

Street Sense Organisation

safety for life



2018 | ANNUAL REPORT

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WELCOME MESSAGE

From the Executive Chairman

“ Street Sense Organisation could not have ended the year without touching on our mission to advocate and educate stakeholders especially drivers on road safety issues.

Dear Reader,

All too soon we say goodbye to 2018 as we welcome 2019. We are grateful to God for this milestone achieved in the road safety industry. We say ayeekoo to our Executive Board, Patrons, Trustees, Directors and our dynamic, dedicated and committed Staff for their hard work and dedication to Street Sense Organization for all these years.

The year was demanding but a success. Street Sense Organisation could not have ended the year without touching on our mission to advocate and educate stakeholders especially drivers on road safety issues.

In the quest to achieve our mission, the last quarter of the year 2018, was dedicated to sensitization programs to educate drivers, mates and passengers at lorry stations and toll booths on road safety issues coupled with the distribution of souvenirs including stickers, flyers, T-shirts and other educational materials.

To ensure safety on our roads during Christmas, Guinness Ghana Brewery Limited in collaboration with Street Sense Organization held an annual program dubbed **"TWA KWAN NO MMOM"** in Ashaiman, Kaneshie, Takoradi, Cape Coast and Volta Regions respectively to educate drivers on drunk driving and also the need to know the rules and regulations governing the use of our roads.

Our profound gratitude goes to all stakeholders, especially the National Road Safety Commission and Guinness Ghana Brewery Limited and others who have supported the cause of Street Sense Organisation. I have no doubt that next year will exhibit more of our abilities to enhance the achievement of the goals and objectives of our dear Organisation and contribute to the sanity on our roads.

Thank you.

Sincerely,



Executive Chairman
Street Sense Organisation

ABOUT THE ORGANISATION

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 satellite representatives in all the other Regions of Ghana.

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 matters concerning safety and sanity on our roads.

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.

ABOUT THE ORGANISATION

**Our core values
are essential to the
realisation of the
objectives of the
organisation as well as
its mission and vision.**

Partnership with other institutional stakeholders is a core pillar to promote and facilitate development in the road and transport safety 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.

■ Professionalism

This is the backbone of every organisation. The core 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 programs through education and partnerships to improve Road Safety in Ghana.

■ Leadership

The organisation must seek to be the leading organisation in road safety advocacy and should strive to create, and maintain or sustain a leading role amongst organisations with similar or ancillary objectives. The organisation should seek to set or drive the agenda for road safety advocacy in Ghana.

**Street Sense
Organisation seeks to
drive the agenda for
road safety advocacy
in Ghana.**



SAFETY FOR LIFE

Our Slogan

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 its 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 lane’** marking depicts our roads, while the **‘black’** represent the street.

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.

Finally the colour **‘orange’** is the international colour conventionally representing safety.

2018 YEAR IN REVIEW

January 2018



As per the normal practice of the organisation, the month of January was dedicated to preparation for the year which included the development of an action plan and the previous year's annual report.



■ Staff management working on Action plan for the year

February 2018



Staff of Street Sense Organisation visited major stakeholder institutions such as National Road Safety Commission (NRSC) and Motor Traffic and Transport Department (MTTD) to collect accident data to serve as baseline for 2019's operations.



■ Street Sense Organisation visits NRSC and MTU



March 2018



During this month internal management meetings including staff were held to discuss and finalise our action plan for 2019.



■ Staff management finalising Action plan for the Year



July – August 2018



This period was dedicated to the planning of sensitisation programs with special focus on exploring the road safety industry to identify potential partners with the same interest as ours.



■ Staff management planning session

September 2018

The executive chairman, director of operations, and two staff of Street Sense participated in the inauguration of Goodwill Ambassadors and road safety advocates which was held at the Driver and Vehicle Licensing Authority (DVLA) headquarters in Accra.

As part of the world clean-up day, on 15th September, 2018, Street Sense organisation also joined Clean up Ghana a non-governmental organisation for a clean-up exercise. The exercise was undertaken in two different locations in Accra namely Nima, Adenta and its environs. The exercise was also joined by some Ghanaian celebrities including Fred Amugi, Akofa Adjiani.

Street Sense Organisation collaborated with the young people's guild (YPG) of Unity Congregation - Dome in Accra of the Presbyterian Church of Ghana to organise a health and road safety campaign walk.

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■ Street Sense Organisation join Let's Do It! Ghana - a Clean exercise campaign

October 2018

Street Sense Organisation organised a pre-christmas road safety awareness campaign to sensitize drivers and other road users, specifically at different lorry stations in Accra.

