

Street Sense Organisation

safety for life



KEEPING PEDESTRIANS
SAFE



ADHERING TO
ROAD SIGNS



MAINTAINING
OUR CARS



KEEPING OUR MOTOR RIDERS
SAFE



KEEPING OUR FAMILIES
SAFE



EDUCATING OUR
DRIVERS

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WELCOME MESSAGE

From Executive Chairman

Dear Reader,

Street Sense Organisation is grateful to have you as part of our operations as we mark a milestone of three (3) years of active service. We are officially located at Adabraka, Accra and envisage to operate in the 10 Regions of Ghana even though 2016 focused on the implementation of activities in the Greater Accra, Ashanti and Central Regions.

2016 centred on awareness creation programs which particularly engaged drivers and with other stakeholders to organise events to mitigate road safety challenges. Sensitization programs including walks, zonal events and distribution of souvenirs were undertaken to educate the public on road safety.

In addition, Street Sense Organisation through meetings gained recognition and approval from other key stakeholders including the Ghana Police Service and the National Communications Authority.

The year can be adjudged a success because of the rapport created with the significant number of stakeholders we contracted.

The immense contributions from stakeholders are well appreciated. We anticipate an increment in our geographical focus and target groups in the coming year and beyond. We count on your support in the subsequent years.

Thank you.
Sincerely,

Ronald Lawe
Executive Chairman
Street Sense Organisation

ABOUT THE ORGANISATION

Street Sense is a legally registered non-profit making organisation which seeks to improve the challenges associated with road and transport agencies to ensure safety for stakeholders.

The organisation commenced operation in 2011 and had to be re-registered on 8th September, 2014 due to legal demands.

Street Sense Organisation began with a workforce of four (4) but it is currently being supported by six (6) volunteers due to our operational requirements.

VISION

*To be an effective partner
on road safety issues
in Ghana*

MISSION

*To provide education,
increase awareness and
empower people to bring
about sanity on our roads*

OBJECTIVES

The objectives of the organisation are as follows:

1. To work with main stakeholders towards the realization of the United Nations Decade of Action on Road Safety.
2. Conduct research on pressing road safety-related issues and advise government through the National Road Safety Commission on policy directions and initiatives.
3. Educate all categories of road users; pedestrians and motorists to know their rights and responsibilities.
4. Increase awareness on the rules and regulations governing the use of our roads.
5. Educate road users on prohibitive and informative directional signs.
6. Assist vulnerable accident victims to recuperate.
7. Assist the Ghana Highway Authority to deploy and install road signs and fix defective ones.
8. To encourage and promote tree growing along roads in collaboration with stakeholders.
9. To promote volunteerism in all matters concerning safety and sanity on our roads.

PRINCIPLES AND CORE VALUES

In addition, the management principles will serve as a rallying cry for all employees of the organisation. These principles must be deeply entrenched in the entire operations of the organisation as the core values that form the bedrock of the culture of the organisation.

It should be spearheaded by the Executive Council and adopted across all levels of the organisation. The core values are essential to the realisation of the objectives of the organisation as well as its mission and vision.

As an organisation which seeks to serve the Ghanaian public, in the arena of road safety, the adoption of these values will further cement the relationship amongst the respective departments in the organisation on one hand; and between the organisation and the general public.



TEAM WORK

An Organisation functions best as a whole rather than in a disparate mode. Team work cements intra relationships between the respective departments and amongst all employees. The goals/objectives etc. of the Organisation cannot be achieved

when the respective departments and employees act in isolation.

A well-coordinated approach to team work revolving around a unity of organisational purpose results in an efficient and effective organisation. The benefits to be derived are not only pecuniary, but will result in a higher level of satisfaction within the organisation. Team work also enhances productivity among others.



PROFESSIONALISM

This is the backbone of every organisation. The value will have to be appraised regularly vis-à-vis the operational capacity of the organisation in the short and long term.



QUICK RESPONSE

The Organisation must develop a strong ethic of being responsive and acting timeously in respect to achieving its objectives etc.



