

NATIONAL CHILD ROAD SAFETY CAMPAIGN 2025

THEME: ROAD SAFETY FOR EVERY CHILD EVERYWHERE

Presented by the Regional Head
National Road Safety Authority
Volta Region
July 2025



Order of Presentation

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Road Safety for Every Child, Everywhere



- Today, we gather to discuss a critical issue that affects us all: road safety for children.
- Every day, countless children around the world face the risk of being injured or killed in RTC, often due to preventable causes.
- The statistics are staggering, but the **reality** is even more **heart-breaking**. Behind each number is a child with hopes, dreams, and potential – a future that deserves protection.



As we explore the theme 'Road Safety for Every Child, Everywhere,' let us remember that our collective efforts can make a difference. By working together – governments, communities, parents, and individuals – we can create safer roads and brighter future.

We owe it to ourselves, our communities, and future generations to ensure that every child can travel safely and reach their **full potential**.

Its about time we shift responsibility from the individual road user to the Engineers, Planners, Law Enforcers, Politicians, Educationists, Health Service Providers, Judiciary, Automotive Industries etc and make sure the system works to protect our children and all vulnerable road users.

The Road Safety Concern



- Road transport is the dominant mode of transportation in Ghana
- In the same vein, it is the most hazardous mode of transportation (with one of the biggest challenges facing the nation being the unacceptable high number of RTC and its resultant injuries and deaths (CIDs).
- According to the WHO, about 1.3 million people's lives are cut short every year as a result of RTC (***Children are no exception***).
- In Ghana, provisional statistics from the MTTD indicates that 2,494 lives were lost on our roads in 2024 due to road traffic crashes.
- Volta alone claimed 89 lives in 2024.
- This situation can at best be described as a **road safety crisis and unacceptable.**





THE NRSA

Formerly the NRSC (Act 567) 1999 to promote best road practices for all categories of road users

The lead agency for road safety management in the country

The NRSA was established under the NRSA Act (Act 993) 2019 to develop and promote road safety in the country, to *coordinate* and to *regulate activities, procedures* and *standards related to road safety* and to *provide for related matters*.

ROAD TRAFFIC CRASHES



Road Traffic Crashes from January to June 2025/2024, V/R

Reported Cases	2025	2024	Percentage (comparing 2025 to 2024)
Reported Crashes	253	239	5.5%
Vehicles Involved	424	388	8.5%
Persons Killed	61	40	34.4%
Persons Injured	273	173	36.6%
Pedestrian Knocked down	67	40	40.3%

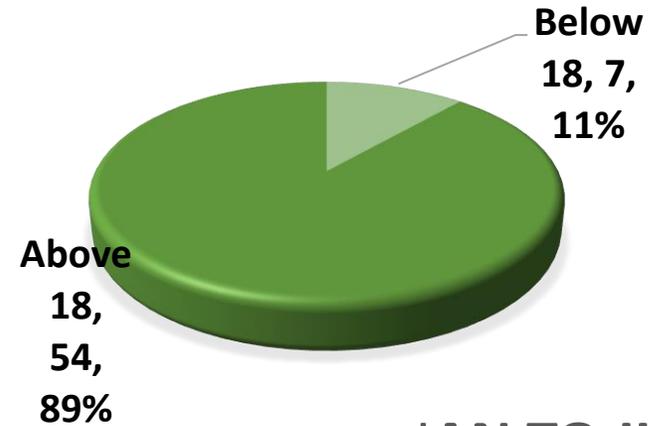
ROAD TRAFFIC CRASHES

Fatalities by Age from January to June 2025, V/R

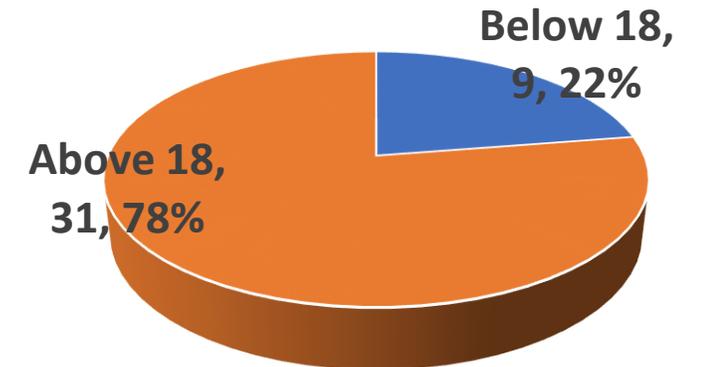


Age Group	2025	Percentage	2024	Percentage
Below 18	7	11.5%	9	22.50%
Above 18	54	88.5%	31	77.50%
Total	61	100.0%	40	100.0%

