

**Street Sense**  
**Organisation**

**Safety for life...**



# Road Safety Advocacy

**"I Do Not Drink  
& Drive"**

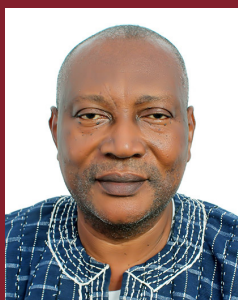
# 2021 ANNUAL REPORT

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## CHAIRMAN'S ADDRESS

*Street Sense Organisation through our interventions contributed tremendously in changing the narrative of road safety related issues in a year of global recuperation from the adverse effects of the COVID-19 pandemic.*

Oswald Lavoe - Executive Chairman

I bring you warm compliments from the team and staff of Street Sense Organisation. 2021, a year of global recuperation from the adverse effects of the COVID-19 pandemic and re-strategising to engineer economic revamp should be lauded. Ghana could not have made significant strides without government's resilient leadership, and support from development partners and organisations especially in the area of road safety. Street Sense Organisation through our interventions contributed tremendously in changing the narrative of road safety related issues.

2021, was a year of continuity focused extensively on shaping the attitude of road users particularly the youth. We rolled out educational and sensitization programmes in a multi-packaged model. Media and physical engagements were employed to propagate our activities. Organising road safety programmes on prominent radio stations with high visibility was one of the main tools in touching base with the general public.

Programmes including End of Month Trivia on our social media handles that awarded participants who responded correctly to questions on road safety piqued the interest of the youth and increased their involvement in our activities. This encouraged the youth

to adopt road safety measures, adapt to road safety regulations, improve their technical know-how to enhance sanity on our roads. Regular visits to lorry terminals to educate stakeholders especially drivers was an integral strand of our achievement. These activities were coupled with donations of reflective vests, harnesses and other paraphernalia to some relevant stakeholders to aid in combating the insanity on our roads. The interventions were exclusively executed in the Central, Eastern, Greater Accra and Northern Regions.

The achievements could not have come to bear without the reliable support of The Ghana Police, Road Safety Authority, Lorry terminal supervisors, drivers and head teachers. The campaign dubbed "Metwi a mentwa" organised in collaboration with Pernod Ricard Ghana to educate drivers not to drink and drive was a noticeable achievement that contributed to a reduction in road accidents during the Christmas festive season.

We believe that, the lessons learnt, milestones achieved and our strong network within the road safety industry will serve as guiding principles to perform greater works in 2022. We call on all stakeholders to join forces with Street Sense Organisation in curbing the menace on our roads to save lives.



## ORGANISATIONAL PROFILE

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 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 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 concerning 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.

## MANAGEMENT PRINCIPLES

### 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 arena 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 goal.



### 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 programmes 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.

## 2021: YEAR IN REVIEW

There were three main (3) pillars employed for the implementation of the interventions in 2021:

- Awareness creation through radio talk shows
- Capacity building through input support (donation of road safety enhancement materials)
- Sensitisation programmes mainly at the local levels.

The activities were concurrently held using the under listed approaches to achieve our mandate of ensuring sanity on our roads:

- Participatory approach through demonstrations and providing hands-on experience to beneficiaries
- Collaborations with key stakeholders within the industry.

### AWARENESS CREATION

Creating awareness was a vital tool to attain the objective for the year. This strategy was adopted to focus on the general public specifically conveying our message to a critical mass. In view of the objective to touch base with the grassroots, organisation of radio talk shows and the use of social media were the ideal approach.

A total of eight (8) radio stations with immense visibility were visited within the Eastern and Greater Accra Regions of Ghana. These included Citi FM, Joy FM, Peace FM, Okay FM, Zylphone FM, Top FM, Obonu FM and Bright FM.

In addition, programmes including End of Month Trivia on our social media handles that awarded participants who responded correctly

to questions on road safety piqued the interest of the youth and increased their involvement in our activities. This encouraged the youth to adopt road safety measures, adapt to road safety regulations, improve their technical know-how to enhance sanity on our roads.

Areas of focus for the radio discussions included;

- Overview of road safety in Ghana focusing more on events in 2021; Discussions delved into analysis and the trend of accidents over the years, identification of the actors involved in the accidents, and the role of major stakeholders during the year of review.
- Causes of the accidents.
- Effects of the accidents.
- Proposed mitigating factors to ensure sanity on our roads.
- Regulatory bodies and other relevant stakeholders among others;

Law enforcement and infrastructural development were prime areas of discussion.

