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## CHAIRMAN'S ADDRESS

*"The prime focus for the year was to touch base with all stakeholders through sensitization program and distribution of souvenirs. Street Sense Organisation managed to reach out to people through series of engagements with religious bodies including churches and mosques."* Executive Chairman



**W**ith a joyous heart, I acknowledge the Almighty God for bringing to an end another remarkable year. I am full of beams as we bid 2019 farewell and welcome 2020. My sincerest appreciation to stakeholders who invested their time, monies and resources to produce the tremendous achievements in 2019. Kudos to the staff who managed the day to day operations of the organisation, we could not have come this far if not for your commitment.

Admittedly, 2019 was a busy year filled with planned and unannounced activities but for the well-established plans and strategies we triumphed. The essence of team work and networking was once again the foundation of our success. The prime focus for the year was to touch base with all stakeholders through sensitization program and distribution of souvenirs. Street Sense Organisation managed to reach out to people through series of engagements with religious bodies including churches and mosques. Our annual alcohol sensitization program in collaboration with Guinness Ghana Limited was strategically organised at lorry stations in the Northern and Southern parts of Ghana to effectively involve significant number of stakeholders. In recognition of the tireless contributions of the National Road Safety Authority, Ghana Police Service, 37 Military Hospital, some restaurants and other relevant stakeholders within Greater Accra and its environs, we donated reflective vests to these institutions to enhance their work. Complimented to these were series of stakeholder engagements to bring sanity on our roads.

I believe everyone akin to Street Sense Organisation will agree to my earlier assertion on our staunch achievements. While we look on to 2020 with a positive outlook, I encourage stakeholders and the general public to rally behind the vision of Street Sense Organisation in making Ghana a better place to live.

Thank you.

Sincerely,

**Oswald Lavøe**

(Executive Chairman)

## ORGANISATIONAL PROFILE

*Street Sense Organisation aims at promoting safety on the roads of Ghana by way of advocacy, research, training and education as well as providing support to victims of road accidents in Ghana.*



Street Sense Organisation is a legally registered non-governmental non-profit making organisation which aims at promoting safety on the roads of Ghana by way of advocacy, research, training and education as well as providing support to victims of road accidents in Ghana.

The organisation 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 Organisation is headquartered in Accra, Greater Accra with satellite representatives in all the other Regions of Ghana.



### 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

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 Authority (NRSA) 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.

## MANAGEMENT PRINCIPLES

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 aspects of safety and sanity on our roads.

Partnership with other institutional stakeholders is a core pillar to promote and facilitate development in the road and transport sector.

### CORE VALUES



The management principles serve as a rallying cry for all employees of the organisation. These principles are deeply entrenched in the entire operations of the organisation as the core values that form the bedrock of the culture of the organisation. It is 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 area of road safety, the adoption of these values cements 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



An Organisation functions best as a whole rather than in a disparate mode. Team work strengthens intra relationships between the respective departments and amongst all employees. The goals/objectives 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 and productivity within the organisation. We as an organisation therefore employs the team work approach in our operations.

## CORE VALUES



### 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. Professionalism is the hallmark of Street Sense Organisation.



### QUICK RESPONSE

The Organisation has developed a strong ethic of being responsive and acting timely in respect to achieving our objectives and goals.



### EMPATHY

Street Sense Organisation is sensitive to the needs of the public with respect to our core mandate. Regular engagement with stakeholders helps in the identification of their needs which enable us to strategise effectively and efficiently operate to resolve road safety issues and also achieve our goals.



### INNOVATION

Improving upon our operations and creating novel ideas / products etc. in enhancing our service to the society is an instilled culture of our organisation.



### SERVICE

Unique service to society is the norm and life blood of the organisation. To make a positive impact on the needs of the society, Street Sense Organisation constantly embarks on advocacy program through education and partnerships to improve Road Safety in Ghana.



### LEADERSHIP

The organisation seeks to be a global brand in road safety advocacy and strives to create, maintain and sustain a leading role amongst organisations with similar or ancillary objectives. We 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 stakeholders.

