



**WORKSHOP REPORT**

# **Road Safety Reporting Training For African Journalists**

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Utalii College Hotel, Nairobi

16th - 18th July, 2024

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## 1.0. EXECUTIVE SUMMARY

The Road Safety Reporting Training for African journalists was a transformative experience that highlighted the essential role of the media in promoting road safety. The training sessions emphasized the power of storytelling and data-driven reporting to create compelling narratives that can influence public perception and policy. Journalists were taught to delve beyond the statistics, incorporating personal stories to humanize the impacts of road crashes. This approach made the issue more relatable and drove home the urgency of implementing safety measures and the Fourth Estate's role in catalyzing that. Participants were encouraged to collaborate with policymakers, lead institutions, traffic police, road safety scholars, international organizations such as the WHO, communities, civil society organizations, and local influencers to amplify their messages, ensuring their reports resonate deeply within their communities.



The training also underscored the importance of highlighting successful interventions and best practices, providing a balanced view that fosters hope and actionable change. Journalists were empowered to advocate for safer roads and safe road users by leveraging technology and focusing on vulnerable populations.

Moreover, the training focused on equipping journalists with the skills to report on the challenges and successes in road safety. Ethical considerations were a vital component of the training. The journalists were urged to tell stories with integrity, sensitivity, and respect for those affected by road crashes. The training also underscored the importance of highlighting successful interventions and best practices, providing a balanced view that fosters hope and actionable change. Journalists were empowered to advocate for safer roads and safe road users by leveraging technology and focusing on vulnerable populations. The overall assessment from the end-of-work-shop evaluation was that the training enhanced the journalists' technical skills and inspired them to use their platforms to drive meaningful change, ultimately saving lives across Africa.

## 1.1. Key Learnings and Emerging Issues

- Road safety is a pressing issue that requires a united effort from governments, international organizations, and the media. The WHO underscores the necessity of detailed, data-driven reporting to influence public perception and policy effectively.
- Effective road safety reporting uses clear, precise language to emphasize that road deaths are preventable, focus on systemic problems rather than blaming individuals, provide thorough, data-supported analyses, showcase successful interventions and best practices, and demand accountability from leaders regarding road safety measures.
- Solutions Journalism goes beyond traditional reporting by offering actionable, evidence-based insights and holding authorities accountable. It involves Providing evidence-based solutions, adopting community-centered approaches, balancing reporting on successes and limitations, and engaging with editors, policymakers, and communities.
- Tackling the road safety crisis in Africa involves highlighting the personal impact of road crashes, promoting effective solutions and sharing best practices, encouraging collaboration among various stakeholders, and advocating for road safety policy changes.
- Civil society and youth are critical players in advancing road safety through Advocacy and holding authorities accountable, engaging with communities to promote a safety culture, and working towards a 50% reduction in road fatalities by 2030.
- Addressing the health costs of motorcycle taxi crashes involves Promoting helmet use, ensuring motorcycle safety and maintenance, encouraging adherence to traffic laws, and recognizing the socio-economic significance of the *boda boda* riders.
- The Boda Boda Association of Kenya (BAK) role is crucial for promoting road safety, empowering members' economic and social standing, and advocating for security and road safety. However, it faces regulatory issues, political interference, and public perception challenges.



- Improving post-crash emergency response requires addressing training deficiencies, enhancing data collection methods, raising public awareness, and strengthening legal frameworks for timely and quality emergency care.
- Road safety reporting challenges include financial limitations, lack of editorial interest, and insufficient data. Best practices involve adopting solutions journalism, focusing on human stories, avoiding victim-blaming, and using data effectively.
- Artificial Intelligence (AI) tools like Pinpoint and the Google News Initiative have transformed investigative journalism by enabling high-quality, impactful stories through advanced digital skills and collaborative efforts.
- A uniform road safety framework across Africa is essential. Training journalists and providing support in key regions can significantly improve road safety reporting and outcomes.
- Setting zero fatalities goals, evaluating the effectiveness of footbridges and zebra crossings, establishing trauma centers, bridging the post-crash care gap, and understanding the economic impact of road crashes on families.
- Addressing road safety requires a comprehensive, collaborative approach involving all stakeholders, including governments, international organizations, civil society, youth, and the media. By focusing on evidence-based strategies, effective reporting, and ongoing collaboration, significant progress can be made in reducing road traffic fatalities and enhancing overall road safety in Africa.





## 2.0. INTRODUCTION AND BACKGROUND

Road traffic injuries are an increasingly severe public health concern in the WHO African Region, causing an estimated 225,482 deaths in 2021. Africa accounts for 19% of the global burden of deaths despite having only 15% of the worldwide population and owning merely 3% of the global vehicle fleet.

Since 2010, the African region has experienced a concerning 17% increase in fatalities, the only WHO region to experience such a surge. However, 17 countries in the Region have managed to reduce fatalities by up to 49%. Still, the African Region holds the highest fatality rate in the world, at 19.4 deaths per 100,000 population, with substantial variations among countries.

The burden of road traffic deaths disproportionately affects males and the productive age group of 15–64 years. Vulnerable road users



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such as motorcyclists, cyclists, and pedestrians account for half of all fatalities. Fatalities among motorcyclists have doubled in the past ten years, increasing faster than in any other WHO region.

Despite these challenges, only a few countries prioritize promoting multimodal transport systems. This is evident in weak national policies and regulations. Moreover, none of the countries in the region have national laws that follow best practices in all vital road safety behavioral risk factors.

