

**Street Sense
Organisation**

Safety for life...



Road Safety Advocacy



2020 ANNUAL REPORT

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CHAIRMAN'S ADDRESS

"The fight against COVID-19 has been arduous and demands a collective effort to curtail the damage. Strictly adhering to the COVID-19 protocols should be a breastplate for everybody; mask up, wash your hands regularly and practice social distancing. Save a life today!"

Executive Chairman



2020, the year of mixed emotions and uncertainties; a minuet danced globally. A sombre year, one may call it. Families and friends were lost, compelling parents and guardians to mollicoddle their children to ensure safety. Despite the holocaust, we still thank God for seeing us through. Admittedly, the COVID-19 pandemic had an adverse effect on businesses and stalled organisational activities globally. Indeed, there were instances of blithe disregard and defiance of some citizens with regards to the COVID-19 protocols however, measures

put in place by the government especially the lockdown and the coveted efforts of some intrepid personnel of state institutions and non-governmental organisations established some level of controlling the spread of the virus.

Street Sense was not left out. The second and third quarters of 2020 were dormant. Nonetheless, the dynamic leadership of the organisation bequeathed to employees and volunteers yielded a commendable strategy to forge on. We endeavoured to keep in touch with our stakeholders virtually. The final quarter of the year experienced some physical engagements with strict adherence to the COVID-19 protocols.

I laud the innate capacity exhibited by my team to sustain the brand, Street Sense. Their dedication, commitment and timeliness has been the anchor of this organisation. Kudos team!

To all the stakeholders who fought tirelessly to uphold the importance and ensure safety on our roads, I say ayekoo. Our reliable partners, The National Road Safety Authority, Ghana Police Service and Guinness Ghana Limited and other actors in the industry, we appreciate your cooperation. I am optimistic that, the year 2021 will be a better year to sustain our phenomenal partnership.

The fight against COVID-19 has been arduous and demands a collective effort to curtail the damage. Strictly adhering to the COVID-19 protocols should be a breastplate for everybody; mask up, wash your hands regularly and practice social distancing. Save a life today!

Thank you.

Sincerely,

Oswald Lavee

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 March, 2014 as an NGO initiative and was duly registered in September 2014. Street Sense Organisation is headquartered in Accra, Greater Accra with focal persons 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.
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.

MANAGEMENT PRINCIPLES

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.

CORPORATE LOGO



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 '**white color**' marking depicts our lanes.

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.

The '**black color**' represents the streets.

Finally, the colour '**orange**' is the international colour conventionally representing safety.

2020: YEAR IN REVIEW

JANUARY



From 13th -18TH January, 2020 Guinness Ghana PLC in collaboration with Street Sense organisation once again embarked on the driver education sensitization program, “TWA KWAN NO MOM” which took place in Kumasi and its environs. The exercise took three phases; **(i) Focus group discussion on the effect of alcohol; (ii) Road safety education; (iii) Roadshows.**

A two-day road show took place on the 14-15th Jan, 2020 at Ahenkro–Offinso highway and Ajamesu –Obuasi highway during the joint operation with Police MTTD on the roads. Both commercial and private drivers who plied the road were stopped to partake in the alcohol breathalyser test. A total number of six hundred and seven (607) drivers were tested and only 13 tested positive during these two days. On 16th Jan, 2020, a focused group discussion was held in Kumasi at the Asafo lorry station at the Takoradi-Kasoa bus terminal. The programme focused on creating awareness on issues related to road safety and specifically encouraged drivers to desist from drinking while driving and also shoot down other poor driving attitudes. Fifty-five (55) drivers participated in the alcohol breathalyser test and only two (2) tested positive. Other educative branded stickers of Street Sense Organisation were distributed to the drivers and other relevant stakeholders.