The staff of the organisation embarked on a pre-christmas road safety awareness campaign to sensitize drivers and other road users, specifically at different lorry stations in Accra.

Again, the exercise was to ascertain from drivers and other road users the impact of road safety education and challenges facing the various driver unions and how road safety management organisations can help address them.

The exercise helped the team to collate feedbacks which were forwarded to the appropriate authorities for action.

The lorry stations visited include:

- Tudu Aflao lorry station
- Accra-Tema station
- 37 lorry station
- Pokuase lorry station
- Kaneshie lorry station
- Kaneshie-Takoradi lorry station
- Lapaz lorry station
- Achimota bus terminal
- Neoplan lorry station
- Obra spot lorry station
- Amasaman lorry station.



IMPATIENT ON ROAD

PATIENT IN HOSPITAL





November 2018

**Street Sense Organisation,
National Road Safety
Commission (NRSC) and
the Police Motor Traffic
and Transportation
Department (MTTD)
conducted Road safety
sensitisation exercise
at the Accra-Tema Lorry
Station.**

The sensitisation exercise continued in November with a collaboration with the National Road Safety Commission (NRSC) and the Police Motor Traffic and Transport Department (MTTD). On the 1st and 5th November, the sensitisation exercise was held at the Pokuase and Amasaman Lorry Stations respectively.

DSP Francis Numado, the commander in charge of the police Motor Traffic and Transport Department (MTTD) in Amasaman and Pokuase took the opportunity to educate the drivers on road safety and driving offences, he further went on to encourage the drivers to work hand in hand with the police on road related issues and wherever they find themselves.

The assemblyman for the Amasaman electoral area was also present at the gathering. He assured the drivers and station executives that some of deplorable roads within the district will be repaired.

Mr. Frank Obeng Wiredu of Street Sense Organisation, also took the stage to educate the drivers on road safety road user behaviour, vehicle maintenance and stress management. The program ended with the distribution of road safety souvenirs.

On the 8th November, Street Sense Organisation, National Road Safety Commission (NRSC) and the Police Motor Traffic and Transportation Department (MTTD) conducted the same exercise at the Accra-Tema Lorry Station.

Mr. Charles Ntim of the National Road Safety Commission, (NRSC), addressed the gathering on some road user behaviours related issues such as, **“pedestrian crossing”, “obeying traffic regulations”, “indiscipline attitude of some drivers and their mates.**

Miss Vida Tetteh of Street Sense Organisation also educated the drivers on the use of seat belt, over speeding, wrongful overtaking and many others.

DSP Naomi Sefa of the Police Motor Traffic and Transport Department (MTTD) emphasized the need to observe the road traffic rules and regulations. She

went on to talk about some road user behaviour and the process of acquiring a drivers license. The drivers where given the opportunity to express their grievances. The poor state of roads, unnecessary harassment experienced from the Police and the poor conditions of our traffic system were some of the issues raised.

The final sensitisation took place at the Tudu-Accra/Aflao station, Chief Superintendent Agnes Caesar of the police Motor Traffic and Transport Department (MTTD) chaired the occasion and used the platform to address salient issues pertaining to road safety and the indiscipline of drivers and mates.

Mr. Charles Ntim a road safety advocate with the National Road Safety Commission (NRSC) educated us on the need of using the seat belt, went on to talk about drunk-driving, and many others.

On the 23rd November, 2018 the Director of Operations, and the staff of Street Sense Organisation honoured the invitation to participate in the Ghana Driver and Road Safety Awards program held at the State House.

The ceremony was organized to honour individual drivers and transport companies in the country who have achieved excellence in their field of work in the year under review.

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December 2018

Street Sense Organisation embarked on a driver sensitization campaign “TWA KWAN NO MMOM” to purposely educate drivers. The program is an initiative of Guinness Ghana Brewery Ltd supported by Street Sense.

Guinness Ghana Limited in collaboration with Street Sense Organisation embarked on a driver sensitization campaign **“TWA KWAN NO MMOM”** to purposely educate drivers. The program is an initiative of Guinness Ghana Brewery Ltd supported by Street Sense Organisation.

The programme came in three phases which were the group discussions on the effects of alcohol, road safety education, and roadshows. Resource persons were engaged from reputable health institutions and road safety management organizations like the Street Sense, a key partner to Guinness.

The 2018 version of the programme commenced from Tudu in Accra on the 10th December, and extended to three other Regional capitals namely Takoradi (Western Region), Cape Coast (Central Region), Kumasi (Ashanti Region), and finally Ho (Volta Region) from the 24th - 27th January, 2019.

The programme was supported by the Police MTTD who ensured that drivers comply with officers assigned to administer the breath alcohol analyser test.

