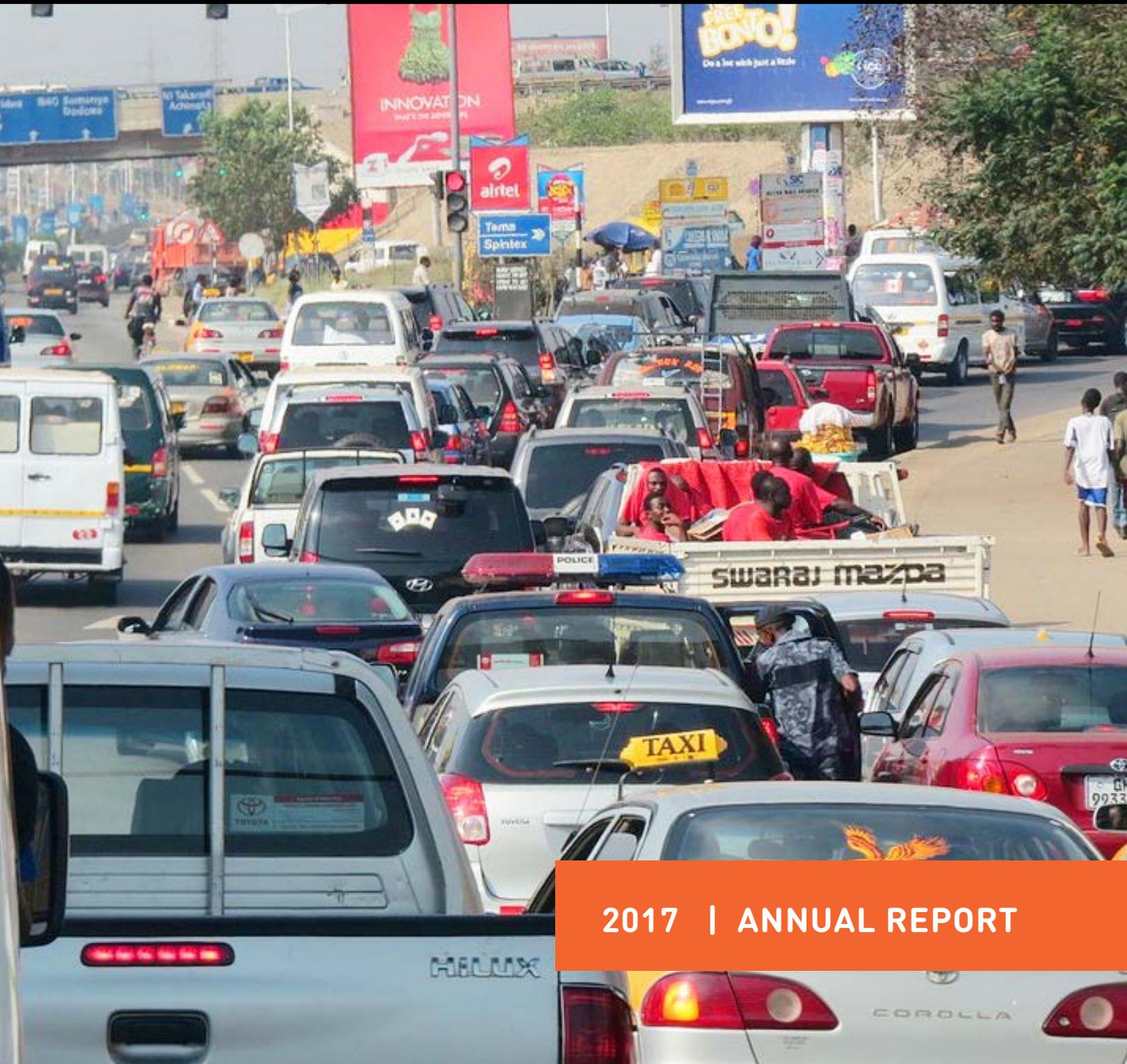


# Street Sense Organisation

safety for life



2017 | ANNUAL REPORT



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# WELCOME MESSAGE

From the Executive Chairman

Dear Reader,

**O**n behalf of Street Sense Organisation, I warmly welcome you to the 2017's annual report.

2017 was a busy year due to the numerous activities and engagements including the official launching of Street Sense Organisation, relocation of office, sensitisation programs and staff development to ensure visibility and safety on the road industry.

