an opportunity to combine efforts for a common objective. The First United Nations Global Road Safety Week took place in April 2007 and adopted the theme "(the safety of) young road users".

Via a sensitization caravan from Yaounde to Douala the SAVE WAY RIGHT WAY foundation, Cameroon, joined the global trend by participating in the 2013 edition that had as theme "Pedestrian Safety". The 2015 edition centred on the safety of children was equally successful under the slogan "Save kid lives".

*Within the framework of our public awareness campaign and with the assistance of SAFE WAY RIGHT WAY foundation, we shall be organizing a series of activities in commemoration of the Fourth UN Global Road Safety Week under the key words "**Save Lives – #Slowdown.**"*



OBJECTIVES

- ✓ Encourage respect for speed limitation,
- ✓ Encourage respect for road signs,
- ✓ Draw the attention of drivers to the consequences of speeding,
- ✓ Raise awareness of Pedestrians on the risks they are exposed to due to speeding vehicles,
- ✓ Encourage responsible driving.

SPECIFIC OBJECTIVES

- ✓ Instill a road safety attitude among drivers in peri urban areas,
- ✓ Sensitize the media on the negative impact of speeding,
- ✓ Organise 100 « Tool box talk meetings » on the risks of speeding,
- ✓ Distribute 40 000 fliers to peri-urban, bus, and truck drivers.
- ✓ Paste 2000 posters at loading and off loading premises,
- ✓ Paste 10000 stickers at loading and off loading premises.

TARGET

- ✓ Peri urbain drivers
- ✓ Managers of buses and coaches terminals
- ✓ The driver leaders
- ✓ Bus and truck drivers

ACTIVITIES

- ✓ Press conferences and press reports
- ✓ B2B sensitization with the drivers' megaphone at loading and off-loading points
- ✓ Pasting of posters and distribution of fliers
- ✓ Deployment of road signs
- ✓ Non verbal communication with the use of T shirts , face caps , and jumpers
- ✓ The use of standing banners
- ✓ Sensitization roll ups and promotional banners.

DATE / VENUE

- Douala – 9th and 10th May 2017 : Douala loading site (Rond-point Deido, Carrefour St Michel, Camp Yabassi,) – Destination Souza, Bomono, Edea, Yabassi, Mouanko, Tiko, Mutenguene.
- Yaounde – 12th and 13th May 2017 : Yaounde loading site (Mokolo, Nsam Market, Garantie, parking lot "Montée CAMAIR") - Loading site for Soa, Ngoumou, Mfou, Zamengoue, Nkolbisson, Obala.

SPEAKERS

This campaign will have as main speakers associations that are members of COALIROUTE and they shall be backed by SAFEWAY RIGHT WAY Cameroon.
Each association is expected to encourage a massive turn out of its members along with 15 volunteers, and shall take the stage with strict respect being paid to the aesthetic and didactic nature of the activities.