



PAN Nigeria Road Safety Campaigns

Sponsored by Exxon Mobil-NNPC Joint Venture

Improving safety on Nigeria Roads.....

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02
Nov
2017

Road Traffic Crashes are a concern; **Globally** and **Nationally**



Claiming over ***1.3million*** lives annually and injuring over ***50million*** worldwide.

Effects of Road Traffic on Developing Countries

Developing Countries including NIGERIA are most impacted by this menace as:



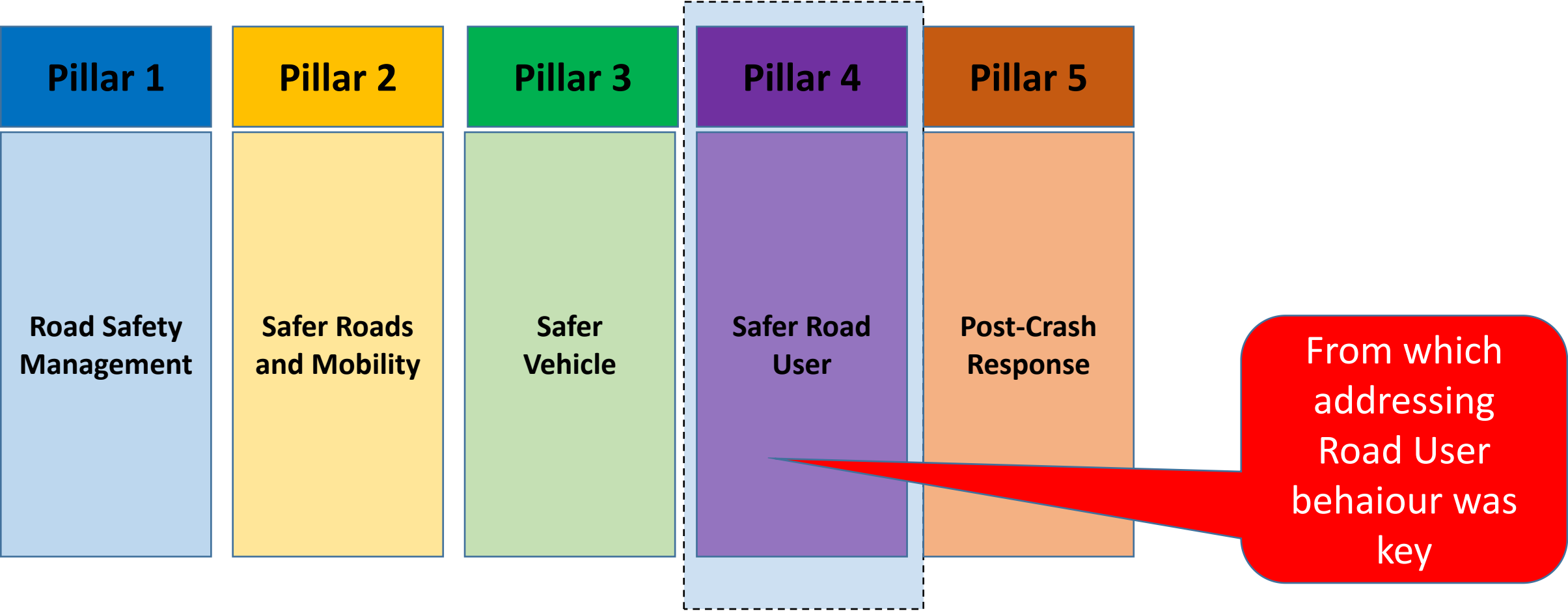
90% of casualties from road deaths occur in developing countries

At least \$100billion of economic cost is lost each year in developing countries

The risk of death is higher on African roads compared to other parts of the world