“Twa Kwan No Mmom” has proven to be a useful exercise to drivers and other stakeholders in the road safety management sector and serves as a yardstick to measure driver behaviour to ensure alcohol free driving on our roads to promote road safety.

Street Sense Organisation also used the occasion to paste road safety educational stickers on all vehicles at the various stations visited.



■ Outreach programmes in the lorry parks and on the roads

➔ Some of Our Activities In Pictures



➔ Some of Our Activities In Pictures



We are well represented on other social media platforms including Instagram, Twitter, YouTube and Google+ and our main message is to propagate safety and precautionary campaigns; and the need to ensure obedience and observance of rules concerning road signs and markings to reduce and/or prevent the occurrence of motor accidents on and off our roads.

Information Technology Review

Activities of Street Sense Organisation (streetsensegh.org) online on both the organisation's own website, and its Facebook page are constantly being updated.

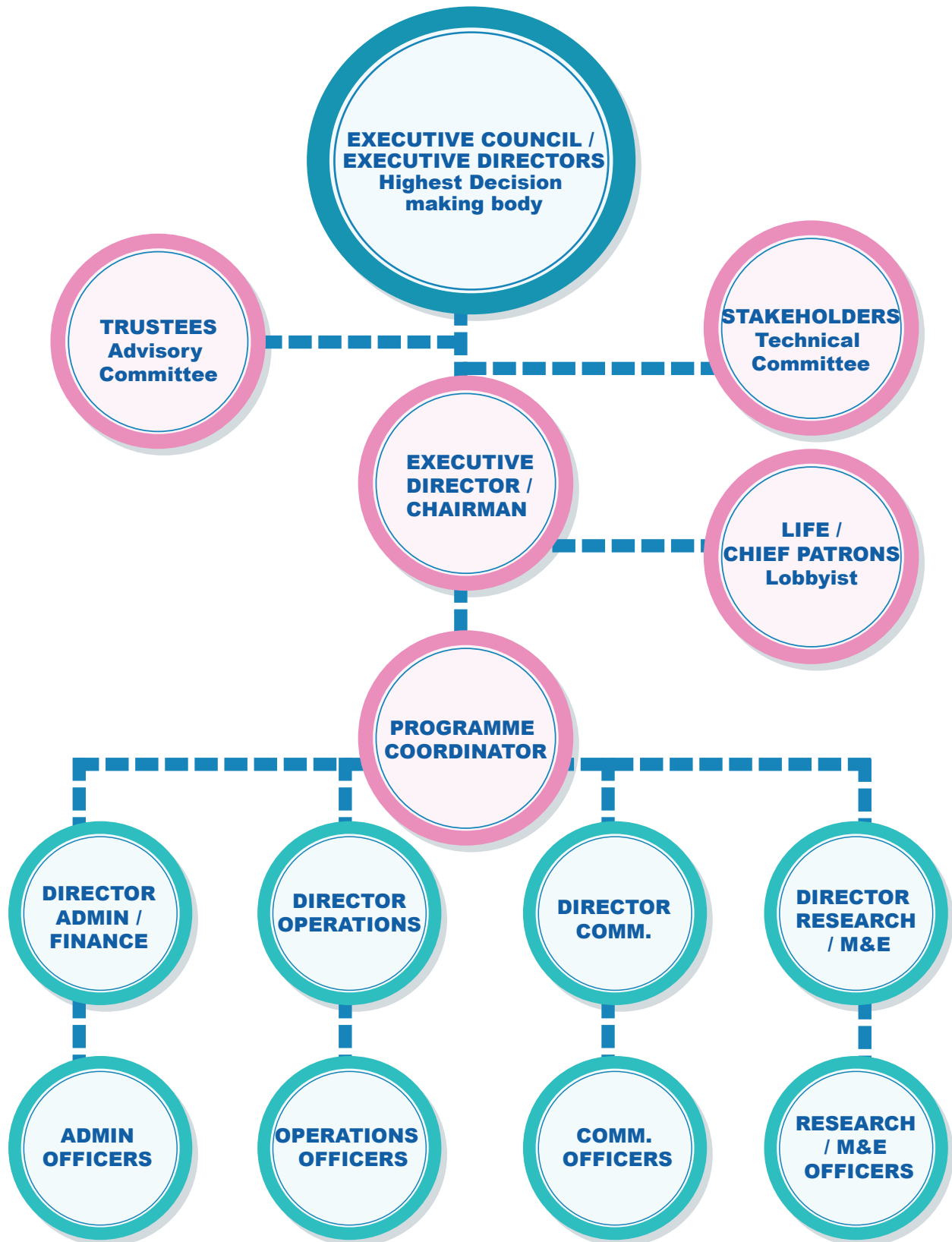
The main message is to propagate safety and precautionary campaigns; and the need to ensure obedience to and observance of rules concerning road signs and markings to reduce and/or prevent the occurrence of motor accidents on and off our roads. Using social media communities and making use of the popularity of Facebook and related road accident resources on the internet.