EMPATHY

The Organisation must be sensitive to the needs of the public in respect of its core mandate.



INNOVATION

The Organisation must develop a culture of improving upon its operations and creating novel ideas / products etc. in enhancing its service to the society.



SERVICE

A unique service to society must be the norm and this should be the life blood of the organisation. To make a positive impact on the society the needs of the society in respect of Road Safety must be met directly and the impact of same attested to by the public acknowledgement of same.



LEADERSHIP

The organisation must seek to be the leading organisation in road safety advocacy and should strive to create, and maintain or sustain a leading role amongst organisations with similar or ancillary objectives. The organisation should seek to set or drive the agenda for road safety advocacy in Ghana.

SLOGAN

‘SAFETY FOR LIFE’

The slogan is a terse phrase that sums up the objectives, mission and vision of the street sense organisation and its relationship with its stakeholders.

CORPORATE LOGO

The logo of Street Sense Organisation depicts the profile of a faceless human head.

The head symbolises the cognitive or mental awareness to be engaged when using our roads as drivers, riders and pedestrians.

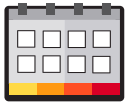


The ‘**black and white colors**’ depict our road surface and markings respectively.

The ‘**yellow colour**’ also depicts road markings on designated roads susceptible to low visibility, and also the colour of choice in temperate regions where fog and wintry conditions are experienced.

Finally the colour ‘**orange**’ is the international colour conventionally representing safety.

2016: Year In Review



January 2016

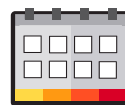
A planning session was held at the premises of Street Sense Organisation to identify activities earmarked for the year.

A meeting was held with the Police at the Police headquarters in Accra to officially introduce the Street Sense Organisation. The meeting centred mainly on the core functions of Street Sense Organisation, areas of collaboration and activities implemented since its inception. ACP Adusei Sarpong, Director General of the Ghana Police Motor Traffic and Transport Department (MTTD) lauded the mandate and assured Street Sense Organisation of their willingness to collaborate when called upon.

We also had a volunteer who was willing to manage the ICT component of our operations.

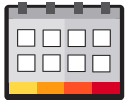


- Section of participants after the meeting at the Ghana Police Headquarters



February 2016

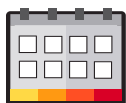
The activities earmarked for the year were reviewed and finalized.



March 2016



Street Sense Organisation in collaboration with Jesus Glory Prayer Ministry held a health walk from Oyarifa to Aburi Gardens to create awareness on road safety. As part of activities, t-shirts and flyers were distributed to publicise the mandate of street sense organization and to educate people on the essence of road safety.



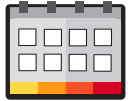
April 2016

An internal meeting was held at the premises of Street Sense Organisation to review the first Quarter (Q1) of 2016 and also to effectively strategise for the upcoming months.

Preparatory works including gathering of data and contacting requisite stakeholders had begun for the research work which focused on the impact of televisions in commercial vehicles.



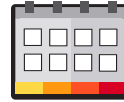
- The executive chairman of Street Sense Organisation enlightening participants on the formation of the organisation



May 2016

The research work on impact of televisions in commercial vehicles officially took off.

The National Communication Authority (NCA) officially approved the activation of Street Sense Organisation's Toll Free Line (0800-111-019).



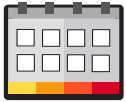
June 2016

Street Sense Organisation sponsored a clean-up exercise in Accra. The exercise involved members from the Jesus Glory Prayer Ministry. The exercise took place at Ogbojo whereby gutters were distilled and the surroundings swept. This was graced with education on the need to ensure sanity on our roads.





- Participants during the health walk at Ash Town, Kumasi



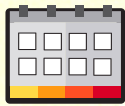
July 2016



- Section of Trustees and Executive Directors

As part of road safety awareness Street Sense Organisation collaborated with the Young People's Guild association of the Ash Town Presbyterian Church of Ghana to organise a health walk in Kumasi which was complimented with sharing of flyers and interactions with the public to raise concerns for sanity on our roads.