The role of the media in promoting the recommended safe systems approach to help reduce road crashes needs no gainsaying. Against this background, the Africa Road Safety Reporting Training was held from July 16-18, 2024, in Nairobi, Kenya, to address this problem. Representatives of the Bloomberg Africa Initiative also attended the training. This workshop, part of the broader [Road Safety Reporting initiative](#) by the World Health Organization (WHO) and supported by Bloomberg Philanthropies, brought together 20 health reporters and media trainers from Ethiopia, Ghana, Kenya, Tanzania, and Uganda. It aimed to equip journalists with the skills and knowledge to comprehensively investigate and report road safety issues, emphasizing the importance of investigative and solution-oriented journalism in driving public awareness and fostering a road safety culture.



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## 2.1. Training Objectives

The Africa Road Safety Media Initiative empowers journalists with the skills and knowledge to elevate their reporting on road safety issues. The primary goal is to enhance the quality and effectiveness of road safety journalism by promoting responsible and impactful reporting practices. This equips journalists with the tools to educate the public on road safety, drive awareness, and influence safer road behaviors. By improving journalistic standards and fostering a deeper understanding of road safety, the training aims to contribute to more informed and safer road practices across Africa through behavior change of road users and policy outcomes.

## 2.2. Training Methodology

The workshop commenced with the press launch of WHO's [Status Report on Road Safety in the WHO Africa Region 2023](#), providing journalists access to credible road safety sources, crucial data, and insights. Throughout the training, participants engaged in lectures, workshops, and hands-on exercises led by experienced trainers and road safety experts. They learned best practices in road safety reporting, ethical considerations, and effective use of data and strategies to overcome challenges in accessing reliable information using AI-powered by Google. Additionally, journalists had the opportunity to pitch story ideas for small grants to support investigative reporting and training. Follow-up mentorship and webinars will offer continued support and learning opportunities, helping journalists stay updated on the latest developments in road safety and reporting techniques. This initiative underscores the collective commitment of the WHO, Science Africa, and participating journalists to reducing road fatalities in Africa through media-mediated behavior change and awareness.



# Section III

Launch of the road safety status report in the WHO African Region



## 3.0. WORKSHOP PROCEEDINGS

The following were the proceedings of the workshop.

### 3.1. Road Safety in the News: Matthew Taylor – Communication Consultant, Safety and Mobility, WHO

Mr. Taylor delivered an insightful presentation on road safety in the news, emphasizing the critical role of accurate and impactful reporting in driving change. He highlighted the stark reality of global road deaths, noting that road traffic injuries are a leading cause of death worldwide, particularly among children and young people aged 5 to 29. Annually, 1.19 million people die in road crashes, with 90% of these fatalities occurring in low- and middle-income countries. Motorcycles account for 30% of these deaths, and two-thirds of the victims are working-age adults, leading to significant economic losses for individuals, families, and national economies.



Mr. Taylor highlighted the significant impact of how road safety is reported. Using terms like “accidents” implies that road deaths are unavoidable, which is often not the case. Accurate reporting should focus on systemic issues and potential solutions rather than isolated incidents to avoid victim-blaming.



Despite the grim statistics, Taylor pointed out that progress is possible. Analyzing data on a country-by-country basis shows that road deaths are not an inevitable consequence of development. Some countries have successfully reduced deaths and injuries from road crashes through effective interventions and implementation of the safe systems approach. He stressed the need for Africa, where the majority walk to work, to prioritize designing transport systems with people's safety in mind, prioritizing infrastructure for pedestrians, cyclists, and public transport users over private vehicles to prevent systems from becoming overwhelmed as demand grows.



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During the Q&A session, Taylor addressed concerns about the under-reporting of road safety in Africa, noting the need for systematic research and comprehensive data to better understand and address the issue. He emphasized that quality data and good reporting can influence policymakers and lead to real change, as evidenced by policymakers' favorable responses to analytical, solutions-based road safety stories.

### 3.2. Solutions Journalism 101: Caroline Karobia – Africa Initiative Manager, Solutions Journalism Network



Ms. Karobia's session on Solutions Journalism 101 offered a fresh perspective on how journalists can report on social issues like road safety by focusing on potential solutions rather than just problems. She began by engaging participants in discussing effective local initiatives, such as Kenya's collaborative sessions involving the National Transport and Safety Authority (NTSA) and law enforcement during festive seasons, Uganda's youth-led efforts to man zebra crossings, and Tanzania's installation of speed bumps at pedestrian crossings. These examples showcased the variety of grassroots efforts to improve road safety in different communities.

Ms. Karobia highlighted a significant challenge in journalism today: the prevalence of negative news, which leads 38% of people to avoid news altogether. She stressed that solutions journalism makes stories more engaging by focusing on responses to social problems. This approach is structured around four pillars: highlighting reactions to issues, providing evidence-based reporting on their impact, acknowledging the limitations and challenges of the solutions, and offering insights into why specific solutions work and how they can be improved.

Through real-world examples, she illustrated the power of solutions journalism. In Ghana, a community demanded a footbridge after a tragic accident, but the bridge wasn't effective because it didn't address the community's practical needs. In contrast, a city in the USA achieved zero road deaths over four years through practical measures. Rwanda's use of AI-powered traffic violation detection by the National Police significantly enhanced road safety. These stories demonstrate how solutions journalism can provide deeper insights and foster community-driven behavior and policy changes.

She illustrated road safety challenges in Africa, such as insufficient laws and ineffective enforcement, emphasizing the role of technology in enhancing road safety and the need for better enforcement. Engaging editors is crucial for the success of solutions journalism, as their support can help overcome internal policy challenges within media houses. By focusing on constructive journalism, which includes educating the public and fostering collaboration among stakeholders, journalists can play a pivotal role in enhancing road safety and driving positive change in their communities.