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**2017 Street Sense focused on building the capacities of staff through internal training handled by the directors of the organization. These training focused on staff orientation with regards to the vision, mission and objectives of the organization.**

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It was a privilege to officially outdoor the organization to the public. The launch was held in Accra at the Fiesta Royale Hotel which attracted major stakeholders including the National Road Safety Commission (NRSC) and the Ghana Police Service among others.

In regard to the activities of Street Sense Organisation and the importance of easy access, we had to relocate. We secured an office space at Ring Road Central near Kwame Nkrumah Circle (the center of Accra city) to ensure closeness to actors along the road safety value chain and also the ease to disseminate our activities.

Sensitisation programs focused on engagement with drivers, mates and passengers at lorry stations and toll booths to create awareness on road safety through the distribution of souvenirs, stickers, flyers and T-shirts and other educational materials were undertaken.

During the same period, the organization focused on building the capacities of staff through internal training handled by the directors of the organization. These training focused on staff orientation with regards to the vision, mission and objectives of the organization. The staff were also taken through the advocacy process to ensure effective road safety advocacy programs.

It is a pleasure to have a dynamic and well dedicated team coupled with the support from key stakeholders including NRSC, The Ghana Police Service, Stations Masters, Drivers and Passengers among others. I say big thank you for being the pillar of ensuring safety on our roads.

Long live Ghana.

Your time and efforts are highly appreciated.

Sincerely,

**Oswald Lavoe**

**Executive Chairman  
Street Sense Organisation**

## ABOUT THE **ORGANISATION**

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**S**treet Sense Organisation is a legally registered non-governmental non-profit making organisation which aims at promoting safety on the roads in Ghana by way of advocacy, research, training and education as well as helping to deploy road signs along the major routes of Ghana.

It seeks to improve the challenges associated with road and transport agencies to ensure safety for stakeholders.

The organisation commenced operations in 2011 as an NGO initiative and was duly registered in September 2014. Street Sense began with a work force of four (4) but

currently has seven staff (7) and being supported by (6) volunteers due to our operational requirement.

### **OBJECTIVES**

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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 (NRSC) on policy directions and initiatives.
3. Educate all categories of road users; pedestrian and motorists to know their rights and responsibilities on the road.
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 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.

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### **VISION**

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

### **MISSION**

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

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## ABOUT THE ORGANISATION

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In addition, the organisation seeks to motivate and engage as many stakeholders and partners as possible to help us promote and develop the required policies in the road and transport sector.

### MANAGEMENT PRINCIPLES - CORE VALUES

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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.

These Core Values Are:

#### ■ TEAM WORK

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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 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

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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.



# 2017 YEAR IN REVIEW



## JANUARY 2017

**AS PER** the normal practice of the organisation, the month of January was dedicated to preparation for the year which includes the development of an action plan and the previous year's annual report.



■ Staff preparing for the year



## FEBRUARY 2017

**SERIES OF** management meetings were held to discuss and prepare for the official launch of the organisation.

Also visits were made to major stakeholder institutions such as National Road Safety Commission (NRSC) and Motor Traffic and Transport Department (MTTD) to collect accident data.



■ Staff management meeting



# Road Safety starts with



# YOU



Data compiled by the Motor Traffic and Transport Department (MTTD) revealed that 514 females, comprising 379 above 18 years and 135 below 18 years, were killed in 2017.

Similarly, 1,562 males, made up of 1,369 persons above 18 years and 193 people below 18 years, also perished last year.

879 Pedestrians killed in 2017

Out of the 3,300 pedestrian knockdowns last year, 879 were killed while 2,421 survived their injuries.

12,166 Travellers injured

## 2017 YEAR IN REVIEW



### MARCH 2017



**THE OFFICIAL** launching of the organisation was held at Fiesta Royale Hotel in Accra. Participants included NRSC, Police MTTD, Police Operation and Ministry of Transportation (MoT) and other key stakeholders among others.

**Street Sense Organisation was encouraged “to work with stakeholders toward the realization of United Nations Decade of Action on Road Safety”**

The occasion was under the able chairmanship of Madam Bertha Ansah Djan, a board member of NRSC and the founder of Perga

Transport, DSP Alex Kwaku Obeng, the Director of Education and Training of the Police MTTD in his key note address indicated that records of accident have increased by 2.73%, injury by 30% and fatality by 5.15% in the first half of the year 2017.

