



# Road Safety Business

## April, 2010 – Volume 005

### AARSI on the Move – News of the Month

#### ***“Child Passenger Safety Campaign”***

In partnership with, Safety Alliance and TOCSS Foundation, AARSI expanded the ‘**Child Passenger Safety Campaign**’ to Corona School, Anthony area of Lagos. The visit, delivered as part of AARSI’s ongoing collaboration with FRSC, was preceded by a road show on the Bank Anthony road in Ikeja. Aimed at improving the manner in which children are transported, the campaign highlighted the use of seat belts, car seats, booster seats, and children’s helmets. Over 600 persons were reached during the road show while over 1500 school children were addressed at the school. The Director of the TOCSS Foundation, Temidayo Ogan, demonstrated the use of car seats and booster across various age brackets.

FRSC Lagos Sector Commander, Mr. Jonas Agwu, urged the children to take the child safety messages to their parents, and as part of the program children were taught ‘*Mummy, buy me car seat!*’, a song based on the program’s messages.

Later that day, the campaign moved to Lagos State Television (LTV), where LTV’s Permanent Secretary Mr. Lekan Ogunbamwo praised the campaign and pledged that, in addition to assisting to spread the message through LTV, vehicles would no longer be allowed on LTV premises if children in the vehicles were not properly strapped in.



#### **Did You know?**

Nigeria ranked as the world’s 91<sup>st</sup> safest transport system in UN’s 1990-1994 ranking. To make improvements in keeping with the goals of the UN’s “Decade of Action” on road safety, (2011 – 2020), all parts of society – from NGOs and Media, to Companies, Government and individual Nigerians – will need to come together to halt or reverse the increasing trend in traffic fatalities. Some ways to help:

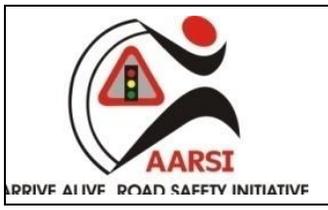
- Sponsor and participate in Road Safety programs
- Sponsor and participate in research and improve fleet management
- Learn and practice obedience to traffic laws, practice good maintenance and upkeep of vehicles, wear seatbelts, make sure children are secured, don’t drive under the influence...

*Be the Change YOU want to see – Be Part of the solution!*

#### **Minor change...Major effect**

*In recent years, many more developed countries have recorded dramatic reductions in road crash deaths and injuries... even as the numbers of drivers and vehicles has risen. They took positive steps by applying the required vaccines – good Road Safety practices – to curb the road crash epidemic, and Nigeria can do this too!*

***Seat belts and car safety seats save lives. Be clever – BUCKLE UP THE KIDS!***



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### **Partners in Focus**

In support of its 'Public Outreach and education Program', plans have been concluded to deploy our radio jingles on 'Use of Motorcycle Helmets', 'Don't-Drink-and-Drive' and 'Pedestrian Crossing' every month beginning from the second quarter of 2010. With sponsorship from **Inspiration FM**, the Radio Station with a special passion for Road Safety, the jingles are expected to reach about 15 million people across the western part of Nigeria! Thank you Inspiration FM!

### **This Month in Pictures**



Lectures in progress during the school child safety campaign



Demonstrating the appropriate use of Child car seat /helmets

*\*Collaboration is the most effective way of addressing road safety in Nigeria. Together we will generate a bigger and more positive impact. Join the membership of AARSI today to save lives on Nigeria's roads.*

The **Arrive Alive Road Safety Initiative (AARSI)**, a non-governmental and non-profit organization, was established in 2006.

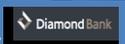
AARSI is committed to the awareness, adoption and observance of global road safety practices towards reduction of the huge annual losses in human and material resources through accidents on the Nigerian roads.

Founding Members of the group are:

Chevron Nigeria Limited 

Zenith Bank Plc 

First Bank of Nigeria Plc 

Diamond Bank Plc 

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