

safety for life





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Welcome Message

from Chairman / Executive Director



Dear Reader,

It is with greatest joy to engage your outfit as I give a brief on the activities that transpired in the year 2015. Officially, this is my second year as the Chairman and Executive Director of the organisation. We are headquartered at Adabraka, Accra Ghana in West Africa. The year 2015 was more of a continuation of 2014's activities whereby linkages were established and strengthened with stakeholders.

Successful meetings were held with major stakeholders which include the Ghana Police Service, the Government Ministries, National Road Safety Commission, and participation in some of the road safety programs to create awareness on the importance of sanity on our roads. We were also privileged to have received donations from organisations that believe in the ideals of Street Sense Organisation.

In addition, we have launched our website to enhance our engagement with the travelling public and the world at large.

We honestly appreciate all the readers, stakeholders and support accorded us in 2015. We look forward to having cordial working arrangements in the future.

Sincerely,

(Chairman/Executive Director)



Company Profile

Street Sense Organisation is a legally registered non-profit making organisation which seeks to help improve the challenges associated with road transportation to ensure safety for all road users. The organisation commenced operation in 2014. Street Sense Organisation began with a workforce of four (4) who are currently being supported by six (6) volunteers due to our operational requirements.

Vision

To be an effective partner in 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 on policy directions and initiatives.
3. Educate all categories of road users; pedestrians and motorists to know their rights and responsibilities.
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 accident 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.

In addition, the organisation seeks to motivate and engage as many stakeholders and partners as possible to help us promote and develop the required policies in the road and transport sector.



2015: Year in Review

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January 2015

The whole month was dedicated to preparatory works which included the development of the Annual Action Plan for the organisation, preparation of introductory letters to stakeholders and designing of information brochure on the Organisation.

February 2015

We paid a courtesy call on the Deputy Minister of Communication (Hon. Felix Ofori Kwaakye) and the Deputy Minister of Transport (Hon. Joyce Bawa Mogtari). The purpose of these meetings was to introduce the organisation to them. The Ministers assured Street Sense of their support and willingness to collaborate in areas of interest to ensure development of the country.



| Members of Street Sense Organisation and the Deputy Minister of Communication



| Members of Street Sense Organisation and the Deputy Minister of Transport

March 2015

A meeting was held with the National Road Safety Commission (NRSC) to introduce and deliberate on issues to ensure effective collaboration of the two parties. Upon thorough discussions the NRSC promised to invite Street Sense in the future to give a detailed presentation on their areas of operation particularly on the action plan for the year 2015.

An internal meeting was held at the New York Grill conference room, Abelemkpe in Accra to finalise discussions on the vision, mission, objectives and amendment of the organization's constitution.



| Section of participants during a meeting at New York Grill Conference room



| Section of participants after a meeting



| A picture of the Chairman presenting an item to Director of Research while the Vice Chairman looks on

April 2015

We donated an amount of GH¢1000 (One thousand Ghana Cedis) to Citi Fm's Easter Soup Kitchen Project to provide livelihood support for orphans.

May 2015

Street Sense Organisation participated in a Health walk which was organised by Ghana Ports and Harbour Authority (GHAPOHA) in conjunction with Ministry of Transport (MoT) and National Road Safety Commission (NRSC). The purpose of the exercise was to create awareness on road safety.

Activities such as distribution of road safety brochures at lorry stations and identification of traffic wardens at traffic prone zones were also organised.

June - August

The preparation of a Road Safety Educational Manual by the Secretariat.



| Participants from Street Sense Organisation at the health walk in Tema



| Section of participants from Street Sense Organisation during the Health Walk in Tema

September 2015

Easy Pure Water Co. Ltd donated a motorbike and a projector to Street Sense Organisation to enhance our operations.

Prudent Press also donated 500 branded files to our organisation.

October 2015

A meeting was held with the Eastern Regional Command of the Ghana Police Service to establish bonds of cooperation between the two parties. The Police commended the initiative of Street Sense Organisation and encouraged the organisation to be resilient in its activities due to the problems confronting road safety in Ghana. They also emphasized that, Street Sense Organisation should endeavour to engage other relevant stakeholders to enhance their course.

November 2015

Street Sense Organisation paid a courtesy call on the Western Regional Command of the Ghana Police Service to formally introduce to the Organisation, emphasizing on the vision, mission, objectives and the geographical focus. They lauded the ideas of Street Sense Organisation and promised their support for future activities.



| Officials of Street Sense Organisation and the Eastern Regional Police Commander



A meeting was held with the Baatsona Divisional Command of the Ghana Police Service in the Greater Accra Region to establish a rapport with the Police because of their significance in road safety issues. They lauded the purpose of the meeting and promised their support to future activities of Street Sense Organisation.