The initiative gained recognition. Stakeholders especially drivers, driving assistants, motor-riders, pedestrians and regulatory bodies appreciated the efforts of Street Sense Organisation. Recommendations including regular airing of such important programmes at the radio stations and extending the intervention to other regions have been considered. Continuation of the initiative is crucial to the achievement of sanity on our roads.

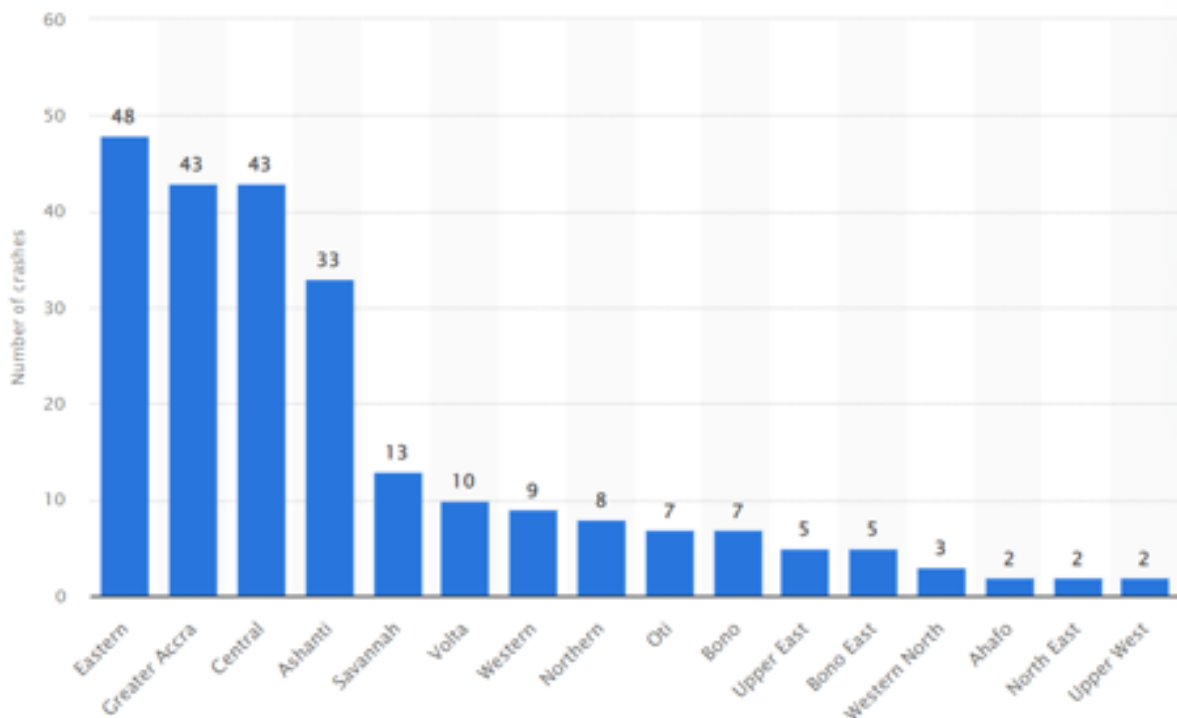


## 2021: YEAR IN REVIEW

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### CAPACITY BUILDING

Adequate resources are requisite to the enhancement of road safety. Assessment of some relevant stakeholders within the industry revealed the insufficiency of resources that impedes the effective execution of institutional mandates to yield sanity on roads. Street Sense Organisation in an attempt to enhance the operational capacities of stakeholders donated paraphernalia to well recognised road safety institutions and supported road safety activities to chalk up successes.



Source: Statista, 2022

## 2021: YEAR IN REVIEW

Beneficiaries were supported with souvenirs tailored at their needs. Refer to the breakdown below for details:

- 1400pieces of branded T-shirts
- 600pieces of reflective-vests
- 100pieces of harnesses
- 5000pieces of car and motor stickers
- 100 calendars
- 14 banners
- Computer accessories; 1laptop and 3USBs
- A pick up
- Cash donations

### Beneficiaries included;

- National Road Safety Authority; both the national and the regional levels
- The Ghana Police Service- The Motor Transport and Traffic Directorate: the district, regional and national levels.
- The Military Police of the Ghana Armed Forces
- Accra Metropolitan Assembly
- National Commission for Civic Education; “Save a life road safety and street carnival”
- Vehicle Service Providers including V.I.P Jeoun Transport Services, and Metro Mass Transit Ltd.
- Lorry terminals; Neoplan station, Accra-Tema station, Nsawam main lorry station, Doboro lorry station, Tudu lorry station, Odorkor lorry station, Kasoa lorry station, Ashiaman lorry station, Suhum lorry station, and Budumburam Liberian Camp lorry station.
- Jesus Glory Prayer Camp

These donations harnessed the resources of the beneficiaries to optimise productivity to create awareness on matters relating to road safety.

