

# NATIONAL CHILD ROAD SAFETY CAMPAIGN 2025

## Theme: “Road Safety for every child, everywhere”

- According to WHO, every 4 minutes, a child dies because of road traffic accidents.
- 95% of road traffic accidents occur in low- and middle-income countries. Unfortunately, it’s not an area with policies or adequate intervention in Ghana to curb it.
- In 2019, Ghana recorded 2073 deaths from road traffic accidents of which 11.9% of occurred in children less than 16 years of age.
- Out of the 1086 deaths, there were 137 child fatalities, representing 12.6% nationally: male fatalities were 72 representing 52.6% and females were 65 representing 47.4% (Mid-Year 2023 reports, NRSA)
- In Volta Region, there has been a total of 41 deaths, 9 are children representing 22% (Mid-Year 2023 reports, NRSA).
- Ghana has limited laws directed specifically at child road safety.
- The direct and indirect effect of road traffic crashes cannot be over emphasized. Economic, social, psychological, loss of financial support, amongst others.

### Why the Paediatric Society of Ghana:

**Paediatric Society of Ghana** being an advocacy group for children believes that throwing light on the issues of child road safety is critical to help reduce the number of children who die or suffer disability from being involved in road traffic accidents. One death or disability from child road accidents is one death too many and every effort has to be made to avoid this menace. The National Child Road Safety Campaign has therefore been initiated to advocate for the safety of our children on the roads.

The society sets aside the month of July every year to raise awareness of Child Road Safety.

### The theme

Every day, countless children around the world set out on journeys to school, to play, or to visit family. Journeys that should be safe and secure. Yet far too many of them face the threat of road traffic injuries, which remain one of the leading causes of death and disability among children globally.

Children, as vulnerable road users, deserve our utmost protection. Their smaller size, limited ability to judge speed and distance, and unpredictable behavior put them at higher risk of road crashes. It is therefore our collective responsibility as parents, caregivers, policymakers, educators, drivers, and communities to create safe roads and safe environments for them.

The theme “**Road Safety for every child, everywhere**” reminds us that no child, no matter where they live, should be denied the right to safe travel. Whether in rural villages, bustling cities, or remote communities, every child deserves infrastructure

that protects them from safe pedestrian crossings and speed-calmed zones to well-designed school transport systems and well-enforced traffic laws.

Education plays a key role. Equipping children with knowledge about how to cross roads safely, how to recognize traffic signals, and how to behave as pedestrians, cyclists, or passengers empowers them to protect themselves. Simultaneously, adults must be vigilant and responsible, avoiding speeding, distracted driving, and dangerous road behaviors that could place a child's life in danger.

A commitment to "Road Safety for every child, everywhere" is a commitment to fairness and to upholding children's rights. Let us work together to build safer roads, to promote a culture of respect and care, and to ensure that no child has to pay the price of unsafe travel. Together, we can protect the most precious members of our communities and give them the freedom to move without fear.

### **How different are children from adults when it comes to road usage?**

Young children have developmental limitations that prevent them from being safe pedestrians. Children are not small versions of adults.

#### Limitations of the Child

- ✓ Size-may not be tall enough to view surroundings and may not be easily seen by other road users
- ✓ Vision-less developed perception of depth and so may not be able to judge distance between themselves and other objects especially moving cars
- ✓ Hearing- difficulty discerning what direction a sound is coming from.
- ✓ Attention- short concentration span and easily distracted
- ✓ Softer heads- more serious head injuries compared to adults

Children less than 10 years are generally not developmentally equipped to avoid the dangers of road usage. Children with disability are also at high risk of road traffic accidents. After 10 years, the ability of children to use roads safely depends on the education and practice they have previously received.

### **The term, Road Traffic Accidents, is obsolete. These are CRASHES. And this Crashes are mostly MAN-MADE.**

Human Error constitutes about 90 percent of Road Traffic Crashes (RTCs). The Human Factor Model (HFM) puts the human being at the center of interactions with the components that surrounds him/her in the road transport environment, that is, the Road and the Vehicle.