A similar meeting was held with the Amasaman Divisional Command of the Ghana Police Service in the Greater Accra Region. The division assured Street Sense Organisation of their readiness to collaborate effectively when the need arises to enhance safety and sanity on our roads.

The directors of Street Sense Organisation paid a courtesy visit to the Madina Divisional Command of the Ghana Police Service in the Greater Accra Region to discuss road safety issues and identify areas which demand effective collaboration. They commended the efforts of Street Sense Organisation, encouraged the team and promised to support the course.

Street Sense Organisation received 500 pieces of Reflective Vests donated by Enus Company Limited at the cost of GH¢176,000 (one hundred and seventy six thousand Ghana cedis) to enable the Organisation achieve its goal. The reflective vests are meant for the Territorial Volunteer Traffic Wardens (T.V.T.W).

Street Sense Organization also paid a courtesy call on Central Motor Transport and Traffic Department (C/MTTD) of the Ghana Police Service in Accra, commanded by ACP A. Fosu-Ackaah to formally introduce the organization .

Street Sense Organization also visited the headquarters of the MTTD of the Ghana Police Service also in Accra. The visit was to officially introduce the organization to their institution.



| An officer from ENUS Co. Ltd presenting the Vest to Street Sense Organisation



| A staff of Street Sense Organisation presenting the Street Sense information Brochure to MTTU officer at the Madina Police Divisional Command



| Staff of Street Sense Organisation and officials of the Baatsona Police Divisional Command



| Directors of Street Sense Organisation and the Madina Police Divisional Commander



| Street Sense Organisation members and officials of the Western Regional Police Command



| Street Sense Organisation members and officials of the Amasaman Police Command



December 2015

An annual meeting was held at the Engineers Center, Roman Ridge to officially close the working year and also to outdoor some of the souvenirs of Street Sense which included the reflective vests, paper handbag, key holders and T-shirts of the organization.



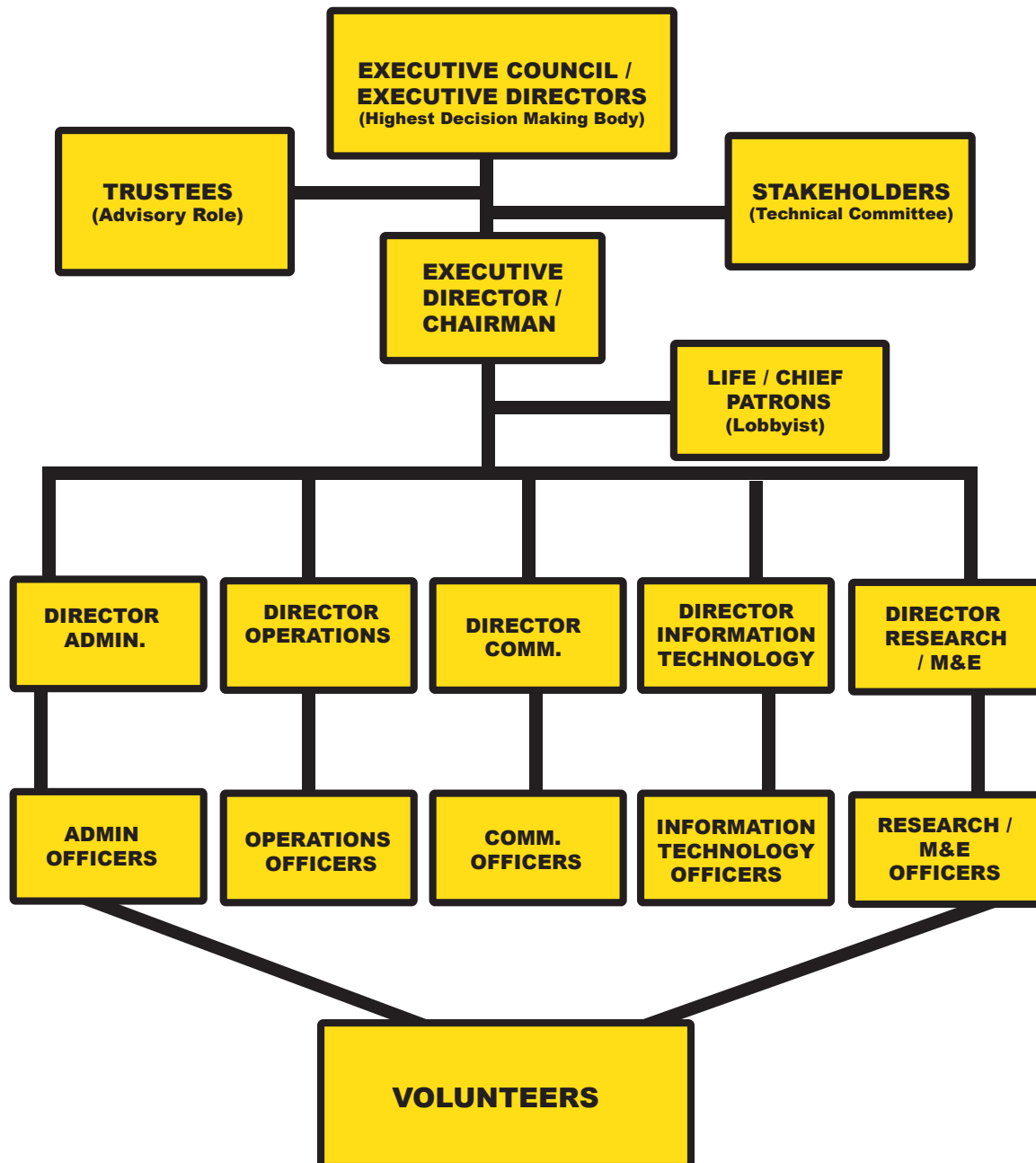
| Members of Street Sense Organisation at the annual meeting held at Engineers' Center, Accra