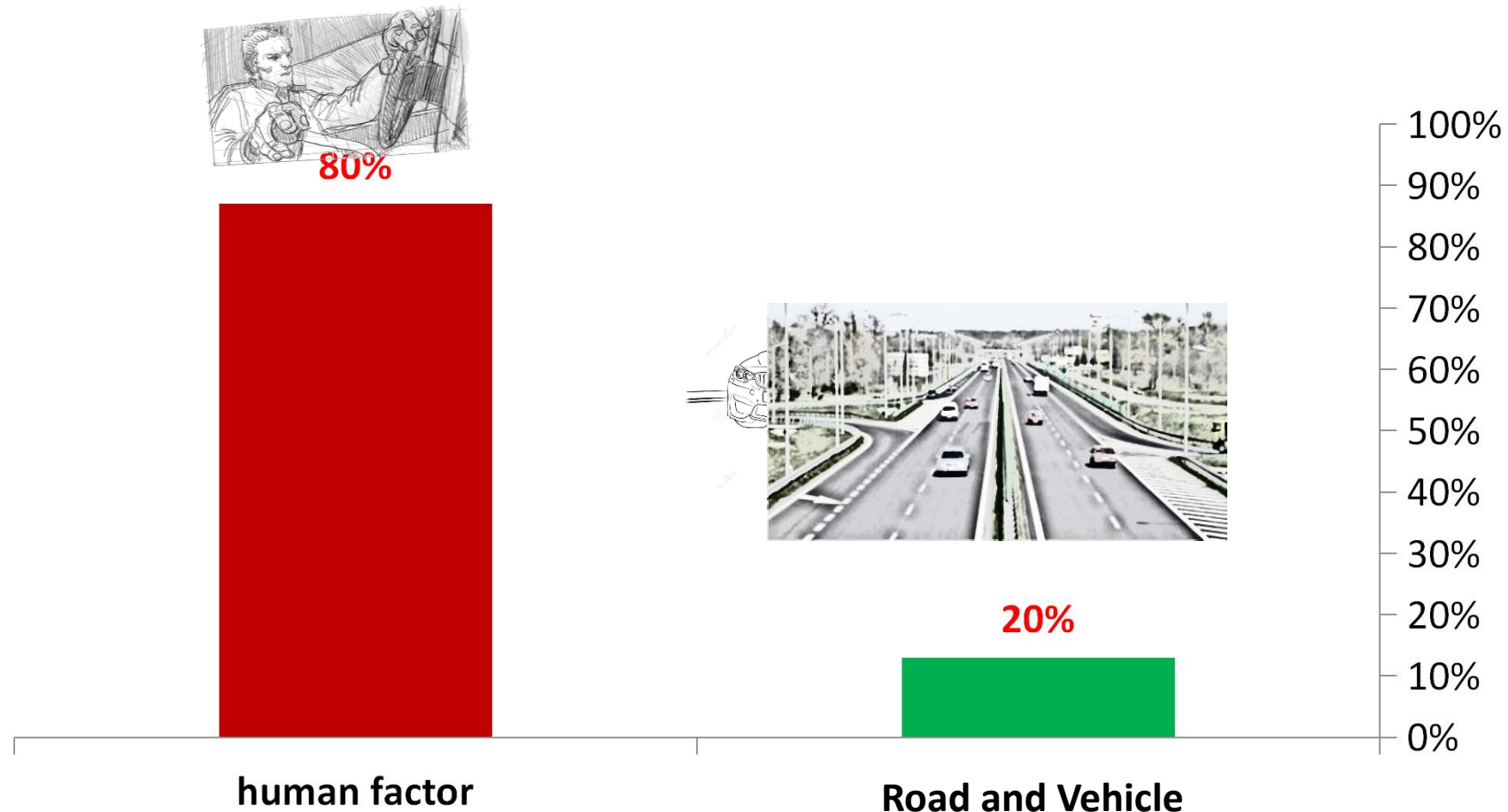
24.1 fatality per 100,000 population is in Africa

A global strategic plan (5-Pillars) was developed to address the scourge even at national levels.



Addressing Road User Behaviour

Road Users especially drivers contribute about 80% of total road traffic crashes. Human error is the highest among all identified causes of road traffic crashes.



Under the Global Plan for the Decade of Action for Road Safety 2011–2020, the use of public awareness/education to increase seat-belt use, helmet wearing rates, reduction in drink-driving, speed and other risk factors were highly advocated.

Also, collaboration with appropriate non-governmental organizations and other civil society initiatives aligned with the Decade's goals and objectives to promote road safety was advised.



Road Safety Awareness in Nigeria

Apart from the traditional role of FRSC in creating and educating road users on safe use of the highways, the Corps has enjoyed strategic partnership from the PAN Nigeria road safety campaign initiative.



The PAN Road Safety Awareness Campaign in Nigeria

As far back as year 2013,
When the PAN Nigeria Road Safety
Campaign initiative was launched,
various programmes that have
qualitatively oriented road user
behaviour have been embarked upon.

In 2013, the Corps benefited from a
support from Exxon Mobil and NNPC
Joint Venture in a PAN Nigerian Road
Safety Awareness Campaign. The
project was launched on 28 June 2013.

The second edition was launched again
in Abuja on 22 March 2016.