### SENSITIZATION PROGRAMMES

To provide an effective first-hand information to road users, we use sensitization programmes to educate our target groups. These are rolled-out in a participatory approach through demonstrations, hands-on experience, role plays, discussions and power point presentations. An anchor to the accomplishment of such programmes is strategic partnerships with other stakeholders.

Majority of the sensitization programmes were held at lorry terminals to ensure that core stakeholders including drivers, driving assistants and passengers were engaged. Some of these programmes were harmonized with other activities including eye screening test. Clean-up exercises and tree planting programmes.

The programme focused on basic road signs, road regulations, infrastructure, and also to solicit for ideas from participants to inform subsequent sensitization programmes.

About twenty-one (21) vehicle service providers, lorry terminals, communities, and main routes were visited within the Central, Eastern, and

## 2021: YEAR IN REVIEW

Greater Accra Regions during the sensitization programme;

- V.I.P Jeoun Transport Services
- Metro Mass Transit Ltd
- OA lorry terminal
- Ashaiman lorry station
- Ashiaman - Afienva main road
- Tudu lorry station
- Accra Tema lorry station
- Kaneshie main lorry station
- Madina lorry station
- Kasoa main lorry station
- 37 lorry station
- Abeka-Lapaz lorry station
- Nsawam lorry station
- Neoplan lorry station
- Doboro lorry station
- Odorkor lorry station
- La Dadekotopon Municipality; Laboma Beach Resort; Kpeshie Lagoon
- Tema municipality
- Suhum lorry station
- Budumburam Liberian Camp lorry station
- Mankesim main Accra lorry station
- Swedru main Accra lorry station

Another relevant point of interest was the initiative to contribute our quota in fighting climate change. The organisation was deeply involved in the national tree planting programme and the celebration of the world's environmental day (Let's Do It Ghana to mark this year's World Environment Day, on the theme, "Ecosystem Restoration) to plant trees at the Korle-Bu and

Ring Road West environs.

The sensitization programmes were achieved in collaboration with some key stakeholders including National Road Safety Authority (NRSA), Motor Traffic and Transport Directorate (MTTD) of the Ghana Police, Pernord Ricard Ghana particularly in rolling-out the I DO NOT DRINK AND DRIVE campaign dubbed "**METWI A MENTWA**", Accra Metropolitan Assembly (AMA), Ghana Wildlife Society, Ghana Forestry Commission, the Ghana Recycling Initiative by Private Enterprises under the Association of Ghana Industries" (GRIPE-AGI), and Let's do it in Ghana.

These activities were complimented with stakeholders' meetings. An example was the invitation of Street Sense Organisation to participate in a focus group discussion on the performance and coordination of road safety lead agencies in Africa. The study was commissioned by the African Development Bank and World Bank.

### Areas of discussion included;

- Familiarity with Road Safety Issues
- Engagement with Road Safety Agencies
- Stakeholders Engagement with Road Safety Lead Agencies
- Coordination of Road Safety Actors by Road Safety Lead Agencies
- Road Safety Information Data Gathering and Sharing



## 2021: **YEAR IN REVIEW**

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- Road Safety Funding and Technical Support
- Overall Assessment of Road Safety Lead Agencies
- Questions and any Further Information on the Role of the Road Safety Lead Agencies.