This was followed by another road show at Aprade on the Ejisu highway and Atafo – Barakesse highway held on the 17th and 18th of Jan, 2020 respectively. During the joint operation with Police MTTD on the roads, the alcohol breathalyzer test was conducted; five hundred and seventy-six (576) drivers were tested and fifteen (15) tested positive.



• Picture shows drivers queuing up to take their breathalyzer test during the TWA KWAN NO MOM in various highways in Ghana

2020: YEAR IN REVIEW

Street Sense Organisation presented its branded reflective vest, T-shirts, key holders and stickers with educational road safety messages to the District Police Headquarters at Airport in Accra. The items were to support the effort of Motor Traffic and Transport Department and its warden personnel in directing traffic at vantage points in the city.

FEBRUARY – MAY



This period was bereft of activities due to COVID-19. Measures put in place to curb the pandemic including a lockdown restricted street sense organisation from carrying out physical activities.

This actually affected our plan and operations for the year. Nonetheless, we were in constant touch with stakeholders virtually. During this trying period, the organisation supported some stakeholders with food and money to enhance their upkeep.

JUNE



On the 10th of June, 2020 Street Sense Organisation presented its branded reflective vest, T-shirts, key holders and stickers with educational road safety messages to the District Police Headquarters at Airport in Accra. The items were to support the effort of Motor Traffic and Transport Department and its warden personnel in directing traffic at vantage points in the city.

The department was enthused and lauded the initiative. They encouraged street sense organisation to continue with such covetable ingenuities.

AUGUST



A total of five hundred and sixty-two (562) souvenirs were presented to our stakeholders during this period in Accra. The souvenirs included our branded reflective vests, t-shirts, stickers and key holders. The purpose of the initiative was to enhance the operations of the Ghana Police Service (GPS); the Motor Traffic and Transport Departments (MTTD) and other transport operating agencies in Ghana especially enhancing the works of wardens on the roads in Accra.

The VIP Jeun Transport Limited and Metro Transit Limited, the headquarters of the GPS, Amasaman, Mile 7 and Tesano branches were the beneficiaries of the initiative.

2020:
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

2020: YEAR IN REVIEW

Street Sense Organisation joined National Road Safety Authority (NRSA) on the 1st of October, 2020 at Takoradi for the launching of road safety campaign dubbed "ARRIVE ALIVE" or "KRO DWODWOO". The campaign aimed at reducing road accidents during the boisterous election period and Christmas season.

SEPTEMBER



This month was focused on reviewing our plans and achievement for the year. Through several consultations with staff, volunteers and other relevant stakeholders, we drew a plan for the final quarter of the year.

OCTOBER



Street Sense Organisation joined National Road Safety Authority (NRSA) on the 1st of October, 2020 at Takoradi for the launching of road safety campaign dubbed "ARRIVE ALIVE" or "KRO DWODWOO"

The campaign aimed at reducing road accidents during the boisterous election period and Christmas season. The campaign dubbed, Kodru Dwodwoo created awareness on the importance of discipline for all road users; wearing of crash helmets, seat belts, and the avoidance of needless maneuvering and packing of people in buckets of pickups among others.

Streets Sense Organisation did not only join but partook in the activities on the day by donating our branded paraphernalia including one hundred (100) pieces of reflective vests, one hundred (100) T-shirts with inscription "ARRIVE ALIVE" and one hundred and fifty (150) of our new stickers to stakeholders present.



ITEMS DONATED

100 Reflective
Jackets

100 T-Shirts

2020: 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.

NOVEMBER



Street Sense Organisation joined National Road Safety Authority (NRSA) on the 4th of November, 2020 presented two (2) Pieces of its branded reflective vest, ten (10) pieces of T-shirt with stickers in addition to Taifa GPRTU branch.

The presentation was made by Jesse Ayitey on behalf of Street Sense Organisation and the items were received by Hon. Mamudu the executive secretary of Taifa GPRTU branch. We also presented three (3) pieces of our branded reflective vest, five (5) pieces of T-shirts and stickers to the Safety Operation Foundation at the premises of Street Sense Organisation. Thirty (30) branded reflective vests were presented to Metro Mass Transit Limited on the 30th November, 2020.

