

ADDIS ABABA, ETHIOPIA

**ROAD POLICING
PROGRAM & PUBLIC
AWARENESS CAMPAIGN**

CASE STUDY



GLOBAL
ROAD SAFETY
PARTNERSHIP

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BIGRS Road Policing Focus



- Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) is a multi-country, multi sectoral programme dedicated to reducing road crash fatalities and injuries in L/MICs,
- In 2020, BIGRS commenced its third phase, which is a **US\$240 million** initiative that builds from the success and impact of the RS10 phase (2010 – 2014) and the BIGRS phase 1 (2015 – 2019),
- GRSP is an implementing partner of BIGRS with a key main programmatic area focused on institutional strengthening and Capacity Building of Road Policing / Traffic Enforcement Agencies.



BIGRS Road Policing Focus

Commitment: 5 years (2015 – 2019)

Goal: Decrease road traffic deaths and injuries in Addis Ababa

Strategy:

- Provide technical supports to implement proven interventions:
- Strengthening Police enforcement
- Mass Media and Social Marketing
- Creating Safer Streets and Mobility
- Improving Data Collection and Monitoring





Addis Ababa, Ethiopia

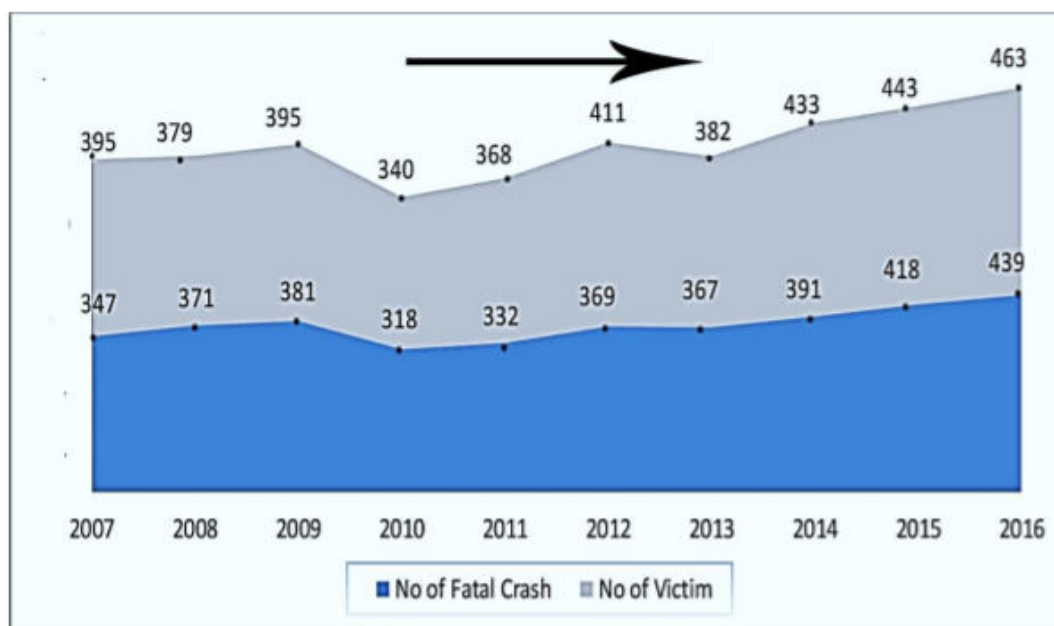
- Capital city of Ethiopia, Seat of African Union
- Area: 540 km² Population ≈ 3.7 million
- Rapid social and economical growth
- Massive changes in population
- Rapid population growth of approx. 3.9% per annum (CSA)
- Rapid urbanization
- Rapid increases of motor vehicle (15% in 2005 to predicted 25 % in 2025)





Addis Ababa, Ethiopia

In the grip of a road safety crisis \approx 4,009 fatalities over the previous 10 years



Source: Addis Ababa Police Commission reported crash rate, 2016



Status Quo in 2015 – Addis Ababa, Ethiopia

- No city wide Road Safety or Road Policing Strategy and little coordination;
- No coordinated public awareness/enforcement campaigns;
- Limited police resource (*police officers, cars, motorcycles and enforcement equipment*) and little education/training on best practise enforcement countermeasures.