# ICT REPORT 2021

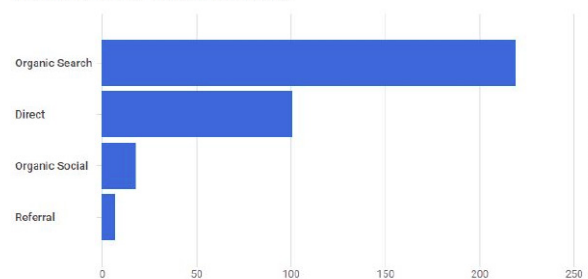


## ICT REPORT 2021 OVERVIEW

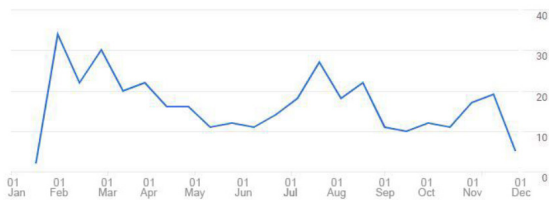
Comparatively, there was a massive growth of user engagement in the year 2021 with that of 2020. In total, the website gained 612 new users. Majority of this rise occurred from the mid-year till the end of December, 2021, where we had a spike of 431 new visitors representing 70.4%.

This drastic jump was as a result of a total revamp of the old SSO website to a brand new interface developed with more user-friendly capabilities, clarity, simplified graphics, seamless device compatibility and an improved Search engine optimisation techniques embedded in the website.

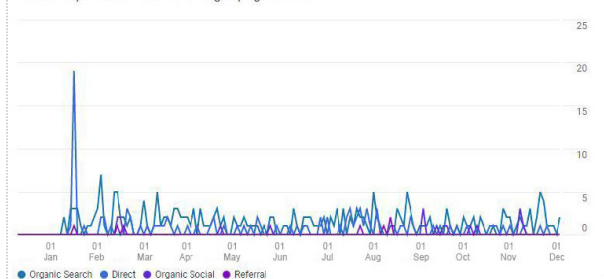
New users by First user default channel grouping



Users: 1.2k  
New users: 612  
Average engagement time: 1m 15s  
Total revenue: \$0.00