He further encouraged Street Sense Organisation “to work with stakeholders toward the realization of United Nations Decade of Action on Road Safety”. He also pledged his support in his capacity as the Director of Education and Training of the Police MTTD and even when or out of services to achieve the first objective of the Organisation.



■ Launch of Street Sense in pictures

## 2017 YEAR IN REVIEW

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### APRIL - JUNE 2017

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**DURING THIS** period Street Sense Organisation focused on the staff orientation through internal training programs facilitated by directors of the organisation.

The objectives of the training includes the following

1. To introduce the Street Sense Organisation (vision, mission, objectives; stakeholders and their contribution. etc.) to staff.
2. To make effective advocates out of staff of the Organisation.
3. To enable staff know their responsibilities towards the Organisation, as well as rewards and privileges and to ensure discipline.
4. To handle reports and minutes writing (structure of reports and minutes, sources of information, etc., etc.).
5. To change attitudes and infuse the core values of the Organisation; particularly initiative, team work, and communication.
6. To enhance staff confidence and performance.

The directors took turns on different days to orient staff in their various departments. Mr. Samson Oddoye a trustee, handled the legal aspects of the organisation training.

The Operations Director emphasised on the need for the planning, organisation and coordination of all activities, and effective collaboration between the departments to ensure optimal productivity to achieve the core functions of the organisation.

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**Street Sense Organisation focused on the staff orientation through internal training programs facilitated by directors of the organisation.**

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The Director of Monitoring and Evaluation took participants through interactive section shared ideas on the organisation, communication, minutes and report writing. He also stressed the need to set specific, measurable, achievable, and realistic and time bound departmental objectives to ensure growth of the organisation.

The Director of Communication gave a detailed presentation on Public Relation. According to her, Public Relations is a management function that identifies, establishes and maintain mutually beneficial relationship between an organisation and its numerous publics. She emphasized on the importance of building the image

of Street Sense Organisation - creating a good and favourable perception about the organisation through publicity, awareness creation and branding.

The web manager took the participants through a technical section on the focusing on ethical IT practices and Data security. He spoke extensively on the need to secure

the organisations data and information by acquiring and monitoring the use of antiviruses and different forms of data storage facilities to protect the organisation's information. He demonstrated with the aids of video clip for appropriate seating arrangement which revealed some standard health practices to avoid computer health risk.



■ Staff orientation and internal training sessions

## 2017 YEAR IN REVIEW

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### JULY - AUGUST 2017

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**WITHIN THIS** period the organisation was working on relocating to a new office.



■ Staff settling in our new office



### SEPTEMBER 2017

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**THIS MONTH** was dedicated solely to planning and preparation towards the sensitisation programs earmarked for the year.





[www.streetsensegh.org](http://www.streetsensegh.org)

**Wear  
your  
seatbelt**

It's your  
**LIFE**

It's the  
**LAW**



## 2017 YEAR IN REVIEW



### OCTOBER 2017

**THE STAFF** of the organisation undertook a two week pre-Christmas road safety awareness to sensitize drivers and other road users. The road safety campaign was in the form of visitation to major lorry stations within the Greater Accra Region.

The lorry stations visited include:

- **Tudu Aflao lorry station**
- **Accra Tema station**
- **37 lorry station**
- **Madina lorry station**
- **Kaneshie lorry station**
- **Kaneshie Takoradi lorry station**
- **Lapaz lorry station**
- **Achimota bus terminal**
- **Neoplan lorry station**
- **Maame Dokonu lorry station.**

The visits to the above mentioned stations afforded the staff opportunity to contact and interact with the high hierarchy of the lorry station managers. They were very receptive and looked forward to proper driver / road user education which in their opinion would make a greater impact. They were ready to offer any form of assistance in terms of space and attention to aid Street Sense Organisation reach out to their drivers and travellers.

Twelve thousands six hundred and fifty-four (12,654) road safety stickers and flyers, and souvenirs carrying various messages were distributed to drivers and mates and passengers on board.

**12,654** road safety stickers and flyers, and souvenirs carrying various messages were distributed to drivers and mates and passengers on board.

