

# AFRICAN SOUL INITIATIVE

P.O. Box 300124, Nansana Municipality, Wakiso Uganda  
Tel: [0394808418](tel:0394808418) | Email: [info@asiug.org](mailto:info@asiug.org) | Web: [www.asiug.org](http://www.asiug.org)

## *Help Children at Crosswalks*

### **Summary**

The purpose of this project is to help school going children commute through the dangerous road traffic intersections and deliver them safely to responsible caretakers. African Soul Initiative is passionately committed to enhancing road safety for the most vulnerable members of our community—school children—within the bustling Kampala Metropolitan Area. Our project centers on guiding and safeguarding children as they navigate treacherous roads, instilling invaluable road safety knowledge and discipline, and fostering a sense of collective responsibility within our community for heightened road safety awareness and action.

### **Challenge**

Uganda has been experiencing a severe road safety crisis in recent years. The rapid increase in road traffic accidents and fatalities, particularly among vulnerable school children, has raised significant concerns. In 2016, Uganda witnessed a 25.9% increase in road crash fatalities, resulting in an accident severity index of 24 people killed for every 10 people per day in road traffic crashes. Vulnerable road users, especially school children, face elevated risks due to factors such as the growing vehicle population, inadequate road safety interventions, and weak law enforcement. The overall annual cost of road crashes in Uganda is estimated at approximately UGX 4.4 trillion, equivalent to 5% of the country's gross domestic product (GDP). Pedestrians account for 39% of casualties, followed by passengers at 28%, 2-wheel occupants including boda-boda riders and cyclists at 28%, and motor vehicle occupants at 5%.

## **Solution**

Our project proposes a comprehensive solution to address the road safety crisis in Uganda, with a specific focus on vulnerable school children within the Kampala Metropolitan Area. We aim to work with dedicated volunteers, teachers, school administrations, and government authorities to facilitate the safe crossing of roads for vulnerable school children. Our project will establish a strategic behavioral pattern of road usage among vulnerable children and the affected community by instilling road safety discipline and knowledge. We will also actively engage the community, empowering school children to serve as road safety ambassadors to their parents and neighbors.

## **Long-Term Impact**

Our project aims to reduce accidents and fatalities. By assisting vulnerable school children in crossing dangerous roads and instilling road safety awareness, we expect to see a significant reduction in road traffic accidents and fatalities, particularly among children. Also, through active engagement, our project will empower the community to take ownership of road safety initiatives, promoting a culture of safety. Our advocacy efforts will contribute to policy changes and stricter enforcement, further enhancing road safety for all road users. By training children as road safety ambassadors, our project has the potential for a lasting impact, with future generations continuing to promote road safety. The reduction in road accidents will lead to economic and social benefits, including lower healthcare costs and improved overall quality of life in affected communities.

**INITIATIVE**

HEALTH | EDUCATION | DEVELOPMENT

## Budget for "Help Children at Crosswalks" Project

Category	Details	Cost (UGX) (1 Yr)	Cost (USD) (1 Yr)	Cost (UGX) (5 Yrs)	Cost (USD) (5 Yrs)
<b>Personnel Costs</b>					
Project Coordinator	1 Person, UGX 2,500,000/Month (12 Months)	30,000,000	8,000	150,000,000	40,000
Field Volunteers	20 People, UGX 200,000/Month (12 Months)	48,000,000	12,800	240,000,000	64,000
Road Safety Trainers	5 People, UGX 400,000/Month (12 Months)	24,000,000	6,400	120,000,000	32,000
<b>Safety Equipment &amp; Materials</b>					
Reflective Vests	200 Pcs @ UGX 25,000	5,000,000	1,333	25,000,000	6,667
Traffic Stop Signs & Cones	50 Sets @ UGX 80,000	4,000,000	1,067	20,000,000	5,333
Whistles	100 Pcs @ UGX 10,000	1,000,000	267	5,000,000	1,333
<b>Training &amp; Awareness Campaign</b>					
School Workshops	10 Sessions @ UGX 1,500,000	15,000,000	4,000	75,000,000	20,000
Printed Educational Materials	5,000 Copies @ UGX 2,000	10,000,000	2,667	50,000,000	13,333
Media Campaign	Radio Ads, Posters	20,000,000	5,333	100,000,000	26,667
<b>Community Engagement</b>					
Parent & Community Meetings	10 Sessions @ UGX 1,000,000	10,000,000	2,667	50,000,000	13,333
School Partnerships	Collaboration Efforts	8,000,000	2,133	40,000,000	10,667
<b>Logistics &amp; Transport</b>					
Transport For Volunteers	Fuel & Maintenance	15,000,000	4,000	75,000,000	20,000
Transport For Coordinators	Travel For Trainers	12,000,000	3,200	60,000,000	16,000
<b>Advocacy &amp; Policy Work</b>					
Meetings With Government	Traffic Police & Officials	8,000,000	2,133	40,000,000	10,667
Legal & Policy Drafting Support	Advocacy Efforts	10,000,000	2,667	50,000,000	13,333
<b>Administrative &amp; Technology</b>					
Communication & Internet	Phone & Internet Services	6,000,000	1,600	30,000,000	8,000
Website & Donation Platform	Updates & Maintenance	5,000,000	1,333	25,000,000	6,667
Miscellaneous	Unforeseen Expenses	5,000,000	1,333	25,000,000	6,667
<b>Total Budget (1 Year)</b>		<b>236,000,000</b>	<b>62,933</b>	<b>1,180,000,000</b>	<b>314,667</b>