New users by First user default channel grouping over time







# ICT REPORT 2021

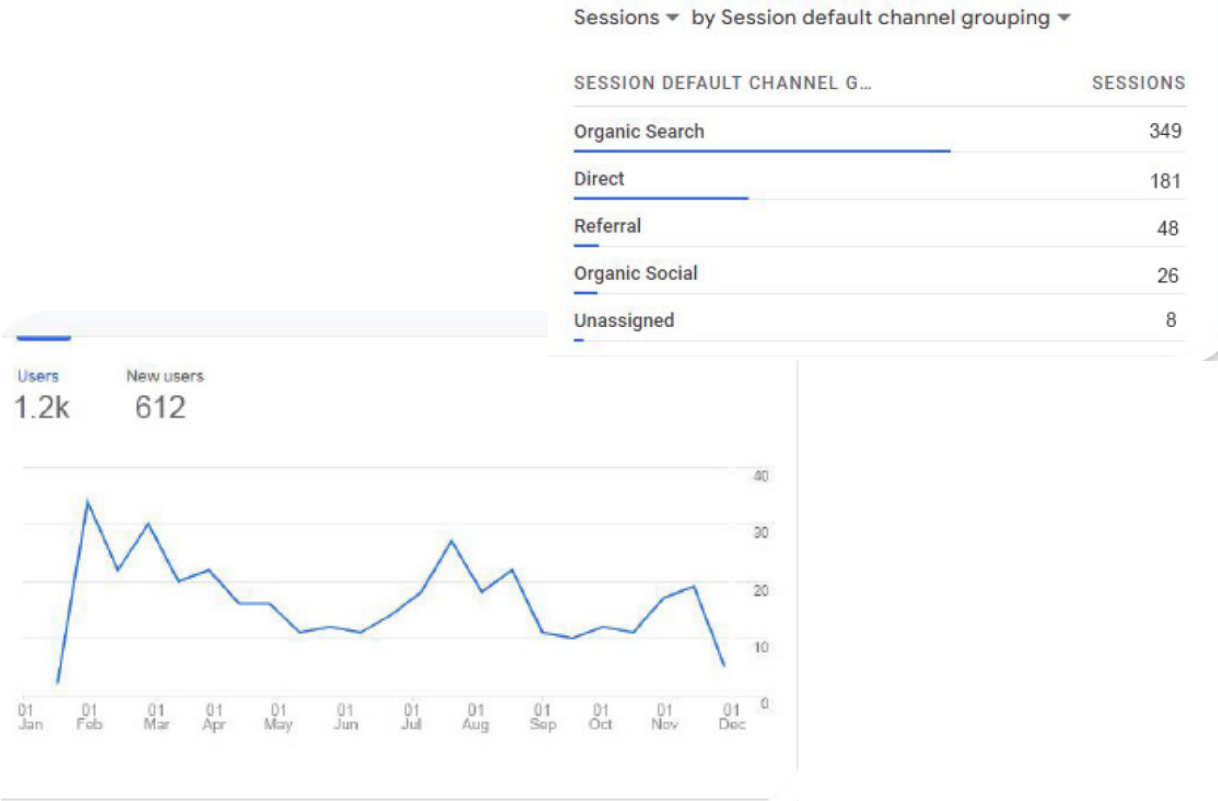
## ICT REPORT 2021 ACQUISITION

Acquisition of both new and existing users to the website was acquired mainly through all the traffic channels (organic search, direct, organic social, referral, unassigned, etc.)

However, organic search gave us the highest acquisition of about

57.02%

of 612 new users with an average engagement time per session of Om 59s and engaged sessions per user of 1.17 in 2021.



# ICT REPORT 2021

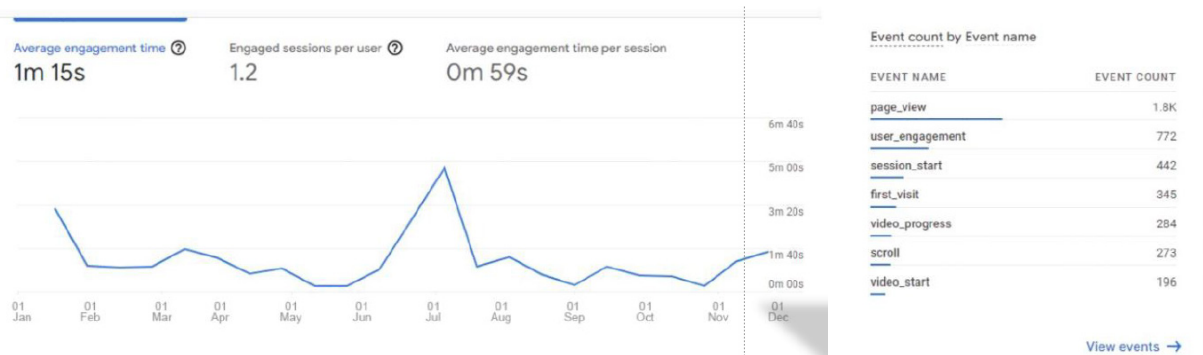
## ICT REPORT 2021

### ENGAGEMENT

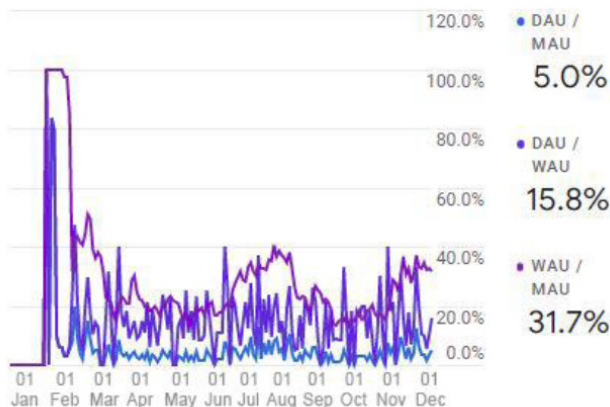
With user engagement, the increase in the number of new users automatically resulted in the rise of views to the website by 1.2k as compared to the previous year (2020) and this equally accounted for an event count of 2.8k including page view, user engagement,

session start, first visit, scroll, etc.

The most dominant pages viewed in 2021 were Home, Donate, News, Who We Are, Contact and the Safety Tips pages.



### User stickiness



### Views by Page title and screen class

PAGE TITLE AND SCREEN...	VIEWS
Home - Street ... Organisation	445
Donate - Stree... Organisation	234
Newsletters - ...e Organisation	113
Videos - Street...e Organisation	100
CIRCLE VIP STA... Organisation	62
News - Street ... Organisation	47
Who We Are - S... Organisation	43

[View pages and screens →](#)



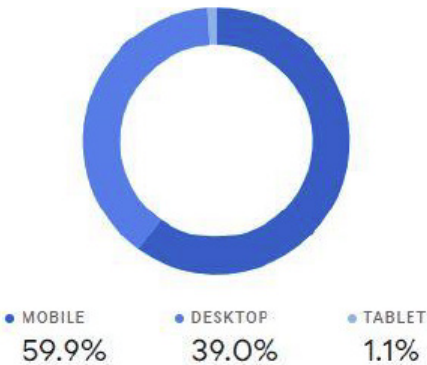
# ICT REPORT 2021

## ICT REPORT 2021 TECH DEVICES

Also, it was assessed that, usage of tech devices/device category; that is, users who accessed the domain streetsensegh.org mostly used mobile platforms (59.9%) compared with desktops (39.0%) and tablets (1.1%).