JAN TO JUNE 2025



JAN TO JUNE 2024



The fatalities among children in the first half of 2025 was reduced as compared to same period 2024.



THE WHY?

- Road safety is a critical concern for every child, everywhere.
- With the increasing number of vehicles on the road, children are more vulnerable to road traffic injuries and fatalities.
- According to the World Health Organization (WHO), road traffic injuries are one of the leading causes of death among children and young people aged 5-29 years.
- The impact of road crashes extends beyond the **immediate injury or fatality**, affecting families, communities, and societies as a whole.
- Hence, it is essential to prioritize road safety measures to ensure the well-being and safety of our children.

Why is what we are doing here important?

- Between the year 2000 and now (2025)
 - **Over 50,000 people died in Ghana through road accidents alone**



For how long shall we continue being the ostrich? Sweeping it under the carpet?



➤ May 9th 2001 Stadium Disaster – 129 people died

➤ November 7, 2012 – Melcom Shopping Mall Disaster, Achimota – 14 people dead

➤ Accra Fire and Flood
June 3, 2015. – about 180 dead

➤ $129 + 14 + 180 = 323$

➤ $2000 / 12 = 166.7$

➤ $166.7 \times 2 = 333$



Every two months the roads take the same toll on Ghanaians – but the response is not the same....

WHY FOCUS ON THE CHILD



- Children are very vulnerable to crashes as compared to adults.
- Children are smaller in height, making it difficult for drivers to see them.
- Their ability to judge speed and distance is not fully developed.
- They may be impulsive, running onto the road without looking.
- Lack of awareness about road dangers compared to adults
- They are playful and easily distracted.
- Their ability to timely react to road dangers is limited/underdeveloped



SAFE PEDESTRIAN PRACTICES

As pedestrians, children need to be taught safe practices to avoid accidents. *This includes:*

- Holding hands with adults when walking near roads, especially in areas with heavy traffic or poor visibility.
- Using designated crosswalks and following traffic signals.
- Being visible to drivers by wearing bright or reflective clothing, especially at dawn, dusk, or night.
- Making eye contact with drivers before crossing in front of them (See and be Seen).
- Walking in single file and not abreast if more than 2 (the Duck style)
- Avoiding distractions while walking, such as using a phone or listening to music.

CHILD SAFETY EVERYWHERE, WHOSE RESPONSIBILITY?



Children often spend most of their time either in schools or at home therefore the safety of the child on the road is the responsibility of their parents, teachers, guardians, community as well as mandated institutions.



Measures to Ensure Child Safety



The role of Parents

- Teach children road safety
- Avoid sending child on errands that demands they cross roads
- As much as possible send children to school and pick them up
- Parents with vehicles are to note Regulation 119 (L.I. 2180, Road traffic Regulations 2012)

(3) A person shall not drive a motor vehicle on a road, where a child between the ages of five and eighteen years who is seated on the front seat of the motor vehicle is not wearing a seatbelt.

(4) A person shall not drive a motor vehicle on a road where a child in the rear seat of the motor vehicle is not wearing a seatbelt.

(5) A person shall not drive a motor vehicle on a road where a child of less than five years is in the front seat of the motor vehicle unless that person has provided;

(a) a restraining or safety device or a carry cot for the child; or

(b) an equipment designed for use by a child in conjunction with other restraining device.