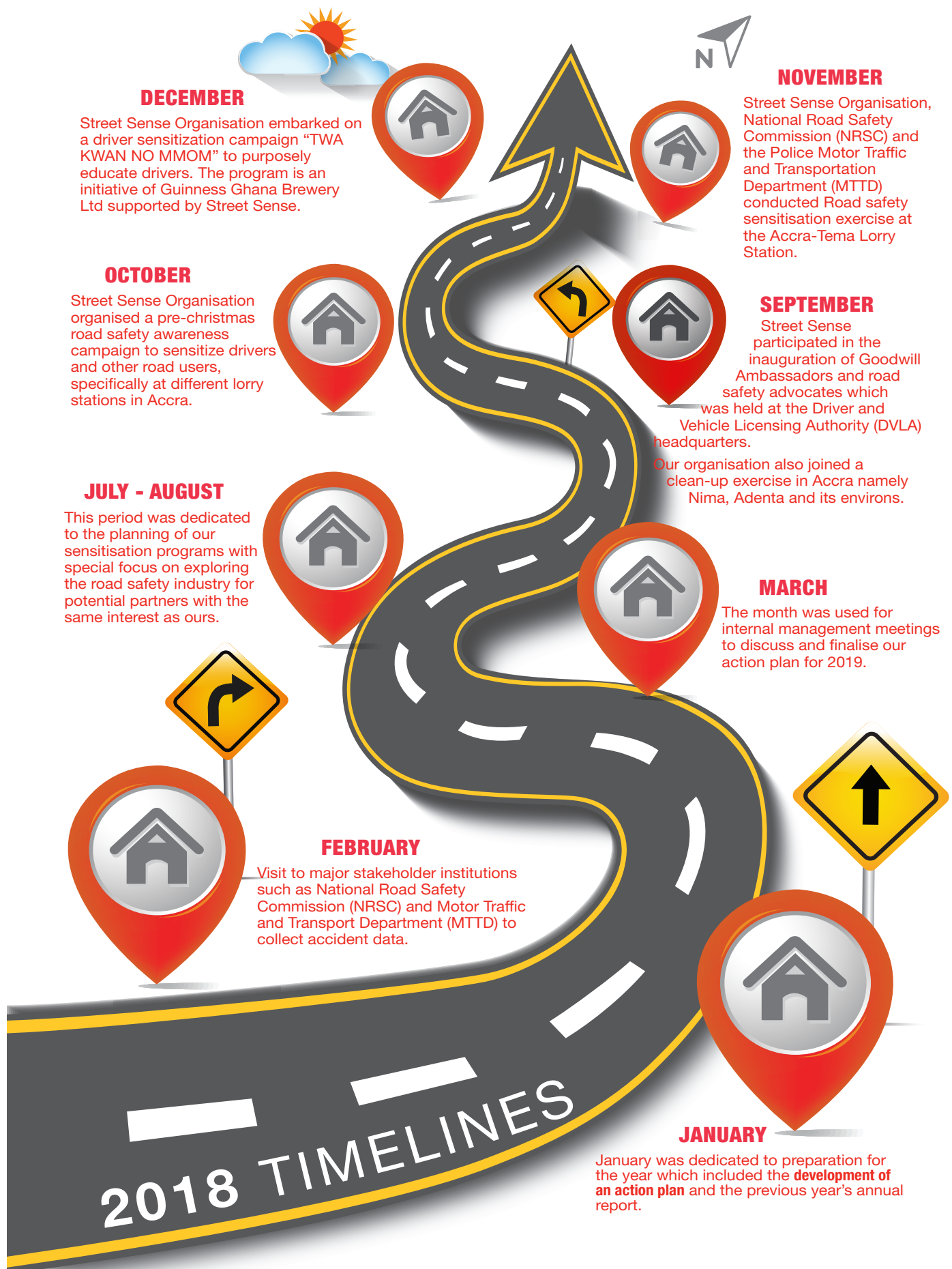
Street Sense Organisation (SSO) online was able to reach more people as compared to last year through articles and galleries.

The organisation is also well represented on other social media platforms including Instagram, Twitter, YouTube and Google+.



ORGANOGRAM







**DON'T DRINK
ALCOHOL AND DRIVE**



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