**CORPORATE LOGO**

The logo of street sense organisation depicts the profile of the 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 lane'** marking depicts our roads. 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.

## 2019: YEAR IN REVIEW

### JANUARY



The final annual road safety education for drivers, a collaborative initiative between Guinness Ghana PLC (GGPLC) and Street Sense Organisation came off at Ho main lorry station from the 22nd to 25th January, 2019. The annual event which was supported by Police MTTD, PROTOA, GPRTU and other relevant stakeholders in the road safety management sector was well attend by the drivers plying Ho-Aflao, Ho-Tema, Ho-Sogakope, Ho, Kpeve-Heve among others.

Drivers in the station were also taken through alcohol breathalyser tests. The rest of the month was dedicated to preparation for the year which included the development of an action plan and the previous year's annual report.

### FEBRUARY



A capacity training on Advocacy was organized for staff of Street Sense Street Organisation on the 12th February, 2019. The training which was facilitated by Mr. Gabriel Benaiah Kofi Dake, the Director of Monitoring and Evaluation (M&E) took place at the organisation's secretariat.

The overall objective of the training was to equip staff of the organisation with first-hand information about the operations of the organisation, its core mandate and the essential components of advocacy.

## 2019: YEAR IN REVIEW

*Street Sense Organisation donated a number of its reflective vest to some organisations including churches, schools and mosques. The donations form part of our strategy to curb road accidents in the country. Beneficiary organisations included the Police, religious bodies, schools, restaurants among others.*

### MARCH



The Street Sense Organisation held a management meeting on the 22nd of March, 2019 at the Rayporsh Hotel, Abelemkpe to evaluate its activities for the year 2019.

The following were the salient issues that emanated from the program;

1. Street Sense organisation would embark on a visibility project and awareness program for the motor cyclist.
2. The organisation should access funds from corporate organisation to sustain its operations.
3. Sample of the Street Sense Organisation reflective vest, stickers and other educational material was out doored at the meeting.
4. The announcement and introduction of Mr. Samson Oddoye of Street Sense Organisation as the interim Program Coordinator was made. He is officially a member of the trustees but was drawn over in to oversee and play that role till a substantive person is appointed to occupy that position.
5. Members present were briefed about the official collaboration of Street Sense Organisation and GGPLC's initiative, **"TWA KWAN NO MOM"**.

Street Sense Organisation donated a number of its reflective vest to some organisations including churches, schools and mosques. The donations form part of our strategy to curb road accidents in the country. Beneficiary organisations included the Police, religious bodies, schools, restaurants among others.

The reflective vest is to be worn by traffic wardens and officials who direct traffic in these institutions.

# 2019: YEAR IN PICTURES



• Pictures include various donations of SSO branded reflective vest, raincoats, t-shirts and stickers to The Ghana Police Service and Security Agencies

## 2019: YEAR IN REVIEW

*To curb road accidents in the country presented a total of one hundred and fifty (150) branded reflective vests, T-shirts, stickers and other educational materials to the Kwahu South District Assembly during Easter festivities. The presentation was made on behalf of Street Sense Organisation by a member of the board of Trustees Mrs. Gloria Laryea.*

### APRIL



The Street Sense Organisation donated two (2) of its branded reflective vest to the office of the National Chief Imam, the donation was made on behalf of Street Sense by some selected Chief Patrons.

On the 15th of April, 2019 Street Sense as part of its effort to curb road accidents in the country presented a total of one hundred and fifty (150) branded reflective vests, T-shirts, stickers and other educational materials to the Kwahu South District Assembly during Easter festivities. The presentation was made on behalf of Street Sense Organisation by a member of the board of Trustees Mrs. Gloria Laryea and ably received by the District Chief Executive of Kwahu South District Assembly. The donation forms part of the organisation's effort to support the assembly and the Police MTTD to curb accidents during and after the Easter season in that enclave.