However, this usage was predominantly recorded on Android, Windows, and iOS operating systems visited with renowned browsers like chrome and safari having the highest usage followed by Edge and Opera.

Users ▾ by Device category



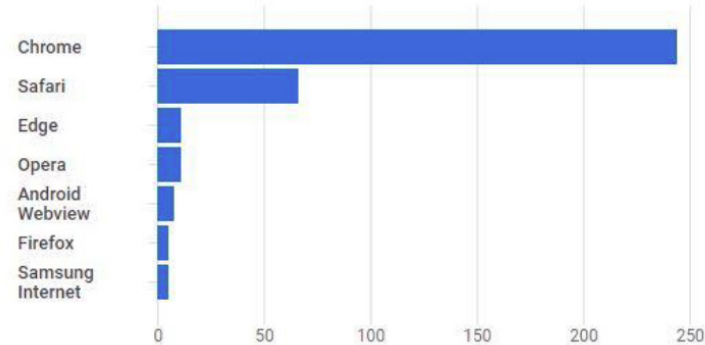
[View device categories →](#)

Users ▾ by Operating system

OPERATING SYSTE...	USERS
Android	282
Windows	146
iOS	121
Macintosh	37
Linux	18
Chrome OS	8

[View operating systems →](#)

Users ▾ by Browser



[View browsers →](#)

# ICT REPORT 2021

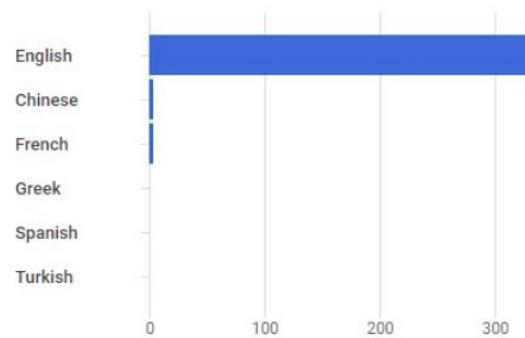
## ICT REPORT 2021

### DEMOGRAPHY

Also, the demographic distribution of users increased significantly over the period with the introduction of new countries such as Turkey, Sweden, South Korea and even neighboring African countries like Namibia, Kenya and Malawi.

- While Ghana, United States, Netherlands, Nigeria, Philippines and portions of United Kingdom like Ireland remained key regions with the most visits.
- The major languages included English, Chinese and French. However, other languages included Greek, Spanish, Turkish, etc.

Users ▾ by Language



[View languages →](#)

Users ▾ by Country



COUNTRY	USERS
Ghana	444
United States	84
Netherlands	37
Nigeria	26
Philippines	12
Ireland	5
Canada	4

[View countries →](#)

# ICT REPORT 2021

## ICT REPORT 2021

### SOCIAL MEDIA

Street Sense Organization social media handles of Facebook (@streetsensegh) and Instagram (@streetsenseghana) gained slight growth with regard to the number of likes and followers respectively.

However, viewing from the illustration below, the platforms' contents including posts, stories, ads, social information, etc. significantly increased in the number of reach.

Facebook page reach in 2021 increased by 26,900 representing 46.7% as compared to 2020 of only 30,761 total reach while Instagram also had a tremendous rise in reach by 430,200, that is, 94.3% in 2021 as compared in 2020 report with 25,820 total reach

#### Results

##### Facebook Page reach ⓘ

30,761 ↑ 26.9K%



##### Instagram reach ⓘ

25,820 ↑ 430.2K%





## 2021: PICTURES IN REVIEW



- Street Sense donated 500 pieces of our branded reflective to the Motor Traffic and Transport Department of the Ghana Police Service at their headquarters in Accra.



- Street Sense donate a Nissan Pick-Up Hard body, a HP laptop, calendars and stickers and our branded reflective vest to Bishop Andrews Dela Buameh the General Overseer of Jesus Glory Prayer Ministry International located East Legon Hill Goshen Community.

## 2021: PICTURES IN REVIEW



- Excerpts from Street Sense Org, management held at the RayPorsh Hotel in Abelemkpe.