Proper Use of Child Restraints



Child restraints, such as car seats and booster seats, play a vital role in protecting children from injuries and fatalities in the event of a crash. Key considerations include:

- ❖ Choosing a car seat that is suitable for your child's age, weight, and height.
- ❖ Ensuring the car seat is properly installed and fitted according to the manufacturer's instructions.
- ❖ Transitioning to a booster seat when the child outgrows the car seat, and eventually to a seatbelt when they meet the height and weight requirements.
- ❖ Always using seatbelts correctly, with the lap belt across the hips and the shoulder belt across the shoulder.



Measures to Ensure Child Safety

• The role of Schools and Educators/Teachers

Schools and educators can contribute to road safety by:

- Incorporating road safety into the curriculum, tailored to different age groups.
- Organizing safety awareness programs, workshops, and drills. (Just as the paediatric society set out to do this month).
- Encouraging children to practice safe behaviours (crossing roads at designated crossing points and facing oncoming vehicles etc) and also participate in road safety initiatives.
- Collaborating with local authorities and road safety organizations.
- Collaborate with appropriate institutions to erect appropriate road signs and other speed calming measures within the school vicinity to caution drivers/riders



Measures to Ensure Child Safety



The role of the child

- ❖ Use the pedestrian walkway where available
- ❖ Use the pedestrian crossings where available
- ❖ Always practice the kerb drill
- ❖ Seek assistance if possible
- ❖ Always be on the left side when walking with adults
- ❖ Face oncoming vehicles when using the road
- ❖ Avoid the use of mobile phones/ gadgets when walking on the road
- ❖ Wearing reflective dresses especially at night
- ❖ Walk in single file when in groups





Measures to Ensure Child Safety

The Role of Government and Policymakers

- Governments and policymakers can:
 - Implement and enforce road safety laws, such as speed limits, seatbelt requirements, and helmet laws.
 - Improve road infrastructure, including installing traffic signals, pedestrian crossings, pedestrian walkways and bike lanes.
 - Conduct public awareness campaigns on road safety.
 - Ensure that road safety policies are inclusive and consider the needs of all road users.



Measures to Ensure Child Safety

Collaboration with Local Authorities

- Collaboration with local authorities, such as law enforcers, transport operators, and healthcare providers among others, is essential for promoting road safety. This can include:
 - Working together to implement safety measures and enforce traffic laws.
 - Providing education and outreach programs.
 - Providing emergency healthcare needs in times of a crash.
 - Organize refresher training for Drivers and Riders
 - Sharing resources and expertise.
 - Distributing educational materials.
 - Using social media and local media outlets for campaigns.
 - Organizing community events and activities.

Measures to Ensure Child Safety



The role of Institutions

DVLA - Ensure vehicles are in good condition before it gets on the road.

Ensure only licensed drivers/riders are on the roads

MTTD - Enforce all road traffic regulations and traffic laws

GHA/DUR/DFR - Ensure road infrastructure is child friendly

GNFS – Ensure all Vehicles have standard fire extinguishers

NIC – Ensure all Vehicles are insured

MEASURES TO ENSURE CHILD SAFETY



The role of NRSA

In addition to all other mandates the Authority carries out, it performs these role that are aimed at improving child safety

- Carry out school education
- Carry out church education targeted at vulnerable road users
- Open to collaborations to ensure road safety
- Implement the regulation 67 of LI 2468 (of the NRSA Reg. 2022) on school bus services and (Inst. Bus Service Operation)



Measures to Ensure Child Safety



The role of the community

You and I make the Community,

so the next time you come across a child on the road,

As a pedestrian, kindly help him or her cross the road

As a driver/rider kindly stop to allow them use the pedestrian crossing



DO NOT BEHAVE LIKE THEM



It is better to lose one minute in life..... than to lose life in a minute.....

CONCLUSION

Road safety is a shared and collective responsibility that requires the efforts of parents, educators, health workers, governments, Institutions, communities and NGOs among others.

By working together and prioritizing road safety, we can create a safer environment for children to grow, learn, and thrive.

Let us take action to protect our children and ensure they can reach their full potential.

ROAD SAFETY IS A SHARED AND A COLLECTIVE RESPONSIBILITY *AND BEGINS WITH YOU*

THANK YOU