The items were received on behalf of the Metro Mass Transit Limited by Mr. Micheal Kofi Nimoh head of Operations.



• Pictures include various donations of SSO branded reflective vest, T-Shirts and Stickers to GPRTU and MMT

2020: YEAR IN REVIEW

Street Sense Organisation held a road safety educational program road safety related issues such as the road user behaviour, the mechanism of driving, road infrastructure, safe vehicle and post-crash care with the executives, drivers, mates and passengers of Winneba lorry terminal at Winneba junction in the Central Region on the 24th of December, 2020.

DECEMBER



The National Programs Co-ordinator of Street Sense Organisation Mr. Samson Oddoye held a road safety educational program with the executives, drivers, mates and passengers of Winneba lorry terminal at Winneba junction in the central region on the 24th of December, 2020.

He educated them on road safety related issues such as the road user behaviour, the mechanism of driving, road infrastructure, safe vehicle and post-crash care.

He also elaborated on the accident statistics for the year 2020 and donated branded T-shirts and stickers of the organisation to them.



- Pictures include StreetSense educational outreach with drivers at the Winneba station

2020: YEAR IN PICTURES



• Pictures include various donations of SSO branded reflective vest to Ghana Police Service MTU Division

2020: YEAR IN PICTURES



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

2020: YEAR IN PICTURES



- The unveiling of the DVLA office complex in Takoradi with the Transport as well as Regional ministers in attendance.

ROAD ACCIDENTS

Table 1. ROAD FATALITIES FOR THE YEAR 2020



2019	2020	PERCENTAGE INCREASE
2,284	2,589	13.4%

Table 1. Provides statistics on road fatalities for the years 2019 and 2020. It could be deduced that there was 13.4% increment in road fatalities from 2019 to 2020. This requires strategic measures to curb the situation. We call on all stakeholders to be ambassadors of road safety and support in diverse ways to reduce road accidents.

Table 2. PEDESTRIAN KNOCKDOWN FOR 2020



2019	2020	PERCENTAGE INCREASE
2,983	2,728	8.7%

Despite the increment in road fatalities, table 2 shows that the number of pedestrians involved reduced by 8.7% in 2020 as compared to 2019. We encourage pedestrians to keep watch and observe road signs to significantly reduce the numbers in 2021.

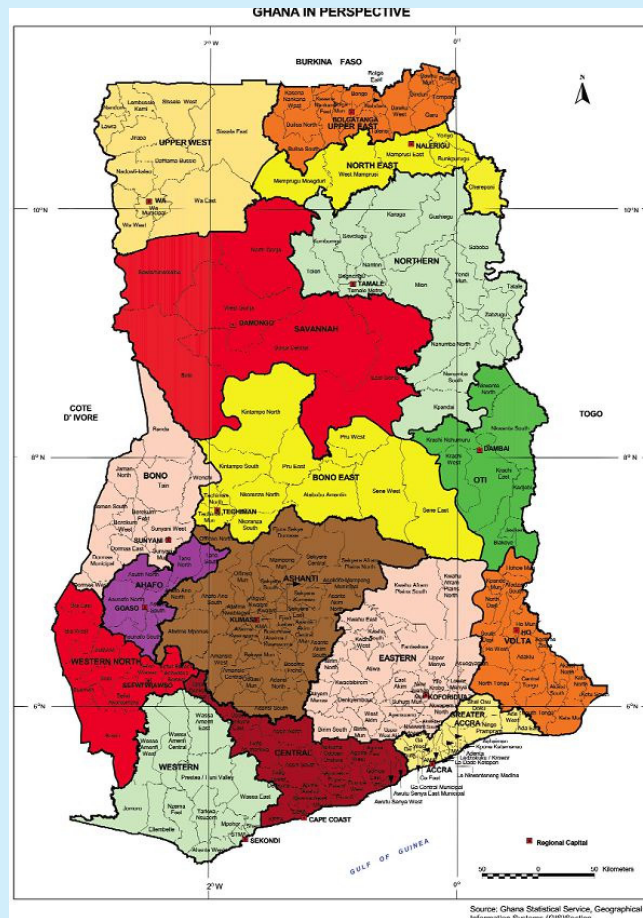
Fig 1: The map of Ghana depicting the five (5) dangerous routes with high road fatalities with routes marked red on the map