Eleven (11) persons were sworn-in as Trustees of Street Sense Organisation at the Rayporsh Hotel, Abelenkpe. The Trustees are expected to act collectively, take decisions and advise the organisation accordingly.



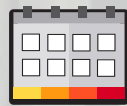
August 2016

Street Sense Organisation collaborated with the Young People's Guild of the Calvary Presbyterian Church of Ghana to organise a road safety walk in Kumasi to mark their 18th anniversary.

The program was climaxed with the distribution of branded t-shirts, key holders and stickers to sensitise the populace on road safety. Placard were also designed with inscriptions such as **“don't drink and drive”** to remind drivers of the implications of being drunk while driving.

- Section of Trustees, Management, Staff and Stakeholders





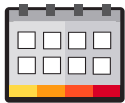
October 2016

Viasat 1 granted Street Sense Organisation an interview to share their views on the issue regarding the Inspector General of Police's (IGP) directive to stop the checking of drivers' license and road worthy certificates.

Street Sense Organisation was given the opportunity to explain its mandate and discuss the impact of televisions in commercial vehicles during one of Viasat 1's morning shows.



- Cross section of participants at Street Sense's stakeholders meeting



November 2016

A stakeholders meeting was held at Rayporsh Hotel, Abelenkpe to officially introduce Street Sense Organisation to some key players in the road and transport sector. There were representatives from Ministry of Communication (MoC), Ministry of Transport (MoT), Ministry of Roads and Highways, Urban Roads, National Road Safety Commission (NRSC), Ghana Private Road Transport Union (GPRTU), Ghana Drivers Academy, National Red Cross Society, the Police Service amongst others. Participants agreed to work together to enhance road safety.

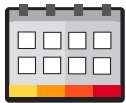
Street Sense Organisation participated in a walk organised by National Road Safety Commission (NRSC) to sensitize the public on road safety. The campaign was held in Accra.



- Participants at a Road Safety Walk held in Accra by the National Road Safety Commission



- Director of communications of Street Sense Organisation facilitating a stakeholders meeting