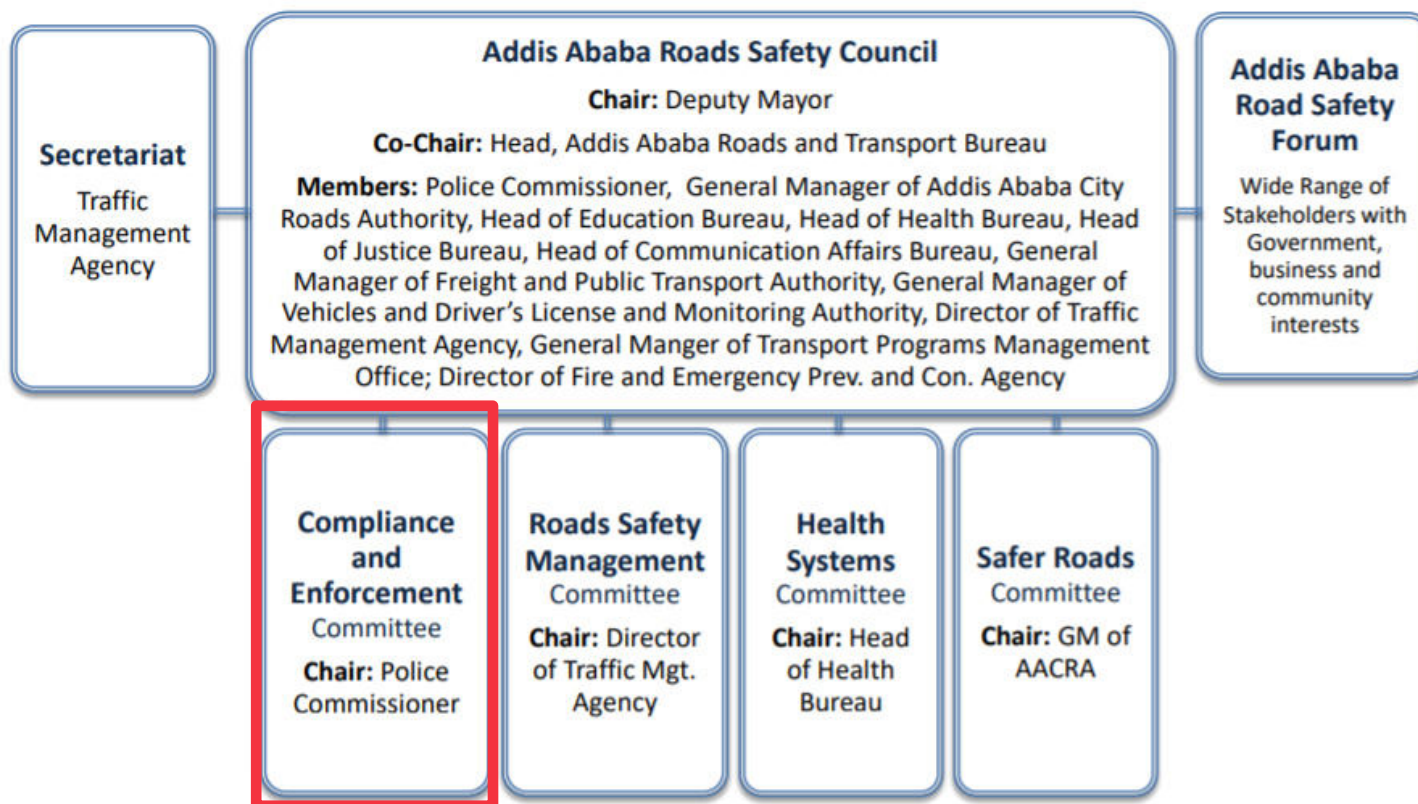
Status Quo in 2015 – Addis Ababa, Ethiopia

- Enforcement of high risk behaviours highly uncommon;
- Limited attention given to speed and drink driving enforcement;
- No focus on health and safety principles for Police or safety of road users;
- Limited understanding of the key serious crashes causes and action required;



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First Step: Establishment of a Road Safety Council





The Starting Point



VISION:

Envisioning Addis Ababa city free from road trauma by 2030

Key Focus Areas:

- Alignment with UN SDGs



By 2030, **halve the number of global deaths and injuries** from road traffic crashes



Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, **with special attention to the needs of those in vulnerable situations**, women, children, persons with disabilities and older person.