Dangerous Routes

- Accra-Kumasi
- Accra-Winneba- Takoradi
- Accra – Aflao
- Tamale –Kintampo
- Tarkwa-Bogoso- Ayanfuri

Fig 2: The map of Ghana depicting the Region with highest road fatalities (Ashanti Region, marked Red on the map).



- **Ashanti Region recorded the highest road accidents for the year 2020. It overtook Greater Accra Region.**

ICT

INFORMATION COMMUNICATION TECHNOLOGY (ICT)



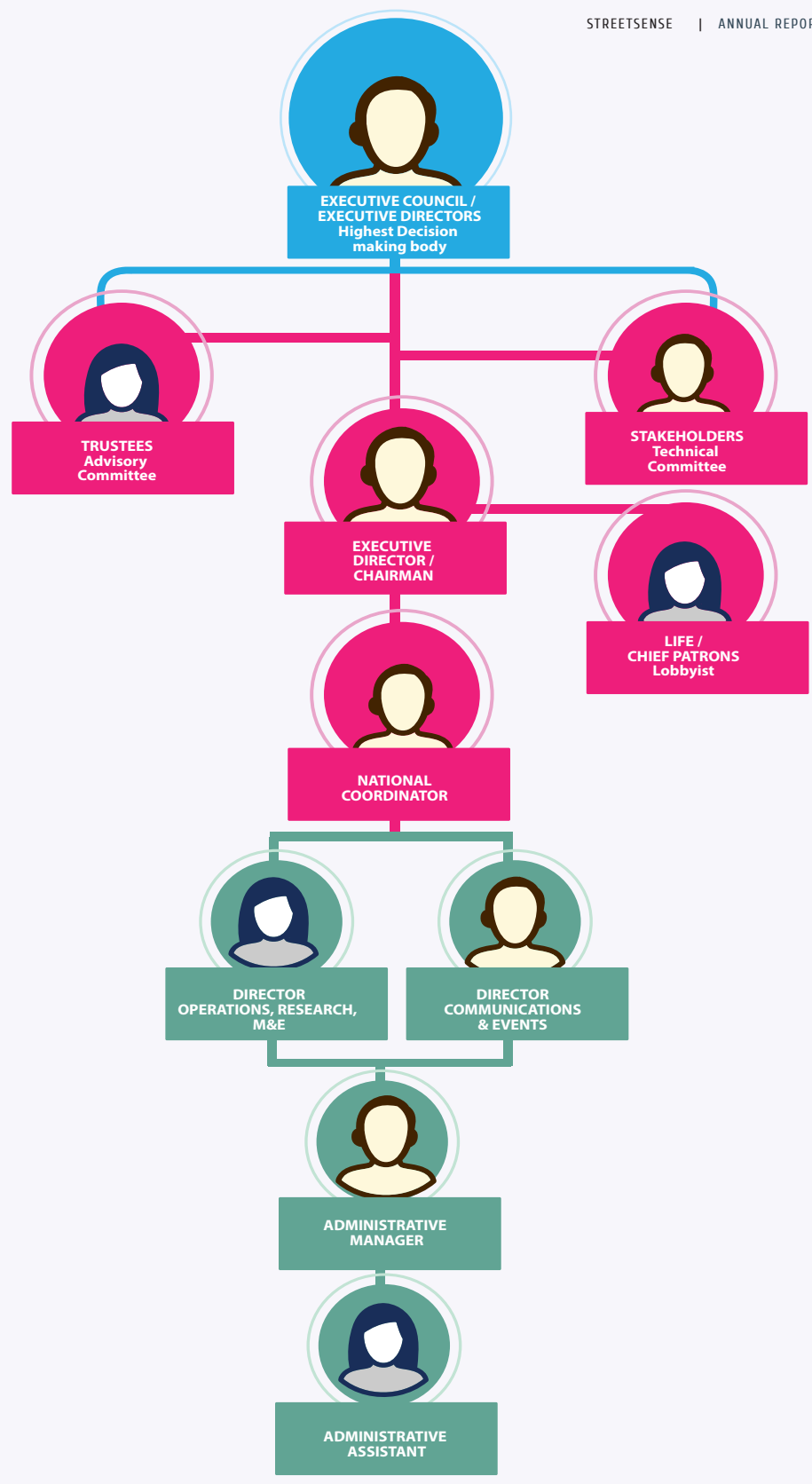
sers engagement on **Streetsensegh.org** increased in the year 2020 compared to the previous year 2019. A total of 329 New Users were recorded within the period representing 39% of the total users. Average session per user also increased by 4.53%. Returning visitors increased by 4.9% as compared to New Visitors which dropped by the same margin.

