

# Road Safety Awareness in Liberia

## Highlights and Best Practices of 2019

### Road Safety Media Workshop

(April)

Journalists and media have been trained in workshops to better understand the links, the stakeholders and the importance of road safety.

### Road Safety Public Discussion

(April)

At the University of Liberia public discussions with key road safety stakeholders were organized. Media was present and articles were published in newspapers.

The participating stakeholders: Safe Life Liberia; Federation of Transport Union; Liberia Motorcyclist Union; Millennium Challenge Account for LR; an International Road Safety Expert; Traffic Court Judge; Ministry of Public Works, Justice, Health; and the Liberia National Police.



### Road Safety Comedy Competition (July)

### & Road Safety Comedy Show (Oct.)

For the first time ever, a road safety *Comedy Competition* and *Comedy Shows* within communities have been held. These evening events encourage participation while enriching Monrovia's cultural scene. The idea behind these events is, to encourage safer behavior on roads by inviting comedians to make jokes about common but unsafe behavior that the audience can relate to, thus reaching their hearts and souls. With a 400-people strong audience and more than 6000 views online especially the competition had great impact. Such events can run on small budgets (<2,000 USD).



### Recruitment and Training of Road Safety Volunteers

(Sept.)

A group of young *volunteers* has formed around the topic of road safety, supporting the Liberia National Police with promoting road safety and contributing their ideas of how to bring road safety education to everyday people's minds. They are currently developing their own ideas: coming up with role plays, catchy jingles & stickers that will be distributed through all kinds of channels to spread the message.



## Road Safety Training of Truck Drivers

(Nov.), in collaboration with TOTAL Liberia

Truck driver road safety trainings in collaboration with TOTAL Liberia and the National Police have been conducted. 100 drivers were trained on risk factors for heavy duty vehicles, seatbelt purposes, distraction factors and drunkenness effects among others.



## Road Safety Community Awareness Days

(Aug.)

Six Community Road Safety Awareness Days were held around Monrovia last year. Bringing the topic closer to community dwellers, school students, and vehicle operators. Quizzes made participants learn from the questions in a subtle way. The debates encouraged personal and community-born initiatives and ideas. Questions such as “Should Road Safety be part of the educational curriculum in Liberia?” were discussed. Football and kickball games finalized the community campaign with fun teambuilding. Comedians accompanied the shows strengthening the gained knowledge with humor. Additionally, 10,000 views of the events have been recorded on online TV.



## Safe Streets Festival

(Dec.)

The end of the year-highlight was the second Monrovia Safe Streets Festival with around 10,000 visitors, to be held annually from now on. The festival has become well-known throughout the city, being supported by the National Police and a committed group of partners. Popular artists, a temporary pedestrian area in Monrovia, a running race, activities for children such as bicycle trainings and dance competitions make it a unique annual gathering for Monrovia citizens. Events such as this are still rare in the capital. Throughout the whole day and through all activities road safety rules are communicated to all senses making it impossible to leave the day without some learning effect. A song on road safety has been recorded by Liberian artists conveying the message in a memorable way, that can also be found on YouTube:

<https://www.youtube.com/watch?v=e4Qx8boMVqY>



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