Serving as “Press Agents” for Road Safety

Presentation to the 2nd Global Meeting of NGOs Advocating for Road Safety and Road Victims

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Josiah Matagane, Amend Tanzania
Introduction

• Amend – Working to reduce child road traffic injury in developing countries

• Tanzania and Ghana

• Acting as “Press Agents”
  o Inexpensive
  o Easy
  o Delivers tangible results

• Example of Amend’s work
What does it mean to be a Press Agent for road safety?

• Aim to increase public awareness of road safety

• All of us can do this

• Use mass media – TV, radio, newspapers, websites

• Be organised, have clear messages and develop relationships with journalists
Develop a Relationship with the Media

• Specific individual journalists
• A range of media
• Get them on your side
• Understand their requirements
• Be their best friend
Find your news and prepare your story

• Public interest

• Not promoting your NGO

• You may look to cover:
  o A major crash
  o Launch of the Decade of Action
  o Release of new policy or strategy
  o Release of new RTI statistics
Release the news

• Press release / Press conference
• Consider local languages
• Make life easy for the journalists
• Use officials or experts
• Keep discussion short and focused
Over 3,500 perished in road accidents last year - report

By Correspondent Gadiosa Lamtey

OVER 3,582 people died and 656 others were injured in road accidents in 2010, it has been revealed. The statistics come from the traffic police in collaboration with a non-governmental organization, AMEND, which concerns itself with the prevention of road injury to children.

According to a recent AMEND report, pedestrians and cyclists, often referred to as vulnerable, were shown to be particularly at high risk of being killed. Pedestrians account for 1,6991 deaths, equal to 47 per cent of the total number of road deaths in 2010.

Speaking to journalists, AMEND Africa director Tom Bishop said bus passengers accounted for 1,005 deaths, equal to 28 per cent of deaths; motorcyclists and their passengers accounted for 657 deaths, or 18 per cent of the deaths, while drivers of private cars accounted for 220 deaths, or 6 per cent.

Bishop said the number of people killed on the roads increased by 11 per cent compared to 2009 while those injured increased by over 7 per cent.

The report showed that in Dar es Salaam alone, 429 people were killed on the roads in 2010, equal to 12 per cent of the total number of deaths countrywide.

On his part, AMEND programme manager for road safety Josiah Matagane said the number of people dying on Tanzanian roads was increasing every year due to non-adherence to road safety regulations by drivers, passengers and pedestrians.
'Watu 3,583 walikuwa kwa ajali'

Vicky Kombe

WATU 3,583 walikuwa nchini na wengine 20,656 kujeruhwa katika ajali za barabarani, zilizokoza katika kipindi cha mwaka ujumapatia.

Akimwambia wa waandishi wa habari wa Mwananchi, Mkwurungezi wa Shirika lisilokuwa la Amendi, Josiah Mategane, alisema ajali hizi zilizosababisha ama na ubovu wa barabara au vyombo vya usafiri. Alisema katika kipindi chaguo la mwaka hivi, idadi ya watu walipotezea macha na majengi wa ajali za barabarani, ilingiza ilikuwa ilikilanganishwa na macha wa ajali.

"Kwa sasa idadi ya ajali za watumbea kwa migi na wasemeshaji imechaguliwa kwa kasi ilikuwa ilikilanganishwa na ajali zilizokoza kwa mwaka hivi," alisema Mategane.

Alisema katika Mko ya Dar es Salaam, watu 429 walipoteza macha katika kipindi cha mwaka hivi na kwamba idadi hilo ni sawa na astilimia 12 ya vito vyotokana na ajali za barabarani kwa nchi nzima.

Alisema kwamba kuzingatia ukuwa wa ajali hizi na atari zake, Shirita la Amendi limeamua kushiriana na polisi katika kutoa ehimu ya usalama barabarani.

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Results (2)

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Mwananchi

Daily News

Habari Leo

Road accidents claim lives in alarming rate

By PIUS RUGONZIBWA

NEW findings have shown that the increase in the number of people involved in road accidents in the country is greater than population growth.

According to AMEND, an international Non Gov- ernmental Organization operating in the country, dealing with advocacy for road safety for children, road calamities have in recent years been increasing at a greater rate than the country’s population.

Mr Josiah Matagame, the NGO’s Programme Manager told reporters yesterday that recent surveys conducted by the National Bureau of Statistics (NBS) reveal further that at least 3.3 per cent of the population is involved in the road accident, comparing to the growth of the population, which increases to an average of 2.9 per cent annually.

"The situation is alarming while higher..."
Overview and Notes

- Media will vary from country-to-country
- Understand political situation
- Avoid paying journalists
- Be organised, have clear messages and build good relationships
- Learn from your experiences
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