PAN Road Safety Awareness Campaign Programmes

Various initiatives have been executed periodically and strategically with focus on

1

**Dangers
of Use of
phone
while
driving**

2

**Over
Speeding**

3

**Pedestrian
Safety**

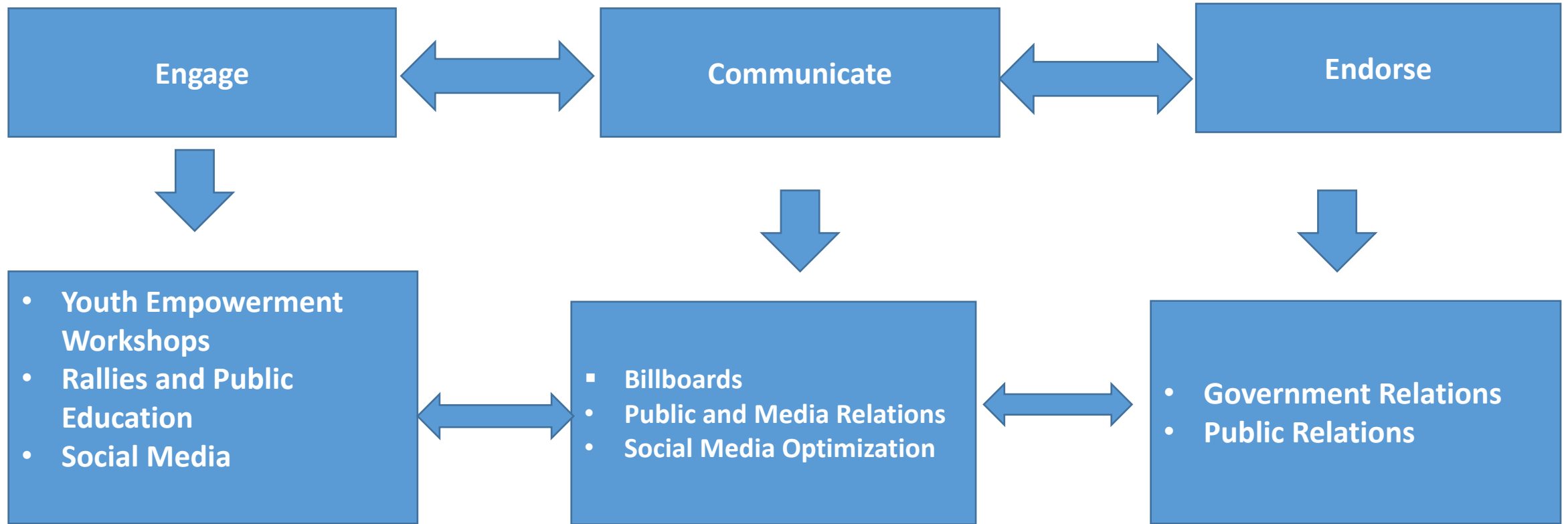
4

**Seat belt
Usage**

5

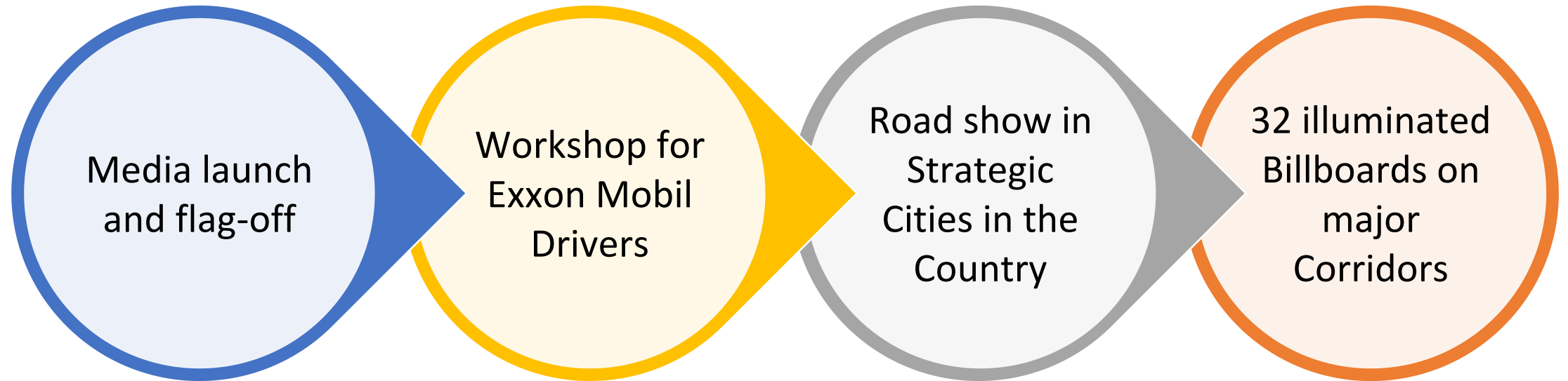
**Other
Road
Safety
Issues**

Adopting an integrated Approach



Benefits of the Approach

The approach led to the actualization of the following:



Campaign Overview

The major points activated were Motor Parks, Markets, High Traffic Areas and Schools.

The activation mechanism adopted was, engage people on Road Safety Awareness and encourage them to be advocates.



Dangers of phone calls while driving



The PAN Nigeria campaigns have helped raise the awareness level among Nigerians on the risks posed by loss of concentration occasioned by use of phone while driving.