The stickers carried various safety messages such as **'STOP ROAD ACCIDENTS', 'I will STOP for pedestrians', 'drive like your CHILD is on the zebra crossing', 'Speak up, don't get killed'**. The leaflets also carried messages such as **'reduce your speed for the pedestrians', 'remind the driver, wrongful overtaking kills', ' be safe', 'cross the road at safe crossing points'**.

The stickers and leaflets were donated by the National Road The staff presented the organisation's branded T-shirts and polo shirts to the station masters and chairmen. There were also discussions involving drivers, mates and passengers to solicit for ideas on how to drastically reduce road accidents.



■ Outreach programmes in the lorry parks and on the roads



## NOVEMBER 2017

**ANOTHER SENSITISATION** exercise was organised in collaboration with the National Road Safety Commission (NRSC). Lorry stations covered included; Tema Community1 lorry station, CMB lorry station.

Street Sense Organisation presented one hundred (100) branded T-shirts to the NRSC to support the exercise.



## 2017 YEAR IN REVIEW



### DECEMBER 2017



**IN THE** month of December, Street Sense Organisation actively participated in the launch, at the Neoplan Station, Accra of a vigorous road safety campaign by Guinness Ghana Brewery Limited (GGBL) in collaboration with National Road Safety Commission. The campaign dubbed **“Twa Kwano no mom”** was aimed at sensitising drivers to drive carefully during the Christmas festivities.

The sponsors of the campaign GGBL, giving the rationale behind the desire of the company to support road safety initiatives, said road carnage is becoming alarming day by day and therefore needs the attention of everyone in the country. GGBL sees this

partnership with the NRSC as important since it will help reduce accidents and create awareness among road users. Participants including station masters among road users.

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**The campaign dubbed “Twa Kwano no mom” was aimed at sensitising drivers to drive carefully during the Christmas festivities.**

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■ Launch of the “Twa Kwan no mom” campaign and sensitization programmes

Still in collaboration with National Road Safety Commission, staff and volunteers spent three days at the Pobiman toll booth sharing stickers and flyers to drivers and passengers.

As part of its corporate social responsibility, Street Sense Organisation extended a warmest gesture to Reachout World Mission Ghana, a non-governmental organization in Accra to feed thousands of children during a love fair organised by the Mission at the Presbyterian Boys Secondary School, Legon.

## 2017 YEAR IN REVIEW



### DECEMBER 2017

The gesture included a donation of four bags of rice, two cartons of cooking oil, and four cartons of mineral water. The donation was made on behalf of Street Sense by the director of communications Mrs. Kate Opoku.