The Street Sense Organisation on the 16th of April, 2019 presented twenty (20) branded reflective vests, sixty (60) T-shirts, six hundred (600) stickers, twenty (20) rain coats and twenty (20) polo T-shirts to the National Road Safety Authority. The presentation took place at the Headquarters of the Authority. The donation was made on behalf of the Street Sense Organisation by Mr. Samson Oddoye, Program Coordinator and supported by Mr. Yao-Doe Tamakloe, Director of Operations, Nana Owusu Amoah Bekoe II, Director of Admin/Finance, Mrs. Gloria Laryea a Trustee, Mr. Bobbie Gbokie Chief Patron, the staff and a handful of volunteers of the organisation.

The items were received on behalf of the NRSA by Ing. Mrs. May Obiri Yeboah the Executive Director and other members of the organisation.

On 17th of April, 2019, Street Sense organisation launched its branded reflective vests at the Achimota New Lorry Station. The occasion brought together, some stakeholder organisations including drivers and the media.

## 2019: YEAR IN REVIEW

Patrons took turns to address the gathering with a clarion call by the Executive Chairman of Street Sense Organisation, in an address read on his behalf by the Program Coordinator Mr. Samson Oddoye, drivers were cautioned to carefully drive on the road to ensure accident free incidents during and after the Easter Festivities. The chairperson for the occasion and member of the Trustee Mrs. Gloria Laryea officially outdoored the vests and was ably assisted by Mrs. Catherine Hamilton, Greater Accra Regional Manageress National Road Safety Authority (NRSA), Mr. Samson Oddoye Program Coordinator and executive director of Street Sense Organisation Board, Mrs. Jane-Frances Lavoe, Rev G.N. Odonkor, Trustee, Mr. Gasper Afelety, Executive Director and vice chairman with other members of the organisation present.

Street Sense Organisation on the 18th April, 2019 joined Guinness Ghana PLC for the *'Twa Kwano Mmom'* closing ceremony at Achimota New Station

### ITEMS DONATED

**22** reflective jackets 

**60** T-Shirts



**600** Car Stickers 

**20** Polo Shirts 

**20** Rain Coats 

## 2019: YEAR IN REVIEW

*Street Sense Organisation visited InterCity Coaches STC Transport Ltd to donate our branded reflective vests and raincoats. The items form part of our Organisation's effort to support the InterCity STC to adhere to the best road safety practice to ensure safety to its stakeholders. The items were received on behalf of the organisation by the Chief Executive Officer Hon. Nana Akomea.*

### MAY



We presented branded reflective vests, raincoats and T-shirts to the National Service Secretariat on 21st May, 2019 in Accra. The items were to support the effort of the National Service Secretariat and its traffic warden personnel in directing traffic at vantage points in the city. The items were presented by Mr. Samson Oddoye Program Coordinator of Street Sense Organisation and was received on behalf of the National Service Secretariat by the Deputy Executive Director Gifty Oware Aboagye.

The Intercity Coaches STC Transport Ltd was also visited on that day to donate our branded reflective vests and raincoats. The items form part of Street Sense Organisation's effort to support the InterCity Coaches STC Transport Ltd to adhere to the best road safety practice to ensure safety to its stakeholders. The items were received on behalf of the organisation by the Chief Executive Officer Hon. Nana Akomea assisted by Mr. Victor Anane Frimpong, Head of Operations, Mr. John Appiah Kubi, Head of Traffic and Mr. Sampson Grunja, the Accra Regional Manager. A follow up on the rest of donation was made on request.

On the 24th May, 2019 Street Sense Organisation presented twenty (20) pieces of its branded reflective vests to the VIP Jeoun Transport Ltd. This was to ensure that our focus of the year had been achieved.

On the 27th of May, 2019 Street Sense Organisation presented a number of road safety items to the 37 Military Hospital to augment safety in the hospital. The items included Forty (40) pieces of our branded T-shirts, six (6) raincoats, six hundred (600) stickers, ten (10) reflective vests and twenty (20) carrier bags.

The items were presented on behalf of Street Sense Organisation by the Program Coordinator, Mr. Samson Oddoye and received by Colonel Osei Vowotor and other high ranked military officers. Colonel Vowotor thanked the Street Sense Organisation for the items and assured the organisation that the hospital will put the items to good use.