### **3.3. Responses to the road safety crisis: Solutions Journalism perspectives: Daniel Otunge, Projects Lead, Science Africa**

Mr. Otunge's session contextualized the application of Solutions Journalism to improve road safety reporting in Africa. He highlighted that road safety is a critical public health issue affecting individuals, families, and communities in Africa and other Low and Middle-Income Countries. The significance of this crisis is multifaceted: road crashes inflict severe physical and emotional suffering on victims and their families, often leaving them without sufficient support. Economically, these incidents contribute to poverty, acting as barriers to education and efforts to alleviate global poverty. Road safety is also a class issue, disproportionately affecting





people experiencing poverty who are compelled to walk due to the lack of affordable public transport and those who have to ride in unsafe buses or navigate dangerous roads.

Otunge emphasized that understanding the significant causes of road crashes is essential for journalists covering this beat. Speeding and drunk driving are leading contributors to road fatalities, while driving under the influence of drugs and fatigue also pose significant risks. Distractions like mobile phone use and noncompliance with traffic laws further exacerbate road safety issues. Corruption, which leads to the non-enforcement of traffic rules and the presence of unsafe roads and vehicles, adds layers of danger to already precarious road conditions.

He said there are many SoJo story angles the journalists should focus on. He said journalists should know that addressing the road safety crisis requires a comprehensive, multi-faceted approach. Thus, media stories should promote behavioral changes, such as wearing the WHO-recommended motorcycle helmets, seatbelts, and child restraint systems, and eliminate corruption in enforcing traffic rules. Other road safety story angles include examples of infrastructure improvements, like building safer roads and ensuring vehicles meet safety standards. Implementing stringent driver licensing processes to ensure only qualified drivers are on the streets is also vital and should be on the media's radar. Strengthening post-crash emergency response systems can significantly reduce fatalities and improve outcomes for crash victims, yet most African countries are lagging on this. He said that the media could highlight best practices for policymakers to emulate.

Otunge notes that advancing road safety requires the collective effort of various stakeholders, including state and non-state actors. The media could find best practices and share them with their audiences to elicit positive action through rigorous solutions and constructive reporting. Government agencies, transportation and health ministries, NGOs, and the private sector must collaborate to enhance policies, raise awareness, and fund road safety campaigns and infrastructure improvements. The media's role in highlighting these issues and holding authorities accountable is crucial in driving meaningful change and improving road safety across the continent.



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### 3.4. The science behind road safety: introduction to injury science and the safe system approach: **Binta Sako, Technical Officer, Violence and Injury Prevention, WHO Africa**

Dr. Sako discussed the Injury Theory and Road Safety Models. The models emphasize the critical importance of proper safety practices, as discussed in the Q&A on road safety practices. In Tanzania, for example, a familiar yet ineffective practice is parents sharing seatbelts with their children. This compromises the safety of both individuals, as seatbelts are designed for single-person use. In Uganda, helmet use among women is hindered by hygiene concerns. However, Rwanda's strict enforcement of helmet use, where motorcycle riders cannot transport passengers without helmets, underscores the importance of prioritizing safety over inconvenience. These examples highlight the need for proper safety measures and regulations to ensure the well-being of all road users.



Promoting walking and public transport offers numerous road safety and public health benefits. By improving infrastructure for pedestrians and public transport users, road crashes can be significantly reduced, mainly where many people live close to their workplaces and can benefit from safe walking paths. Additionally, a population that walks more enjoys better health outcomes, including reduced obesity and related issues, and benefits the environment through fewer emissions. Walking also fosters social interaction, community engagement, and mental health by reducing stress and improving overall mood.

To enhance road safety effectively, policymakers should adopt an equity-focused approach, ensuring safe and equal access to transportation for all, including women and people with disabilities. Rather than relying on punitive enforcement methods like ambushing speeding drivers, a shift towards correctional and preventive strategies is needed. Visible speed warnings and educational programs can deter risky behaviors and promote safer driving. Humanizing the road safety narrative through personal stories and highlighting community heroes can make the issue more relatable and impactful. Engaging visuals and emotional appeals can further convey the urgency and importance of adopting road safety measures, ultimately creating a shared sense of responsibility for safer roads.



### 3.5. The Role of Civil Society and Youth in Advancing Road Safety: *Patrick Kinyanjui – Regional Coordinator Africa Global Alliance of NGOs for Road Safety*

The Global Alliance of NGOs for Road Safety aims to cut road fatalities by 50% by 2030, emphasizing the need for accountability and improved infrastructure. Road safety is a government responsibility and a fundamental human right, with civil societies, the media, and NGOs playing vital roles in holding governments accountable. They monitor government actions, advocate for safer roads, and highlight the needs of vulnerable road users. The accountability cycle involves assessing current conditions, prioritizing issues, setting goals, engaging stakeholders, and tracking progress.



In Kenya, civil society organizations significantly contributed to the formation of the National Transport and Safety Authority (NTSA) and continue to work on initiatives like enforcing speed limits around schools. NGOs also collaborate with local and religious groups to mobilize communities and promote road safety.

Good data is essential for visibility and accountability in road safety. NGOs work on helmet distribution and quality standards and collaborate with community groups to ensure effective messaging and first-aid training. Community sensitization, emphasizing the importance of road safety, and educating on first aid are critical steps to reducing road crashes. In Ghana, for instance, the introduction of tri-cycles has saved lives. Long-term solutions require overhauling road infrastructure with support from WHO, focusing on comprehensive regulations and balanced designs to meet broader needs. Engaging content creators and social media influencers can also increase road safety awareness in the short term.