- Street Sense donated 100 pieces of T-shirt to the management and staff of Jeunon VIP bus terminal at circle.



- Street Sense Org, donated 70 pieces of it is branded T-shirts and 400 pieces of car stickers, two pieces of banners to the executives and drivers of neoplan lorry station in circle during the Easter period.



## 2021: PICTURES IN REVIEW



- Street Sense Org, donated 72 pieces of it is branded T-shirts and 400 pieces of car stickers, two banners to the executives and drivers of Accra-Tema lorry station in circle during the Easter period.



- Street Sense Org, donated 50 pieces of it is branded T-shirts and 400 pieces of car stickers, two banners to the executives and drivers of Nsawam-Aburi-Accra lorry station in Eastern region during the Easter period.



- Street Sense Org, donated 100 pieces of branded t-shirts and 900 pieces of car stickers and a cheque of an undisclosed amount to the National Road Safety Authority headquarters in the Central region to support organized an eye screening for the drivers in the region during Easter season.

## 2021: PICTURES IN REVIEW



- Street Sense Org. donated 100 pieces of branded t-shirts and 900 pieces of car stickers and a cheque of an undisclosed amount to the National Road Safety Authority Greater Accra Regional office to assist them in quest to bring sanity to our roads during Easter season.



- Street Sense Org. donated 72 pieces of its branded T-shirts and 400 pieces of car stickers, two banners to the executives and drivers of Tudu lorry station in circle during the Easter period.



- Street Sense Org. donated 72 pieces of its branded T-shirts and 300 pieces of car stickers, two banners to the executives and drivers of Odorkor lorry station in circle during the Easter period.



## 2021: PICTURES IN REVIEW



- Street Sense Org. donated 145 pieces of our branded t-shirts, 800 pieces of stickers, 4 pieces of banners to the Kasoa A&B lorry station during Easter season to help reduce the carnages on our roads.



- Street Sense Org. donated 100 pieces of our branded reflective vest to the Military Police Department of the Ghana Armed forces to assist them in quest to bring sanity on our roads.



- Street Sense Org. donated 20 pieces of it is branded reflective vest to Motor Traffic & Transport Department of the Ashiaman Divisional Police Command to help in the fight to maintain law and order on our roads.



## 2021: PICTURES IN REVIEW



- Street Sense Org, donated 145pieces of our branded t-shirts, 800pieces of stickers, 4 pieces of banners to the Kasoa A&B lorry station during Easter season to help reduce the carnages on our roads.



- Street Sense Org, donated 56pieces of our branded t-shirts, 200pieces of car stickers and two banners to the executives and drivers at the Suhum lorry station during Easter season.





## 2021: PICTURES IN REVIEW



- Street Sense Org, donated 88pieces of our branded t-shirt to the management of STC transport limited to assist them to help create road awareness.



- Street Sense Org, donated 88pieces of our branded t-shirt to the management of metro mass trasit limited to assist them to help create road awareness.



- Street Sense Org marked world environmental by plantings along the bukom boxing arena.



## 2021: PICTURES IN REVIEW



- The Executive Chairman of Street Sense Org with some Directors and volunteers after participating in a focus group discussion for study on the organization and performance of road safety lead agencies in Africa.



- Street Sense Org, donated our t-shirts and harness to eagle mountain bike riders to support in mountain bike marathon at Adenta.



- Street Sense Org joined Let's Do It Ghana to mark the world clean-up Day at Laboma beach at Labadi in Accra.



## 2021: PICTURES IN REVIEW



- Street Sense Org donated our branded reflective vest and harnesses to the MTTD of Winneba to towards their preparation for the Ecowas parliament hosted there.



- Street Sense Org in partnership with Pernod Ricard Gh launched at road safety campaign dubbed Metwai a Mentwea meaning I do not drink and drive at neoplan lorry station at circle in Accra.