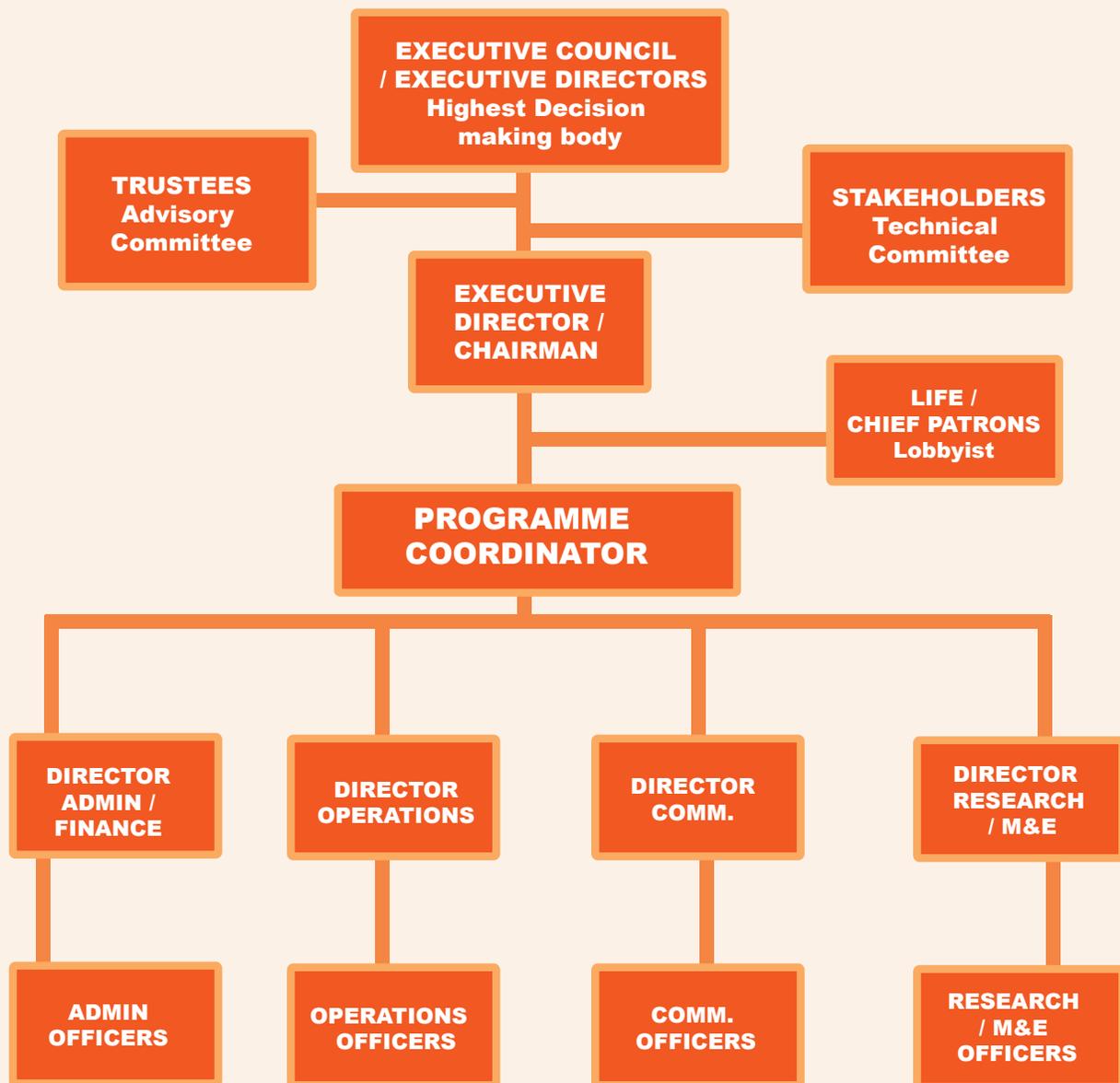
Receiving the items, Ms. Pricilla Naa Aklerh Okantey founder and director of the Mission expressed her gratitude to Street Sense Organisation for the donation and support. She believed the donation would go a long way to put smiles on the faces of the children during the yuletide.

**STREET SENSE ORGANISATION (SSO)** reviewed its operations online by engaging viewers and creating awareness through posts, articles and galleries and thus reached a greater section of the public than last year.

Activities of Street Sense Organisation ([streetsensegh.org](http://streetsensegh.org)) can be found online. The idea is to disseminate all information of road safety activities of the organisation on its official website, and offer precautionary tips of same to our cherish followers on social media platforms such as **Twitter, Facebook, Google+ and YouTube.**



# ORGANOGRAM



# 2017 ACTIVITIES

## ACTION PLAN



### JANUARY

As per the normal practice of the organisation, the month of January was dedicated to preparation for the year which includes the development of an action plan and the previous year's annual report.

## MANAGEMENT MEETINGS



### FEBRUARY

Series of management meetings were held to discuss and prepare for the official launch of the organisation.

## OFFICIAL LAUNCH



### MARCH

The official launching of the organisation was held at Fiesta Royale Hotel in Accra. Participants included NRSC, Police MTTD, Police Operation and Ministry of Transportation (MoT) and other key stakeholders among others.

## INTERNAL TRAINING PROGRAMS



### APRIL - JUNE

During this period Street Sense Organisation focused on the staff orientation through internal training programs facilitated by directors of the organisation.

## RELOCATION



### JULY - AUGUST

Within this period the organisation was working on relocating to a new office

## PLANNING



### SEPTEMBER

This month was dedicated solely to planning and preparation towards the sensitisation programs earmarked for the year.

## ROAD SAFETY AWARENESS



### OCTOBER

The staff of the organisation undertook a two week pre-Christmas road safety awareness to sensitize drivers and other road users. The road safety campaign was in the form of visitation to major lorry stations within the Greater Accra Region.

## SENSITISATION EXERCISE



### NOVEMBER

Another sensitisation exercise was organised in collaboration with the National Road Safety Commission (NRSC). Lorry stations covered included; Tema Community1 lorry station, CMB lorry station.

## LAUNCH OF SAFETY CAMPAIGN



### DECEMBER

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