## 2019: YEAR IN REVIEW

### JULY



The Street Sense Organisation on 23rd July 2019 went to donate the second batch of its branded reflective vests to the InterCity Coaches STC Transport Ltd and the VIP Jeoun Transport Ltd. The presentations were made on behalf of Street Sense Organisation by Mrs. Gloria Laryea a Trustee of the Organisation. The items were received by both Chief Executive officer of STC and Managing Director of the VIP Jeoun Transport Ltd.

### AUGUST



This period was dedicated to the planning of sensitisation program with special focus on exploring the road safety industry to identify potential partners with the same interest as ours.

### SEPTEMBER



Street Sense Organisation collaborated with Jesus Glory of Prayer Ministry International at Ashaley Botwe in Accra to organise health and road safety campaign walk, on the 23rd of September, 2019.

ITEMS DONATED

**30** reflective jackets 

**40** T-Shirts



**600** Car Stickers 

**6** Umbrellas 

**20** carrier bags 

## 2019: YEAR IN REVIEW

*Street Sense Organisation presented branded reflective vests, raincoats and T-shirts to the Motor Traffic and Transport Department, Ghana police Service at the Headquarters on 21st November, 2019 in Accra. The items were to support the effort of the Motor Traffic and Transport Departments and its warden personnel in directing traffic at vantage points in the city.*

### NOVEMBER



We presented branded reflective vests, raincoats and T-shirts to the Motor Traffic and Transport Department, Ghana police Service at the Headquarters on 21st November, 2019 in Accra. The items were to support the effort of the Motor Traffic and Transport Departments and its warden personnel in directing traffic at vantage points in the city.

The items were presented on behalf of Street Sense Organisation by Mr. Samson Oddoye, Program Coordinator ably assisted by Director of Operations Mr. Yao-Doe Tamakloe, Nana Owusu Amoah Bekoe II and Mrs. Gloria Laryea. The items were received on behalf of the Motor Traffic and Transport Department, Ghana Police Service by Supt. Alexander Obeng and other high ranked police officers. Supt. Obeng thanked the Street Sense Organisation for the items and assured the organisation that their outfit will put the items to good use.

# 2019: YEAR IN PICTURES



• Pictures include various donations of SSO branded reflective vest, raincoats, t-shirts and stickers to STC and other Organisations

## 2019: YEAR IN REVIEW

*Street Sense Organisation once again joined Guinness Ghana PLC to Launch the “Twa Kwano Mmom” for the year 2019/2020 . The two-day road show was held at the Pobiman toll both to test the drivers on the intake of alcohol while driving; drivers who ply the Accra-Kumasi road. A total of three hundred and fifty (350) drivers were tested and eight (8) tested positive.*

### DECEMBER



The 10th day of December, 2019 Street Sense Organisation once again joined the Guinness Ghana PLC to Launch the **“Twa Kwano Mmom”** for the year 2019/2020 at Achimota New Lorry Station supported by Multimedia Ghana and some key stakeholders in the road safety industry. During the occasion Street Sensed took the opportunity to presents our branded reflective vests to Guinness Ghana PLC. The items were presented on behalf of Street Sense Organisation by Mrs. Gloria Laryea a Trustee. They were received on behalf of Guinness Ghana PLC by Mrs. Sylvia Owusu Ankomah, the Corporate Relations Director. She acknowledged Street Sense Organisation for the significant contribution towards the road and transport sector. A two-day road show was held at the Pobiman toll both to test the drivers on the intake of alcohol while driving; drivers who ply the Accra-Kumasi road. A total of three hundred and fifty (350) drivers were tested and eight (8) tested positive.

A focused group discussion was held on the 16th December, 2019 at the Ashiaman lorry station. Mr. Frank Obeng Wiredu of Street Sense Organisation took the stage to educate the drivers on some safety issues and the effect of alcohol. The Staff of Street Sense Organisation presented two (2) of our branded reflective vests to the executive Chairman of the station. The program was summed up with an alcohol breathalyser test for all the drivers in the station.