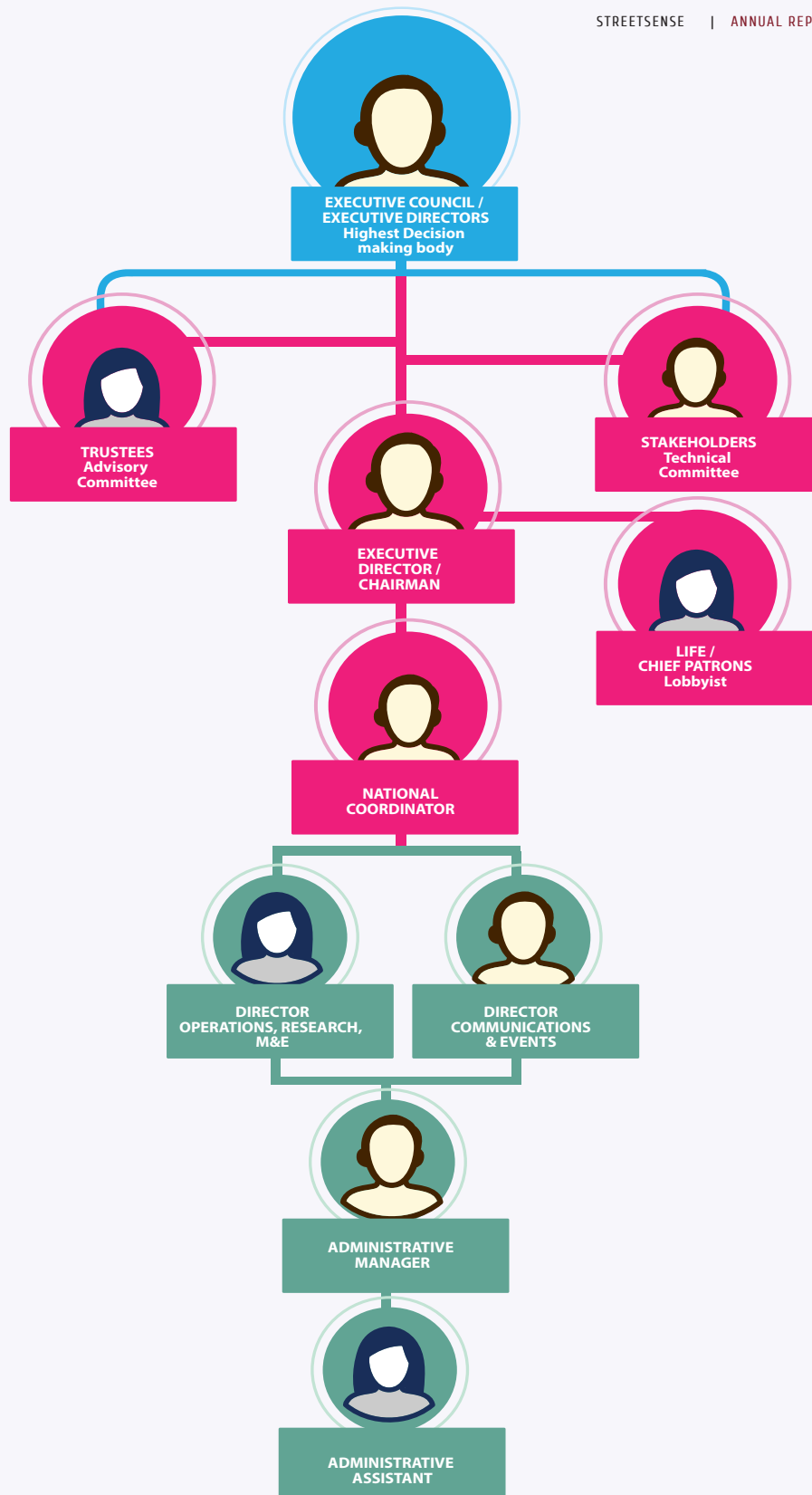
## 2021: PICTURES IN REVIEW



■ Pictures from the METWAI A MENTWEA road safety campaign from the ten lorry stations we visited within Accra, Kasoa and Nsawam.



# ORGANOGRAM



# CONTACTS

## CONTACT

**Email:** [info@streetsensegh.org](mailto:info@streetsensegh.org)

**Location:** Ring Road Central near Kwame Nkrumah Circle,  
Accra

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

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

**Toll free Line:** **0800111019**

A graphic with a solid red background. In the top left corner, the words "DRIVE" and "DRUNK" are stacked vertically in a bold, white, sans-serif font. "DRIVE" is enclosed within a white rectangular box. Below the text, a black silhouette of a car is shown crashing into a large black silhouette of a wine bottle. The car is tilted at an angle, and white, jagged lines radiate from the point of impact, suggesting a collision. The wine bottle has a white rectangular label on its front with a black silhouette of a wine glass.

**Toll free Line: 0800111019**