KENYA PROFILE
POPULATION (2010): 40.5 million
INCOME GROUP (2010): Low
ROAD TRAFFIC DEATHS PER 100 000 PEOPLE (2009): 34.4
NUMBER OF REGISTERED VEHICLES (2009): 1.4 million

THE ROAD AHEAD
In 2012 and 2013, RS10 Kenya will build on its work in two cities (Thika and Naivasha) to decrease speed-related crashes, injuries and deaths, particularly around schools. It will also work towards increasing the overall rate of helmet usage by 50% and focus particular attention to motorcycle taxi riders known locally as boda-boda riders.

HEADED IN THE RIGHT DIRECTION
Speed-detection cameras were installed in Thika and Naivasha in April 2011. These, along with visible policing, have led to fewer crashes and fatalities and more fines. The results have encouraged the government to purchase additional cameras for use throughout the country. Life-saving equipment has also been delivered to hospitals, including two new ambulances.

PROTECTING THE MOST VULNERABLE ON THE ROADS IN KENYA
The number of people killed on Kenya’s roads has been steadily rising over the last 40 years. The majority of those killed are vulnerable road users – pedestrians, bicyclists and motorcyclists – and one of the main contributing factors is speed. The main highways that pass through Thika and Naivasha are particularly dangerous, with 80% of those arriving at hospitals in the area having sustained their injuries on these roads.

There are a growing numbers of motorcyclists on Kenyan roads. Many of the 180,000 motorcycles are used as taxis or boda-bodas – a risky and unsafe form of public transportation. Helmet wearing rates are very low and the quality of helmets is poor. One-third of those killed are passengers on motorcycles.

RS10 IN 2 DISTRICTS:
In Kenya, RS10 is focusing its 2012 and 2013 efforts on making a difference in the districts of Thika in Central Province and Naivasha in the Rift Valley Province. The combined population for these two sites is approximately 1.2 million inhabitants.

RS10 KENYA’S GOALS
Speed is a serious factor in road fatalities and, by lowering it around schools and strictly enforcing current laws, RS10 will decrease the deaths, injuries and crashes it causes. As speed in areas where children gather is of particular concern, plans are in place to implement and monitor targeted safety activities near 20 schools in 2012. RS10 will revise helmet standards and aim to increase the rates of helmet usage up to at least 50% in Thika and Naivasha.
THE APPROACH

Increase the helmet wearing rates and decrease speeding through social marketing and enforcement.
Revise national helmet standards to bring them in line with international standards.
Engage civil society to advocate for comprehensive revision of Kenya’s traffic laws.
Improve pre-hospital trauma care in project sites.
Improve health and police data systems in the country.

INCREASE HELMET WEARING THROUGH:

running a national helmet-wearing social marketing campaign;
working with journalists to increase coverage of helmet-related issues;
supporting increased enforcement of helmet wearing, advocate for stronger enforcement of existing laws, and revise laws to include all riders and passengers; and
working with the Kenya Bureau of Standards to revise helmet standards.

REDUCE SPEEDS THROUGH:

developing or adapting existing speed social marketing campaigns for the local context;
advocating for increased penalties for speeding violations and reduced speed limits around schools and built-up areas;
working with journalists to increase coverage of road safety issues and with a focus on dangers of speeding; and
implementing special projects around 20 schools which include speed reduction and:
  painting zebra crossings in roads around the schools;
  supervising school crossings;
  enforcing speed limits;
  providing two additional speed cameras for police for use near schools in 2012;
  implementing injury surveillance log books in schools; and
  developing Ministry of Education road safety guidelines for use nationwide.

SPEEDING TRENDS IN THIKA AND NAIVASHA DISTRICTS, KENYA, 2010–2012

![Speeding Trends Graph]

Source: Johns Hopkins International Injury Research Unit, Roless Media & Management Institute, and Ministry of Public Health and Sanitation, Kenya; unpublished data

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– Ministry of Transport
– Traffic Police
– Ministry of Education
– Kenya Red Cross Society
– ASIRT-Kenya
– Maseno University

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