Adoption of the Road Safety Strategy

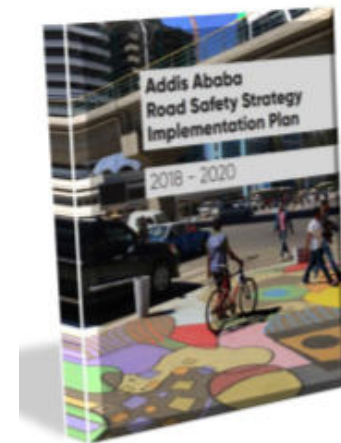
- **Safety Direction 1:** Developing a road safety management system
- **Safety Direction 2:** Focusing on main roads, where trauma is most concentrated
- **Safety Direction 3:** Prioritizing pedestrians safety
- **Safety Direction 4:** Enforcing key safety laws supported by Public Awareness
- **Safety Direction 5:** Improving Crash and Injury Data Management
- **Safety Direction 6:** Improving Post-crash trauma response
- **Safety Direction 7:** Demonstrating, and scaling up investment





Road Safety Implementation Plan

- Crucial to sustain ongoing efforts, knowledge transfer – Capacitate Institutions
- Series of Short term - 3 years plans (first in 2018-2020)
- Current experience and capabilities of institutions
- Draw lessons for Intermediate and Long term plans
- Aims to reduce fatalities and serious injuries
- Alignment with the proposed road safety directions
- Inclusive of milestones, KPIs, timelines and accountabilities





Implementation Plan: Monitoring and Evaluation

Improving Data Collection and Monitoring:

- ❑ Monitor outcomes of interventions
- ❑ Fatalities, injuries, crashes
- ❑ Risk factor behaviours
(helmets, speed, drinking & driving, seatbelts)
- ❑ Strengthen surveillance systems





Implementation Plan: Enforcement

Enforcing key safety laws supported by awareness creation

- ❑ 7 Action Items
- ❑ Enforce safety laws on drinking and driving
- ❑ Enforce safety laws on speeding
- ❑ Enforce safety laws on seat belts
- ❑ Enforce safety laws on child restraint use
- ❑ Enforce safety laws on helmet use
- ❑ Enforce safety laws on driver distraction
- ❑ Prevent illegal commercial roadside activities



➤ **Lead Agency :**
Addis Ababa Police Commission

➤ **Lead Partner:**





Implementation Plan: Strategic Communications

Enforcing key safety laws supported by awareness creation

- ❑ 9 Action Items
- ❑ Build the capacity of political leaders and professionals working on road safety
- ❑ Promote safe behavior of road users
- ❑ Design hard-hitting media and social media campaigns on four key risk factors, coordinated with enforcement.
- ❑ Design road safety education curricula for all levels of education
- ❑ Empower the city's road safety media forum through continuous training



➤ **Lead Agency:**
Road Traffic Management
Authority

➤ **Lead Partner:**  Vital Strategies



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Enforcement Capacity Building Overview 2015 - 2019

ENFORCEMENT THEME								
Year/ Training	Drink Driving	Seatbelt wearing	Speeding	Helmet wearing	Media / Comms	Data Management	Road Policing Leadership	Road Safety & Policing Overview
2015								●
2016	●	●				●		
2017	● ●		●					●
2018			● ●		●			
2019				● ●			●	

● Risk Factor Training for front line Police Officers, Supervisors & Managers.

○ Train the Trainer workshop & roadside coaching & monitoring activities.

○ Training for development of Policies and Standard Operating Procedures



Progress made up to end of 2019

Strengthening Police enforcement through the delivery of road policing capacity building training on:

1. Drinking and Driving Prevention
2. Speed Reduction
3. Seat-belt Use
4. Motorcycle Helmet Wearing



No. of Police trained



816

Equipment Procurement – By the numbers.....