We followed up with a road show on 17th December, 2019. The show took place on the Kakasunaka, main Afiyena road, with the support of the Police MTTD. Staff of Street Sense used the occasion to distribute and paste some official stickers of the organisation with road safety educational inscriptions on the vehicles to alert drivers

On the 19th of December, 2019, the sensitization exercise dubbed Twa Kwano Mmom continued at the Madina-Akuapim lorry station. Miss Vida Tetteh, a staff of Street Sense Organisation took the drivers through some road safety education. She purposely addressed road user behaviour and advised the drivers to be more patient on the road.

## 2019: YEAR IN REVIEW

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She concluded by cautioning the drivers to refrain from alcohol while driving since it has been a major cause of road accidents in our beloved country Ghana.

The Staff of Street Sense Organisation presented two (2) of our branded reflective vests the executive Chairman of the station.

The program was rounded up with alcohol Breathalyser test for all the drivers in the station which was followed with a road show on 20th and 23rd December, 2019.

The road show took place at Prison Junction, on the Madina Dodowa-Somanya main road ably assisted by Police MTTD, which both commercial and private car drivers were stopped at random selection to be tested on drink-driving.

Staff of Street Sense Organisation used the occasion to share and paste some official stickers of the organisation with road safety educational inscription on the vehicles to alert drivers.



## ICT

### INFORMATION COMMUNICATION TECHNOLOGY (ICT)

**W**e employ ICT as one of our strategies to reach out to the general public. In view of this we publish our activities and reports on our website to disseminate information to the world. This platform has engaged the populace and yielded positive results of organisation.

Despite the 5% drop in traffic to [www.streetsensegh.org](http://www.streetsensegh.org) from October to December, 2019, there has been a slight increase in the overall site visit visitors. The percentage of traffic directed from keywords of search engines (8.31%) has remained fairly the same compared to the previous three months (8.29%). Traffic from Social Media has changed from 12% to 15.1%. 82.1% of these changes came directly from the activities of streetsensegh.org on Social Media platforms.

User engagement with Streetsensegh.org has dropped slightly (8%) from the previous three months. The bounce rate (measured by the percentage of users that entered and left the website from the same page) has remained fairly the same compared to previous period (53.1% to 53.6%). However, there is no significant improvement (about 58.9%) in user engagements of visitors beyond 10 seconds. Sources of Traffic have remained fairly the same with 52.01% coming from search engines and 26.33% as direct traffic. Traffic from Referral Links have not changed much from the previous months (17.8% and 18.0% for June to September 2019 and October to December 2019 respectively).

Top keywords from search engines that resulted to actual clicks includes “sense organisation’, sense, ‘apam accident’, ‘DVLA road signs’, ‘airbag how it works’, ‘construction zones’, ‘road issues in ghana’, ‘buckle up symbol’, street senses’. However, some new words have gained popularity among commonly searched words and they include ‘vulcanizers, ‘vehicle users’, ‘national road safety commission’, okada, ‘Christmas message’”. 40% of the direct traffic went to the Home and News pages. And the top two most referral sites are Twitter and Facebook. Facebook remains the busiest source of web traffic to streetsensegh.org among the Social Media pages. 95% of Facebook traffic usually comes through custom URLs embedded in page posts and comment sections of posts on the [page @streetsensegh.org](https://twitter.com/streetsensegh.org)

## ICT

*Street Sense Organisation encourages stakeholders and the general public to visit our website and social media handles to access first-hand information on issues relating to road safety. [www.streetsensegh.org](http://www.streetsensegh.org)*

Primary user engagement at Streetsensegh.org has remained less than other user engagements. Primary users and returning visitor interaction with the website have remained less than other users but with higher interactions, visited less pages and had a low bounce rate than the other users.