December 2016

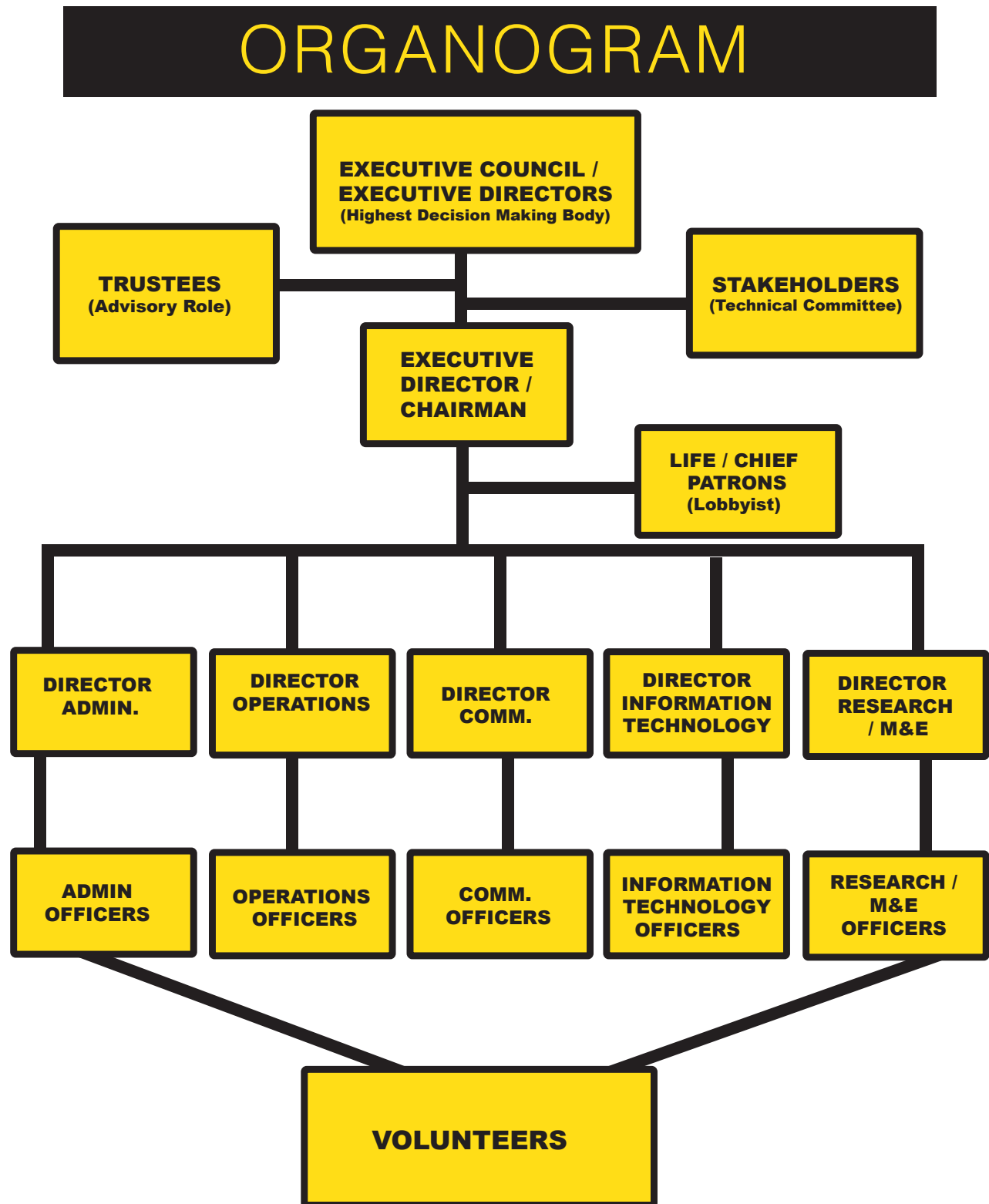
Street Sense Organisation held a community driven sensitization programme in the Winneba environs to create awareness on road safety. The program focused on education of drivers and distribution of road safety stickers.

Street Sense Organisation was granted an interview on Joy News and Adom Fm in regards to the press release on the dangers associated with roads during and after the national elections. Street Sense Organisation cautioned stakeholders especially drivers to be careful and vigilant whilst driving.



- A Trustee with Police officers and some drivers at the Winneba program.

Street Sense Organisation engaged drivers at the Ashiaman Lorry terminal which focused on interactions with the executives of the drivers union and distribution of souvenirs such as key holders, T-shirts, paper bags and stickers to drivers as part of its activities to enhance road safety awareness.



2016 Timelines



ACTIVITIES GALLERY



Section of participants during the health walk at Ash Town, Kumasi



Participants distilling a gutter during the clean up exercise at Ogbojo, Accra



Participants after the clean up exercise at Ogbojo, Accra



Group picture of participants after the health walk at Tafo Pankrono, Kumasi



A participant distributing a key holder to a driver during the health walk at Tafo Pankrono, Kumasi



Section of drivers displaying souvenirs donated by Street Sense Organisation at the Ashiaman lorry station

ACTIVITIES GALLERY



Section of the police and a Trustee of Street Sense Organisation at the sensitization program at Winneba



Section of Street Sense Organisation officials, the MTTD boss and his aides during the meeting at the Ghana Police Headquarters



The Executive Chairman of Street Sense Organisation enlightening participants on the formation of the organisation at the Ghana Police Headquarters, Accra



Director of administration and finance of Street Sense Organisation giving the opening address during the meeting with Ghana Police Service



A patron of Street Sense Organisation presenting souvenirs to the MTTD boss at the Ghana Police Headquarters, Accra



Section of participants after the meeting at the Ghana Police Headquarters

NOTES

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NOTES



ROAD SAFETY ADVOCACY



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