Equipment	
No. of hand-held Alcohol Screening Devices (Procured by GRSP)	45
No. of Breathalyzers (6 procured by GRSP & 20 by Transport Program Management Office (TPMO))	26
No. of hand-held Speed Detection devices (7 procured by Vital Strategies & 20 by TPMO)	27
No. of motor cars (32) and motor cycles (275) (Procured by TPMO & World Bank)	309
No. of alcohol screening device mouth pieces (VS procured 30,000 & RTMA procuring 500,000)	530,000
Reflective cones	280
Traffic Barriers	300
Traffic Control Lighting Batons	110
Differing Educational Traffic Signage	42

Enforcement and Road Safety Equipment procured since program commencement





Improved Enforcement Data Collection Methods

EXAMPLE DRINK DRIVING ENFORCEMENT RESULTS																	
Date (DD/MM/YY)	Day of Week	Start Time	Finish Time	Location / Subdistrict	No. of resources committed			Total no. of drivers breath tested	No. of drivers testing positive	* No. of drivers refused or failed test	Breath test over legal limit		Breath test under legal limit		Prosecution for other violation(s)	EXAMPLE Summary of Drink Driving Enforcement Activity	
					No. of Police deployed to checkpoint	No. of Police vehicles deployed to checkpoint	No. of breathalysers deployed to checkpoint				male	female	male	female			
30/3/2017	Thursday	18:00:00	20:00:00	Subdistrict 3	10	4	6	130	2	0	2	0	118	10	15	01. No. of drink driving check point operations	0
31/3/2017	Friday	22:00:00	0:00:00	Subdistrict 5	7	2	4	120	2	0	2	0	111	7	16	02. No. of Police deployed at checkpoint	185
04/01/2017	Saturday	21:00:00	23:30:00	Subdistrict 7	12	4	8	179	0	0	0	0	174	5	75	03. No. of Police vehicles dedicated to operation	80
04/04/2017	Tuesday	19:00:00	22:00:00	Subdistrict 9	6	1	4	89	3	0	3	0	77	9	5	04. No. of breathalysers used at checkpoint	118
04/06/2017	Thursday	22:30:00	2:00:00	Subdistrict 1	6	3	4	102	5	0	4	1	91	6	12	05. No of drivers breath tested	3101
04/08/2017	Saturday	19:00:00	21:00:00	Subdistrict 3	8	2	4	110	2	1	3	0	104	3	14	06. No. of drivers testing positive	92
13/4/2017	Thursday	19:00:00	21:00:00	Subdistrict 2	12	4	8	108	4	1	5	0	98	5	13	07. No of drivers refused or failed test	11
14/4/2017	Friday	19:00:00	22:30:00	Subdistrict 1	8	3	5	67	2	1	3	0	61	2	10	08. No of breath tests over legal limit (male)	94
15/4/2017	Saturday	19:00:00	0:00:00	Subdistrict 4	6	2	4	211	7	3	9	1	190	11	29	09. No of breath tests over legal limit (female)	9
17/4/2017	Monday	18:00:00	23:00:00	Subdistrict 6	5	1	2	136	6	0	5	1	122	8	15	10. No of breath tests under legal limit (male)	2846
19/4/2017	Wednesday	22:00:00	19:00:00	Subdistrict 9	8	2	6	160	6	0	6	0	148	6	25	11. No of breath tests under legal limit (female)	153
20/4/2017	Thursday	22:00:00	1:00:00	Subdistrict 8	7	23	8	76	3	0	3	0	72	1	39	12. Prosecution for other traffic violation	499
22/4/2017	Saturday	15:00:00	23:00:00	Subdistrict 2	4	1	2	190	2	0	1	1	178	10	22	** Detection Rate 1 : 30	
25/4/2017	Thursday	20:30:00	19:00:00	Subdistrict 5	10	3	6	189	4	0	4	0	174	11	31		
29/4/2017	Saturday	17:00:00	0:30:00	Subdistrict 7	16	4	10	232	11	1	10	2	199	21	24		
05/05/2017	Friday	15:00:00	19:00:00	Subdistrict 4	10	3	6	139	4	0	4	0	130	5	28		
05/06/2017	Saturday	20:30:00	0:00:00	Subdistrict 5	14	3	8	247	8	2	9	1	228	9	18		
13/5/2017	Saturday	18:00:00	2:00:00	Subdistrict 6	10	3	6	138	3	1	3	1	131	3	8		
26/5/2017	Friday	20:00:00	2:00:00	Subdistrict 1	8	2	5	175	6	0	6	0	160	9	14		
24/6/2017	Saturday	22:00:00	1:30:00	Subdistrict 9	8	6	4	147	7	0	6	1	136	6	43		
24/6/2017	Saturday	23:00:00	4:00:00	Subdistrict 2	10	4	8	156	5	1	6	0	144	6	43		
Total					185	80	118	3101	92	11	94	9	2846	153	499		