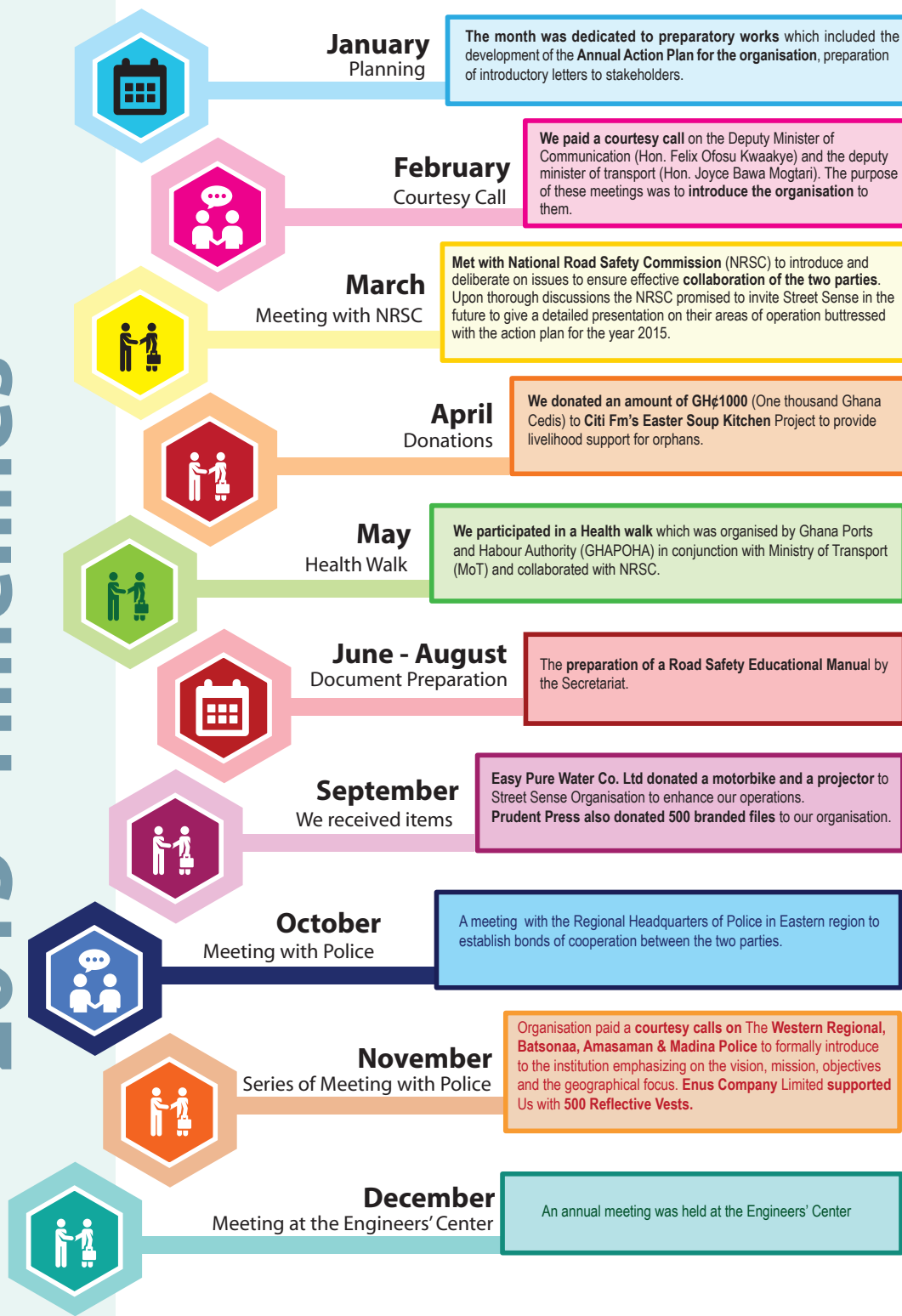
| Cross section of members of Street Sense Organisation at the annual meeting held at Engineers' Center Accra