### 3.6. Reducing deaths among motorcyclists:

- *Dr Gladys Nyachieo: Multimedia University of Kenya*
- *Kevin Mubadi: Chairman, Boda Boda Safety Association of Kenya*
- *Edgar Meshack: National Helmet Coalition*

#### 3.6.1. An Investigation into the Health Costs of Motorcycle Taxi Crashes in Kenya: Dr. Gladys Nyachieo

Motorcycle taxis have rapidly increased in Kenya, with registered motorcycles rising from 3,759 in 2005 to 2.2 million in 2021. This growth is due to their affordability and convenience, especially in areas with poor road infrastructure. However, safety remains a significant concern in the country. A study shows that from May 2022 to October 2023, only 63% of riders and 15% of passengers wore helmets, with passengers often avoiding helmets due to hygiene concerns. Despite wearing helmets, the quality and standards of helmets are critical, as there have been fatalities even where helmets were used. The research also highlighted the importance of maintaining the mechanical condition of motorcycles to reduce crashes. Testimonies from victims' families revealed significant emotional and financial impacts, emphasizing the need for improved safety measures.



#### 3.6.2. The Role of Boda Boda Safety Association of Kenya in Road Safety: Kevin Mubadi

The Boda Boda Association of Kenya (BAK), established in 2014, aims to promote road safety, enhance economic empowerment, raise security awareness, and advocate for the rights of boda boda operators. Despite the sector's well-organized structure, there is a need for more training and regulation. BAK seeks partnerships with government agencies and NGOs to address these needs. Boda bodas, filling a critical gap in public transportation in Sub-Saharan Africa, have become a significant source of employment. While some argue for cities free from boda bodas, these vehicles are essential in regions lacking efficient public transport systems. The sector's historical





context in Kenya, tracing back to Matatus's informal public transport system, highlights the necessity and impact of boda bodas. Journalists can be crucial in highlighting the boda boda sector's contributions and challenges, advocating for its recognition, regulation, and support to improve safety and functionality.

### 3.7. Post-Crash – Emergency Response and Care: *Dr. Benjamin Wachira – Assistant Professor of Emergency Medicine, Emergency Medicine Kenya Foundation (EMKF)*

Dr. Wachira's presentation on post-crash emergency response highlights critical issues and gaps in how crashes are managed, particularly in developing countries. Immediate responses typically come from well-meaning bystanders and police officers, who often lack formal first-aid training, which can worsen the situation. A common misconception is that victims should be rushed to the nearest hospital, but this can be problematic as many hospitals are not equipped to handle severe trauma. This initial response gap underscores the need for improved training and infrastructure to promptly ensure victims receive appropriate care.



The current reporting system primarily focuses on fatalities, missing out on the significant number of survivors who sustain injuries. For every fatality, approximately four individuals are injured, but the long-term effects on these survivors are often overlooked. Dr. Wachira pointed out the severe personal and systemic impacts of road crashes, including permanent disabilities, trauma for healthcare workers, and the profound effects on families. The tragic case of Professor Ken Walibora and the ongoing challenges faced by survivors, such as the Kenyatta University students, emphasize the need for better post-crash care and follow-up.

To address these issues, Dr. Wachira recommended several improvements. First, actively publicizing emergency numbers and expanding first aid training is crucial. Additionally, mental health support for those involved in accident response and the establishment of effective emergency care systems are needed to reduce avoidable deaths and disabilities. Comparative insights show varying regional responses, with countries like Ethiopia and Ghana making strides in emergency care. In contrast, others like Kenya and Uganda face challenges such as high ambulance costs and insufficient legal protections. These recommendations aim to bridge the gaps and enhance emergency response and care systems.

### 3.8. Experience-sharing on Best Practices, Lessons, and Challenges from Road Safety Reporting and Training: *Media Trainers.*

#### 3.8.1. Road Safety Reporting in Ghana: *Jonathan Donkor, New Times*

Road safety reporting has been significantly shaped by best practices, lessons learned, and challenges experienced reporters and trainers face. Effective strategies include awarding outstanding road safety reporting to motivate journalists, conducting regular workshops to enhance reporting skills, and running collaborative campaigns with government and NGO partners to boost public awareness. Establishing specialized road safety desks in media houses has also proven beneficial in maintaining focused and consistent coverage.



These practices help raise awareness, educate the public, and drive policy changes, underscoring the media's crucial role in improving road safety.

However, reporters encounter several challenges in their work, including difficulties accessing accurate data, financial constraints, and safety risks, mainly when covering crashes in hazardous locations. A notable challenge is the need for more interest among some journalists, though awards and recognition can incentivize deeper engagement. Coverage in remote or rural areas also presents logistical issues. Despite these obstacles, dedicated journalists persist in their efforts, driven by the hope of making a tangible impact. Their perseverance often results in compelling stories that humanize road safety issues, bringing personal and community experiences to light and increasing public awareness and pressure for improved road safety measures.

#### 3.8.2. Road Safety Reporting in Uganda: *Franklin Draku, The Monitor*

In Uganda, road safety reporting has evolved from focusing on individual crashes to addressing broader, systemic issues. Best practices have emerged, such as human-centric reporting highlighting personal stories of those affected by crashes rather than just the statistics. Journalists have increasingly avoided victim-blaming, focusing on systemic factors like road conditions and vehicle safety. Data-driven reporting has become integral, with journalists using statistics to view road safety issues comprehensively. A 2022 research



by the Ministry of Public Health revealed significant financial expenditures from treating crash victims, providing valuable context for understanding the broader impact of road crashes on healthcare systems.