Drink Driving Enforcement Operations Data

Drink Driving Enforcement Output	
No. of vehicles stopped	143,416
No. of drivers tested where alcohol present	7,364
No. of drivers testing over the Legal limit	1,941
No. of drivers under the legal limit and advised/warned.	5,423
No. of drivers prosecuted for other traffic offences during checkpoint operations	17,089





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Speed Enforcement Operations Data

Addis Ababa Traffic Police commenced speed enforcement operations in Nov. 2018 with the establishment of 11 task forces across selected sub city districts.

Speed Enforcement Output	
No. of locations selected for speed enforcement in the city	34
No. of drivers intercepted since commencement of operations	190,639
No. of drivers prosecuted for driving above the posted speed limit	181,599
No. of drivers issued a warning since commencement of operations	9040





Road Safety Communications Supporting Enforcement

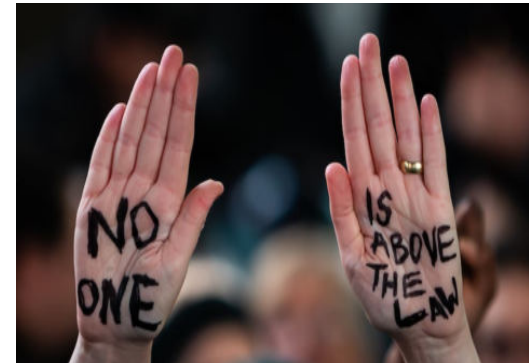
- Mass media campaigns not only raise awareness about the dangers of certain high risk behaviours, they also gain greater public support for new legislation, stricter enforcement and stronger penalties.
- Campaigns make it easier for governments and Police to act by reducing possible resistance they might otherwise encounter.
- Improved community awareness of the risks associated with causative factors (e.g. speeding) results in more willingness to support reduction measures as well as other more general road safety interventions.





Road Safety Communications Supporting Enforcement

- Best practice enforcement relies on accompanying media campaign to inform the public that police are actively enforcing the law;
- Creating the perception that road users will be detected and penalised if they do the wrong thing (*deterrence principles*)
 - *Perceived risk of apprehension,*
 - *Certainty/Severity/Swiftness of penalty*
 - *Limit the potential for Punishment Avoidance*
 - *Anybody, anytime, anywhere*





