

**THE WORLD DAY OF REMEMBRANCE OF ROAD CRASH VICTIMS
MINISTRIES DEPARTMENTS AND AGENCIES (MDAs) GUIDELINES FOR PARTICIPATION**

As part of this year’s Performance Contract Deliverable, ALL MDAs are supposed to undertake Road Safety Mainstreaming. The WDoR event is one of the key event in the Road Safety Calendar in which MDAs are supposed to observe/commemorate. Participation in the event will earn the MDA some of the PC marks.

The World Day of Remembrance of Road Crash Victims (WDoR) is a day set aside by the UN General Assembly dedicated to remembering the many millions killed or injured in road crashes their families, communities as well as to pay tribute to the dedicated emergency crews, police and medical professionals who daily deal with the traumatic aftermath of road death and injury.

The event further offers an annual opportunity to increase public awareness on the burden of road traffic crashes on our Nation and to emphasize the need to promote efforts to manage this socio-economic and public health challenge.

This year’s theme is *Act for Low Speeds/Act for Low Speed Streets* while the slogan is *Remember Support Act*. The aim of reduced speeds is to minimize chances of crash and if it happens the level of severity thus reducing the actual traffic deaths. This will make people not to remember traumatic road crash events but rather live life together.

The list of activities below provides guidelines on how MDAs can commemorate the WDoR event;

S/NO	ACTIVITY	SPECIFIC ACTIVITIES	DESCRIPTION NOTES
1.	Organizing Road Safety events/campaigns within their stations and areas of jurisdiction	Media Events	<ul style="list-style-type: none"> • Before, during and after the event media events and talk shows focusing on WDoR theme and road safety. • MDAs to organize with respective media houses

		Free medical camps.	<ul style="list-style-type: none"> MDAs can partner with organization like Red Cross, St Johns and even both private and public hospitals to conduct this activity. This to be done within the existing COVID-19 precautionary protocols.
2.	Participate by sponsorship of campaign materials.	<p>Branded Informative Educative Communicative (IEC) materials</p> <ul style="list-style-type: none"> Reflective vest, Motor cycle Helmets masks, T-shirts, caps, Banners umbrellas Flier other branded materials 	<ul style="list-style-type: none"> The materials to be branded with the MDAs colours and logo together with NTSA logo and the theme of the event The Theme of the event is Act for Low Speeds. NTSA has provided the sketches of the IEC materials MDAs to communicate with NTSA on the type and quantities of the IEC materials they wish to procure for the event The MDAs to deliver the IEC materials to NTSA for dissemination/distribution Alternatively, the MDAs to disseminate the IEC materials to their target community and inform NTSA. NTSA will be available to join the Corporates and partners during MDAs disseminations. The dissemination process to ensure COVID-19 rules and protocols are followed to the latter.
		<p>Informative Educative Communicative (IEC) materials and publicity (both/either digital or printed)</p>	<ul style="list-style-type: none"> Content creation and Publicity (both print and digital/online) Social Media platform presence on WDoR Putting WDoR Messages on their websites
3.	Provision of assistive Devices	Provision of assistive devices to PWDs.	<ul style="list-style-type: none"> The MDAs to liaise with APDK on the devices to procure The lists PWDs to be assisted to be provided by APDK and NCPWD. NTSA may be involved in the handover ceremony.

			<ul style="list-style-type: none"> The ceremony to be published and recorded as WDoR event.
4.	Provide Road markings	Provide Road markings on selected road and road humps	<ul style="list-style-type: none"> MDAs to provide road markings and marking of road humps/bumps and zebra crossings in selected roads. NTSA in liaison with the respective road agencies/county governments on information of the roads to be marked.
5.	Provide lollipop signs	Provision of lollipop signs for traffic marshals to assist pedestrians/children crossing	<ul style="list-style-type: none"> NTSA to provide the specifications MDAs can brand the sign with their logo The Lollipop signs to have the theme of WDoR NTSA can assist with the distribution of the lollipop signs to high risks schools/crossing locations.
6.	Provide and maintain rest sheds for Boda Boda operators	Provision Bodaboda sheds with WDR Theme or road safety message	<ul style="list-style-type: none"> The shed to have WDoR theme The shed can have the MDAs colours and logo
7.	Participation in the World Day of Remembrance	Participation on 21 st November	<ul style="list-style-type: none"> Commemoration to be held in various regions MDAs to undertake their own commemoration activities or can join NTSA activities in various regions.
8.	Commemoration Activities within the MDA's jurisdiction.	Commemoration Activities	<ul style="list-style-type: none"> Lighting of commemoration candles Planting of commemoration trees Holding of prayers Observing moments of silence Writing feature stories in MDAs various publications.