



NATIONAL CHILD ROAD SAFETY CAMPAIGN



NATIONAL CHILD ROAD SAFETY CAMPAIGN 2025

- Theme: “Road Safety for Every Child, Everywhere”
- Organized by: Paediatric Society of Ghana (PSG)-
Volta Branch

WHY THE CAMPAIGN?

- • Every 4 minutes, a child dies from road traffic accidents (WHO)
- • 95% of these deaths occur in low- and middle-income countries
- • Ghana lacks child-specific road safety policies

CHILD ROAD TRAFFIC STATISTICS (GHANA)

- • 2019: 2073 deaths from road accidents
- • 11.9% were children under 16
- • 2023 Mid-Year: 137 child deaths
- • Volta Region: 9 child deaths (22% of total)

WHY THE PAEDIATRIC SOCIETY OF GHANA?

- • Children are our priority
- • One child death is one too many
- • Advocacy and awareness are key tools for prevention
- • July set aside for Child Road Safety awareness annually

UNDERSTANDING THE THEME

- “Road Safety for Every Child, Everywhere”
- • Children travel daily — to school, play, and visit
- • They deserve safe roads, no matter where they live

UNIQUE RISKS CHILDREN FACE

- • Shorter height — not easily visible
- • Poor depth perception
- • Cannot localize sound properly
- • Easily distracted
- • More prone to severe injuries

CHILDREN ARE NOT MINI ADULTS

- • Children <10 are not developmentally ready for road navigation
- • Education and repeated practice are key
- • Children with disabilities are at greater risk

ROAD CRASHES — NOT ACCIDENTS

- • Most crashes are man-made
- • Human error causes 90% of crashes
- • Influencing factors: vehicle conditions, poor roads, and institutional lapses

PARENTAL & SCHOOL RESPONSIBILITIES

- • Unsafe errands by parents
- • Poor school area planning and supervision
- • Lack of crossing guards and signs

ROAD SAFETY TIPS

- • Hold children's hands near roads
- • Use pavements; walk facing traffic
- • No road play; avoid distractions
- • Watch for hidden driveways

SAFETY STRATEGIES

- • Speed control near schools and homes
- • Avoid distracted/drunk driving
- • Use helmets, seatbelts, child car seats
- • Improve road visibility and infrastructure

PROPER USE OF SEAT BELTS

- • Shoulder belt: across chest and shoulder
- • Lap belt: across hips, not stomach
- • Child restraints reduce mortality by up to 80%

EVERYONE HAS A ROLE

- **Schools:** Teach, supervise, provide infrastructure
- **Parents:** Model behavior, guide road use
- **Children:** Walk safely, avoid distractions
- **Drivers:** Be vigilant, avoid reckless driving

NATIONAL STAKEHOLDERS' ROLES

- • Police & Legal: Enforce laws
- • Government: Strengthen institutional performance
- • Religious & Traditional Leaders: Educate their communities
- • Media & Celebrities: Advocate and amplify safety messages

CALL TO ACTION

- The time to act is now!
- • Prevent deaths and injuries
- • Save families from economic and emotional hardship
- “Teach Road Safety Now. Be kind to every child you meet on the road.”

*Thank
you*