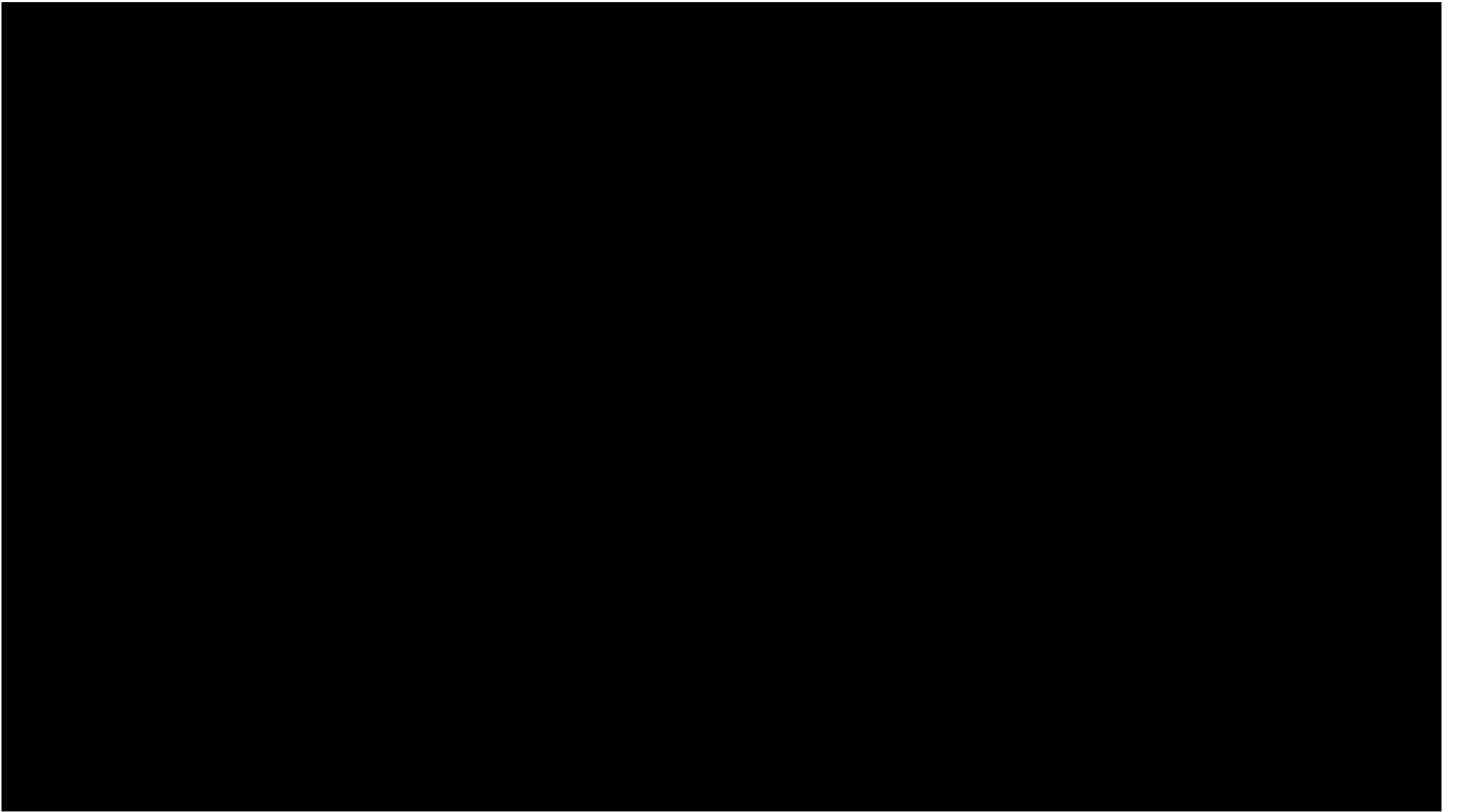
Road Safety Communications

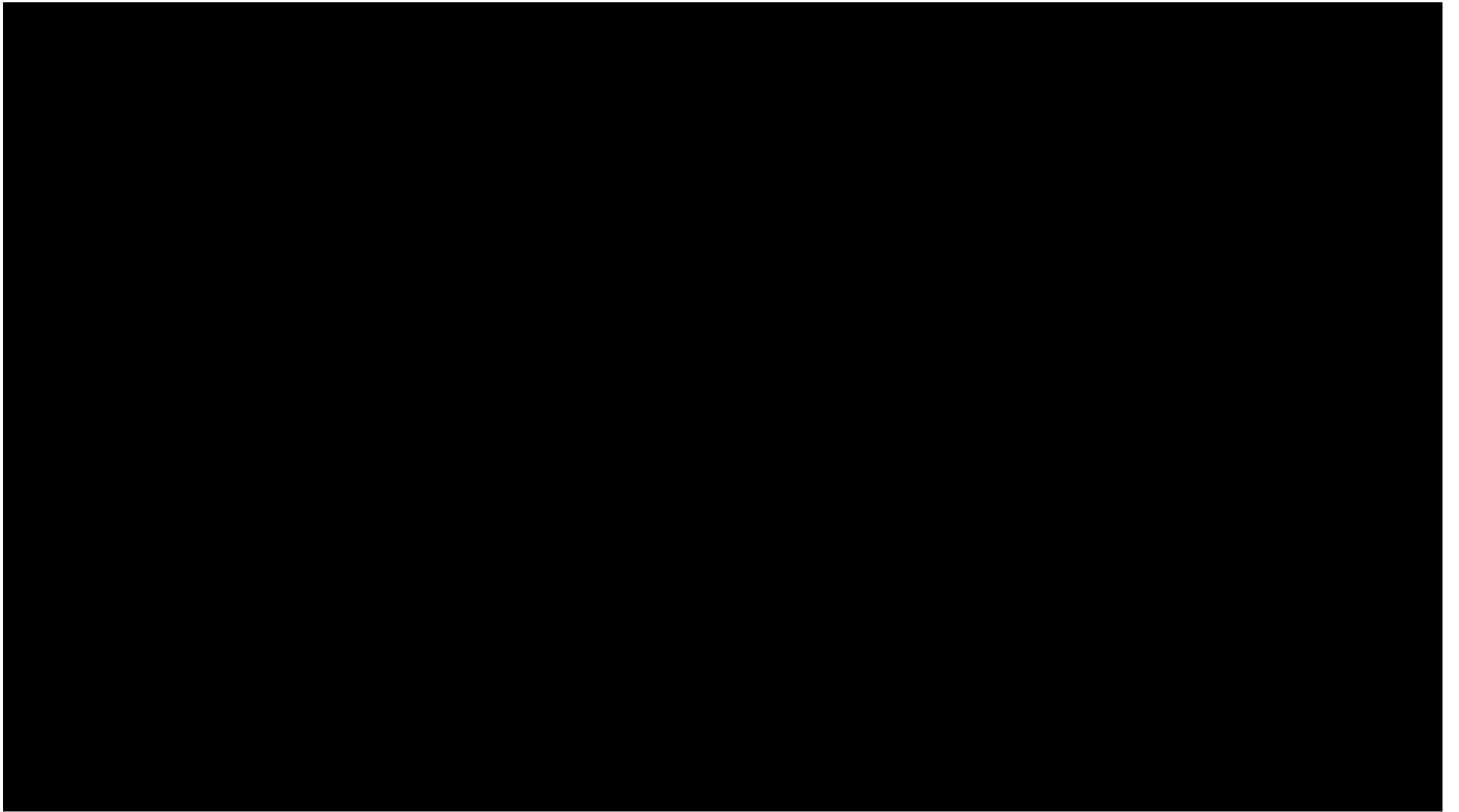
Supported development of Graphic Media Campaigns

Work with city authority on development of hard hitting media campaigns for:

- Drinking and Driving Prevention
- Speed Reduction
- Seat-belt Use
- Helmet Use











What should be the speed limit in residential areas?



Measurable Outcomes to 2019

Fatal road crashes decreased for the first time in eight years

Dropped by 1.5% after continuously rising since 2009/2010

- Seat belt usage increased from 54 to 61%
- Drink driving reduced from 9.7% to 2.3%
- Speeding decreased from 49% to 39%



Enforcement – Positive impacts as part of a comprehensive package

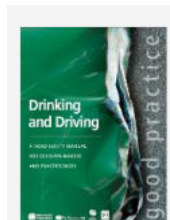
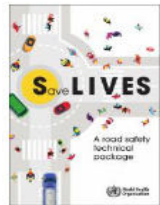


Perspectives for Future Enforcement Requirements

- Road Policing specific leadership training;
- Advocate for review/strengthening of national traffic regulation;
- Support the Police Commission by developing road policing enforcement and road safety curriculum within training academy;
- Continue training of front-line enforcement personnel to ensure sustainability of enforcement;
- Maintain strong focus of enforcement linking with mass media campaigns.



Prioritization of Evidenced Based Risk Factors in Road Safety



- Extensive body of scientific research from many countries demonstrating increased risk of road traffic fatalities and injuries due to:
 - excessive or inappropriate speed
 - drink driving
 - non-use of seat-belts & child restraints
 - non-use of motorcycle helmets
- Understanding the risks associated with these unsafe behaviours, the severity of crash outcomes and the socio-economic impact is key to promoting, designing and implementing successful interventions

SaveLIVES Technical Package, World Health Organization, 2017
Good Practice Manuals, WHO, GRSP, FIA Foundation:
<https://www.grsproadsafety.org/resources/good-practice-manuals/>

GLOBAL ROAD SAFETY PARTNERSHIP SECRETARIAT



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