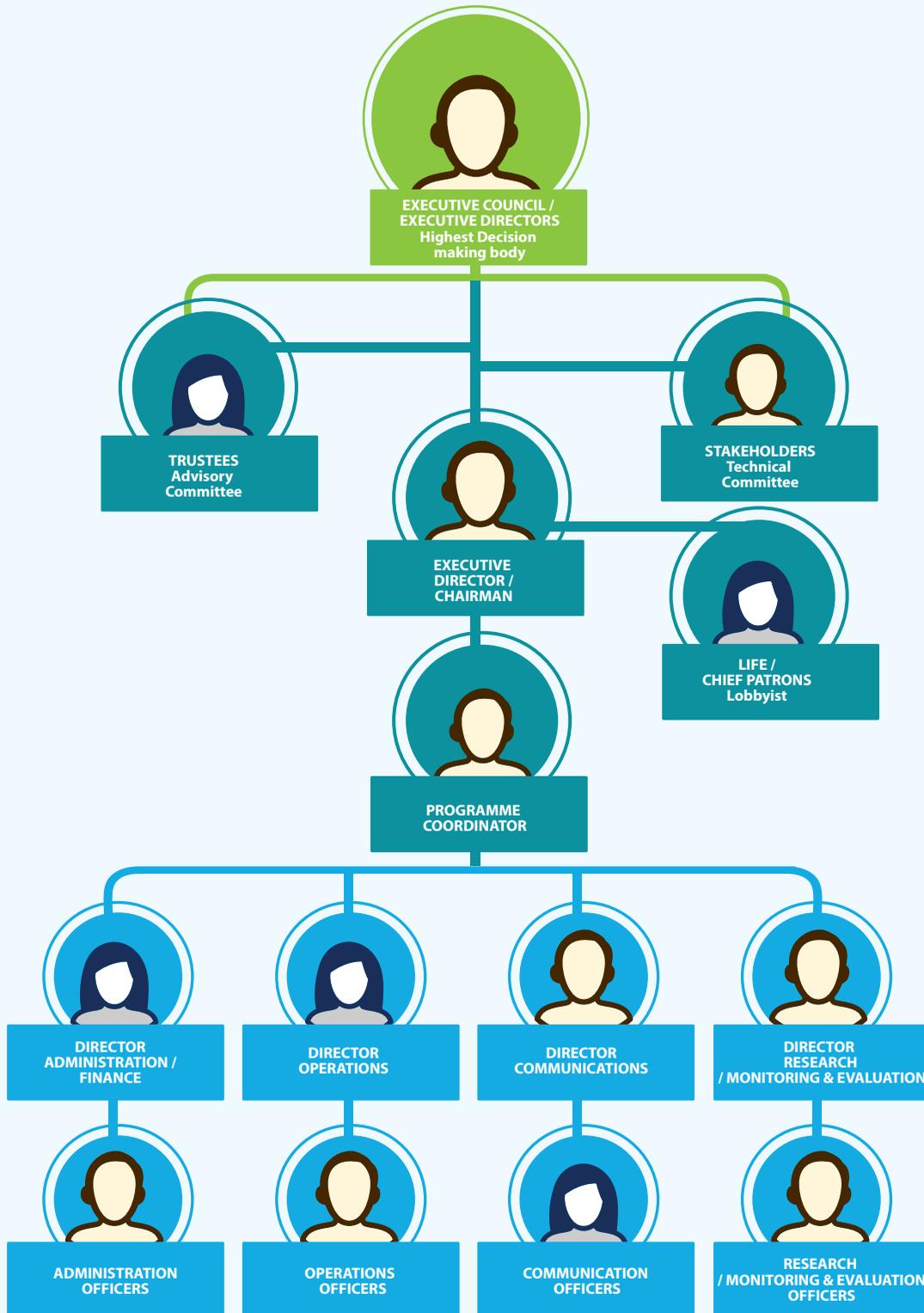
73.21% of the traffic to the website began on News page, and 48.5% of this traffic left without viewing another page. This bounce rate of 48.5% is an indication user leave the site satisfied or unsatisfied with what they were looking for, as shown by the average visit duration (19 minutes) of the visitors.

News page and the Home page have remained the most trafficked pages. Overall, 46.2% of all pages viewed was the News Page and 40.23% of all pages viewed landed on the Home page.

With this overview we encourage stakeholders and the general public to visit our website and social media handles to access first-hand information on issues relating to road safety.



# ORGANOGRAM





# WEAR YOUR MASK



# AND LET'S DRIVE SAFELY