*This means people's actions or inactions play a major role on the occurrence, frequency and severity of road traffic crashes.*

Others are vehicular conditions, road conditions and institutional failures eg. NRSA, MTTU, GHWA, Police, etc.

Parental factors (ie sending children on errands involving using or crossing the road, etc) as well as school factors (no safety measures around schools) also plays significant roles in occurrence of the crashes.

### **Tips for road usage**

- Parents and guardians should hold the child's hand and assist in crossing roads
- Make sure the child walks on the side of the pavement away from the moving car with both facing the traffic.
- Don't allow children to walk or run ahead or behind you
- Look out for and encourage the child to be aware of hidden entrances or driveways
- Children should not be allowed to play on roads even if the roads may be seemingly free.

### **Strategies for Keeping children safe on roads**

- Controlling speed on roads especially those that pass by schools, residences and businesses (-e.g.- reduce speed limits to 30m/hr., speed humps, functioning traffic light, automatic speed cameras, etc.)
- Reduce drinking and driving
- No texting and driving or during usage of roads
- Use helmets for bicyclist and motorcyclists
- Restraining children in vehicles (appropriate car seats and seat belts)
- Supervising children around roads and assisting them to cross roads.
- Improving children's ability to see and be seen (-e.g.-bright, reflective clothing)
- Enhancing road infrastructure (zebra crossing, road signs, cross overs/foot bridges, etc.)
- Providing appropriate care for injured children
- Use properly fitting seat belt
  - The shoulder belt should lie across the middle of the chest and shoulder, not the neck or face
  - The lap belt must lie across the hips and pelvis, not the abdomen

*(Child restraints decrease mortality from road traffic accidents by 70% in infants and 54-80% among young children).*

### **Everybody has a role to play**

#### **School Authorities**

- Teaching basics of child road safety
- Provision of zebra crossings on major roads especially within areas where schools are present
- School authorities should ensure they help the pupils cross the roads leading to the school premises when coming to school and when going home
- Providing a crossing guard to help children cross the road safely
- Erection of appropriate road signs and other speed management measures within the school vicinity to caution drivers/riders

## **Parents**

- Parents taking up the responsibility of sending their wards to schools especially the younger ones
- To set good examples concerning road safety as children learn road safety habits by watching and copying others
- Start talking to children about road safety at an early age and involve them in making decisions about road usage as they grow

## **Children**

- 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 vertical manner when in groups
- Use the pedestrian walkway when available

## **Drivers**

- To prioritize the safety of all passengers in the car
- To pay attention to other road users
- Avoid speeding in areas with pedestrians
- Watch out for pedestrian/ zebra crossing and be patient with children to cross safely
- Only signal children to cross when they have completely stopped and ensured that other incoming traffic have also stopped.
- Avoid drinking and driving
- Avoid driving whilst tired
- Avoid using the phone and driving.

## **Police/ Legal authorities**

- Help enforce existing laws on road safety

## **Government**

- Ensure that all that all government agencies responsible for safety on the roads perform their functions to prevent avoidable deaths on our roads.

## **Others:**

- Religious bodies: Constantly remind their members about the importance of road safety.
- Traditional leaders: Traditional leaders have a role to educate their members and draw their attention to relevant issues affecting children.
- Media: Assist with the promotion of child road safety issues.
- Celebrities: Act as Child Road Safety Ambassadors to support the advocacy. Highlight Child Road Safety issues on their platforms.

The time to teach road safety is now. The deaths are one too many. The long hospital stays, absent school days, disabilities, economic cost, etc are even far-reaching consequences. The time to act is now.

The next time you come across a child on the road, be kind to the child! Teach Road Safety Now!

Compiled by the PSG National Child Road Safety Committee, July 2025 Acknowledgement

1. NRSC campaign 2021 compilation
2. National Road Safety Presentation during launch of campaign 2023.