Despite these achievements, numerous challenges still exist. There is often a narrow focus on fatalities rather than a full spectrum of road safety issues, and some editors may lack interest in road safety stories, leading to underreporting. Accessing reliable data can be difficult due to bureaucratic hurdles. However, there are opportunities for improvement, such as investing in journalist training and engaging young people in road safety campaigns. A journalist in Uganda, motivated by new training, could explore the human side of road crashes by interviewing survivors and healthcare workers, revealing the financial and emotional toll of crashes. Despite the challenges, their dedicated reporting can spark policy discussions and drive investments in road safety initiatives.

### 3.8.3. Road Safety Reporting in Kenya: [John Muchangi, The Star](#)

In Kenya, media coverage of road safety is prominent and influential, frequently bringing major road traffic crashes into the public eye. Significant incidents, such as the fatal crash involving marathon star Kiptum or the Kakamega bus accident with at least 50 fatalities, receive extensive coverage, raising awareness about road safety issues. The media also reports critical statistical data, like the 4,324 fatalities in Kenya in 2023, which helps inform public policy and safety measures. But here, too, are some significant challenges, including sensationalism and the spread of superstitions that can detract from addressing the real issues. Additionally, legal constraints around publishing graphic content complicate the coverage of severe crashes and the broader implications for media practices.



Efforts to improve road safety reporting include collaborations between media houses, traffic authorities, and road safety organizations to ensure accurate and sensitive coverage. Initiatives align with the Safe System Approach, aiming to create safer road environments through infrastructure improvements and better road design. Lessons from cities like Moscow and Tokyo offer valuable insights for Nairobi, particularly in enhancing pedestrian infrastructure and integrating non-motorized transport. A recent report on a tragic bus accident in Kericho vividly captured the personal stories of survivors and victims' families, highlighting the human cost of road crashes and motivating public and governmental action towards safer roads. This empathetic approach to reporting fosters greater awareness and encourages improvements in road safety measures.



In Kenya, road safety and data collection is governed by a comprehensive legislative framework that includes the Traffic Laws, the National Transport and Safety Authority (NTSA) Act, and the National Police Service (NPS) Act. This framework ensures effective traffic management, with critical stakeholders such as traffic police, county governments, and the NTSA playing crucial roles. Traffic offenses such as Driving Under the Influence (DUI), uninspected vehicles, and speeding are common. In contrast, regional traffic data reveals that Nairobi experiences the highest number of incidents, second only to Rift Valley. The impact of enforcement is significant, though its effectiveness can vary depending on practices and driver compliance.

Data collection and reporting mechanisms involve detailed incident documentation through the P41 form and summary categorizations of crashes. Public resources like the crash data portal traffic police manage, and platforms like Sikika Road Safety enhance data accessibility. However, challenges, such as the need for more collaboration between the NPS and hospitals, lead to data discrepancies. Efforts are underway to harmonize regional traffic laws within the East African Community (EAC) and improve data sharing among various agencies, including NTSA, MOH, and insurance companies.

#### 3.8.4. Road Safety Reporting in Ethiopia: [Ms. Yodit Tefera, Afri-Health TV](#)

In Ethiopia, road safety reporting faces significant challenges, primarily due to financial constraints and editors' need for more attention. Limited funding restricts comprehensive investigations and sustained media campaigns, while insufficient data hinders journalists from creating compelling, evidence-based stories. This lack of robust information affects the quality and frequency of road safety reporting, making it challenging to drive public awareness and policy change. Additionally, the need for more data and low attention from newsroom staff contributes to a broader issue of underreporting on road safety.



Despite these challenges, valuable lessons have been learned, including the benefits of collaboration and focusing on success stories. Regular brainstorming sessions among journalists, media managers, and road safety experts have sparked creativity in reporting methods. Highlighting successful interventions has proven motivational, inspiring other regions to adopt similar measures. Interventions include organizing journalist training forums to enhance data collection and investigative reporting skills, engaging media managers to raise awareness of road safety reporting's impact, and fostering collaborations with stakeholders for better resources and support. A journalist

who attended a road safety forum could use their new skills to create impactful reports, weaving together personal stories of victims, challenges faced by responders, and local successes, thus humanizing the issue and encouraging broader public and policy engagement.

### 3.8.5. Road Safety Reporting in Tanzania: Chelu Matuzya, Tanzania Broadcasting Corporation

Road safety is a pressing issue in Tanzania, with 1,641 reported road crashes annually, highlighting the urgent need for effective measures and comprehensive reporting. Major causes of these crashes include driver errors like speeding and reckless driving, poor vehicle maintenance, inadequate road conditions, and challenging environmental factors. To address these issues, best practices in road safety reporting emphasize accuracy, timely updates, and an educational approach that informs the public about preventive measures. Collaboration with stakeholders such as government agencies and NGOs, along with developing a comprehensive training curriculum, further enhances the effectiveness of road safety initiatives. Inclusivity in reaching diverse demographics, including youth and rural communities, is crucial for broadening the impact of these efforts.



However, challenges persist in road safety training and reporting, mainly due to geographical barriers that limit access to remote areas, difficulties in encouraging behavioral changes among road users, and issues with data credibility. Additionally, road safety stories often suffer from limited gender representation and reliance on government data. Despite these hurdles, Tanzania aims to reduce road crashes to 2,000 by 2050. This ambitious goal requires a united effort from media, government, and community organizations to implement effective measures, raise public awareness, and improve infrastructure. For instance, a local journalist's report on the personal stories of road crash survivors and the efforts of community groups can humanize the statistics and drive home the importance of road safety, inspiring public and policy action.