Speed limit violation and consequences



The PAN Nigeria initiative have complemented FRSC 'effort on sensitizing Nigerians on the need to limit their speed and be speed limit compliant.

Pedestrians and Exposed Road Users Safety



Efforts by the PAN Nigeria group on safe road crossing by children of school age and pedestrians have increased remarkably from 2013 till date

Car occupants safety awareness

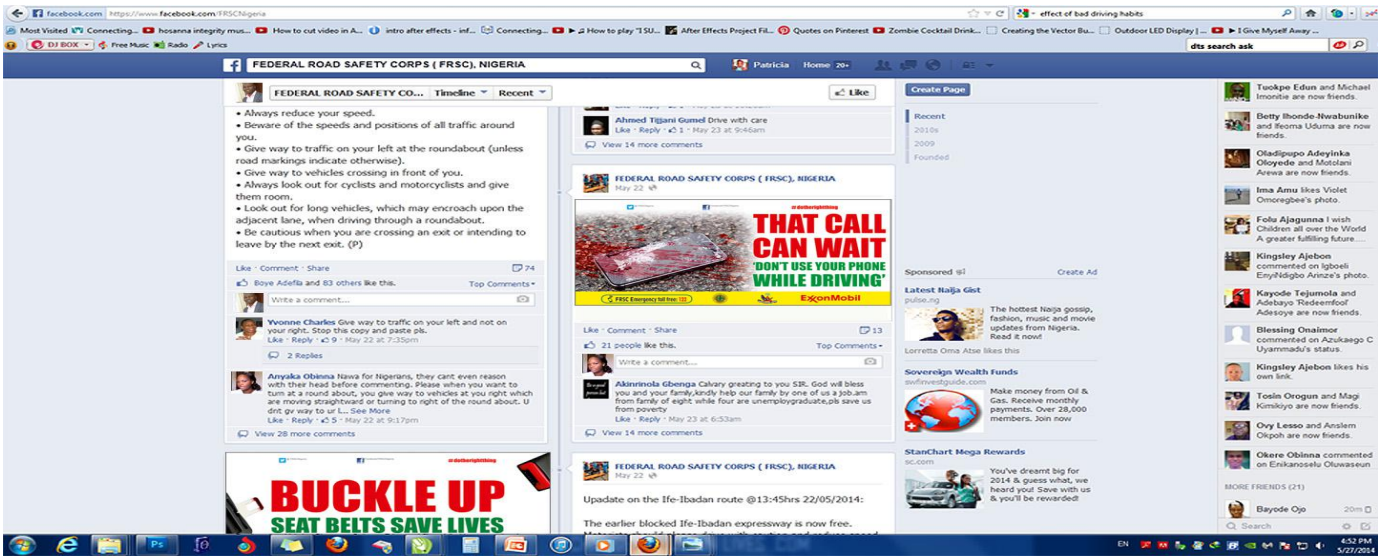


Seatbelt use publicity was enhanced through simplified concepts such as the “***Buckle Up, No Excuses***” campaign. Increased use of rear seatbelt use have been spotted among many car occupants.

Flag-off of PAN Nigeria Awareness Campaign



Online / Social Media Advertorials



Social media has positively impacted many Nigerians on basic road safety.



What the Partnership has contributed

Year	Total Fatality	Total RTC	Fatality Reduction Target (%)	RTC Reduction Target (%)	Fatality Reduction Attained (%)	RTC Reduction Attained (%)
2011	6,054	13,196	-20.00	-30.00	0.03	15.9
2012	6,092	13,262	-20.00	-30.00	0.05	0.6
2013	6,523	13,583	-30.00	-20.00	7.42	2.42
2014	5,991	10,380	-25.00	-15.00	-8.16	-23.6
2015	5,440	9,734	-30.00	-20.00	-9.27	-6.22
2016	5,053	9,694	-25.00	-15.00	-7.11	-0.40%

The cumulative of efforts have resulted in significant reduction

Conclusion

It is evident that the execution of the corporate responsibility of the PAN Nigeria campaign on road safety has impacted positively on Nigeria.

It is against this background that the Corps, with the support of Exxon Mobil and NNPC has been campaigning for better understanding of road safety and advocating attitudinal change from all road users.

It is therefore envisaged that continuous efforts of the group and increased involvement in this direction will help the FRSC and Nigeria attain the UN Decade of Action Goal by year 2020.

Media Launch @ FRSC HQ, Abuja



Photo Speak: Roadshow (South-East - ENUGU)

We connected, not just from the stage...
We went to where they are...



Photo Speak: Roadshow (Katsina/Daura/Malumfashi And Funtua)

We pulled the crowd... We connected.... We enlightened....



We got their details...



Photo Speak: Train-The-Trainer Workshop @ Eket





Safety starts with
you

THANK YOU

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