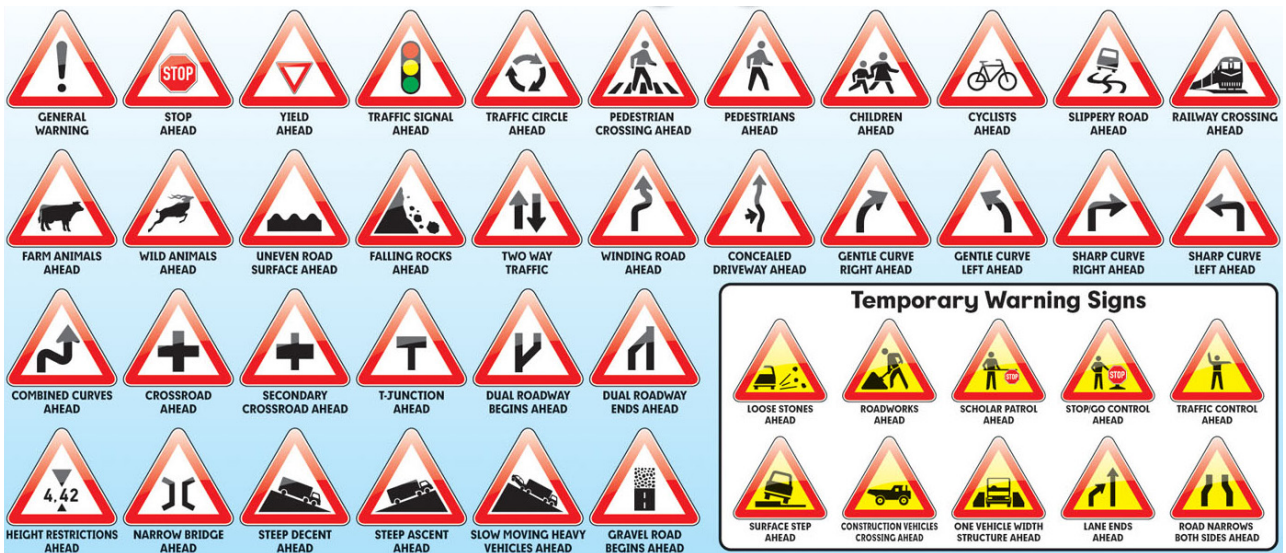
ORGANOGRAM



2015 Timelines



COMMON ROAD SIGNS



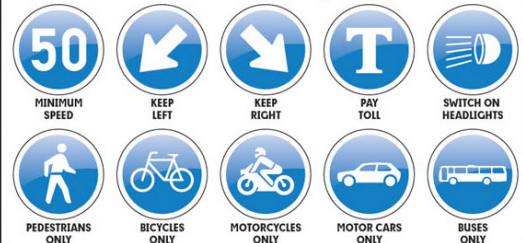
Control Signs



Prohibition Signs



Command Signs



Reservation Signs



Acknowledgement

The Executive Council and Staff of Street Sense Organisation express their profound gratitude to the following:

- Samaritan Lodge, Kasoa Barrier
- Nyarkoaba Nyarko Hotel, Kwahu Obo
- Enus Company Limited, 37 Accra
- Easy Water Company, Brigade Quarters, Kanda



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