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### 3.9. Complicating the Narrative: *Caroline Karobia, Africa Initiative Manager, Solutions Journalism Network*

Complicating the narrative is an advanced journalistic approach that borrows from conflict mediation techniques to present a more nuanced view of divisive issues, such as road safety. This method involves deep listening and understanding, aiming to go beyond superficial coverage by actively engaging with diverse perspectives. For example, reporting on motorcycle taxis (*Boda bodas* in Kenya and *Okadas* in Ghana) or tolls on expressways in Kenya and Uganda often reveals conflicting views that highlight the complexities of these issues.



By addressing these contradictions, journalists can better portray how these factors impact road safety. The journalists were trained on two techniques used in *Complicating the Narratives*: looping to enhance their listening comprehension and the utilization of the 22 questions to delve deeper into complex and divisive issues. Adopting this approach, the media would avoid simplistic storytelling and produce more profound, comprehensive, nuanced narratives. Effective listening is crucial to this approach. It requires journalists to set aside their biases and distractions and fully engage with sources to grasp the full context of their viewpoints. Practices such as intentional listening, asking follow-up questions, and exposing oneself to various perspectives help uncover more profound insights and challenge prevailing assumptions. This method enhances empathy and improves the quality of reporting, allowing for a more comprehensive understanding of complex issues and fostering a more informed public discourse.

### 3.10. How AI helped power a Pulitzer-prize-winning road safety investigation: *Ken Kiunga, Google News Initiative*

Ken Kiunga's Pulitzer Prize-winning investigation into road safety highlights the transformative impact of AI and digital tools in journalism. Central to the success of this investigation was the use of the Google News Initiative, which offers resources for advancing quality journalism, strengthening publisher business models, and fostering a collaborative global news community. Tools like Google's Pinpoint were crucial in managing and analyzing large datasets, streamlining investigative reporting, and improving fact-checking and data organization. Additionally,





Google Alerts and Trends were instrumental in tracking dangerous driving behaviors and monitoring licensing policies.

The integration of AI tools significantly enhanced the efficiency and accuracy of the investigation, allowing for quicker data processing and more reliable reporting. Beyond the technical aspects, Kiunga's work exemplifies how these tools support a deeper exploration of critical road safety issues, driving public awareness and prompting policy changes. The innovative use of technology significantly amplified the human element of the investigation—dedicated to uncovering and addressing road safety concerns—showcasing how digital advancements can drive meaningful journalism and foster a safer road environment.

### 3.11. Need to prioritize Human Safety in Road Design: *Bright Oywaya – Association for Safe International Road Travel Kenya (ASIRT Kenya)*

In her brief address, Oywaya emphasized that infrastructure should prioritize human safety and accessibility over vehicle efficiency. She stresses the need for clear, robust policy frameworks to guide effective road safety practices, highlighting concerns about substandard vehicles in Africa, which contribute to severe crash outcomes. Bright called for policies that accommodate human error, aiming to design road systems that mitigate the impact of mistakes and reduce the severity of road crashes. The tragic bus crash in at Salgaa, along Nakuru–Eldoret Road, in 2017 underscored the flaws in outdated



road designs, prompting a shift towards more user-focused road infrastructure that better accounts for real-world complexities and human fallibility. She said the blame-game seen when a crash occurred for criminal liability and insurance purposes needs rethinking in order to move towards a safe systems approach.



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## 4.0. CONCLUSION, RECOMMENDATIONS AND NEXT STEPS

### 4.1. Pitching of Road Safety Story Ideas: *Daniel Otunge, Science Africa*

At the end of the workshop, each of the 15 trainees was allowed to pitch a road safety SoJo story idea. Each story idea was openly discussed to improve it. The ideas focused on the pillars of the safe systems approach. They covered safe roads (safe designs, footbridges, etc.), safe road users (footbridges, helmets, pedestrian crossings), safe vehicles, and safe speeds. The journalists were requested to refine their story ideas and submit them as a pitch to Science Africa. Each approved story idea will be funded to enable the journalists to gather data and produce and publish the story to improve media coverage of road safety issues in the five countries. Training ideas were also pitched and discussed. It was agreed that the trainers would lead the discussions during the country-by-country follow-up webinars with the trainees.

### 4.2. Recommendations

The trainers and trainees recommended the following actions. It was noted that journalists can be crucial in advancing road safety in Africa by implementing these recommendations. Their work can inform, inspire, and drive change, ultimately saving lives and creating safer communities.

- **Enhance Data-Driven Reporting:** Utilize comprehensive and accurate data to support road safety stories. Humanized Insight data tells a story that words alone cannot. By backing reports with solid data, journalists can highlight the accurate scale of road safety issues. Imagine writing a piece that reveals a high accident rate at a particular junction, prompting local authorities to act.
- **Focus on Human Interest Stories:** Highlight personal stories and experiences to humanize road safety issues. Behind every statistic is a person—a mother, a child, a friend. Sharing these stories makes the impact of road safety tangible and relatable. Picture an article that tells the story of a family affected by a road crash, sparking a community’s call for safer roads.
- **Promote Positive Role Models:** Feature individuals and organizations making a difference in road safety. Positive stories can inspire change. Showcasing role models—like a local hero who advocates for helmet use—can motivate others to follow suit. Think of an inspiring profile encouraging readers to act in their communities.
- **Advocate for Policy Changes:** Use journalism to advocate for more robust road safety policies and regulations. Journalists have the power to influence policy. By highlighting the need for specific safety measures, such as speed limits or better infrastructure, journalists can push for legislative changes. Envision a campaign that leads to implementing a new, lifesaving traffic law.
- **Highlight the Work of Civil Society Organizations (CSOs):** Report on the efforts and successes of CSOs in improving road safety. CSOs and NGOs often lead grassroots efforts to enhance road safety. By shining a light on their work, journalists can help garner support and resources for these organizations. Imagine covering a CSO initiative that results in a significant drop in local accident rates.
- **Raise Awareness Through Multi-Platform Storytelling:** Use various media platforms to reach a wider audience and spread road safety messages. Different audiences consume media in various ways. Using a mix of print, digital, and social media can maximize reach and impact. A multimedia campaign combining articles, videos, and social media posts to communicate road safety tips effectively would be a good example.
- **Address Systemic Issues Without Blame:** Report on road safety issues in a way that addresses systemic problems without blaming victims. It’s essential to strike a balance in reporting. Focus on the systemic causes of road crashes, like poor infrastructure or lack of regulations, rather than victim behavior. Consider an investigative piece that exposes a dangerous road design flaw, leading to necessary corrections.
- **Collaborate with Road Safety Experts:** Work with experts to provide accurate information and context in road safety stories. Experts can offer valuable insights and data that enhance reporting. Collaborating with them ensures that stories are compelling, credible, and informative. Imagine an in-depth report featuring expert analysis of how improved road designs can prevent crashes.