Acquisition of users as well as new users through the four main traffic channels have all remained above 30% as compared to the previous year. Behavior of users on the website over the period in review however, was not remain the same over the various traffic channels. Bounce rate revealed that traffic from social channels have the highest exit rate, with the remaining channels combined making merely less than 12% exit rate.

Geographical distribution of users over the same period have changed slightly mostly increasing in the usual countries and cities. Top three countries include Ghana, Canada and United States while top three cities include Accra, Boardman (United States) and undetected location came third. Generally, the **streetsensegh.org** has become more popular in 2020 than the previous year.



ORGANOGRAM



CONTACT

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Accra

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CONTACTS

FATIGUE AND ROAD SAFETY

Fatigue is a lack of mental alertness,
or drowsiness, arising from lack of sleep

**REDUCES
ALERTNESS**

**S L O W S
REACTION TIMES**

**DECREASES
AWARENESS
OF HAZARDS**



**MORE LIKELY TO
BE INVOLVED IN
A ROAD CRASH**

50 million
people injured



1.35 million
people dead

globally per year due to road crashes



**17
HOURS
AWAKE**

is equivalent to
a blood alcohol
content of

0.05%



1 in 5

**FATAL AND SERIOUS
ROAD CRASHES
DUE TO FATIGUE**

TAKE A BREAK

**DO NOT BE TEMPTED TO KEEP
DRIVING TO REACH YOUR
DESTINATION.**

Park somewhere safe,
drink **1 OR 2 CUPS OF
COFFEE**, set an alarm for
20 mins and take a nap.



**ON WAKING, WALK
AROUND OUTSIDE
FOR 10 MINS TO**

**WAKE UP PROPERLY BEFORE
SETTING OFF AGAIN.**

For the next hour or two, you should
benefit from the alerting effects of
both the caffeine and the nap

- ☒ Yawning or rubbing your eyes?
- ☒ Blinking frequently, with heavy eyelids, and difficulty focusing?
- ☒ Trouble keeping your head up?
- ☒ Drifting from your lane, or hitting rumble strips?
- ☒ Changing speed randomly?



YOU'RE ALREADY FATIGUED



**THE ONLY CURE
FOR FATIGUE IS**

SLEEP

Did you Know that...

Safety for life...



Road Safety Advocacy



17

HOURS AWAKE

is equivalent to a
blood alcohol
content of

0.05%

DO NOT DRIVE WHEN FATIGUED

Postal Address: P. O. Box LG198, Legon, Accra/Greater Accra

Toll free Line: 0800111019