- **Highlight the Economic Impact of Road Crashes:** In reporting, emphasize the economic costs of road crashes. Road crashes have significant economic consequences, from medical costs to productivity losses. By highlighting these impacts, journalists can make a strong case for investing in road safety. Imagine a report that details the financial burden on families and the economy, urging policymakers to act.
- **Encourage Community Engagement:** Journalism can foster community dialogue and involvement in road safety issues. Communities are integral to improving road safety, and encouraging dialogue and participation can lead to community-driven solutions. Consider organizing a town hall meeting, covered by local media, where residents discuss road safety concerns and propose solutions.

### 4.3. Conclusions

Improving road safety in Africa requires a comprehensive strategy that includes policy changes, infrastructure improvements, and community engagement. Focusing on practical solutions, equitable policies, and humanizing narratives can significantly reduce road crashes and enhance public health and safety. Community involvement is crucial, with behavior change communications and tailored structural changes being priorities. Economic arguments can show governments the cost-effectiveness of proactive measures to curb road crashes. Engaging stakeholders such as civil society, media, and NGOs in collaborative efforts will drive improvements in road safety. Additionally, addressing the health costs of motorcycle taxi crashes and improving the motorcycle taxi sector through regulation, training, and partnerships can reduce risks and enhance the sector's benefits. Post-crash care requires public education, legal reforms, and systemic emergency response changes to reduce preventable deaths and improve survivors' quality of life. By learning from best practices and addressing challenges in road safety reporting, the media can significantly contribute to saving lives and improving community well-being across Africa. Road safety reporting has advanced through human-centric and data-driven methods, yet challenges like a narrow focus on fatalities, editor disinterest, and data access issues remain. By investing in journalist training, engaging young people, and promoting persistent reporting, the media can enhance road safety awareness and contribute to policy changes.



By learning from best practices and addressing challenges in road safety reporting, the media can significantly contribute to saving lives and improving community well-being across Africa.



## 5.0. APPENDICES

### 5.1. The Program

#### ROAD SAFETY REPORTING TRAINING FOR AFRICAN JOURNALISTS JULY 16-18, 2024, UTALII HOTEL, NAIROBI

**N**early 1.2 million people are killed in road crashes each year, and road crashes are the leading cause of death among the world's children and youth aged 5 - 29. Africa has the highest road traffic fatality rate in the world, with over 800 people killed every day,

A three-day road safety training workshop for 17 African Journalists and media trainers from Kenya, Ghana, Uganda, Ethiopia, and Tanzania will occur in Nairobi on July 16-18, 2024. The workshop will open with a press launch for WHO's Road Safety Status Report for Africa. The report provides an overview of road deaths and efforts to curtail them across the WHO African Region.

The workshop aims to help journalists investigate the causes of road deaths and injuries, produce better stories that hold leaders accountable, and highlight solutions. It will be followed by the opportunity to apply for small grants for reporting, investigatory work, or other journalists' training. Follow-on webinars for each country will also be held. The workshop is part of the **Road Safety Reporting initiative** that WHO and partners lead with support from Bloomberg Philanthropies.

TUESDAY JULY 16		
TIME	ACTIVITY	NOTES
7:00 – 8:00	Participants will travel to the Serena Hotel for breakfast and report launch.	
8:00 – 11:30	<b>Launch of the WHO African Regional Road Safety Report</b>	
11:40 – 12:30	Return to Utalii hotel.	
12:30 – 13:30	<b>Lunch and networking</b>	
13:30 – 14:00	<b>Introductions and objectives of the workshop</b> <ul style="list-style-type: none"> <li>All participants</li> <li><b>Matthew Taylor:</b> Communications, Safety and Mobility, WHO</li> <li><b>Otula Owuor:</b> Team Leader, Science Africa</li> <li><b>Caroline Karobia:</b> Africa Initiative Coordinator, Solutions Journalism Network</li> </ul> <b>Moderator: Daniel Otunge:</b> Science Africa	
14:00 – 14:30	<b>Road safety in the news:</b> issues, challenges and opportunities <ul style="list-style-type: none"> <li><b>Matthew Taylor,</b> WHO</li> </ul>	
14:30 – 15:15	<b>The science behind road safety:</b> introduction to injury science and the safe system approach <ul style="list-style-type: none"> <li><b>Binta Sako:</b> Technical Officer, Violence and Injury Prevention, WHO Africa</li> </ul>	
15:15 – 15:45	<b>Break</b>	
15:45 – 16:15	<b>Solutions journalism 101</b> <ul style="list-style-type: none"> <li><b>Caroline Karobia:</b> Solutions Journalism Network</li> </ul>	
16:15 – 17:15	<b>Responses to the road safety crisis: solutions journalism perspectives</b> <ul style="list-style-type: none"> <li><b>Caroline Karobia:</b> Solutions Journalism Network</li> <li><b>Otula Owuor:</b> Science Africa</li> <li><b>Daniel Otunge:</b> Science Africa</li> </ul>	Includes group work with a presentation the following morning.

WEDNESDAY JULY 17		
TIME	ACTIVITY	NOTES
09:00 – 10:00	<b>Sojo Stories: Group Presentations and Discussion</b> [10 mins each] <b>Moderator: Daniel Otunge:</b> Science Africa	
10:00 – 11:00	<b>Panel discussion: How can Africa reduce road deaths?</b> <ul style="list-style-type: none"> <li><b>Dr Duncan Kibogong,</b> Deputy Director of Road Safety, National Traffic Safety Authority [NTSA] of Kenya</li> <li><b>Chiara Retis:</b> Team Leader, Violence and Injury Prevention, WHO Africa.</li> <li><b>Patrick Kinyanjui:</b> Regional Coordinator Africa Global Alliance of NGOs for Road Safety</li> </ul> <b>Moderator: Matthew Taylor,</b> WHO	
11:00 – 11:30	<b>Break</b>	



11:30 – 12:30	<b>Reducing deaths among motorcyclists</b> <ul style="list-style-type: none"> <li>• Dr Gladys Nyachieo: Multimedia University of Kenya</li> <li>• Kevin Mubadi: Chairman, Boda Boda Safety Association of Kenya</li> <li>• Edgar Meshack: National Helmet Coalition</li> </ul> <b>Moderator: Matthew Taylor, WHO</b>	
12:30 – 13:30	<b>Lunch</b>	
13:30 – 15:00	<b>Post-crash emergency response and care</b> <ul style="list-style-type: none"> <li>• Dr Benjamin Wachira, Assistant Professor of Emergency Medicine, Emergency Medicine Kenya Foundation (EMKF)</li> </ul>	
15:00 – 15:30	<b>Break</b>	
15:30– 17:00	<b>Best practices, lessons, and challenges from road safety reporting and training:</b> experienced reporters and trainers share their views <ul style="list-style-type: none"> <li>• Tanzania</li> <li>• Ghana</li> <li>• Uganda</li> <li>• Kenya</li> <li>• Ethiopia</li> </ul> <b>Moderator: Daniel Otunge, Science Africa</b>	
17:00 – 17:30	<b>Wrap up and individual assignments</b> on reporting and training ideas.	

THURSDAY JULY 18		
TIME	ACTIVITY	NOTES
0830 – 10:30	<b>Field Trip: National Traffic Police Headquarters and Thika Super Highway</b> <ul style="list-style-type: none"> <li>• Boniface Otieno, Superintendent, Kenya Traffic Police</li> </ul>	
10:30 – 10:45	<b>Break</b>	
10:45 – 12:00	<b>Takeaways from the field trip</b> <ul style="list-style-type: none"> <li>• Boniface Otieno, Superintendent, Kenya Traffic Police</li> </ul>	
12:00– 13:00	<b>Lunch</b>	
13:00 – 14:30	<b>How AI helped power a Pulitzer-prize-winning road safety investigation</b> <ul style="list-style-type: none"> <li>• Ken Kiunga – Fellow, Google News Initiative</li> </ul>	
14:30 – 15:30	<b>Complicating the narrative</b> <ul style="list-style-type: none"> <li>• Caroline Karobia: Africa Initiative Coordinator, Solutions Journalism Network</li> </ul>	
15:30 – 16:00	<b>Break</b>	
16:00 – 17:00	<b>Pitching stories and training ideas</b> by all participants Facilitators and mentors: <ul style="list-style-type: none"> <li>• Otula Owuor: Science Africa</li> <li>• Daniel Otunge, Science Africa</li> <li>• Caroline Karobia: Solutions Journalism Network</li> </ul>	
17:00 – 17:30	<b>Certificates, small grants, and next steps</b> <ul style="list-style-type: none"> <li>• Participants Representative</li> <li>• Daniel Otunge: Science Africa</li> </ul>	
19:00	<b>Farewell dinner</b>	

## 5.2. List of Participants

### LIST JOURNALIST INVITED FOR THE WHO ROAD SAFETY MEDIA TRAINING WORKSHOP

**16–18 July, 2024 – Utalii Hotel, Thika Road, NAIROBI, KENYA**

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## Who we are



### World Health Organization

Founded in 1948, WHO is the United Nations agency that connects nations, partners, and people to promote health, keep the world safe, and serve the vulnerable – so everyone, everywhere, can attain the highest level of health. The WHO leads global efforts to expand universal health coverage. We direct and coordinate the world’s response to health emergencies. And we promote healthier lives – from pregnancy care through old age. Our Triple Billion targets outline an ambitious plan for the world to achieve good health for all using science-based policies and programs. Dedicated to the well-being of all people and guided by science, the Organization leads and champions global efforts to give everyone, everywhere, an equal chance to live a healthy life.



Incorporated in 2011, Science Africa is a science-based communication and news organization whose principal mandate is to popularize science, technology, and innovation (STI) for sustainable socio-economic development in Africa. SA collaborates with partners across the private and public sectors at national, regional, and international levels, focusing on strategic communications, research, capacity building, and media support. Using grants from partners, it leverages its extensive network of skilled professionals throughout sub-Saharan Africa to offer effective project communications support and capacity strengthening to catalyze the effectiveness of investments for the public good. We firmly believe that integrating STI into core development agendas is crucial for societal progress.







 ScienceAfrica

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